Trails Economic Impact Assessment Presentation

School of Urban and Regional Planning

The University of Iowa IOWA INITIATIVE FOR SUSTAINABLE COMMUNITIES

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Winneshiek County Conservation

The University of Iowa School of Urban & Regional Planning

This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a program of the Provost's Office of Outreach and Engagement at the University of Iowa that partners with rural and urban communities across the state to develop projects that university students and faculty complete through research and coursework. Through supporting these projects, the IISC pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

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Winneshiek County Trails

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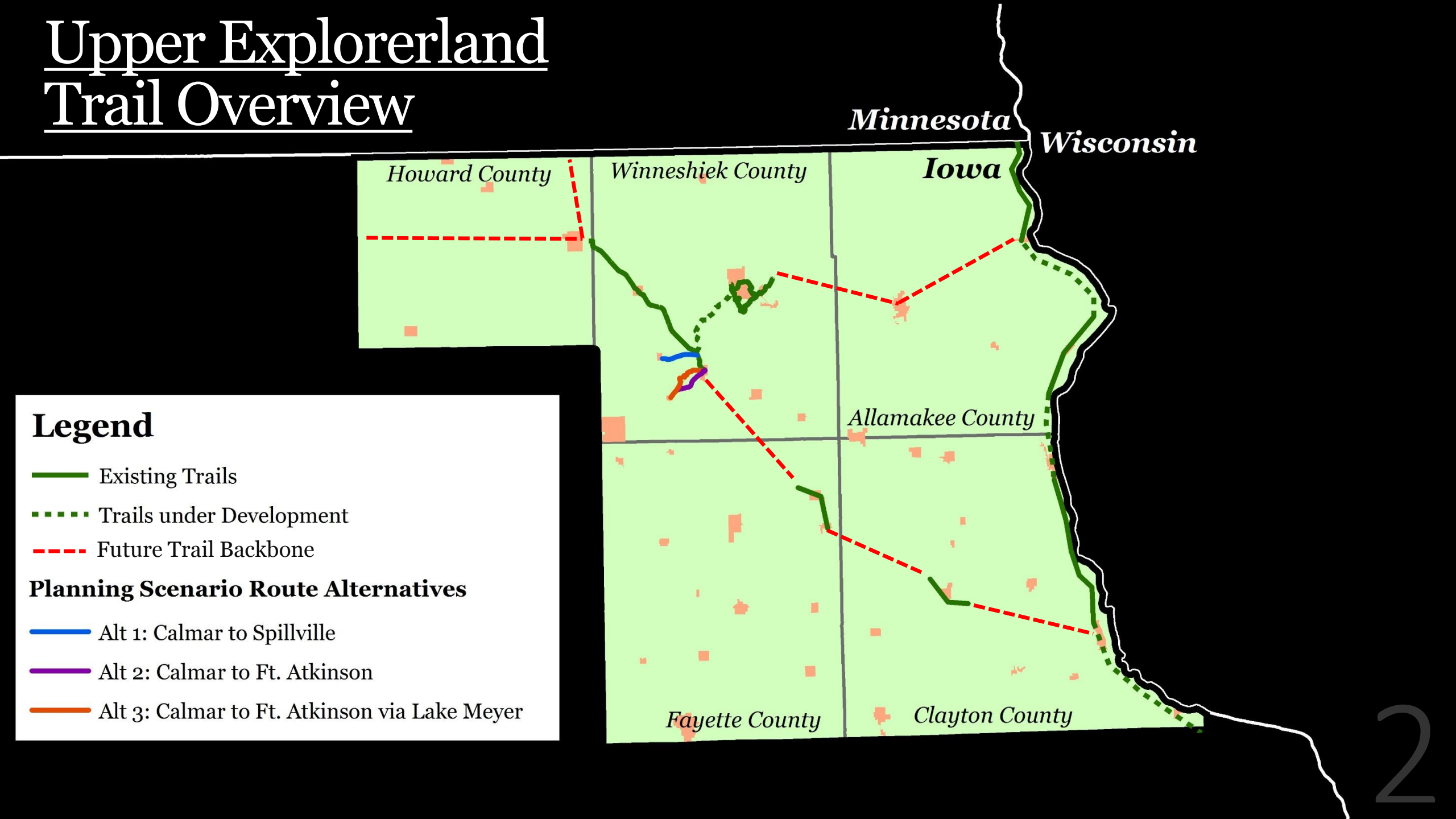
upper explorerland
regional planning commission

Upper Explorerland Trail Overview



Presentation Outline

- UERPC Transportation Enhancement Committee
- Project Objectives
- Trail User Survey
- Economic Impact Assessment (EIA)
- Planning Scenario
- Recommendations
- ***Q&A***

UERPC Transportation Enhancement Committee

Composition:

- County Conservation Directors
- Economic Development Directors
- City Managers
- Other Regional Representatives

Meeting Outcomes:

1. Replicable methods will be invaluable for future projects
2. There is a shared vision for regional trail development, but not a solidified process
   - *Competing for funding*
   - *Maintaining political support*

Enhancement Committee

"The committee meets to review and recommend projects for transportation alternatives funding and also works to build a sustainable and feasible trail system to provide non-vehicular travel options." – Upper Explorerland RPC

3 Project Objectives

1. Adapt an economic impact methodology that can be used by communities in the region to assess trails.

2. Apply the method to quantify the economic impact of Trout Run Trail.

3. Develop a formalized process for evaluating trail projects.

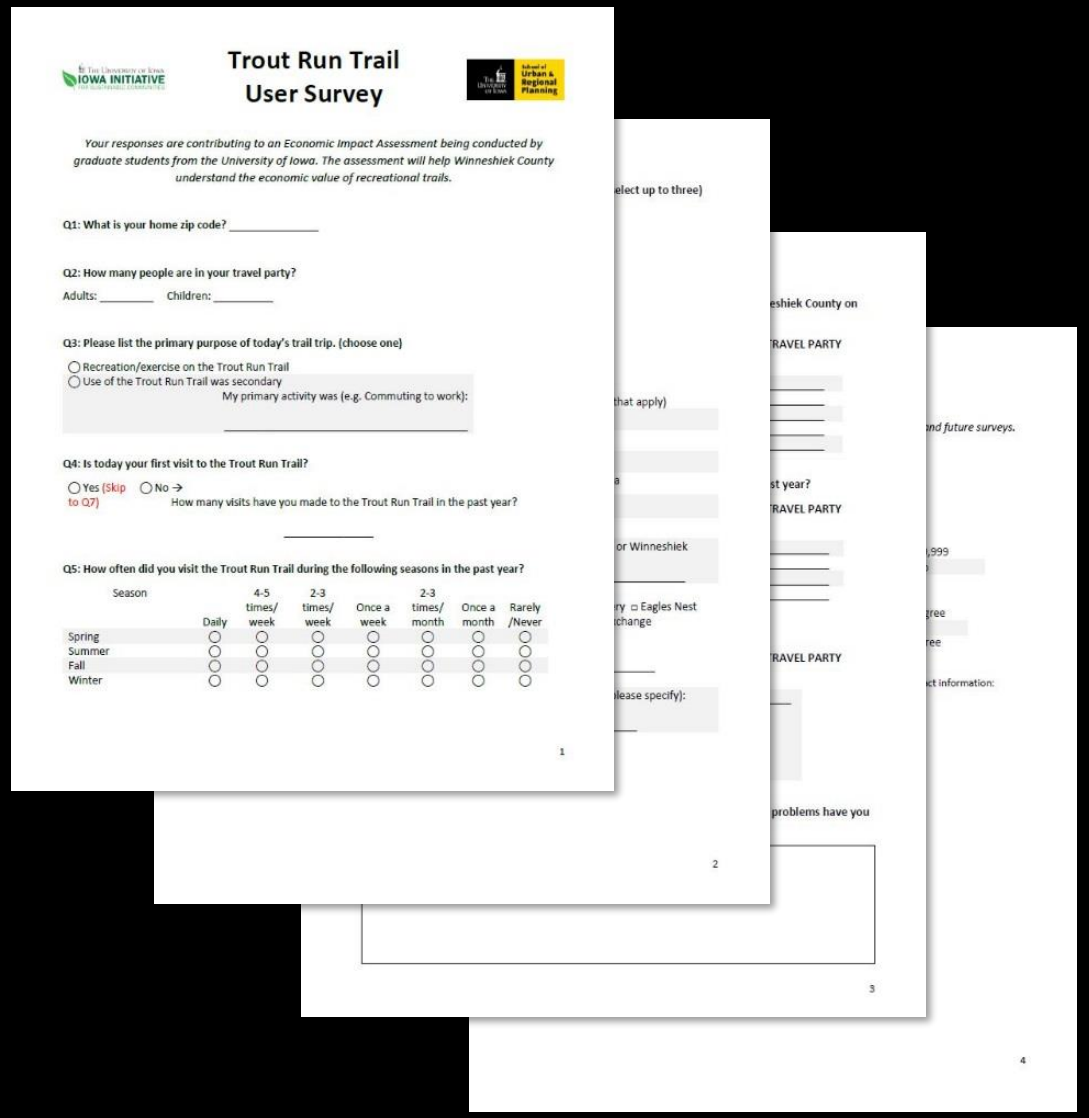
Switchbacks on Trout Run Trail

Objective 1:
Economic Impact Methodology

Trout Run Trail User Survey

Sections

- Spending
  - *Soft goods*
  - *Durable goods*
  - *Lodging*
- User type
  - *Local / non-local*
  - *Primary purpose / non-primary purpose*
- Usage
  - *Frequency*
  - *Activities*
- Demographics



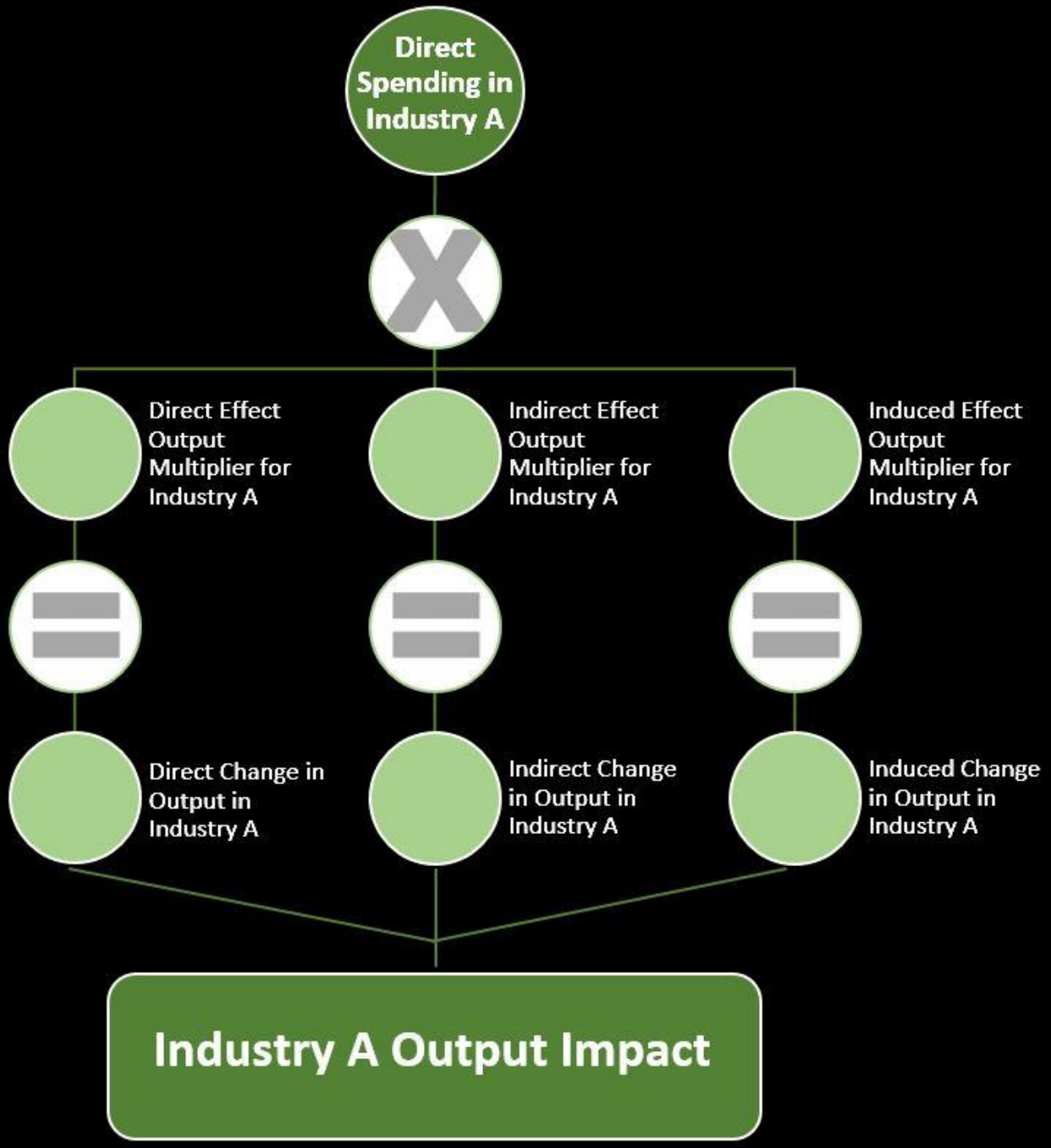
Survey Results / EIA Inputs

Annual trips by user type

- Primary purpose local
- Secondary purpose local
- **Primary purpose visitor**
- Secondary purpose visitor

Spending by Industry

IO Model


Direct Spending in Industry A
X
Direct Effect Output Multiplier for Industry A
Indirect Effect Output Multiplier for Industry A
Induced Effect Output Multiplier for Industry A
=
=
=
Direct Change in Output in Industry A
Indirect Change in Output in Industry A
Induced Change in Output in Industry A
Industry A Output Impact

Objective 2:
Economic Impact of Trout Run Trail

EIA Results

Indicator	Round of Impact	Range of Impact	
		Low	High
Output	Total	**$ 1,613,098**	**$ 2,384,666**
	Direct	*$ 1,193,095*	*$ 1,763,770*
	Indirect	*$ 229,121*	*$ 338,713*
	Induced	*$ 190,882*	*$ 282,183*
Jobs	Total	**22**	**33**
	Direct	*19*	*28*
	Indirect	*2*	*3*
	Induced	*2*	*3*
Labor Income	Total	**$ 461,349**	**$ 682,019**
	Direct	*$ 351,607*	*$ 519,786*
	Indirect	*$ 56,492*	*$ 83,513*
	Induced	*$ 53,250*	*$ 78,720*

Total Multiplier	*1.014*

*Range represents a 19.3% margin of error at the 95% confidence level for survey results

Bicycle amenities in downtown Decorah

EIA: Spending Results

Bowstring Bridge, Trout Run Trail

- Total Economic Impact of TRT:
  - $1.6 to $2.4 million of annual output
  - 5.4% to 8.1% of tourism expenditures in Winneshiek County (U.S. Travel Association, 2014)
- Housing Sales Price Analysis:
  - No significant results with respect to a parcel's distance from the trail

Objective 3:
Trail Development Strategy

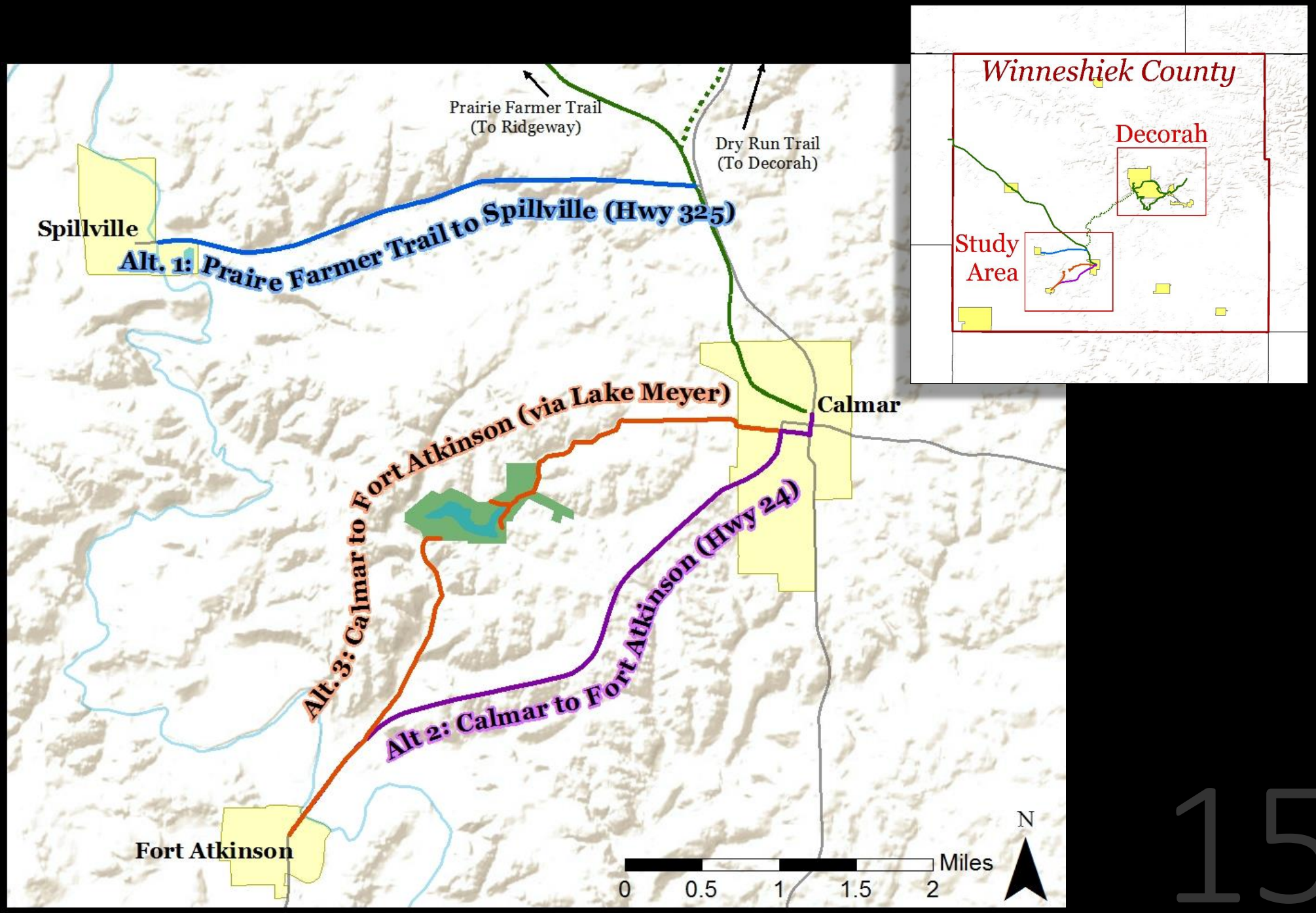
Trail Development Strategy

Trail Development Criteria:

- Population living near the trail
- Natural attractions near the trail
- Tourism-oriented activity near the trail
- Right-of-way acquisition challenges
- Minimizing environmental impacts
- Avoiding geographic/topographic challenges
- Initial construction cost
- Projected maintenance cost
- Scenic views
- Potential for commuting
- Fills gap in regional network
- Community support
- Provides significant riding distance
- Separation from vehicle traffic

Wayfinding along Trout Run Trail

Planning Scenario Study Area



Grouping and Weighting the Criteria

Trail Development Survey:

Committee members ranked criteria items from 1 to 14

(1 being highest priority, 14 being lowest priority)

Criteria Groups:

1. Surrounding Land Uses (26%)
2. Environmental Stewardship (19.5%)
3. Involving and Serving Local Populations (19%)
4. Physical Trail Characteristics (18%)
5. Trail Finance (17.5%)

Weighting is based on average group ranking from the survey responses

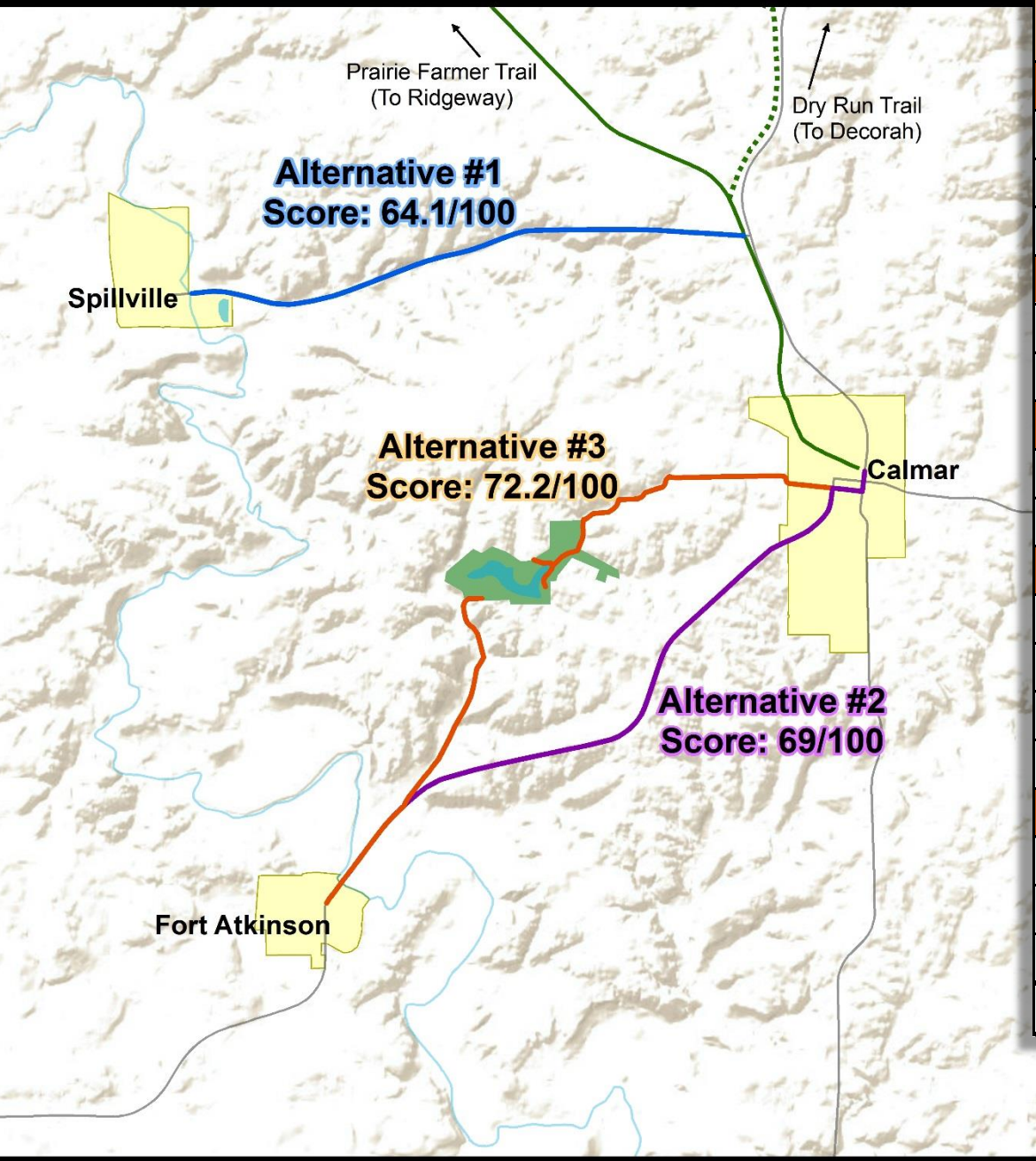
Higher weights are given to groups that were ranked higher by the committee

Scoring the Criteria

Each criterion has a possible score between 1 and 5 points

The values chosen reflect typical conditions on a Winneshiek County trail project

CRITERION	SCORE				
	1	2	3	4	5
Population Living Near Trail	<250 households	250 – 499 households	500 – 749 households	750 – 999 households	>1000 households



CRITERIA	ALTERNATIVE 3 SCORES
SUROUNDING LAND USES	
Natural Attractions Near Trail	8.7
Number of Businesses Near Trail	8.7
Scenic Views	6.9
ENVIROMENTAL STEWARDSHIP	
Minimizing Environmental Impacts	8.0
Potential for Commuting	8.0
INVOLVING & SERVING LOCAL POPULATIONS	
Population Living Near Trail	5.7
Community Support	5.7
PHYSICAL TRAIL CHARACTERISTICS	
Avoiding Geographical/Topographical challenges	1.8
Provides Significant Riding Distance	3.6
Separation from Vehicle Traffic	2.7
Fills Gap in the Regional Trail Network	4.5
TRAIL FINANCE	
Initial Construction Cost	2.3
Land Acquisition Challenges	2.3
Projected Maintenance Cost	3.4
TOTAL SCORE	**72.2/100**

Final Recommendations

- Improve data collection
  - Collect spending data throughout the entire trail season
    - Decrease the spending margin of error
    - Increase confidence in the EIA results
    - Identify spending trends over time
- Pursue the housing sales price analysis at a later time
  - More time is needed for the value of the trail to be accurately reflected in the housing market
- Coordinate regional efforts to complete the trail backbone
  - Employ a weighted scoring system to compare project alternatives

Highway 9 Bridge, Decorah

Q&A

Thank you for the feedback!

Grouping and Weighting

CRITERIA	Rating Average (1-16, Low is Ranked Higher)	Group Average Ranking	Transformation of Numerator (1-16, High is Ranked Higher)	Group Weights	Ranking
INVOLVING & SERVING LOCAL POPULATIONS					
Population Living Near Trail	12.33	8.58	7.42	19.0%	3
Community Support	4.83				
PHYSICAL TRAIL CHARACTERISTICS					
Avoiding Geographical/Topographical challenges	11.61	8.97	7.03	18.0%	4
Provides Significant Riding Distance	12.28				
Separation from Vehicle Traffic	7.83				
Fills Gap in the Regional Trail Network	4.17				
TRAIL FINANCE					
Initial Construction Cost	9.50	9.19	6.81	17.5%	5
Land Acquisition Challenges	7.39				
Projected Maintenance Cost	10.67				
SUROUNDING LAND USES					
Natural Attractions Near Trail	4.89	5.87	10.13	26.0%	1
Scenic Views	5.39				
Tourism-oriented Activity Near Trail	7.33				
ENVIROMENTAL STEWARDSHIP					
Minimizing Environmental Impacts	7.00	8.36	7.64	19.6%	2
Potential for Commuting	9.72				
			Total	Total	
			39.03	100.00%	

Five-Tier Scoring System

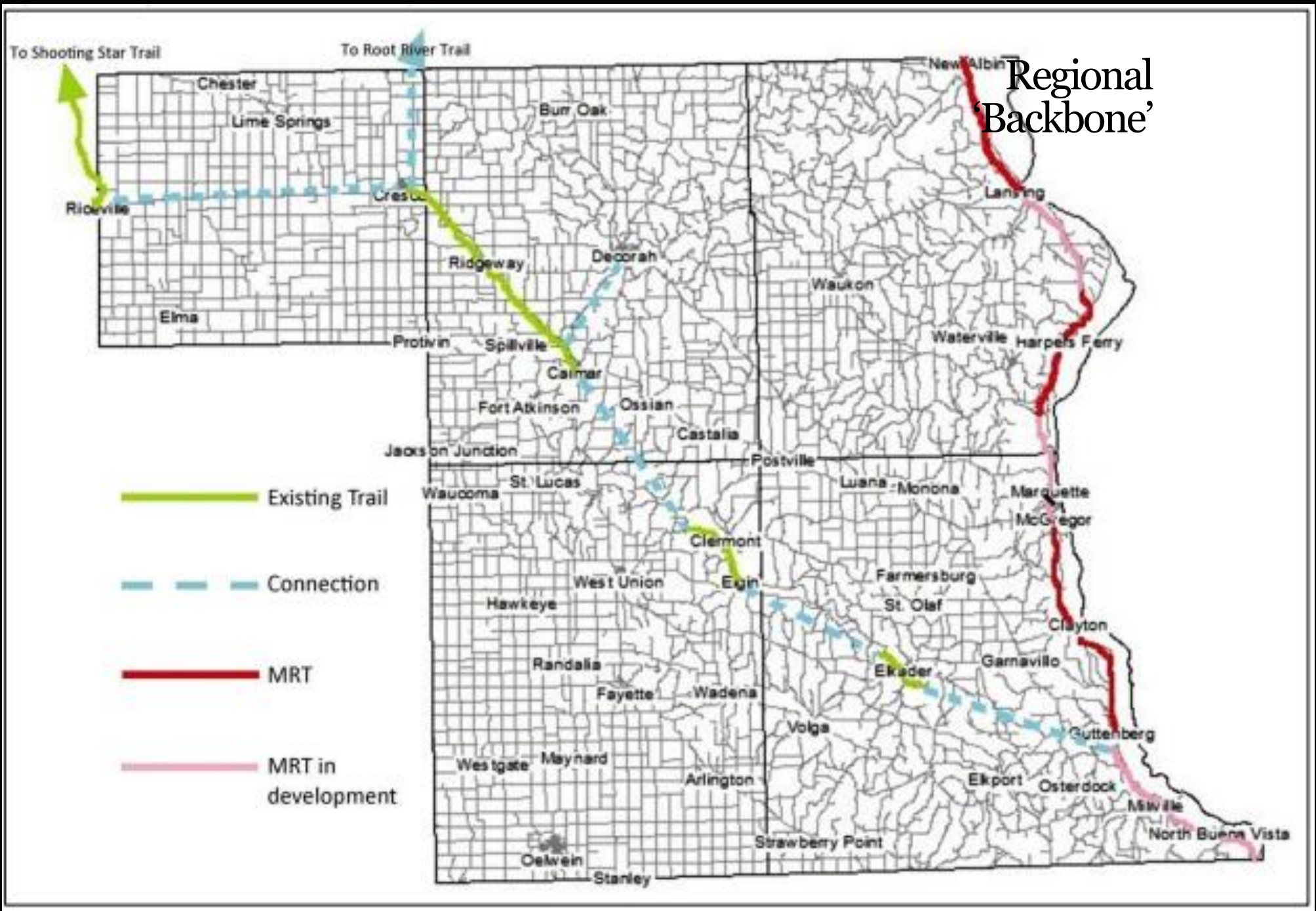
CRITERIA	SCORE				
	1	2	3	4	5
INVOLVING & SERVING LOCAL POPULATIONS					
Population Living Near Trail	<250 households	<500 households	<750 households	<1000 households	>=1000 households
Community Support	Route not mentioned in LRTP	N/A	Route mentioned in LRTP	N/A	Effort where community input influences decisions
PHYSICAL TRAIL CHARACTERISTICS					
Avoiding Geographical/Topographical challenges	>.2% w/ slope over 5%	>.1% w/ slope over 5%	>.05% w/ slope over 5%	>.01% w/ slope over 5%	0% w/ slope over 5%
Provides Significant Riding Distance	<1mi	1-3mi	3-5mi	5-7mi	>7mi
Separation from Vehicle Traffic	<25%	<50%	<75%	<100%	100%
Fills Gap in the Regional Trail Network	Route not mentioned in LRTP	N/A	Route mentioned in LRTP	N/A	Exceeds mention in LRTP
TRAIL FINANCE					
Initial Construction Cost	>$1,100,000 per mile	$800,000 to $1,100,000 per mile	$500,000 to $800,000 per mile	$200,000 to $500,000 per mile	<$200,000 per mile
Land Acquisition Challenges	>$15,000	$11k-$15k	$6k-$11k	$1k-$6k	<$1,000
Projected Maintenance Cost (Annual)	>$7,000 per mile	$5k-$7k per mile	$3k-$5k per mile	$1k-$3k per mile	<$1,000 per mile
SUROUNDING LAND USES					
Natural Attractions Near Trail	None	N/A	Access to water or public open space	N/A	Access to water and public open space
Tourism Activity	>=0	>=4	>=6	>=8	>=10
Scenic Views	>0% scenic	<25% scenic	<50% scenic	<75% scenic	>75% scenic
ENVIROMENTAL STEWARDSHIP					
Minimizing Environmental Impacts	2 or more wetlands impacted	N/A	1 wetland impacted	>1 acre grubbing	Marginal impact
Potential for Commuting	>0 workers	>10 workers	>15 workers	>20 workers	>25 workers

Overall Route Scores

CRITERIA	CALCULATED SCORES		
	PFRT to Spillville	Calmar to Fort Atkinson	Calmar to Lake Meyer to FA
INVOLVING & SERVING LOCAL POPULATIONS			
Population Living Near Trail	1.9	5.7	5.7
Community Support	5.7	1.9	5.7
PHYSICAL TRAIL CHARACTERISTICS			
Avoiding Geographical/Topographical challenges	3.6	4.5	1.8
Provides Significant Riding Distance	2.7	2.7	3.6
Separation from Vehicle Traffic	0.9	0.9	2.7
Fills Gap in the Regional Trail Network	2.7	0.9	4.5
TRAIL FINANCE			
Initial Construction Cost	4.5	3.4	2.3
Land Acquisition Challenges	5.7	5.7	2.3
Projected Maintenance Cost	4.5	4.5	3.4
SUROUNDING LAND USES			
Natural Attractions Near Trail	5.2	5.2	8.7
Number of Businesses Near Trail	3.5	8.7	8.7
Scenic Views	5.2	6.9	6.9
ENVIROMENTAL STEWARDSHIP			
Minimizing Environmental Impacts	10.0	10.0	8.0
Potential for Commuting	8.0	8.0	8.0
TOTAL SCORE	**64.1**	**69**	**72.2**

Regional 'Backbone'

Source: RPA 1 Long Range Transportation Plan



Regional Overview

Source: RPA 1 Long Range Transportation Plan