

Presentation to 2019 Purdue Road School:
(PURDUE UNIVERSITY)

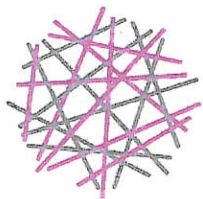
The Economic Impact of Trails

Cory J. Whitesell, P.E.

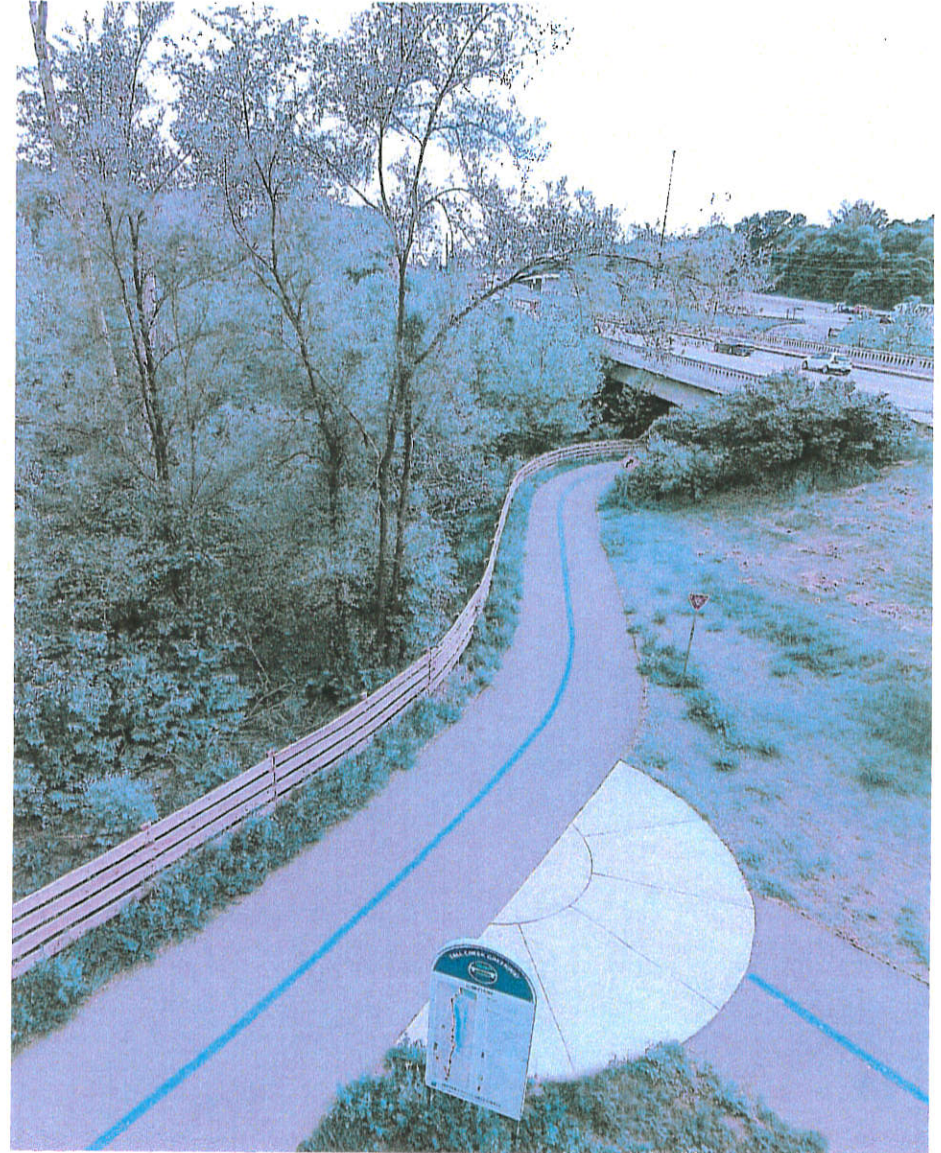
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HWC
ENGINEERING



Economic Development Trends Have Shifted



Traditional:
Build Sites to Attract Businesses



Today:
Build Quality of Life to Attract Workforce

Trails Are Essential to Quality of Place

**#2 among 18
reasons to chose
specific locations
when buying
property**

--National Association of
Realtors and National
Association of Homebuilders
Study (in 2002)



Why Do People Want to Live Near Trails?

People desire to live in walkable and bikeable communities because they offer:

- Interesting and attractive places
- People and Community
- Health and Fitness
- Increased feeling of safety and security



What is the impact of trails on property values?

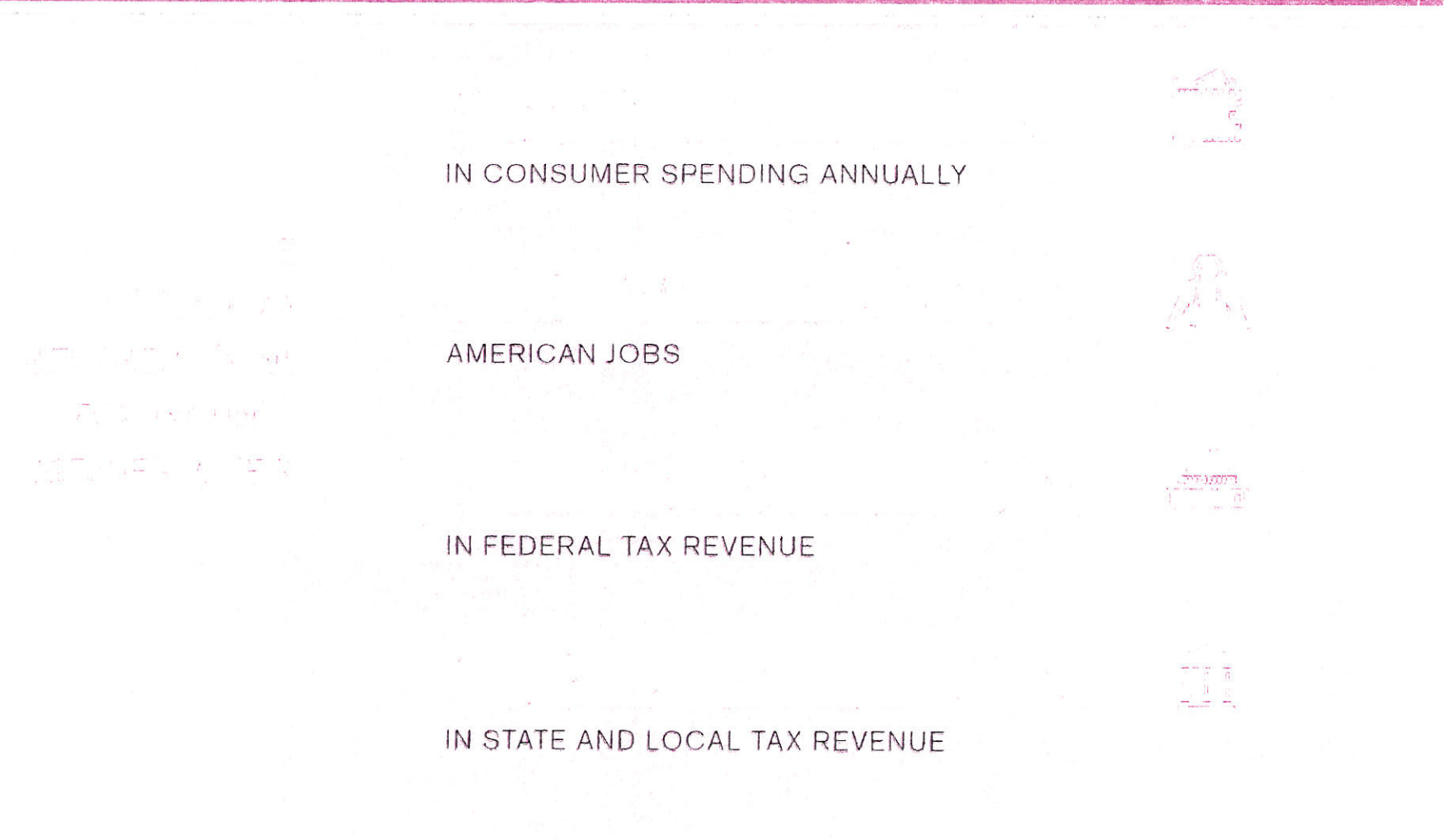
Trails result in increased property values:

- San Antonio: 2%
- Southwest Ohio: 9%
- New Castle County, DE: 4%
- Methow Valley Washington: 10% premium
- Austin: 6-20%
- Indianapolis: 11%

Source: Headwaters Economics Spring 2016



Outdoor Recreation is an Economic Engine



April 2018 Outdoor Industry Association Report

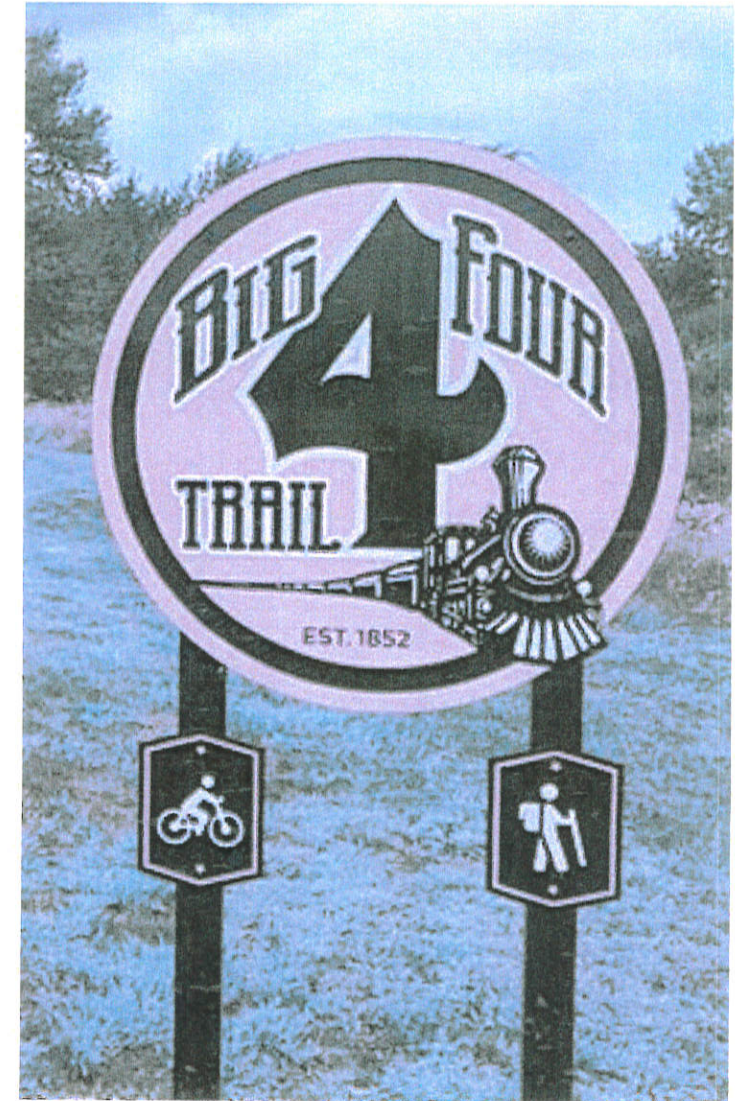
Outdoor Recreation is an Economic Engine

Americans spend more money on cycling (\$97 billion) than on video games (\$61 billion)

Cycling generates:

- 847,000 jobs
- \$28 billion in salaries
- \$7 billion in federal taxes
- \$6.3 billion in state/local taxes.

April 2018 Outdoor Industry Association Report



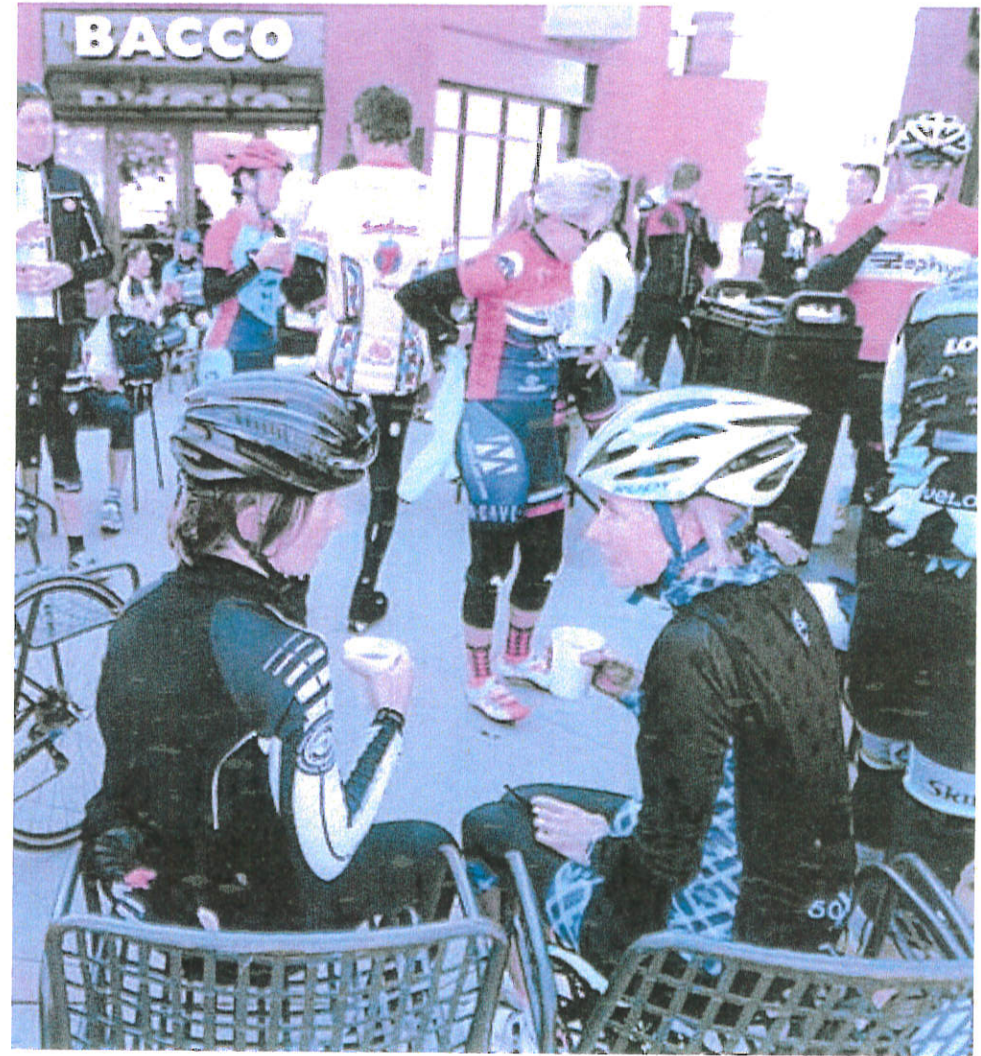
The Status of Cycling is on the Rise

“Cycling is the New Golf”

- Business Insider – February 2015
- New York Times – August 2016
- The Economist – August 2013
- CNN Money – August 2014

33%+ of Trail Visitors Reported Incomes Over \$100,000

- Great Allegheny Passage Economic Impact Study – (2007-2008)
- Katy Trail Economic Impact Report – July 2012 by Missouri State Parks



Cycling is For Everyone

Cycling is one of the most income diverse activities in the United States.

Bike Commuter Breakdown

- Richest Quartile: 20%
- Second Quartile: 22%
- Third Quartile: 19%
- Poorest Quartile: 39%

Source: 2006-2010 U.S. Census Transportation Planning Products via AASHTO



CASE STUDIES

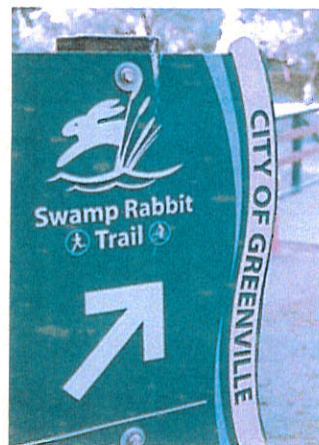


Swamp Rabbit Trail

OVERVIEW

Length	20 miles
Start/End	Greenville, SC to Travelers Rest, SC
Trail Users/Year	500,000
Impacts	\$6.7m in trail tourism from out-of-town visitors

Source: Furman University



Virginia Creeper Trail

OVERVIEW

Length	34 miles
Start/End	Abington, VA to Damascus VA to VA/NC Border
Trail Users/ Year	100,000
Impacts	<ul style="list-style-type: none">• \$1.2m annual spending by visitors

Source: Virginia Tech



Monon Trail

OVERVIEW

Length 26 miles

Start/End 10th Street to
Westfield

**Trail
Users/
Year** 471,000 (in Broad Ripple)

Impacts

- 6% of land within ½ mile of the trail has been redeveloped in Indy
- 11.4% increase in property values in Indy

Sources:

- Indy Greenways Master Plan



Summary - Trails Are an Economic Engine

QUALITY OF LIFE

Essential to quality of life

INCREASED PROPERTY VALUES

10%+ premium

WORKFORCE ATTRACTION

Essential to attracting a competitive workforce

INCREASED TAX REVENUES

Essential to attracting a competitive workforce

ENHANCE OUTDOOR RECREATION INDUSTRY

\$900 billion industry

ATTRACT TOURISM

Spending can be \$300/day for overnight stays

ATTRACT HIGH INCOME RESIDENTS AND VISITORS

33%+ of Cyclists earn >\$100k

ATTRACT DEVELOPMENT

High development/redevelopment rates along trails

Keys to Economic Success: Connectivity

Connectivity

- Connect regionally
- Connect communities
- Connect districts
- Connect attractions

