

EmpowerU March 23, 2017



Tri-State Trails is made possible by the generous support of Interact for Health.

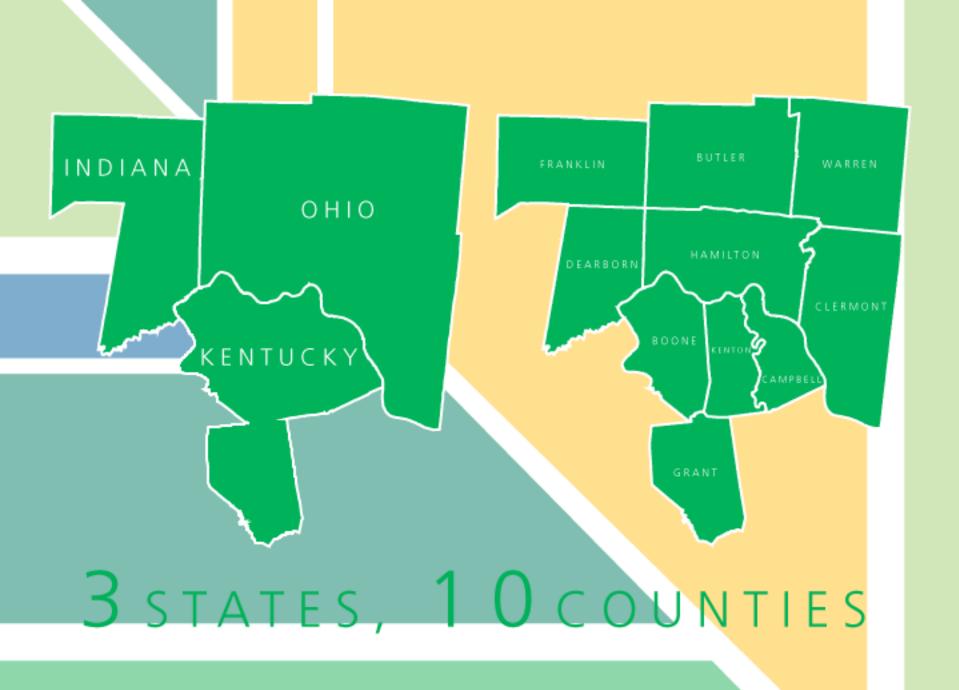
CONTEXT EXERCISE

What is Green Umbrella?

- Non-profit, regional sustainability alliance
- Member based, collective impact "backbone" organization
- Goal: Greater Cincinnati to be one of the top 10 most sustainable metropolitan areas by 2020

Green Umbrella Mission

To maximize the environmental sustainability of the Greater Cincinnati Region by driving collaborative efforts through member organizations and individuals.



How GU Makes an Impact

- 1. Action teams
- 2. Events
- 3. Partnerships and project incubation
- 4. Initiatives

Action Teams

- 1. Greenspace
- 2. Water
- 3. Energy
- 4. Local Food
- 5. Waste Reduction
- 6. Transportation
- 7. Outdoors

Action Teams

- Platform for experts and advocates to collaborate to create change
- Each team sets a measurable goal for 2020
- Identify strategies and actions aimed to achieve the goal
- Follow strategic metrics and data to track and evaluate

Outdoors Action Team

- Group consists of:
 - Parks departments/districts
 - Nonprofit outdoor recreation organizations
 - For-profit outdoor recreation organizations
 - Private outdoor recreation businesses
 - Outdoor recreation advocates and enthusiasts

Outdoors Action Team

 Action Team Goal: Increase participation in recreational and educational activities, events and venues that get people outdoors into nature by 20%.

• Strategies:

- MeetMeOutdoors.com
- Opening Day for Trails
- Kids Outdoor Adventure Expo
- Great Outdoor Weekend
- Measurement:
 - Park attendance counts
 - Event attendance counts
 - Website traffic





SUSTAINABILITY SUMMIT

Partnership & Project Incubation





GREATER CINCINNATI

St. Elizabeth Healthcare

OHIO RIVER

PADDLEFEST





Greater Cincinnati Regional Food Policy Council

ABOUT TRI-STATE TRAILS

Tri-State Trails is...

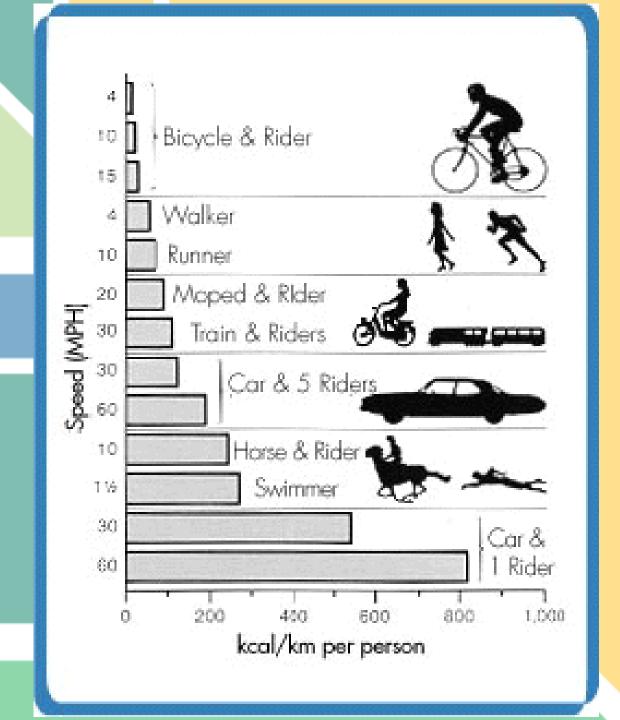
- 1. Coalition of trail advocates and stakeholders
- 2. Physical network of trails
- Vision and plan to increase trail connectivity within the tri-state

Our Mission

To connect people and places via a regional trails network that promotes vibrant communities through equitable access to active transportation and outdoor recreation.

What are trails?

- Paved
 - Multi-Use (pedestrians/cyclists) 330+ miles
 - On-road bicycle infrastructure 80+ miles
 - Sidewalks
- Natural surface
 - Hiking 230+ miles
 - Mountain biking 60+ miles
 - Equestrian
 - Water trails (paddling)
- Relevant active transportation connections
 - Public transit routes
 - Bike share locations



Least Protected

Most Protected

Arterial/Highway Bikeway Matrix (without curb and gutter)



Shared Roads















Multi-Use Paved Trails







Our Focus

- Tri-State Trails is focused on regional corridors and forging connections in the network
 - Primarily paved, multi-use trails
 - Connections to residential areas and business districts
 - Connections to regional parks, greenspaces, and destination trails

Our Expertise

- Promoting the existing trail network
- Advocating for investment to increase connectivity
- Providing technical assistance to trail organizations
 - GIS mapping
 - Implementation and funding strategy
- Facilitating partnerships and collaboration
- Programming along the trail

BENEFITS OF TRAILS



MOTOR

VEHICLES





Key Benefits of Trails

- Active transportation, connectivity, accessibility
- Attraction and retention of talent
- Economic development
- Improved property values
- Improved public health
- Reduction of air pollution and congestion

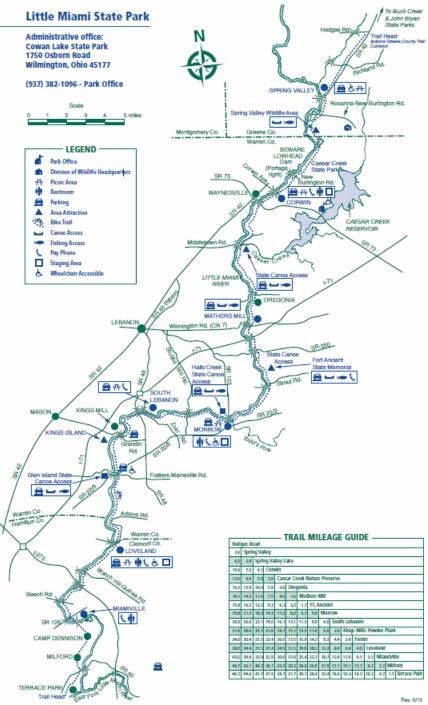
Key Benefits of Trails

- Interaction with built and natural environment
- Safe outdoor recreation option for all users
- Celebration of culture and history
- Place-making and community safety
- Tourism

Key Benefits of Trails

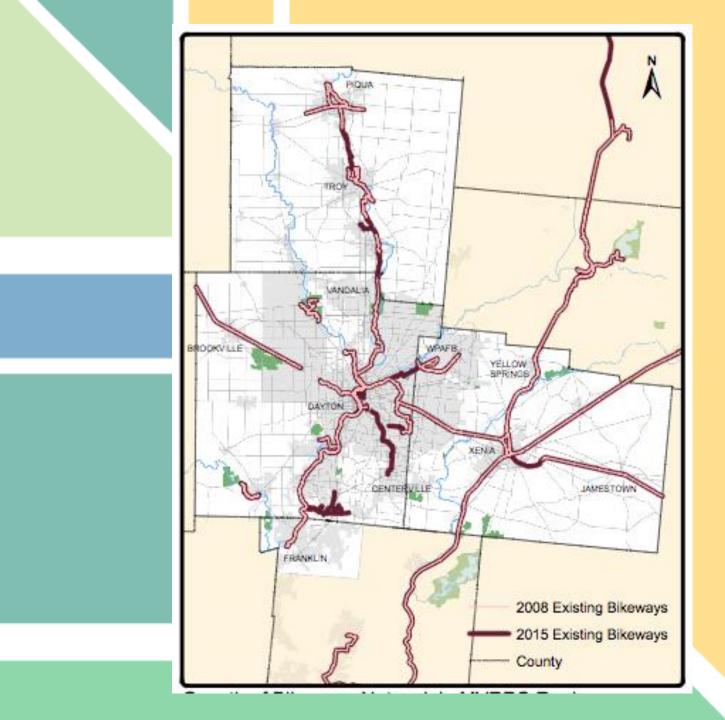
= IMPROVED QUALITY OF LIFE!

ECONOMIC DEVELOPMENT



Little Miami Scenic Trail

- Southern leg of Ohio to Erie Trail
 Cincinnati → Columbus → Cleveland
- 2011 University of Cincinnati study
 - Property owners within 1,000 feet of the trail were willing to pay a \$9,000 premium
- 2014: 750,000 trail uses
- 2015: 910,000 trail uses
- 2016: 1,300,000 trail uses



Miami Valley Trails

- Nation's largest paved trail network
 - 340 miles of connected trails
- Partnership with MCD
- 2015 economic impact of trails was over \$13M
 - \$6M in equipment
 - \$5.7M in food/drink
 - \$1.3M in overnight accommodations



MiamiValleyTrails.org

Nation's Largest Paved Trail Network Experience over 300 miles of connected trails.





MORPC Economic Impact of Trails

- 2015 University of Minnesota Study
- Average \$3 spending per use
 20% users spend \$15-20 per use

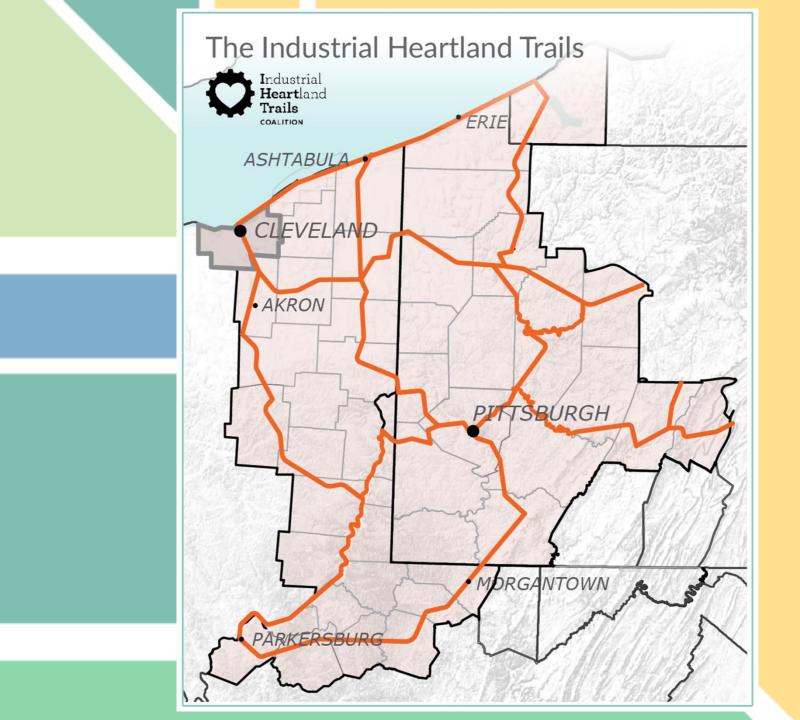


- Property values did not increase or decrease from 2011-2013
 - Positive outcome, considering housing market rebound
- 12 million miles traveled annually on 10 regional trails



Indianapolis Cultural Trail

- Primary use = exercise and recreation
- Secondary use = commuting to work
- \$63M total cost
 - \$35.5M public (federal transportation funding)
 - \$27.5M in private funding
 - No local tax dollars
- Parcels within 500 feel of the trail had a total change in value of over \$1 billion from 2008-2014
- Trail users spend ~\$3.5M annually

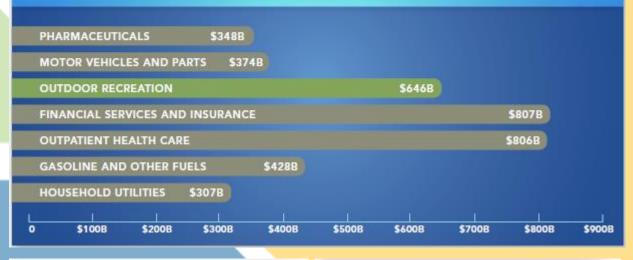


Industrial Heartland Trails

- 1,400+ miles of shared-use trails
 - 48% already completed
- Four states, 52 counties
 - PA, NY, OH, WV
- Would be largest trail system in North America
 - MAJOR regional tourism opportunity

An Overlooked Economic Giant-

Annual Consumer Spending, in Billions¹



In Ohio

OUTDOOR RECREATION GENERATES...

> BILLION in consumer

spending

BILLION in wages and salaries

17.4 196K direct

Ohio jobs²

BILLION in state and local tax revenue

Nationally

OUTDOOR RECREATION GENERATES...

646 BILLION in consumer spending

BILLION in federal tax revenue

6.1 MILLION direct American jobs²

BILLION in state and local tax revenue

OUR HISTORY

mandellbrown.com

the set of a life

Key Milestones

- 2013: First Regional Trails Forum2014: Regional Trails Plan
- **2015:** Hired Regional Trails Coordinator
 - Strategic Plan
 - Cincinnati Connects
- **2016:** OKI 2040 Plan Update Miami 2 Miami Connection
- **2017:** Trail Measurement Program

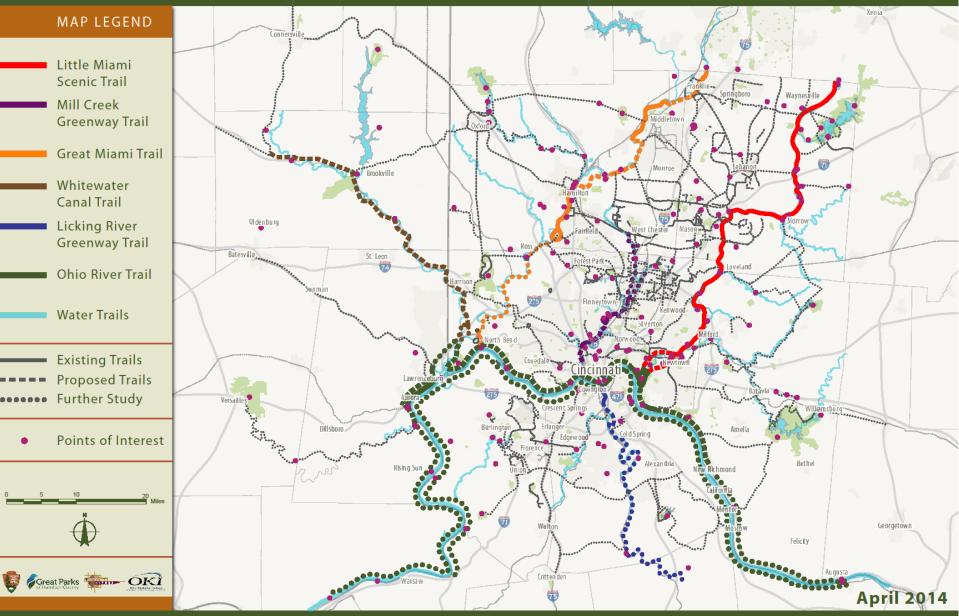


INTERACT FOR HEALTH

- Foundation working to improve the health of the people of the Cincinnati region
- Active Living focus area
 - Identifies bike/ped infrastructure as proactive to to improve health outcomes
 - Provides \$25K-\$50K grants for planning, design, and construction
 - Provides operating support for Tri-State Trails



REGIONAL TRAILS PLAN



This project made possible by the generous support of Interact for Health

REGIONAL TRAILS ALLIANCE TRAIL PLAN

RESOLUTION OF SUPPORT

Whereas is committed to maintaining and enhancing quality of life for citizens throughout the region and recognizes that the "Regional Trails Alliance Trail Plan" will contribute to quality of life by weaving together communities and regional assets via a network of trails and greenways; and

Whereas, the "Regional Trails Alliance Trail Plan" recommends linking trails and greenways together, gaining cooperation to encourage regional collaboration, and to create a network that will provide transportation, exercise, leisure, safety, accessibility, recreation and community benefits aimed at enhancing the quality of life; and

Whereas, many communities, agencies, and trail advocates in the region have taken a lead in planning and/or building local trails and greenways, and those efforts can be greatly enhanced by being connected to a larger regional network of trails; and

Whereas, trails and their green buffer areas will help improve the quality of the air we breathe by preserving trees and vegetation and by promoting reduce congestion through non-motorized transportation, and will enhance the quality of our water through natural buffers and mitigation of storm water run-off; and

Whereas, trails and greenways are freely accessible community assets offering opportunities for transportation, recreation and exercise to everyone, including children, youth and families, schools and provide safe places for people to experience a sense of community and create stronger social and family ties; and

Whereas, trails have significant impact on the health and economic viability of the region through encouraging active lifestyles, increased levels of tourism, enhanced property values, added jobs related to the construction of and along the trail, as well as enhanced ability to attract and retain businesses to the region due to improved quality of life; and

Whereas, the "Regional Trails Alliance Trail Plan" provides the foundation for a long term strategy that will continue to grow and to provide an invaluable resources for our children, grandchildren and great grandchildren, and will only increase in the future; and

Now, Therefore, Be It Resolved that ______ is committed to the promotion and continued development of the "Regional Trails Alliance Trail Plan" and in concept to working with neighboring communities to plan, design, build and maintain a system of trails that will connect our communities, people and special regional points of interest for years to come.



Strategic Planning Goals

- 1. Coalition Building
- 2. Data Collection & Analysis
- 3. Advocacy & Policy
- 4. Trail Development
- 5. Promotion

CINCINNATI CONNECTS

Weaving together our region's trails

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Great Parks 🛞 Green Umbrella

REGIONAL TRAILS NETWORK DIAGRAM



KEY FACTS: Number of axisting miles of pedeatricor/bits trails located in a cohored shall oflog the proposed floor. 18.5 Number of miles when the Circlested floor trails connects when locg trails are completed. 42 Number of miles when the Circlested floor trails are completed. 121 Number of miles when the Circlested floor trails are completed. 121 Number of miles when Circlested floor trails are completed. 242,000 Number of miles when Circlested floor trails are completed. 13.5 Fold provide to the ploored whose loop trails are completed. 43.5 Projected economic benefits (millions of defined) if the Circlested incommenters in the commenters in the circlested incomments when toop trails are also are completed. 140 Number of histograph of households in 13 Circlested economic levels in 13 Circlested. 40 for 72 Percentage of households in 13 Circlested. 50 Projected non per year of value on heigh regimes miles. 50 Projected non per year of value of height of years. 359



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RAILS

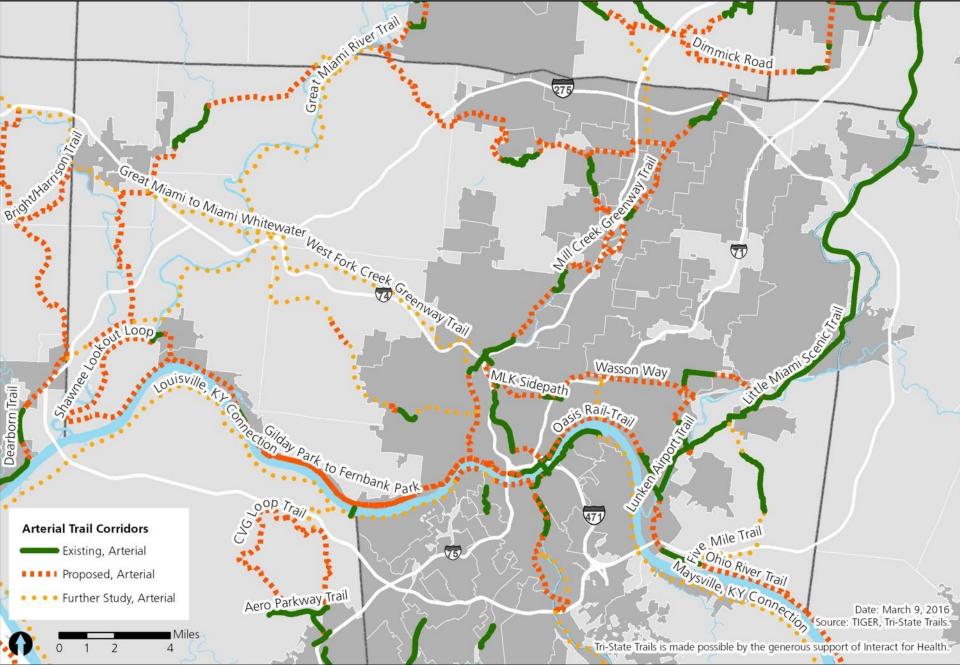


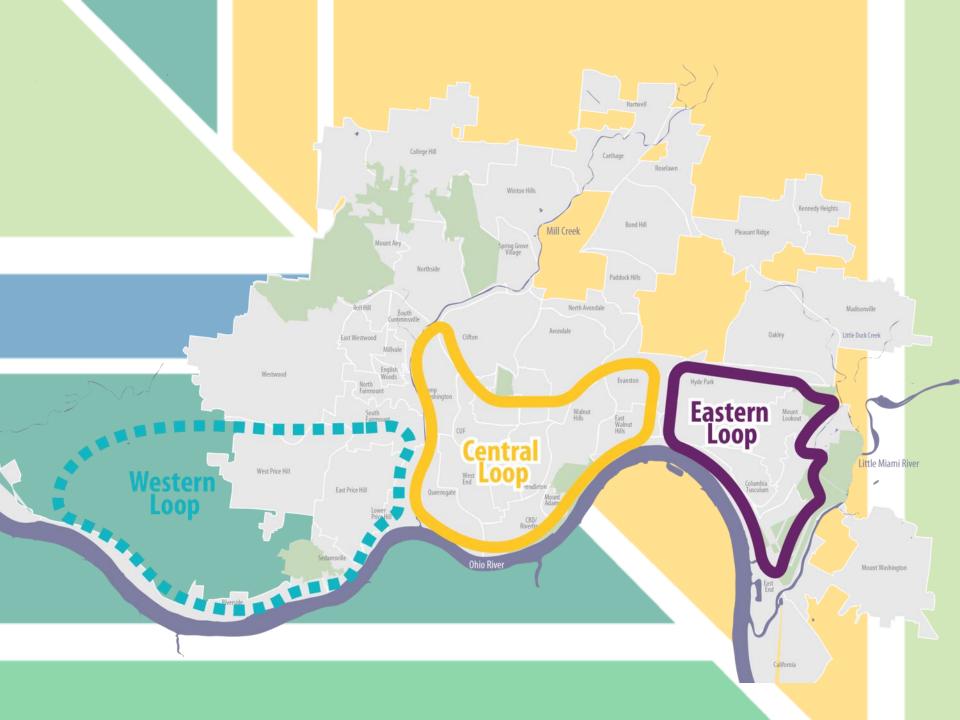




REGIONAL TRAILS PLAN - HAMILTON COUNTY







Household Size by Vehicle Available

	Cincinnati city, Hamilton County, Ohio	
	Estimate	Margin of Error
Total:	133,039	+/-1,201
No vehicle available	28,626	+/-1,027
1 vehicle available	58,666	+/-1,417
2 vehicles available	33,561	+/-1,097
3 vehicles available	9,059	+/-598
4 or more vehicles available	3,127	+/-349
1-person household:	58,657	+/-1,480
No vehicle available	17,636	+/-813
1 vehicle available	35,777	+/-1,258
2 vehicles available	4,254	+/-412
3 vehicles available	603	+/-162
4 or more vehicles available	387	+/-142
2-person household:	39,928	+/-1,016
No vehicle available	5,794	+/-481
1 vehicle available	12,902	+/-638
2 vehicles available	17,661	+/-845
3 vehicles available	2,886	+/-278
4 or more vehicles available	685	+/-170
3-person household:	16,406	+/-815
No vehicle available	2,619	+/-352
1 vehicle available	5,048	+/-550
2 vehicles available	5,293	+/-477
3 vehicles available	2,883	+/-357
4 or more vehicles available	563	+/-138
4-or-more-person household:	18,048	+/-671
No vehicle available	2,577	+/-345
1 vehicle available	4,939	+/-485
2 vehicles available	6,353	+/-409
3 vehicles available	2,687	+/-349
4 or more vehicles available	1,492	+/-235

21% of city households have no vehicle available

Equity

Walkable and bikeable communities are for EVERYONE

Not planning for all transportation modes is inequitable

Transit: First mile, Last mile

Comfortable walking distance

 $-\frac{1}{4}$ mile = 5-7 minutes

- Comfortable biking distance
 - 2 miles = 8-10 minutes
- Biking and busing
 - Connections to transit routes
 - Potentially eliminate transfers

Top 3 Challenges for Trail Construction

- 1. Right-of-way
- 2. Funding
- 3. Public and political support

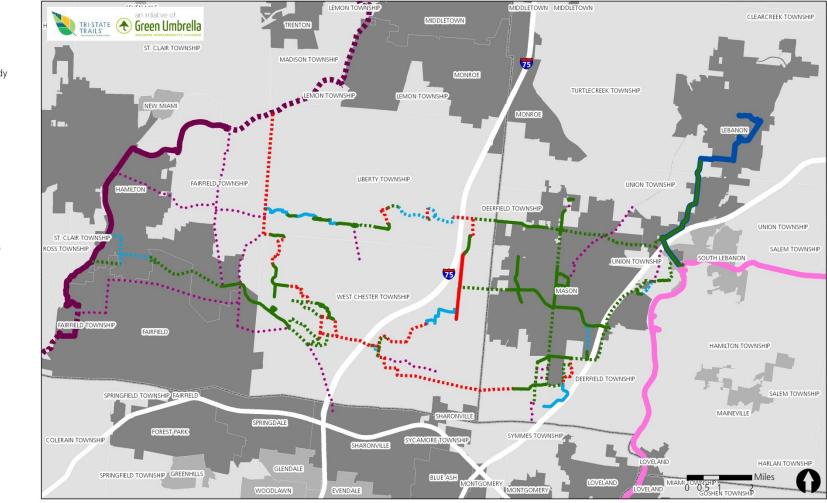


- 2012: 3 bike/ped projects valued at \$2.5M
- 2014: Regional Trails Plan published
- 2015: OKI requested recommendations for priority trail connections from Tri-State Trails
- 2016: 17 bike/ped projects valued at \$191M

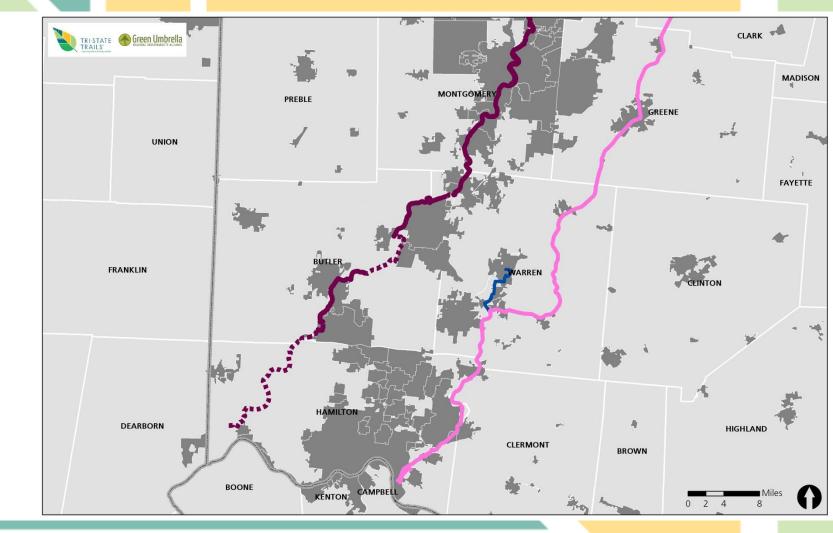
2015-2016

- Over 7.5 miles of multi-use trail built
- Over \$5.7 million invested in construction
- Major regional corridors:
 - Little Miami Scenic Trail
 - Great Miami River Trail
 - Williamsburg-Batavia Hike/Bike Trail
 - Cincinnati Connects Urban Loop Trail

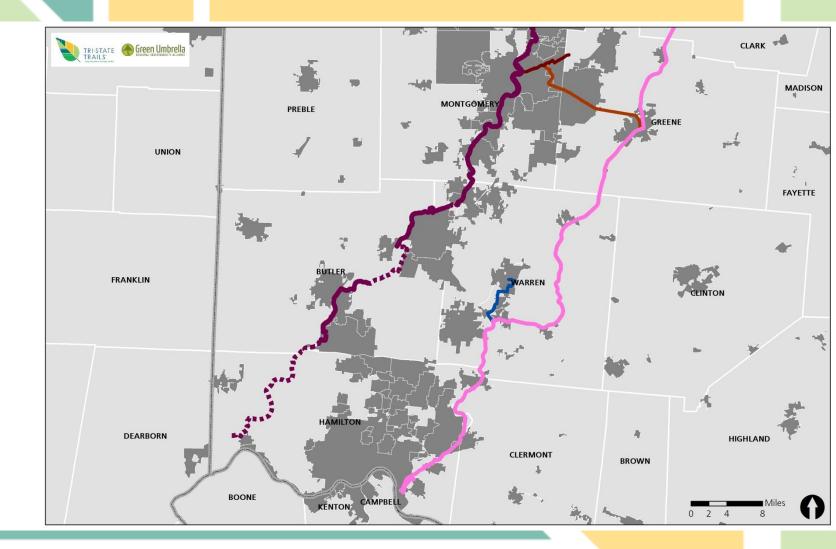


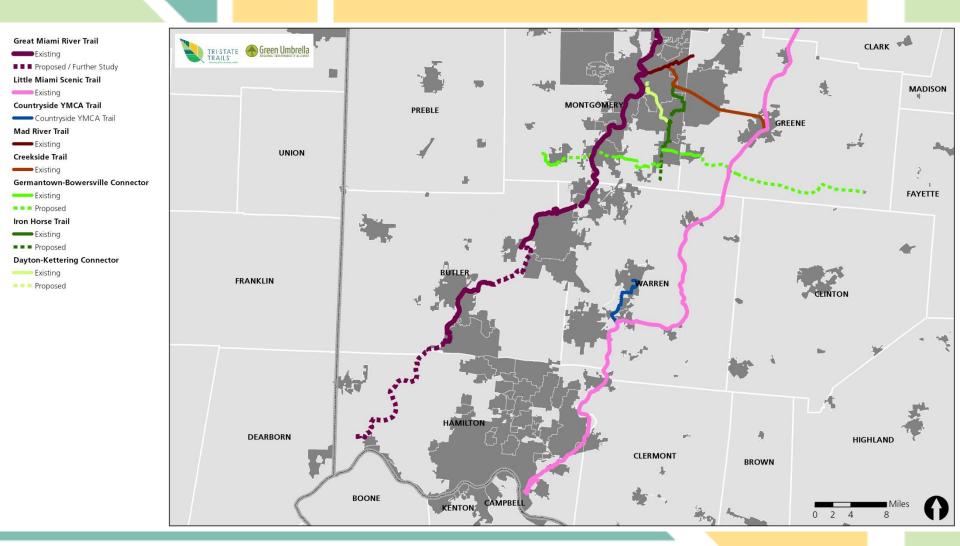


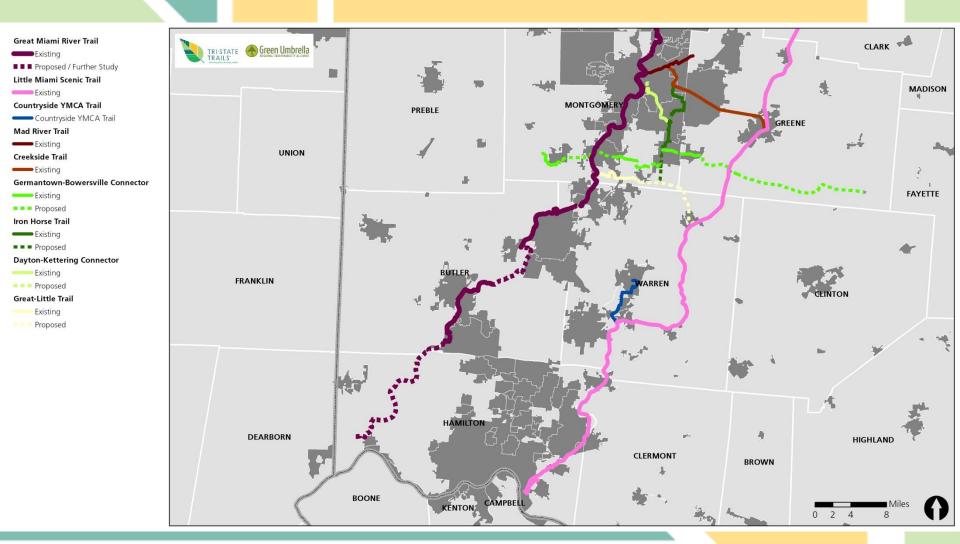


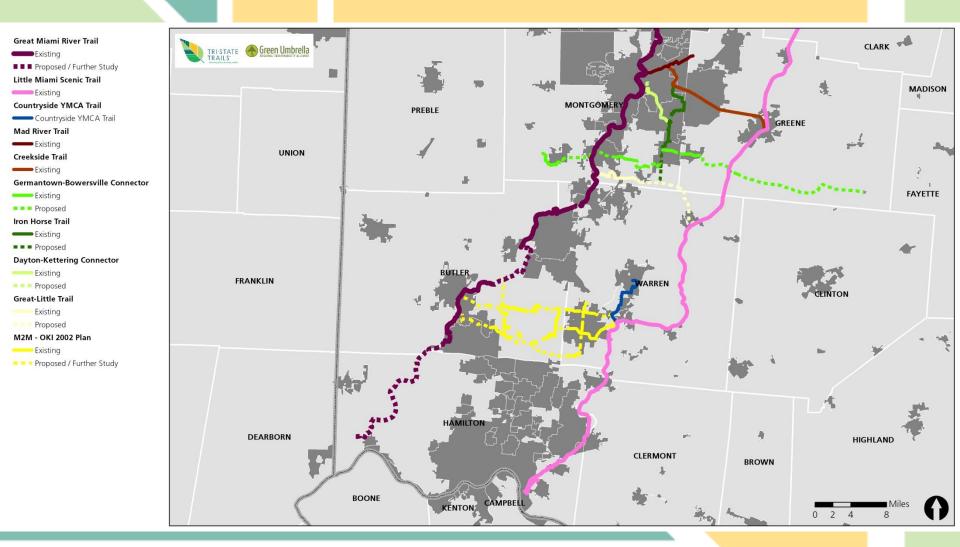


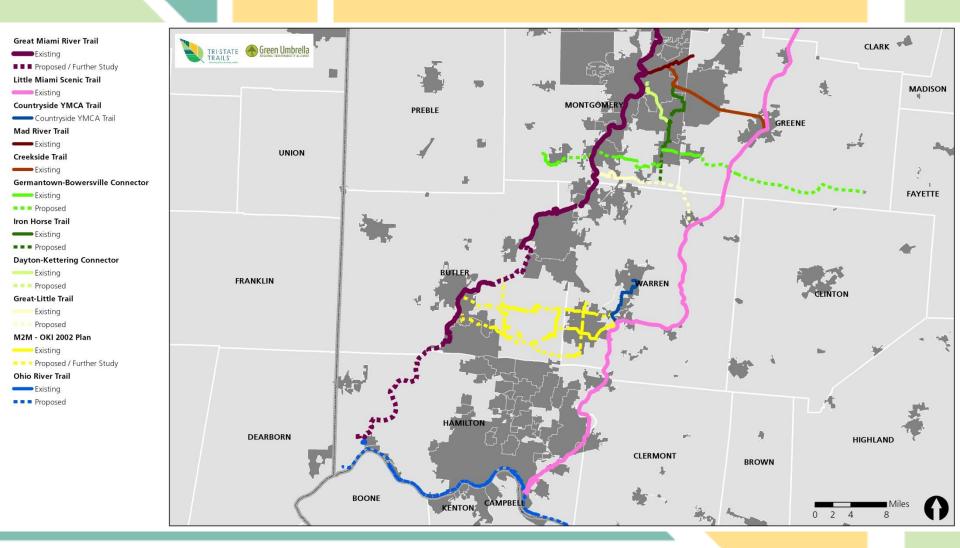


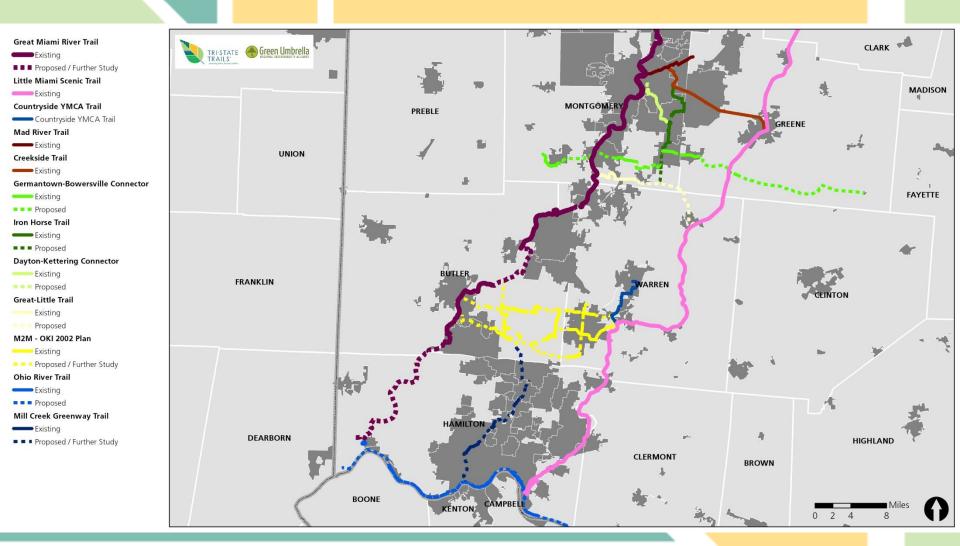














Growing the Cycling Culture

• 2010-2014

 Cincinnati 3rd fastest growing city of bike commuting in United States

 Ranked #31 for largest percentage of bike commuting

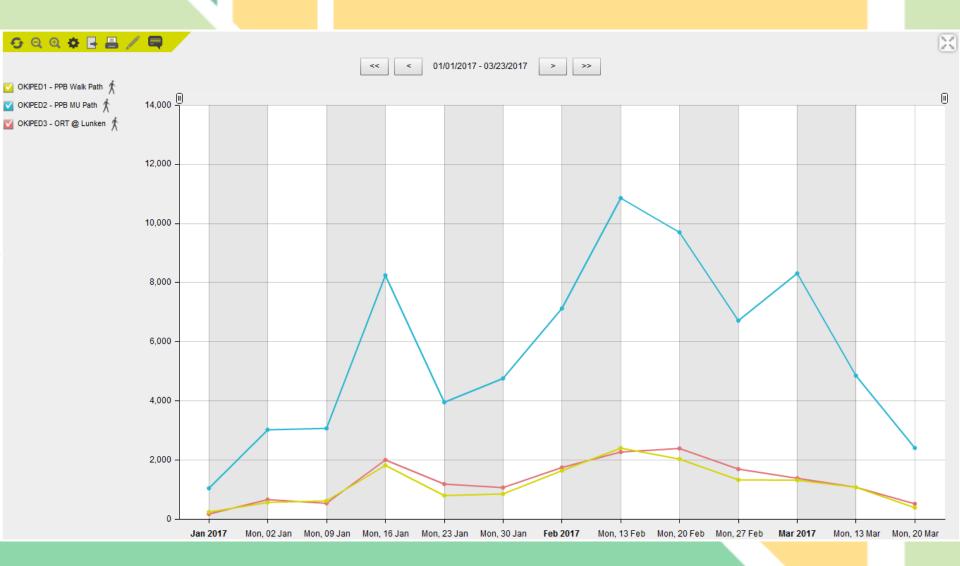
• 2016

 Cincinnati ranked #36 in country for biking by Bicycling.com

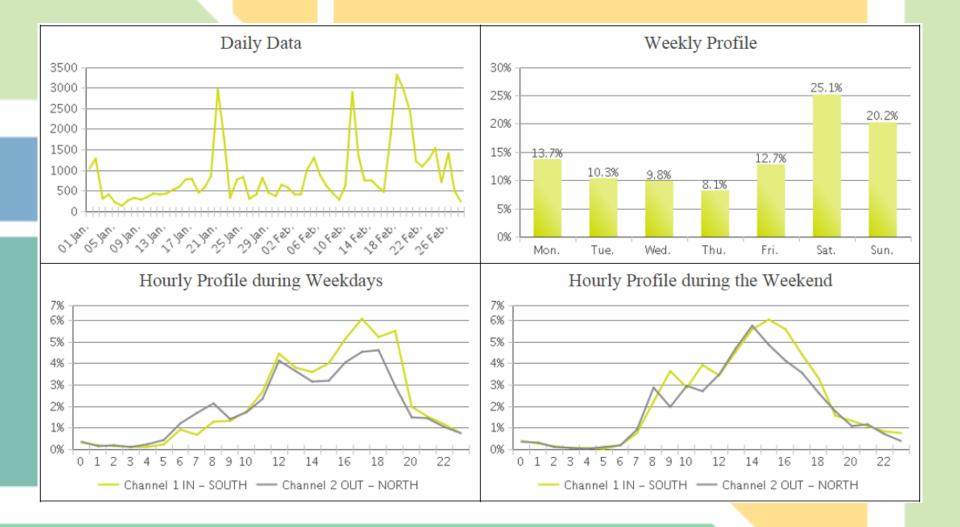
2017 Trail Measurement Program

- Modeled off MORPC's Impact of Trail Study
- Install trail counting mechanisms to begin to understand trail usage
- User intercept survey slated for 2017 to understand demographics of trail users
- Collection of data to leverage future investment in trails

Current Long Term Counting



Purple People Bridge - YTD



Purple People Bridge - YTD

Key Figures

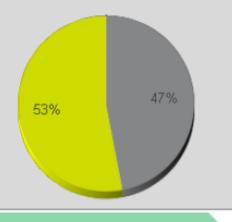
- Total Traffic for the Period Analyzed: 52,552
- Daily Average: 891

Weekdays: 683 / Weekend days: 1,403

- Busiest Day of the Week: Saturday
- Busiest Days of the Period Analyzed:
 - 1. Saturday, February 18, 2017 (3,328)
 - 2. Sunday, February 19, 2017 (3,008)
 - 3. Saturday, January 21, 2017 (2,962)
- Distribution by Direction:

Channel 1 IN - SOUTH...: 53%

Channel 2 OUT - NORT...: 47%



Ohio River Trail - YTD

Key Figures

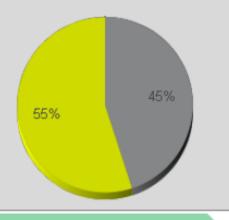
- Total Traffic for the Period Analyzed: 12,197
- Daily Average: 207

Weekdays: 140 / Weekend days: 372

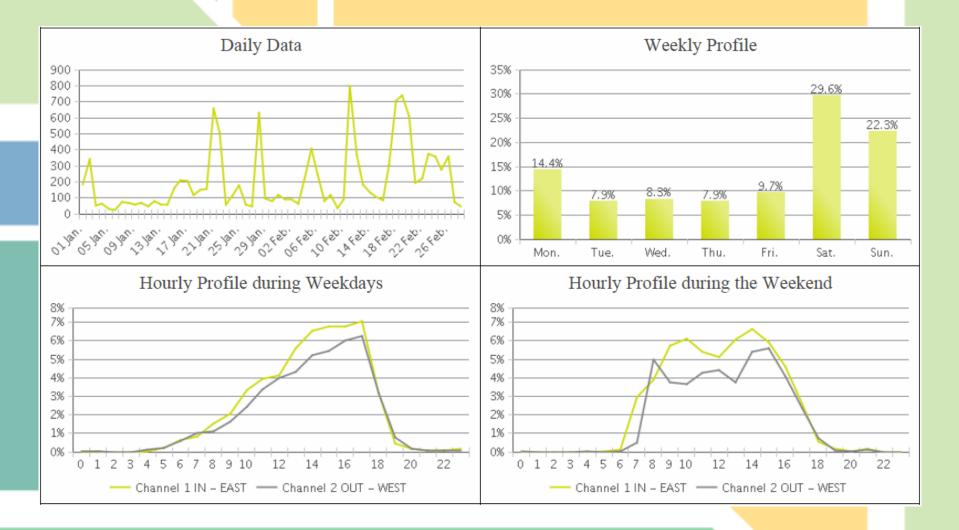
- · Busiest Day of the Week: Saturday
- Busiest Days of the Period Analyzed:
 - 1. Saturday, February 11, 2017 (800)
 - 2. Sunday, February 19, 2017 (739)
 - 3. Saturday, February 18, 2017 (709)
- Distribution by Direction:

Channel 1 IN - EAST: 55%

Channel 2 OUT - WEST...: 45%



Ohio River Trail - YTD



Trail Survey

- Age
- Income
- Education
- Race/ethnicity
- Health
- Trail related spending

GET INVOLVED



April 8-9, 2017 MeetMeOutdoors.com/OpeningDayforTrails

Want to get involved?

- Next Quarterly Meeting: April 21, 2017
- Newly launched subcommittees:
 - Programming & Events
 - Diversity & Equity
 - Metrics & Data
 - Advocacy & Policy
 - Branding & Marketing

Calls to Action

- 1. Experience trails in a new way.
 - Hike, bike, walk, or run!
- 2. Try walking or riding your bike for errands within 1-3 miles of home or work.
 - How does it make you feel riding with traffic?
- 3. Try riding the bus for one day.
 - Does it work for your commute or daily routine?

Other Resources

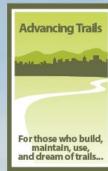
TriStateTrails.org

-Find local trails for biking, hiking

-Sign up for email updates

CincinnatiConnects.org

2017 MARK YOUR International Trails Symposium May 7-10, 2017 Dayton, Ohio



American Trails

Bring the Family! Outdoor Adventure Capital of the Midwest!

Featuring the Professional TrailBuilders Association Sustainable Trails Workshop and Outdoor Trade Show

PTBA

www.AmericanTrails.org/symposium symposium@americantrails.org



THANK YOU! Wade Johnston, AICP Regional Trails Coordinator wade@greenumbrella.org

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