Assessing Multi-Use Trails for Economic Impact School of Urban & Regional Planning, The University of Iowa John Bruce, Ryan Dusil, Grant Shirts, Matthew Van Hoeck

Abstract

Winneshiek County, Iowa , located in the northeastern corner of the state, is home to a unique landscape and small communities proud of their cultural heritage. The Winneshiek County Conservation Board and the Upper Explorerland Regional Planning Commission share the goal of connecting their communities and natural amenities through a recreational trail network. In 2015, these organizations partnered with the Iowa Initiative for Sustainable Communities to make strides toward their goal. This report is a result of that partnership and was completed by graduate students enrolled in The University of Iowa School of Urban and Regional Planning. It provides useful information intended to aid the sustainable planning, implementation, funding and evaluation of Winneshiek County's network of non-motorized trails through an economic impact assessment, quantitative analysis, pragmatic decision making, strategic implementation, and a guided improvement process.

Acknowledgments

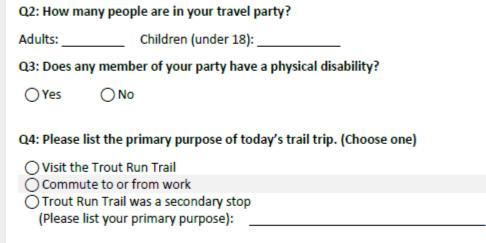
The University of Iowa: John Fuller, Professor, Associate Chair, and Director of Graduate Studies, School of Urban and Regional Planning; Sarah SanGiovanni, Program Coordinator, Iowa Initiative For Sustainable Communities Steven Spears, Assistant Professor, School of Urban and Regional Planning; David Swenson, Adjunct Lecturer, School of Urban and Regional Planning. Winneshiek County: Jim Alstad, Winneshiek County Assessor; Lilly Jensen, Education and Outreach Coordinator, Winneshiek County Conservation Board; John Kraus, Natural Resource Technician, Winneshiek County Conservation Board; Jon Lubke, Winneshiek County GIS/IT Director, Winneshiek County Conser vation Board; Barbara Schroeder, Director, Winneshiek County Conservation Board; Dean Thompson, Winneshiek County Supervisor. Upper Explorerland Regional Planning Commission: Casey Mai, Community Development Associate & Transportation Planner; Karla Organist, Lead Planner and Fayette County Economic Development Executive Director.

- 19.3% margin of error.
- School of Urban and Regional Planning.

Steps for Economic Impact Assessment

- 1. Surveying trail users to identify spending per trip
- 2. Normalizing reported spending and segmenting by user types
- mation
- 4. Tailoring Input-Output Model for local and specific use
- 5. Validating results by comparing to similar trails and studies
- 6. Reporting of conclusions with honesty and clarity

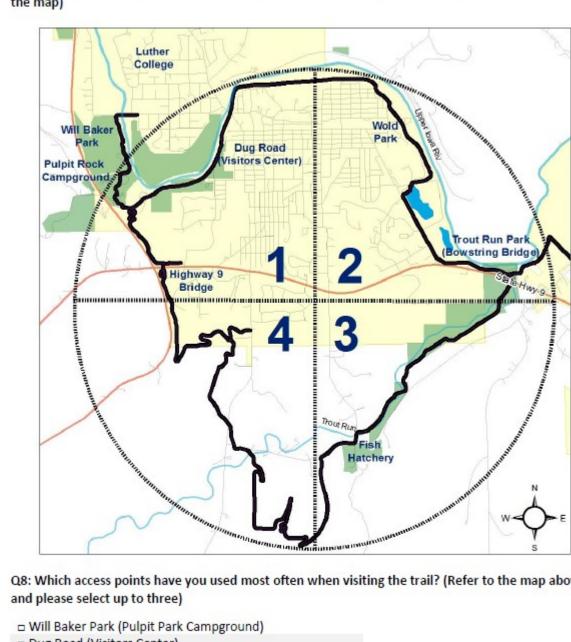
Trout Run Trail User Survey THE UNIVERSITY OF IOWA cross the region. As a thank you from us, you will have the option to enter into a drawing for various raffle prizes upon completion of the survey. Q1: What is your home zip code? _____



1. Survey

Q5: Is today your first visit to Trout Run Trail? (If yes, skip to Q9)) No \rightarrow How many visits have you made to the Trout Run Trail in the past 6: Approximately how often did you visit the Trout Run Trail during the following seasons in t





Mountain Biking Running / Jogging / Walking Hiking (on unpaved path) Fishing Birdwatching Skating (roller or board) □ Geocaching D Visit Prairie Farmer Trail Other recreation (Please specify): Visit local attractions (Please specify): 🗆 Fish Hatchery 🗖 Eagles Nest Dunning Springs 🗆 Seed Savers Exchange ⊐Other (please specify): Other social/business (Please specify):

Social/Business					
Commuting to work					
🗆 Business trip					
visit friends or relatives in the area					
Shopping (Please specify where):					
visit a restaurant/bar/brewery (Please specify):					
Attend a Luther College Event (Please specify):					
Attend a special event in Decorah or Winneshiek					
County (Please specify):					

is trip. Enter 0 if you spent no money in a giv
pending Category
estaurants and bars (including breweries / w
Groceries / snacks / beverages
as or diesel fuel
ntertainment, museums, attractions, special
quipment rental (bike rental, gear, etc.)

	12 months?
	Spending Category
	Bicycles
	Bicycle supplies / equipment
	Clothing / shoes
	Other-trail related expenses (excluding renta

	Q12: Was today's vi please select day tri		part of a day trip or ov
-	🔿 Day trip		
	Overnight Trip	>	Number of nights:
-			Type of lodging:
			O Hotel/Motel (Plea
			Campground (Plea
			-

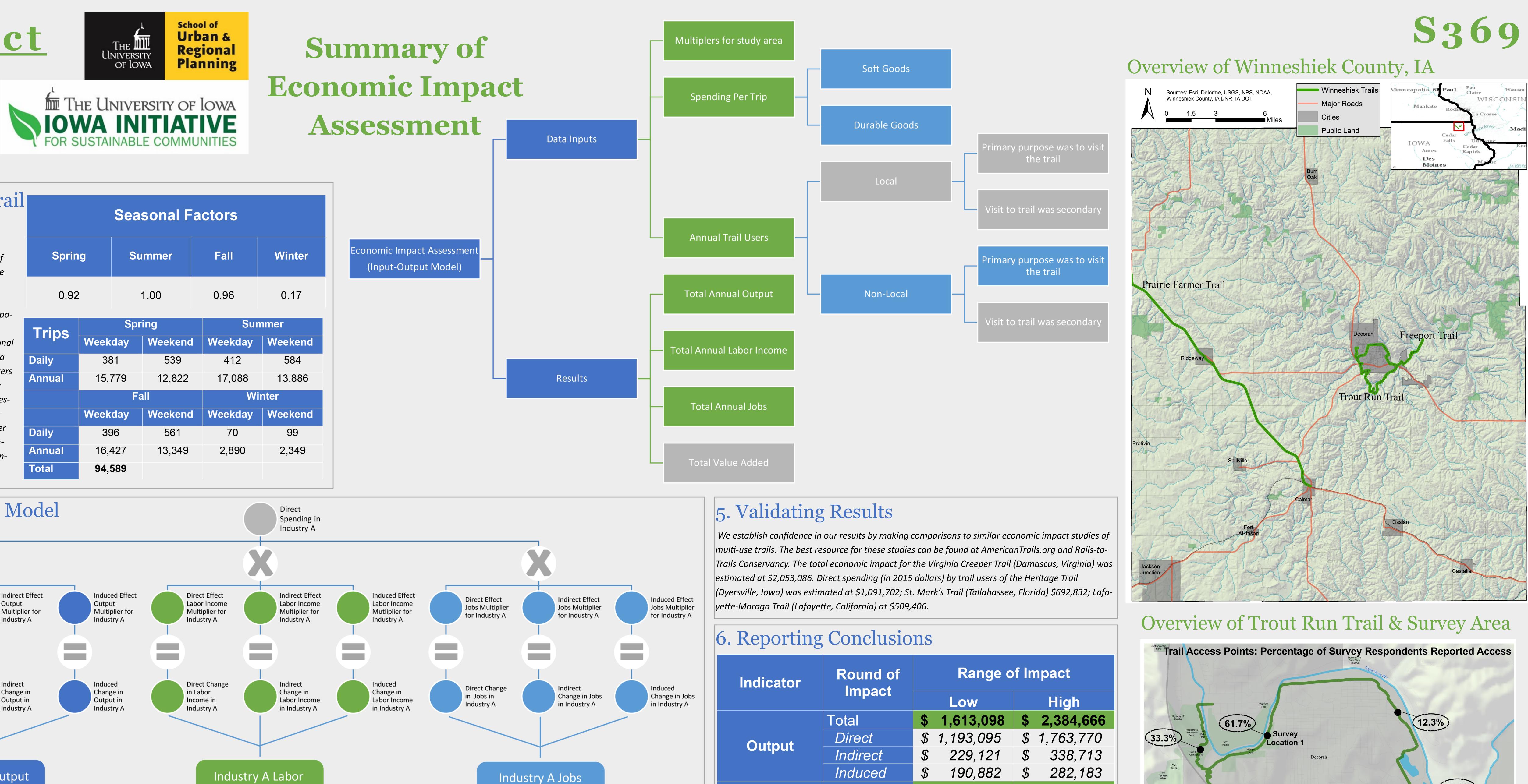
ed & breakfast (Please specify): Stayed overnight outside the area

The source of our trail user spending data was a survey of the Trout Run Trail users in Decorah, Iowa. Survey responses were collected across two weekends in October, 2015 at two access points along the trail. Forms and survey information were also made available at local hotels, campgrounds, various downtown businesses, and the visitors center. Information on user spending and frequency of trail use were the two major primary data inputs that were used in the economic impact analysis.

2. Normalizing Spending Data

Per Trip Spending	Primary Purpose Visitor	Secondary Purpose Visitor	Primary Purpose Local	Secondary Purpose Local
Restaurants and bars (including breweries / wineries)	\$25.92	\$39.40	\$1.59	
Groceries / snacks / beverages	\$6.72	\$7.45	\$5.03	
Gas or diesel fuel	\$9.35	\$8.33	\$0.16	
Entertainment, museums, attractions, special events, etc.	\$3.62	\$5.88	\$0.79	\$1.07
Equipment rental (bike rental, gear, etc.)	\$1.91	\$0.59		
Bicycles	\$0.29		\$1.02	
Bicycle supplies / equipment	\$0.78	\$0.44	\$0.27	
Clothing / shoes	\$3.42	\$5.74	\$1.10	\$1.67
Other-trail related expenses (excluding rentals)	\$0.29	\$0.91	\$0.06	
Lodging	\$15.59	\$57.10		
Soft Good Total	\$47.52	\$61.66	\$7.57	\$1.07
Durable Good Total	\$4.79	\$7.09	\$2.45	\$1.67
Accommodation Total	\$15.59	\$57.10		



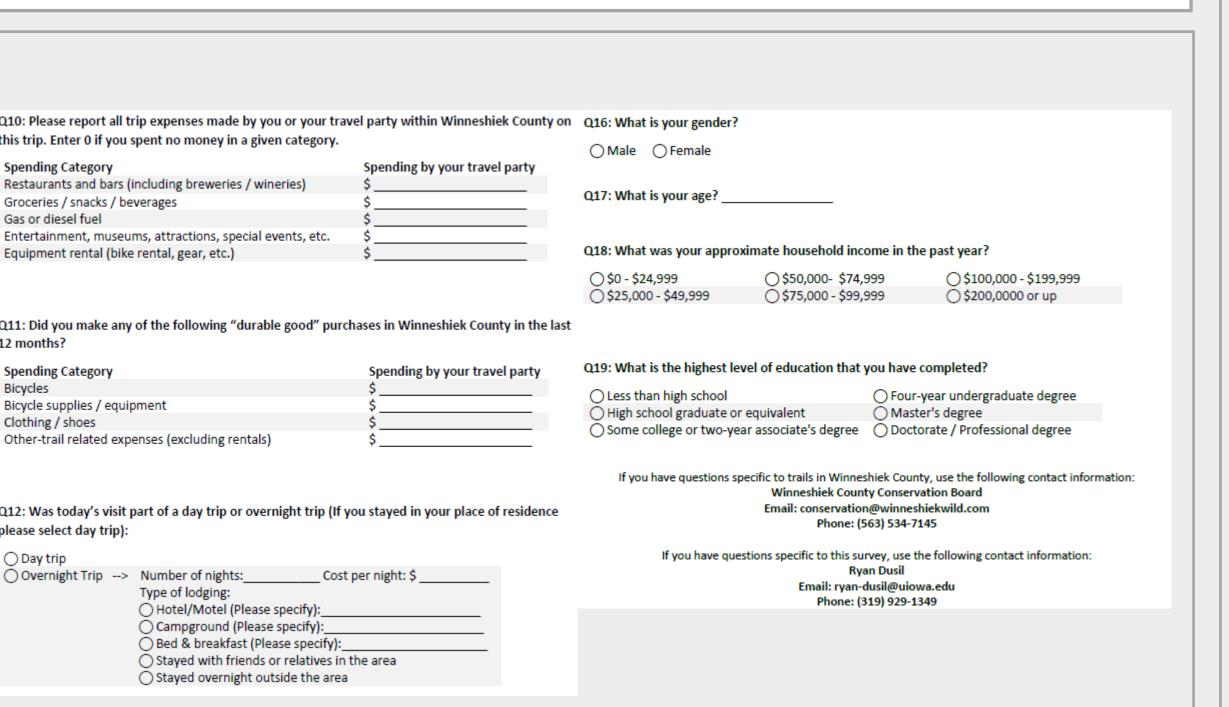


Key Points from Project

Total annual economic impact of the Trout Run Trail is \$1.6-\$2.4 million, with a

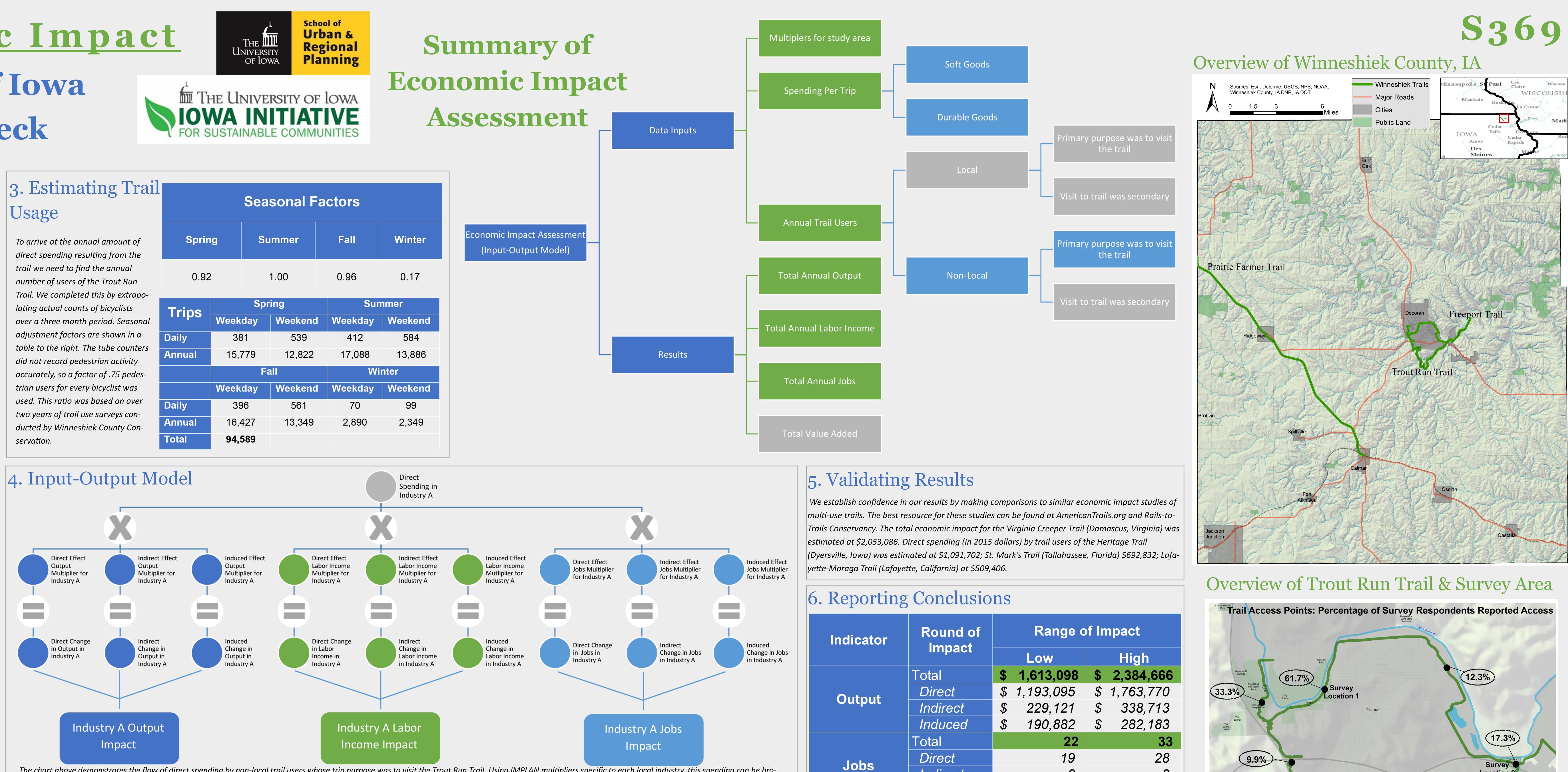
No significant findings with regard to home sales price near the Trout Run Trail. The Trout Run Trail is a 12-mile paved recreational trail located in the town of Decorah, Iowa. This study is the result of a partnership between the Winneshiek County Conservation Board and the Upper Explorerland Regional Planning *Commission*, as well as the *Iowa Initiative for Sustainable Communities* and

3. Estimating annual trail usage by extrapolating trail counts or other demand esti



In order for the spending data to be useful in the next steps it needs to be normalized to per adult per trip. For soft goods, this is simply a division of reported spending by the number of adults for that response. For durable goods, since these were reported for the past year, a division of reported spending by the number of reported trips and adults is needed. For accommodations, we assume that these expenses covered multiple trips over the course of the visit. We divided the reported spending by the reported number of nights stayed and adults. These calculations can be completed for the entire sample or segmented by types of users. For the purposes of determining the economic impact we only consider visitors that reported that stated the purpose of their visit is use the trail.

1		Seasonal Fac					
	Spring		Summer		Fall		
	0.92	<u>></u>		1.00		0.96	
	Trips		Spr	ing			
	mps	Week	day	Weekend		Week	
j	Daily	38	31	539 12,822		4′	
j	Annual	15,7	779			17,	
j		Fall					
j		Week	day	v Weeken		Week	
	Daily	39	96	561		7	
	Annual	16,427		13,349		2,8	



The chart above demonstrates the flow of direct spending by non-local trail users whose trip purpose was to visit the Trout Run Trail. Using IMPLAN multipliers specific to each local industry, this spending can be broken down into direct spending (cash register sales), indirect spending (additional economic activity generated by the direct industries by purchasing goods and services locally), and induced spending (purchases of household goods and services made by workers of the direct and indirect industries.). These three rounds of spending can be broken down into changes in output, labor income, and jobs. When combined, these rounds of spending constitute the economic impact in that industry. These calculations can be performed for each industry in which spending occurred and then summed to generate the economic impact of the trail.

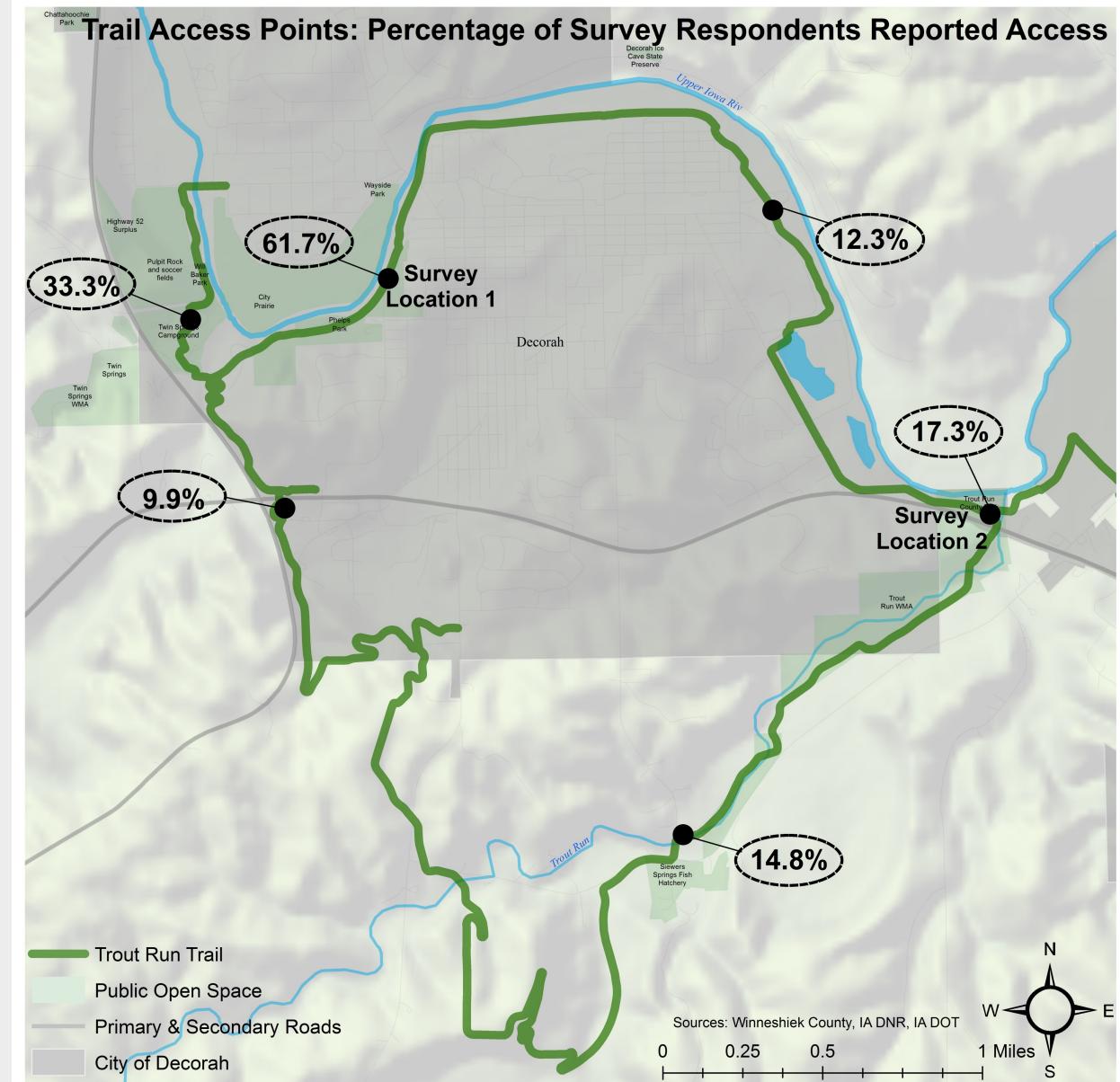




The table above shows the final results of our study. We are 95% confident that the annual economic impact of the Trout Run Trail is between \$1.6 and \$2.4 million in output, 22 to 33 jobs, and \$.5 to \$.7 million in labor income. The Trout Run Trail has a tangible economic impact on the Winneshiek County economy. When reporting final results it is important to include your confidence level. Also, when using the term economic impact, provide evidence that this activity would not have occurred without the existence of the trail.

Labor Income

of ₊	Range of Impact				
L		Low		High	
	\$	1,613,098	\$	2,384,666	
	\$	1,193,095	\$	1,763,770	
	\$	229,121	\$	338,713	
I	\$	190,882	\$	282,183	
		22		33	
		19		28	
		2		3	
1		2		3	
	\$	461,349	\$	682,019	
	\$	351,607	\$	519,786	
	\$	56,492	\$	83,513	
	\$	53,250	\$	78,720	



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