CT Trail Census
A statewide volunteer-based data collection & education program on multi-use trails
Data-informed decision-making
Volunteer participation
Trails advocacy
20 Participating Trail Sites
Infrared Counters

TRAFx Counters
Estimate uses and use patterns
24/7 permanent counters
Jan 1-Dec 31 data analysis
Calibrated with manual counts
## Calibrating the IR Counters: Manual Counts

### Connecticut Trail Census
Statewide multi-use trail user study

<table>
<thead>
<tr>
<th>Date</th>
<th>6/2/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Hop River - Bolton</td>
</tr>
<tr>
<td>Name</td>
<td>Aaron Budris</td>
</tr>
<tr>
<td>Time Start</td>
<td>11:00 am</td>
</tr>
<tr>
<td>Count 1 Hour</td>
<td></td>
</tr>
<tr>
<td>Weather</td>
<td>75 degrees, sunny</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Time</th>
<th>Ped</th>
<th>Bike</th>
<th>Other</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11:04</td>
<td>3</td>
<td></td>
<td></td>
<td>walking</td>
</tr>
<tr>
<td>2</td>
<td>11:11</td>
<td></td>
<td>1</td>
<td></td>
<td>running</td>
</tr>
<tr>
<td>3</td>
<td>11:15</td>
<td>1</td>
<td>1</td>
<td>Walking with stroller</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>11:17</td>
<td>1</td>
<td></td>
<td>Walking dog</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11:18</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>11:23</td>
<td>4</td>
<td></td>
<td>Group of cyclists</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>11:26</td>
<td></td>
<td>1</td>
<td>Walking</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>11:33</td>
<td>2</td>
<td>2</td>
<td>Adults with kids on bikes</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>11:40</td>
<td></td>
<td>2</td>
<td>Running</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>11:42</td>
<td>1</td>
<td></td>
<td>Teen on bike</td>
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</tr>
<tr>
<td>11</td>
<td>11:45</td>
<td>1</td>
<td>2</td>
<td>Walking with double stroller</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>11:48</td>
<td>1</td>
<td></td>
<td>Walking</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11:49</td>
<td>3</td>
<td></td>
<td>Walking, 1 in wheelchair</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>11:51</td>
<td>1</td>
<td>1</td>
<td>Walking, scooter</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>11:55</td>
<td></td>
<td></td>
<td>Running</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>11:57</td>
<td></td>
<td>1</td>
<td>Teen on skateboard</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>11:59</td>
<td>2</td>
<td>2</td>
<td>2 adults, 2 strollers</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data

IR Counters recorded 1.4 million total uses annually

<table>
<thead>
<tr>
<th>CT Trail Census - 2018 Adjusted Daily and Annual Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRAFT</td>
</tr>
<tr>
<td>CTTC Trails</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Total Count</td>
</tr>
<tr>
<td>Data Days</td>
</tr>
<tr>
<td>Daily Average</td>
</tr>
<tr>
<td>Avg. x 365</td>
</tr>
</tbody>
</table>

Weather

<table>
<thead>
<tr>
<th>Weather (Bradley Airport)</th>
<th>Low Temp (F)</th>
<th>High Temp (F)</th>
<th>Precipitation (in)</th>
<th>Snowfall (in)</th>
<th>Snow Depth (in)</th>
</tr>
</thead>
</table>

Total

<table>
<thead>
<tr>
<th>Total</th>
<th>1,380,155</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,449,220</td>
</tr>
</tbody>
</table>
Statewide Counts

- Technology challenges
- Significant volunteer commitment (10+ hours)
- Growing and uniform data set (hourly)
Intercept Surveys

- Standardized paper survey
- Why and how are trails used
- Demographics, spending & health
Trail Census User Survey

None of the information gathered will be used to identify you individually. All data will be kept confidential and will be aggregated for analysis.

1. What is your home ZIP code? __________________

2. How are you traveling on the trail today?
   - Walk
   - Wheelchair or mobility aid
   - Run/Jog
   - Other ______
   - Bike

3. Approximately how many minutes do you plan to spend on the trail today? _______ minutes

4. During your visit to the trail today do you anticipate crossing this point on the trail again?
   - Yes ___ No ___

5. What is your purpose? (select all that apply)
   - Recreation
   - Relaxation
   - Dog walking
   - Travel to school
   - Travel to shopping
   - Travel to work
   - Exercise
   - Other

6. How did you get to the trail today?
   - Car or Motorcycle (alone)
   - Car or Motorcycle (with others)
   - Public Transit (bus/train)
   - Bicycle
   - Run/Jog
   - Other

7. How often do you use the trail at this location?
   - First time
   - Once a week
   - 2-4 times/week
   - 5 or more times/week
   - Once a month
   - Every few months

8. During which seasons do you generally use the trail? (Select all that apply)
   - Summer
   - Fall
   - Winter
   - Spring

9. On this trip to the trail only, how much have you spent or do you plan to spend on each of the following? (If nothing write “0”):
   - Beverages $_________
   - Snack foods $_________
   - Full meals at a restaurant $_________
   - Gas $_________
   - Retail (gifts, clothing, etc.) $_________
   - Equipment rental $_________
   - Lodging $_________
   - Nearby activities for recreation or amusements $_________
   - Other $_________

10. Did your use of this trail influence your purchase of gear, supplies, equipment, clothing or rentals in the past year?  
    - Yes ___ No ___

11. If you answered yes above, approximately how much did you spend in the past year on gear, supplies, equipment, clothing or rentals related to your use of this trail: $_________

12. What are your favorite things about this trail? ____________________________________________________________

13. What would improve your experience on this trail? ________________________________________________________

14. During an average week, how many days do you complete at least 30 minutes of physical activity? ______ # days/week

15. How many of these days include activity that causes an increase in breathing or heart rate? ______ # days/week

16. During an average week, what percent of your physical activity do you complete using this trail? ______ %

17. What is your age range?
   - Under 18
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64
   - 65-74
   - 75 or over

18. What best represents your household income?
   - Under $24,999
   - $25,000 - $49,999
   - $50,000 - $99,999
   - $100,000 – $199,999
   - Over $200,000

19. What is your race or ethnicity? (Select all that apply)
   - White
   - Black or African American
   - American Indian
   - Asian
   - Pacific Islander
   - Spanish, Hispanic or Latino
   - Other

20. What is your sex?
   - Female
   - Male
   - Prefer to self-describe ___

Connecticut Trail Census
Statewide multi-use trail user study
Chart 10: Purpose on the Trail

What is your purpose?

- Recreation: 63.2%
- Exercise - Manage weight: 48.6%
- Relaxation: 45.4%
- Exercise - Preventative: 39.8%
- Exercise - Endurance: 35.9%
- Socializing: 18.5%
- Family time: 14.9%
- Dog walking: 13.0%
- Tourism/sightseeing: 4.4%
- Other: 3.4%
- Exercise - Prescribed: 3.0%
- Travel to work: 0.7%
- Travel to shopping: 0.7%
- Travel to school: 0.0%

Breakdown of Purpose Related to Exercise:

- Exercise - Manage weight: 38.2%
- Exercise - Preventative: 31.3%
- Exercise - Endurance: 28.2%
- Exercise - Prescribed: 2.4%
Surveys

- Respond to local needs
- Not statistically rigorous
- Can be independent of counts
Community Impacts

“Our trail is already developed--we use the data to continue to build support.”

“Part of town’s Branding Committee efforts to get more/better access to downtown from the trails.”

“Document need for visitor facilities”

“We now have statistics to counter the ‘I never see anyone using the trails’ argument.”
Broader Impacts

- Leverage funding
- Use data to educate communities
- Inform planning