



# RACCOON RIVER VALLEY TRAIL

Economic Impact

September, 2016



## **CYBIZ LAB TEAM**

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## EXECUTIVE SUMMARY

### Objective

The Iowa State University CyBIZ Lab team conducted research of Raccoon River Valley Trail users to determine their trail-usage habits and general opinions of the trail. The primary goals of this study were to:

1. Survey currently identified trail systems users to understand usage and satisfaction (online method).
2. Conduct a field survey of trail system users to understand demographics, usage, and satisfaction not captured by the online survey (face-to-face surveys at various stops along trail system).
3. Determine economic impact of trail system on pass-through communities along RRVT.

### Process

In order to achieve the goals listed above, the project was split into two, distinctive phases. Phase 1 focused on currently identified trail systems users, while Phase 2 focused on face-to-face interaction with users on the trail.

Phase 1 of the project was conducted entirely online. The CyBIZ Lab team utilized the survey building and distribution tool SurveyMonkey to develop a survey and collect responses from trail users. The survey consisted of questions regarding trail activities, trail usage, spending, locations along the trail, demographics, and other items of this nature. The survey was distributed through email to annual trail permit holders, trail supporters, and any other individuals who provided their email address to the Dallas County Conservation Board. A link to the survey was also posted to several biking websites and social media outlets. The survey was first opened on May 10<sup>th</sup> and was left open until August 8<sup>th</sup>. However, the vast majority of responses were collected in the month of May. In total, the CyBIZ Lab team was able to collect 654 responses for the Phase 1 survey.

In Phase 2 of the project, CyBIZ Lab team members traveled to various trailheads to collect survey responses directly from trail users. We were unable to use SurveyMonkey in this phase as we required a method for collecting responses without an internet connection. Therefore, we utilized another survey building and distribution tool, Qualtrics, to gather data. The Phase 1 survey was determined to be too lengthy for face-to-face interaction. A revised survey was created that covered important topics from Phase 1 that could also be completed within 1-2 minutes. These face-to-face surveys were conducted beginning in late June and ending in early August. We were able to collect a total of 202 responses in Phase 2. Below is a table detailing the team's visits to the trail:

Date	Start Time	End Time	Trailhead	Response Count
6/25/2016	3:00pm	6:00pm	Waukee	6
6/29/2016	10:30am	1:00pm	Waukee	5
7/9/2016	9:00am	1:00pm	Perry	28
7/10/2016	9:00am	11:30am	Dallas Center	13
7/14/2016	2:00pm	6:30pm	Adel	19
7/16/2016	9:45am	11:15am	Waukee	23
7/18/2016	4:30pm	7:00pm	Waukee	39
7/20/2016	5:15pm	6:30pm	Perry	0
7/27/2016	3:30pm	6:15pm	Waukee	16
7/28/2016	10:00am	12:15pm	Waukee	15
8/3/2016	4:00pm	6:30pm	Waukee	29
8/4/2016	4:00pm	6:00pm	Waukee	9

## Findings

Key Findings from our research and analysis include:

- The primary activity of trail users is biking.
- Majority of trail users believe that the Raccoon River Valley Trail is better compared to other trails they have visited.
- The average trail user is between the ages of 45 and 64, spends \$6-\$20 when visiting the trail, and purchases food at restaurants when stopping in a town.
- The town that generates the most money from the trail is Dallas Center, bringing in a conservatively estimated range of \$76,896 to \$98,704 in the summer season.
- Trail user age and household income have a direct relationship with spending habits.

A more detailed breakdown of the findings can be found on page 22.

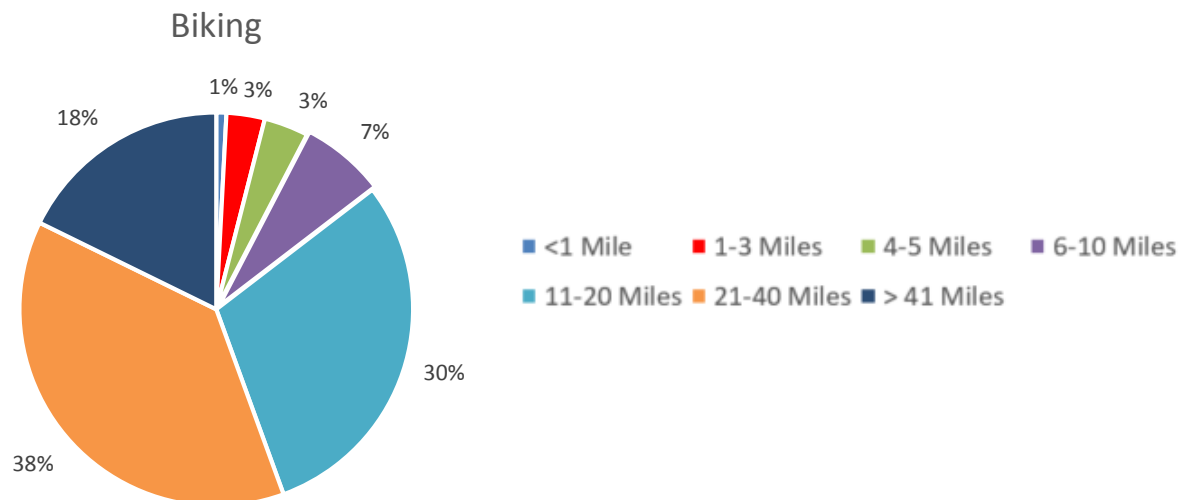
## TREND ANALYSIS PHASE 1

A trend analysis was performed to analyze the opinions and habits of trail users. This does not include all questions from the survey. Only questions that stand out or are considered important to the objective of the project were analyzed in depth. The analysis is broken into four main categories: usage, trail events, spending, and demographics.

### Usage

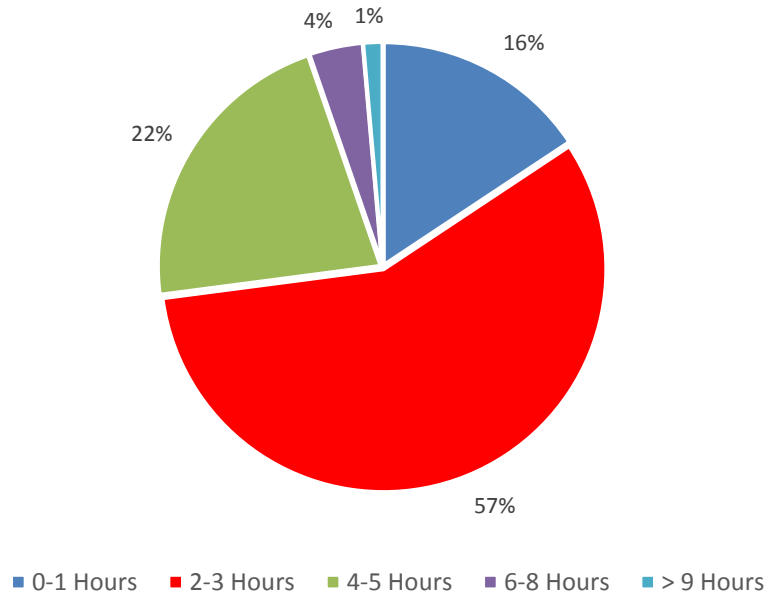
Survey respondents were asked about the distance traveled during each visit while running, walking, biking, and participating in other activities along the trail (Q2). 96% of all survey respondents selected biking as an applicable trail activity. Roughly 25% of respondents answered with respect to running and walking, while only 10% stated that they traverse the trail through participation in another activity. Because an overwhelming majority of trail users chose to bike on the trail, we focused our analysis on biking. 30% of cyclists answered that they travel 11-20 miles, 38% said 21-40 miles, and 18% said they travel over 41 miles on an average trail visit.

#### Q2: On average, how many miles do you travel on the trail per visit?



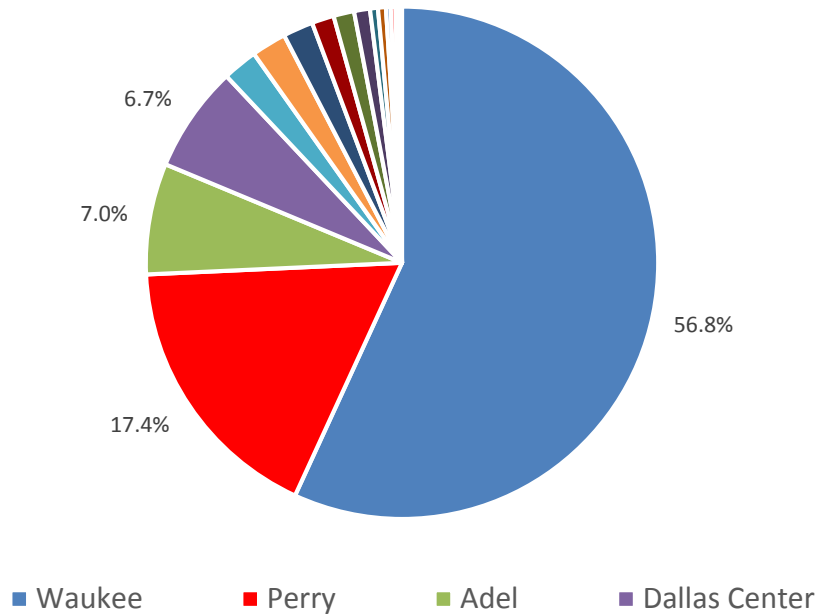
Respondents were then asked how much time they spend using the trail each time they visit (Q3). 57% stated that they spend 2-3 hours on the trail, while 22% spend 4-5 hours on the trail during an average visit.

**Q3: On average, how long do you spend on the trail per visit?**

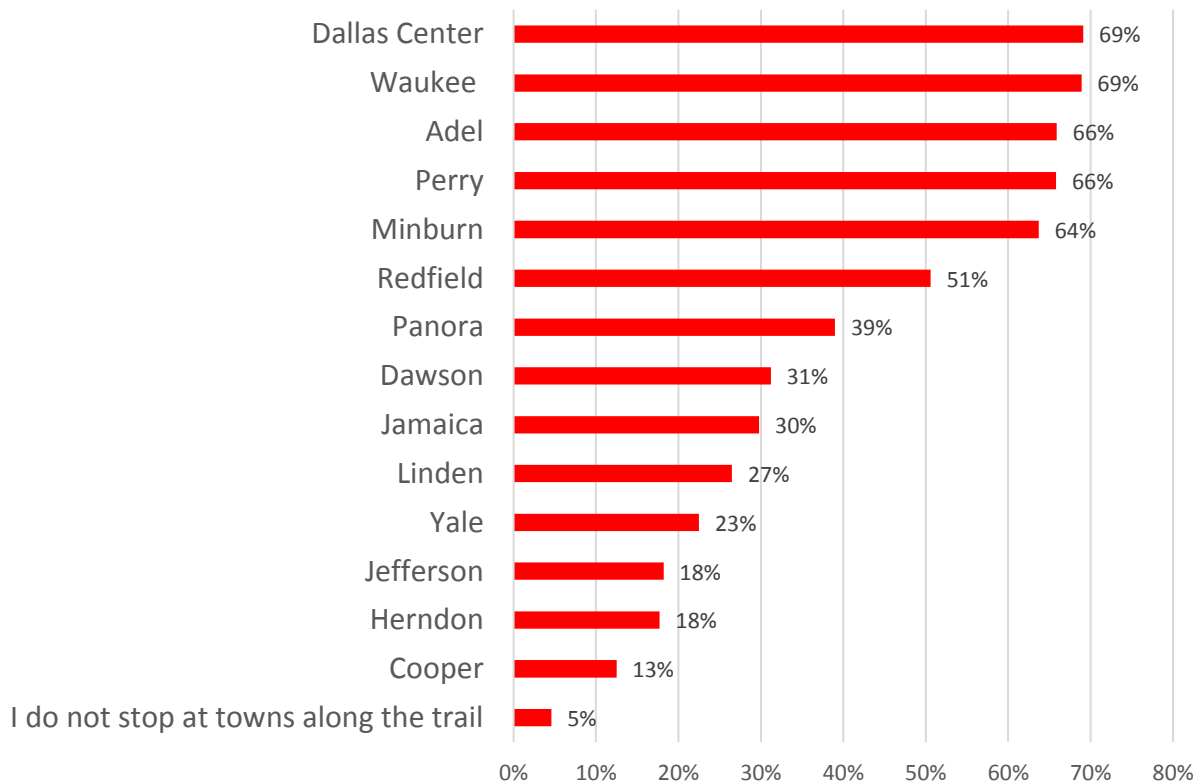


Survey respondents were also asked which trailhead they most often begin their time on the trail (Q10), as well as which towns they stop in on a typical visit (Q15). 56.8% of all respondents stated that they enter the trail at the Waukee trailhead. The next most popular trailhead to enter the trail was Perry at 17.4%. A more in-depth view of which towns users begin their visit can be found in the Phase 1 Appendix. The towns that respondents said they stop in the most were Waukee, Dallas Center, Perry, Adel, and Minburn.

**Q10: Please indicate the trailhead where you most often begin your time on the Raccoon River Valley Trail.**



**Q15: While visiting the trail, which of the following towns do you typically stop in?**

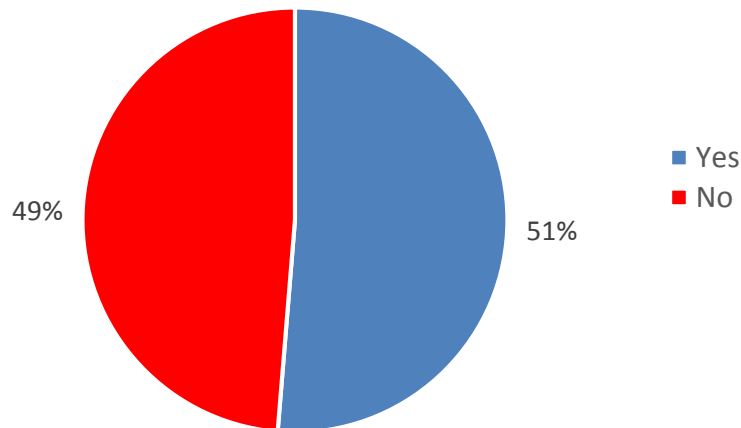




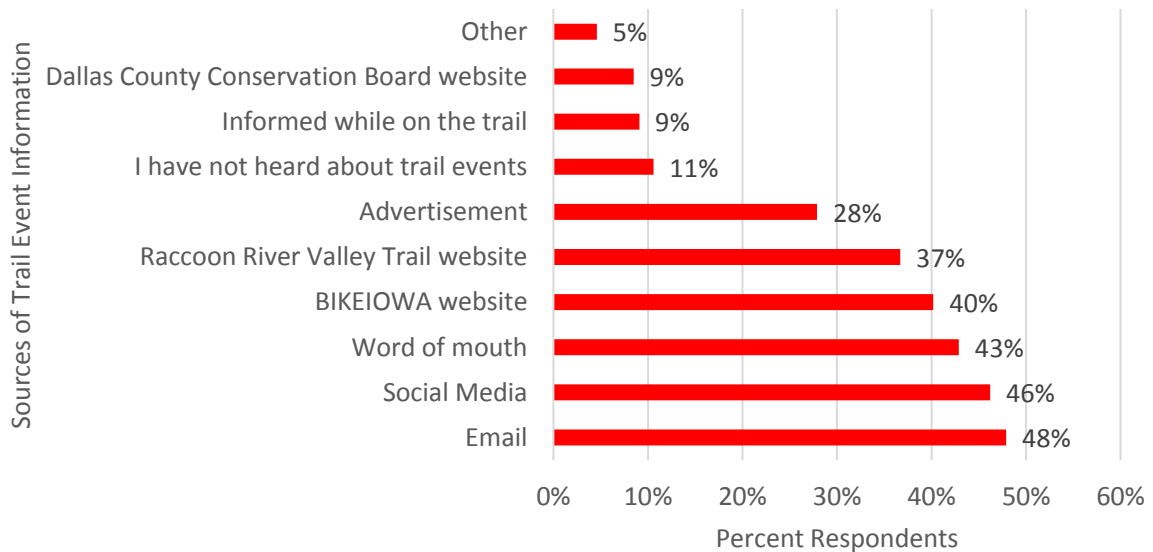
## Trail Events

The next set of questions deal with events on the trail. 51% of survey respondents stated that they attend events on the trail (Q7). When asked how they heard about events taking place on the trail (Q8), the most common responses were email (48%), social media (46%), word of mouth (43%), and the BIKEIOWA website (40%). Survey respondents were asked if they feel that trail events are adequately promoted (Q9). 49% answered “yes,” 17% answered “no,” and 34% stated that they were unsure. We believe the reason for this uncertainty is that those people are not aware of trail events.

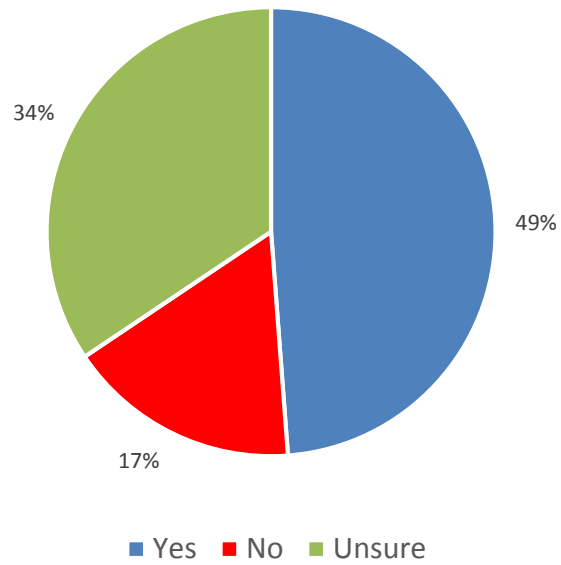
### Q7: Do you attend events taking place on the trail?



### Q8: How do you hear about trail events?



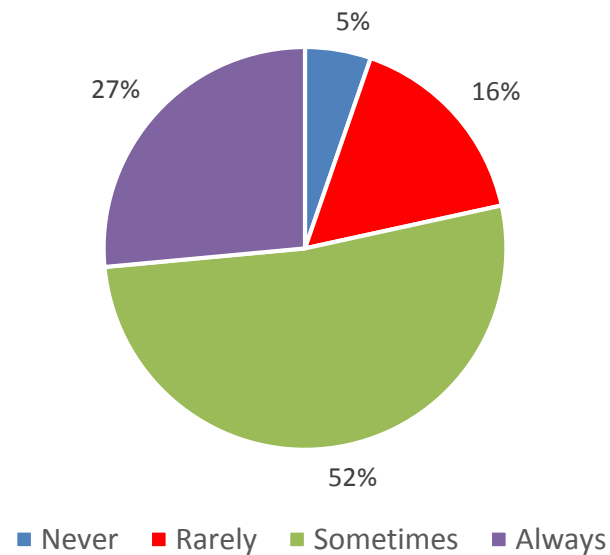
**Q9: Do you feel that trail events are adequately promoted?**



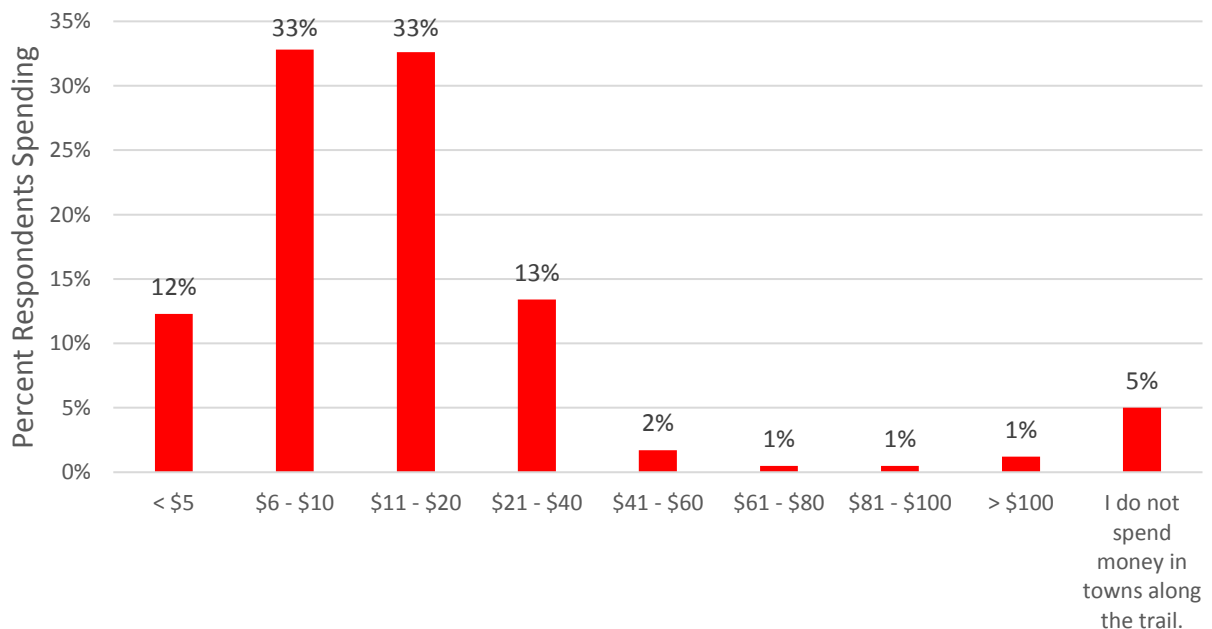
## Spending

The following questions deal with the spending habits of Raccoon River Valley Trail users. Survey respondents were asked how often they spend money when they stop in a town along the trail (Q16). 52% stated that they sometimes spend money, while 27% stated that they always spend money. Respondents were also asked what quantity of money they spend on an average visit to the trail (Q17). The results showed that on average, trail users spend between \$6 and \$20 each time they visit the trail. These questions are also broken down by demographics in the Findings section on page 32.

### Q16: How often do you spend money when you stop in a town along the trail?

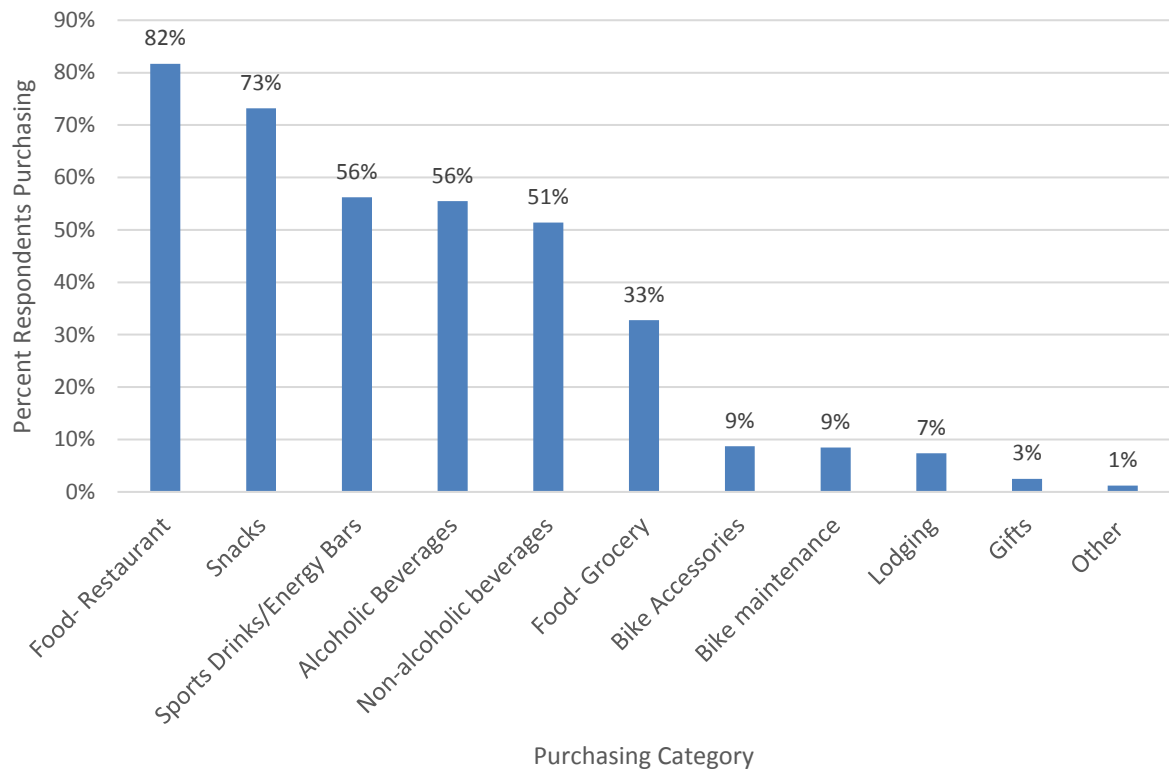


### Q17: If you spend money in towns, how many dollars do you spend during an average trail visit?



Survey respondents were then asked what specifically they are spending money on when using the trail (Q18). 82% of respondents selected that they purchase food from a restaurant and 73% stated that they purchase snacks. This data displays that the majority of all spending while on the trail is from food and beverages.

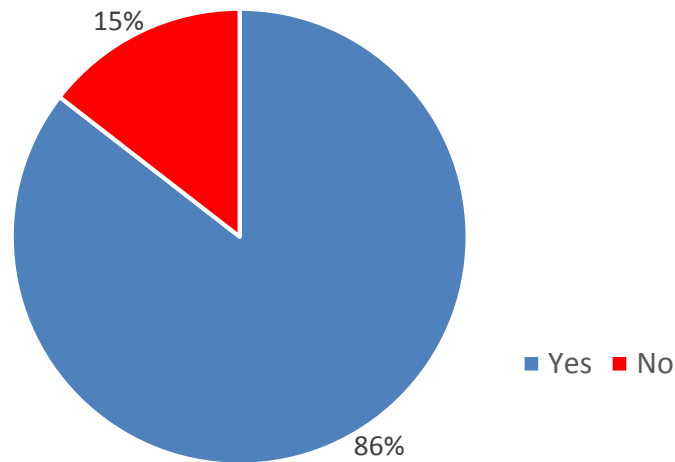
**Q18: Which of the following have you purchased in towns along the trail? Select all that apply.**



## Demographics

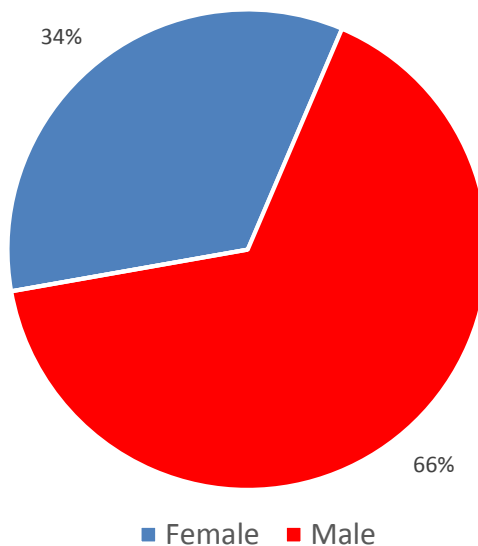
The survey data collected reveals information about the demographics of trail users. It was evident that the majority, 86%, of trail users are from the local trail area (Q19).

### Q19: Are you from the local trail area?

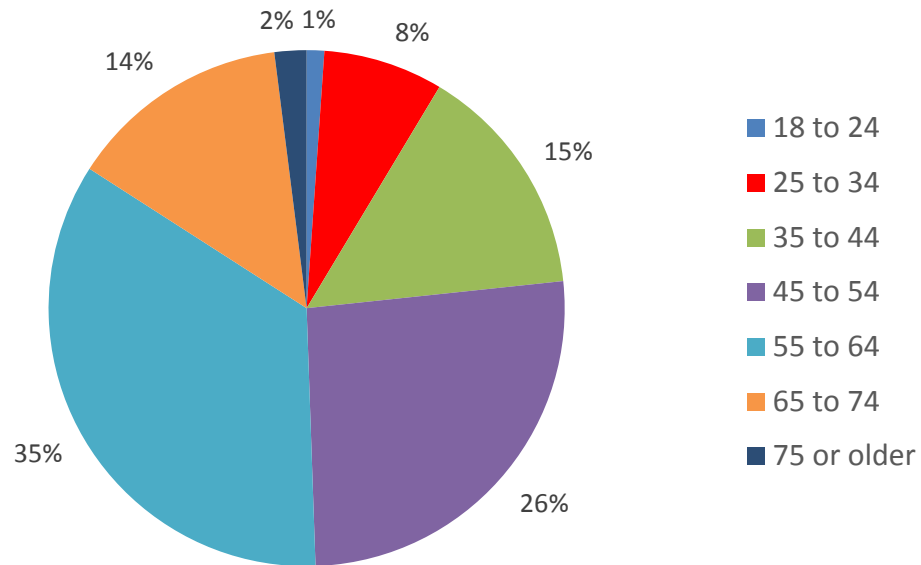


Trail users were then asked their gender (Q24), age (Q25), and household income (Q26). The data indicated that 66% of survey respondents were male, while only 34% were female. The most common age group, representing 35% of survey participants, was 55 to 64. The next largest group, at 26%, was 45 to 54. The two highest household income ranges, both at 17% of survey participants, were \$75,000-\$99,999 and \$100,000-\$124,999.

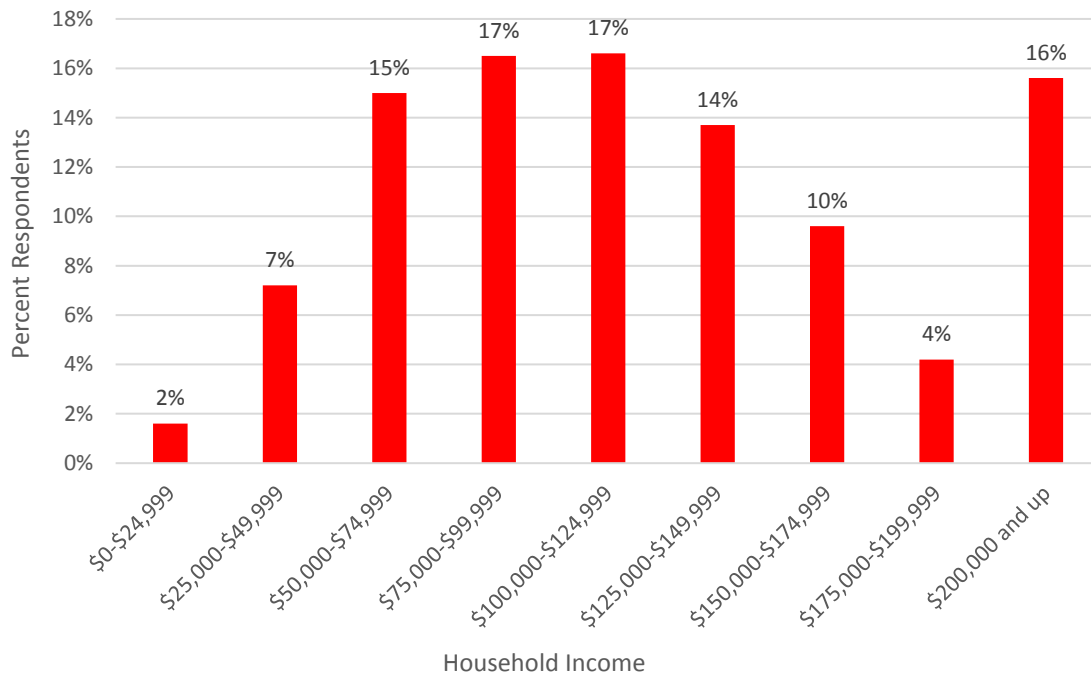
### Q24: What is your gender?



**Q25: What is your age?**



**Q26: What is your approximate average household income?**

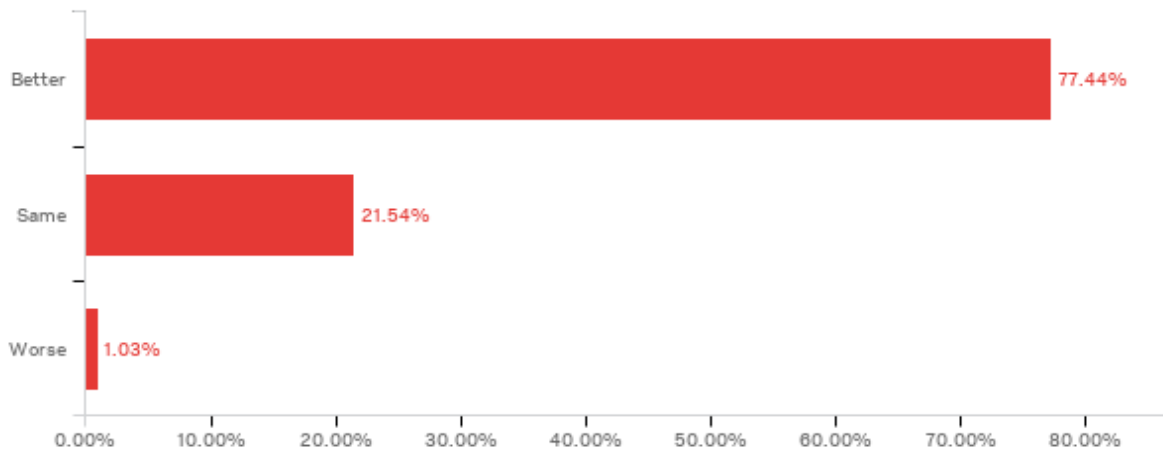


## TREND ANALYSIS PHASE 2

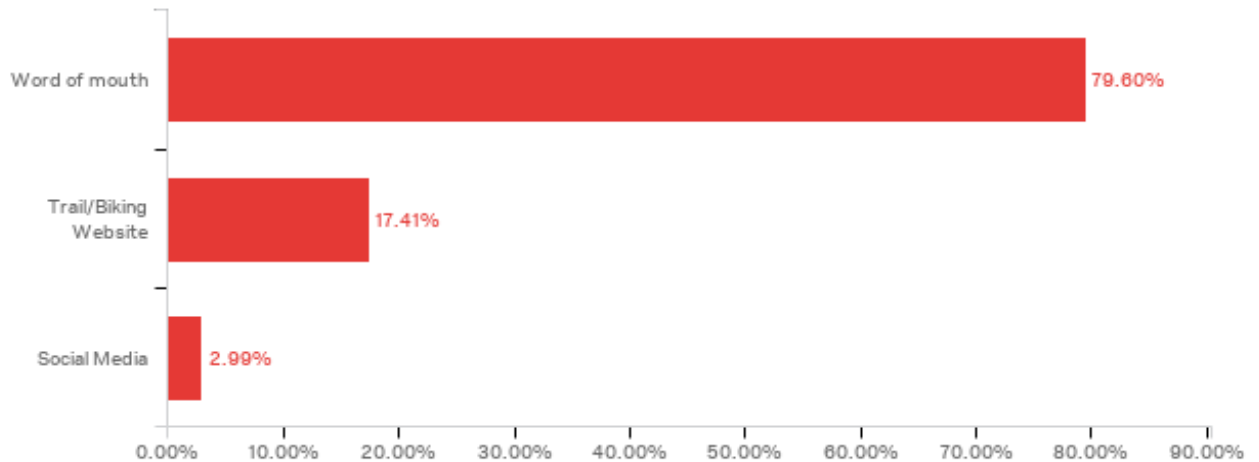
A trend analysis of Phase 2 data was conducted to evaluate the trail users' opinions and spending habits while on the trail.

Trail users were asked about their overall experience visiting the Raccoon River Valley Trail in comparison to other trails they have visited (Q5). Majority of survey respondents have positive impressions of the trail, with roughly 75% indicating the trail is better than others. Only 1% of users represented in the data collection felt that the trail was worse than another they had visited.

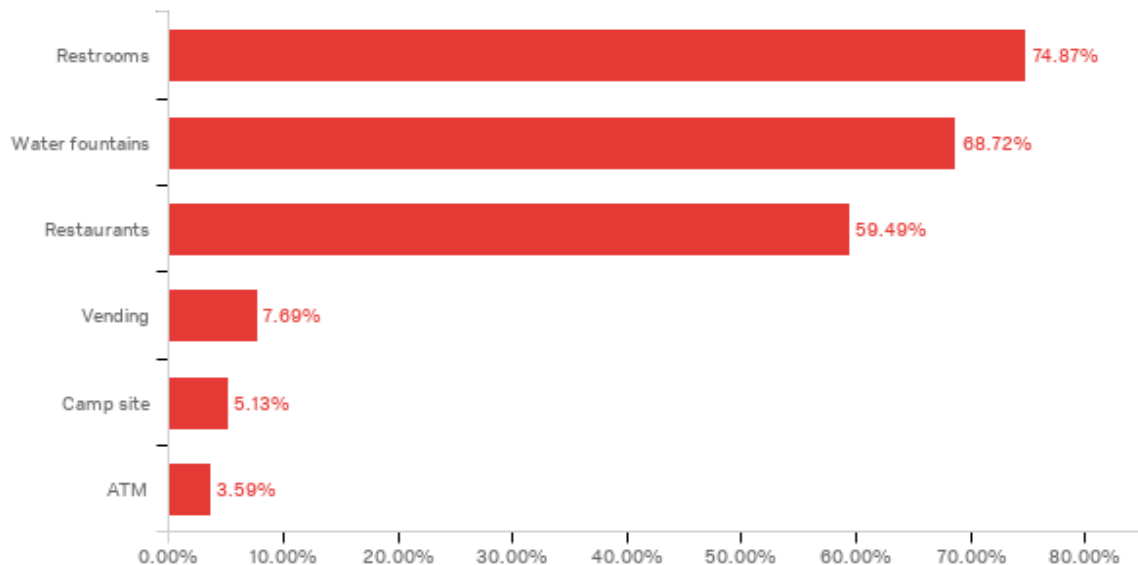
### Q5 - Compared to other trails you have visited, how would you rate your overall experience on the Raccoon River Valley Trail?



In phase 1, respondents were asked about how they learned of trail events. In phase 2, users were asked to indicate how they originally became aware of the trail (Q2). Majority of trail visitors heard about the Raccoon River Valley Trail through word of mouth, roughly 80%. This majority source of trail awareness corresponds well with the results from phase 1, which indicated that 86% of trail users are from the local trail area. Additionally, it was determined in phase 1 that 43% of people who attend trail events were made aware of them by word of mouth. From these responses, it is clear that word of mouth publicity is important for RRVV and is supported well by users since majority do have a positive impression of the trail.

**Q2 - How did you originally learn about the trail?**

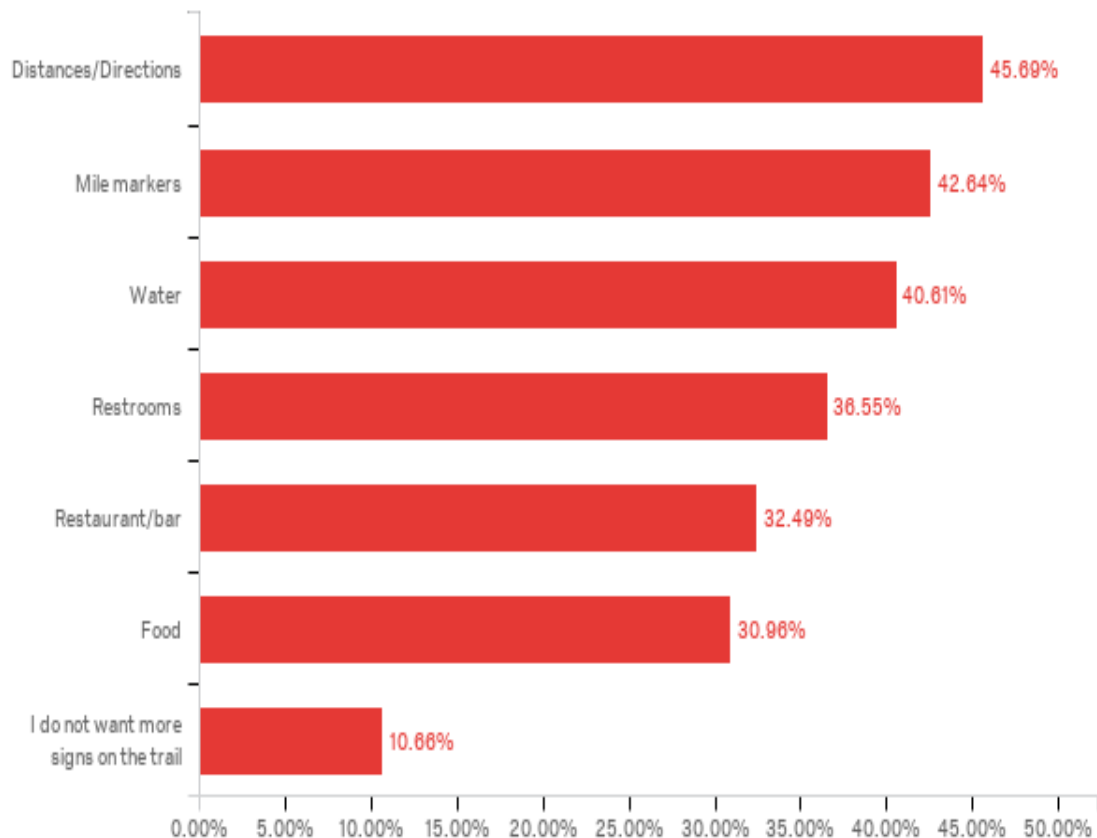
CyBIZ lab found that restrooms, water fountains, and restaurants were the three amenities consumers utilized the most while using the trail (Q3). The survey showed that 75% of respondents use the restrooms located on the trail, while 69% percent of respondents used water fountains. Since these are commonly featured on a bike trail, we are not surprised they are utilized the most by trail users. The important part of this data is that 59% of trail users stop at restaurants located near the trail.

**Q3: Which do you utilize on an average visit to the trail? Select all that apply.**



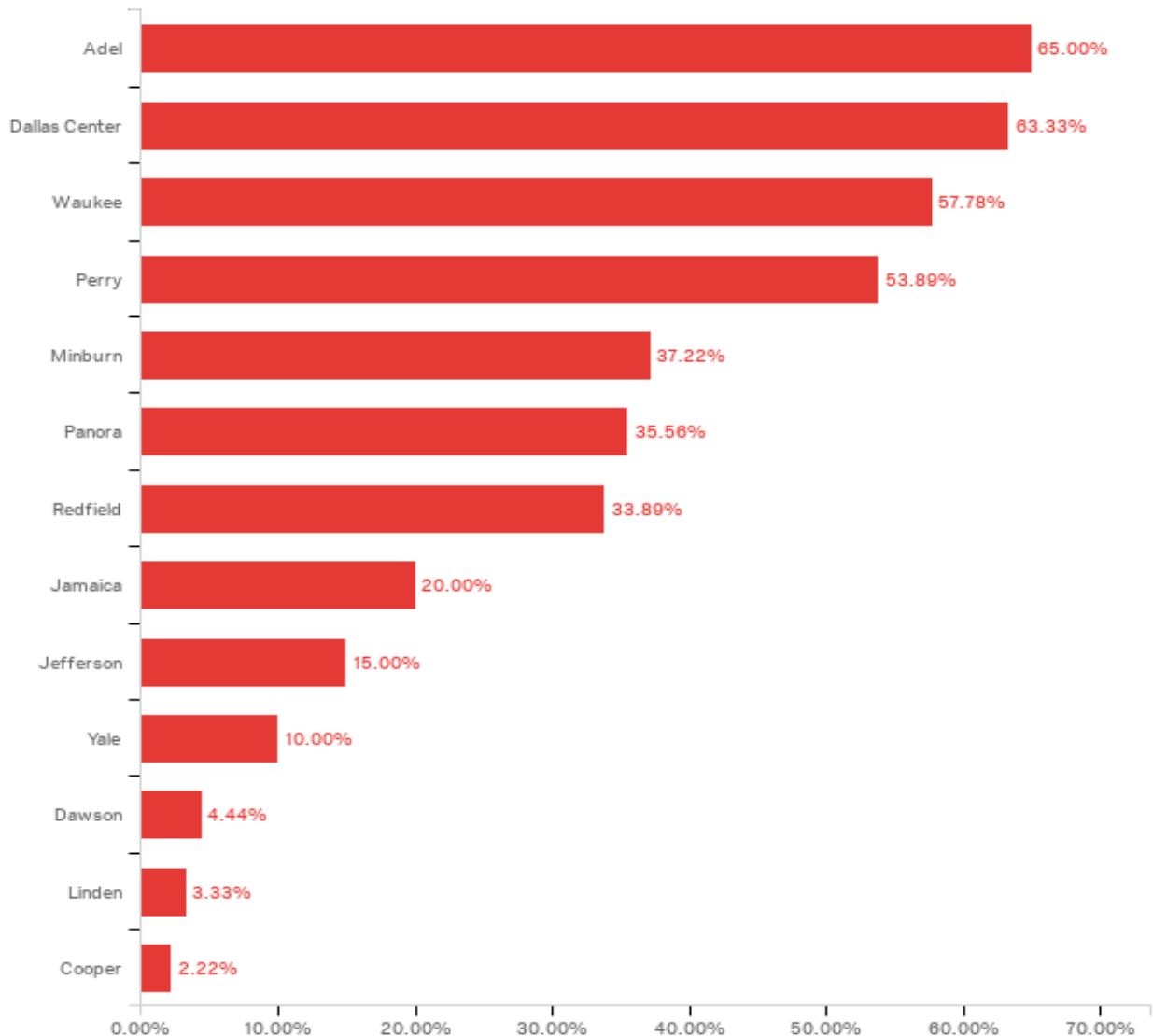
When asked which of the following signs they would like to see more of on the trail, respondents' most common answers were for distances, directions, mile markers, and water (Q4). 46% of the respondents indicated that they would like more signs to provide them with distances and directions for the towns around the trail. Along with directions and distances, 43% of trail users would like the Dallas County Conservation Board to create mile markers for the trail. A majority of the respondents indicated that they would like signs for directions, restrooms, food, and water.

**Q4: Which of the following would you like more signs for on the trail? Select all that apply.**



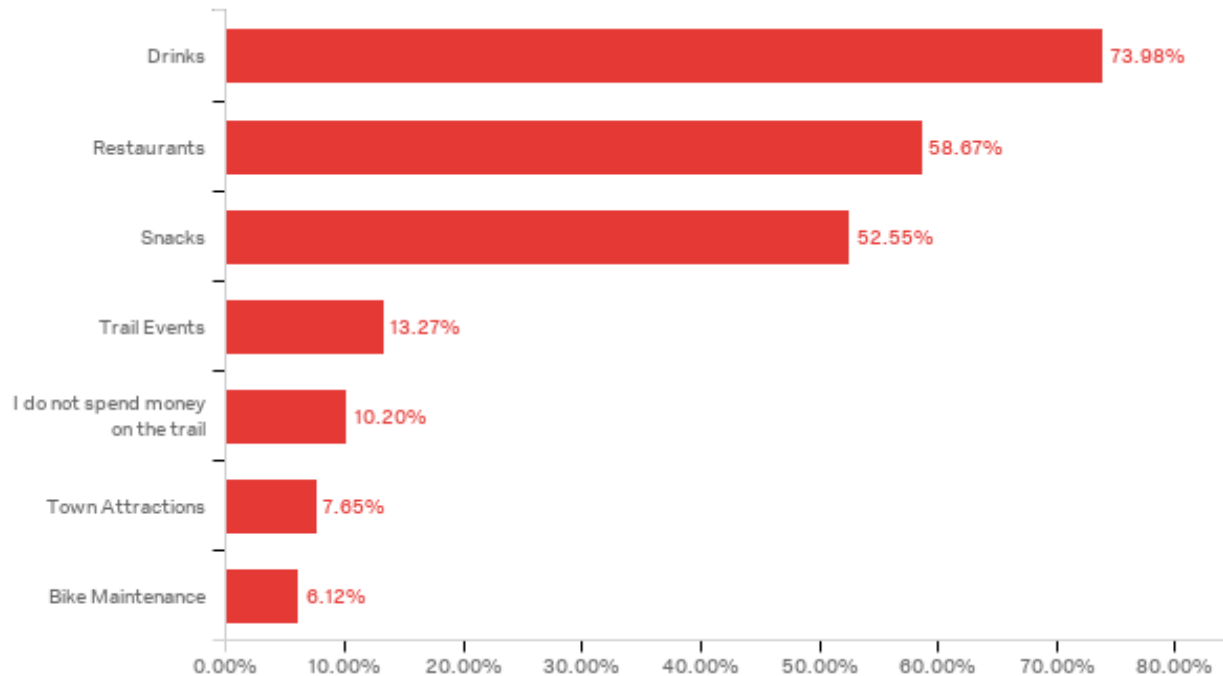
The graph below shows the towns in which respondents typically stop to eat (Q6). Adel, Dallas Center, Waukee, and Perry are the most popular towns to stop in and eat. These towns closely match the results when respondents were asked which towns they visit in Phase 1.

**Q6 - Which towns do you stop to eat in?**

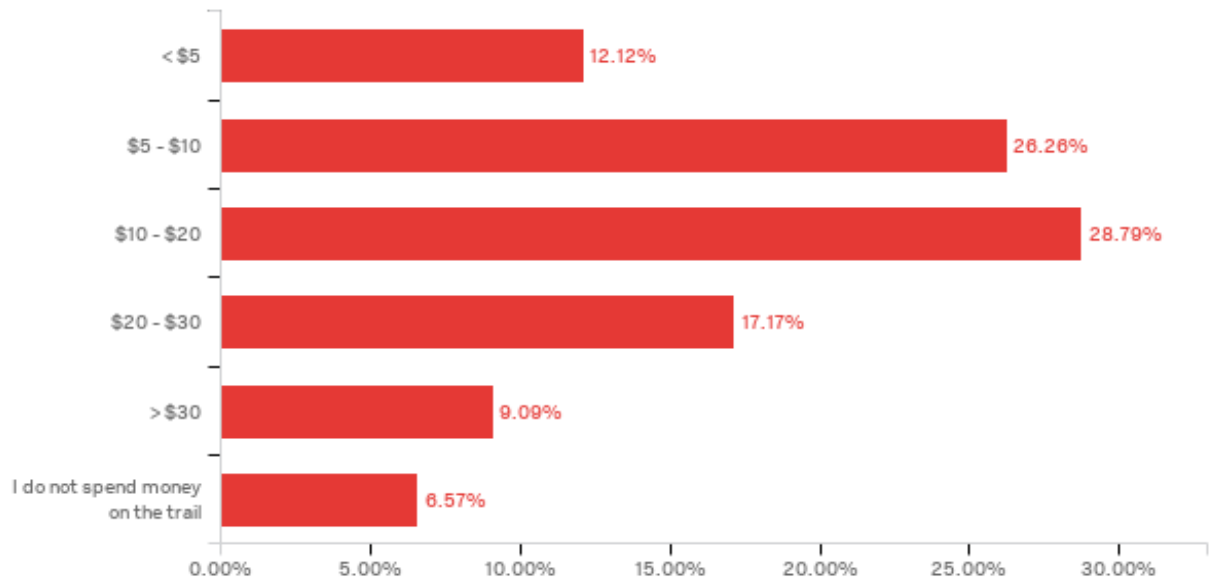


When asked what respondents typically spend money on when using the trail, the most common responses were related to food and drinks (Q8). The top three categories in order were drinks, restaurants, and snacks, which indicates the importance of the replenishment options to RRVV users. This also demonstrates that trail visitors are utilizing restaurants along the trail and contributing positively to local community economies.

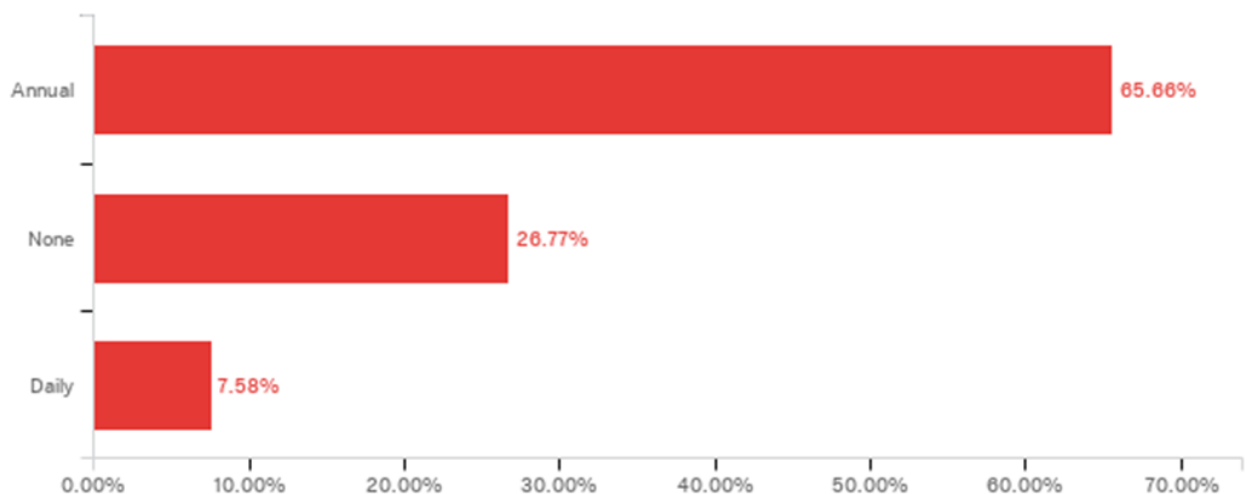
**Q8: What do you spend money on when visiting the trail? Select all that apply.**



Users of the trail were also asked to answer how much money they typically spend when using the trail (Q9). According to the data, a majority of the trail users will spend anywhere from \$5-\$30 when using the trail. 26% of the people who participated in the survey spend only \$5-\$10. The top result for this question was \$10-\$20, with 28% of trail users indicating that this was how much they would typically spend when visiting the trail.

**Q9: How much do you typically spend when using the trail?**

The Dallas County Conservation Board wanted to discover how many of people using the trail had purchased a pass for trail usage (Q10). The survey indicated that 66% of the people who use the trail reported that they own an annual pass. 26% of the people surveyed on the trail reported that they did not purchase a pass. This data may be biased, as survey participants may not want to admit that they do not have a pass.

**Q10 - Are you a pass holder of the trail?**

## TRAIL USER FEEDBACK

In both the Phase 1 and Phase 2 surveys, we asked trail users to provide open-ended feedback about the trail. In Phase 1, we asked, “If any, what other signs or postings would be helpful along the trail?” In Phase 2, we asked, “What one thing might you recommend to improve the trail and your overall visitor experience?” The data below is separated into two categories: general feedback and signage feedback. Word clouds were generated based on the number of trail users who gave that specific feedback. The more often certain keywords were used, the larger they appear in the word cloud.

### General Feedback



General Feedback	
Pavement Maintenance	17
Nothing/Trail is great	9
More Restrooms	7
More Water	6
Pave Road Crossings	6
Connect to High Trestle	3

## Signage Feedback



Signage Feedback	
Restaurant/Bar Signs	22
Mile Markers	14
Restroom Signs	10
Perry Directions	9
Water Signs	7
Yield signs instead of stop signs	7
Directions	6
Historic points	6
Nature info	5
Distances	5
Bike Repair	5
Trail Etiquette	5
Trail Conditions	4
Town Names	4
Emergency Info	4
Event postings	3
Camping	2

## FINDINGS

To summarize the mass of data collected, a depiction of the average trail user was created. Below is a summary of the average user from each survey category.

Category	Answer	Percent Respondents
Winter Visits:	Never	67%
Spring Visits:	Less than once per week	45%
Summer Visits:	1-4 times per week	68%
Fall Visits:	1-4 times per week	54%
Choice of activity:	Biking	92%
Distance traveled biking:	11-40 miles	68%
Time spent on the trail:	2-3 hours	57%
Group Size:	By yourself and/or with one other person (Always, Most of the time, & Sometimes)	53%
Main Purpose of visit:	Exercise/training	84%
Attends events:	Yes	51%
Learns about events via:	Email	48%
Learned about the trail via:	Word of mouth	80%
Beings Visit at trailhead:	Waukee	57%
Utilized amenities:	Restrooms, Drinking Water, and Parking	66%
Additionally desired signage:	Directions and distances	46%
Town stopped in:	Dallas Center	69%
Likelihood of spending money:	Sometimes	52%
Amount of money spent:	\$6-\$20	66%
Most likely purchase:	Food – Restaurants	82%
From local trail area	Yes	86%
Age:	45-64	61%
Overall trail impression compared to others:	Better	66%
Trail Pass Holder:	Annual	66%

## Economic Impact Analysis of Summer Season

### Process Overview

In order to support grant and fundraising objectives, the collected data from Phase 1 was analyzed to determine economic impact for the most frequently visited towns by users of the trail in terms of dollar value. The analysis was conducted using several conservative assumptions which are explained and highlighted throughout the process analysis description. The final estimated economic impact value for each town is presented as a range in order to demonstrate the sensitivity of each input variable. The analysis was conducted using data from the following questions:

**Question 15:** Please select the following towns you typically visit during your time on the trail. (Select all that apply)

**Answer Options:**

- Waukee
- Ortonville
- Adel
- Redfield
- Linden
- Panora
- Yale
- Herndon
- Cooper
- Jefferson
- Jamaica
- Dawson
- Perry
- Minburn
- Dallas Center
- I do not stop along the trail

**Question 16:** How often do you spend money when you stop in a town along the trail?

**Answer Options:**

- Always
- Sometimes
- Never
- Rarely

**Question 17:** If you spend money in towns, how many dollars do you spend during an average trail visit?

**Answer Options:**

- < \$5
- \$6 - \$10
- \$11 - \$20
- \$21 - \$40
- \$41 - \$60
- \$61 - \$80
- \$81 - \$100
- > \$100



The five most common towns to visit were determined by comparing the number of times a town was selected in the survey to the overall number of respondents. This analysis revealed that Dallas Center, Waukee, Adel, Perry, and Minburn were the most common towns to visit.

<b>Town</b>	<b>Number of times selected in survey</b>	<b>Percentage of total respondents that selected town</b>	<b>TrafX Data: Number of Summer visitors</b>	<b>Number of Visitors Stopping</b>
Dallas Center	436	66.7%	21,717	14,478
Waukee	435	66.5%	13,663	9,088
Adel	416	63.6%	14,304	9,098
Perry	415	63.5%	12,655	8,030
Minburn	402	61.5%	7,420	4,561
Redfield	319	48.8%	-	-
Panora	246	37.6%	-	-
Dawson	197	30.1%	-	-
Jamaica	188	28.7%	-	-
Linden	167	25.5%	-	-
Yale	142	21.7%	-	-
Jefferson	115	17.6%	-	-
Herndon	112	17.1%	-	-
Cooper	79	12.1%	-	-
N/A	29	4.4%	-	-
Ortonville	0	0.0%	-	-

For each of the five towns, we utilized the provided TrafX data to determine an average number of visitors in each respective town during the summer season, which included June, July, and August. The monthly TrafX data from 2013-2015 for each town was considered and averaged to calculate an average summer total. In Waukee, we averaged the count from both TrafX sensors at Waukee-Northwest and Waukee-West. In Perry, the North Bypass was used as the sole TrafX data counting source. Using the number of town visitors from TrafX and the percentage of survey respondents that stated they visit that town, we projected a number of visitors that stop in the town, as opposed to only passing by the sensor.

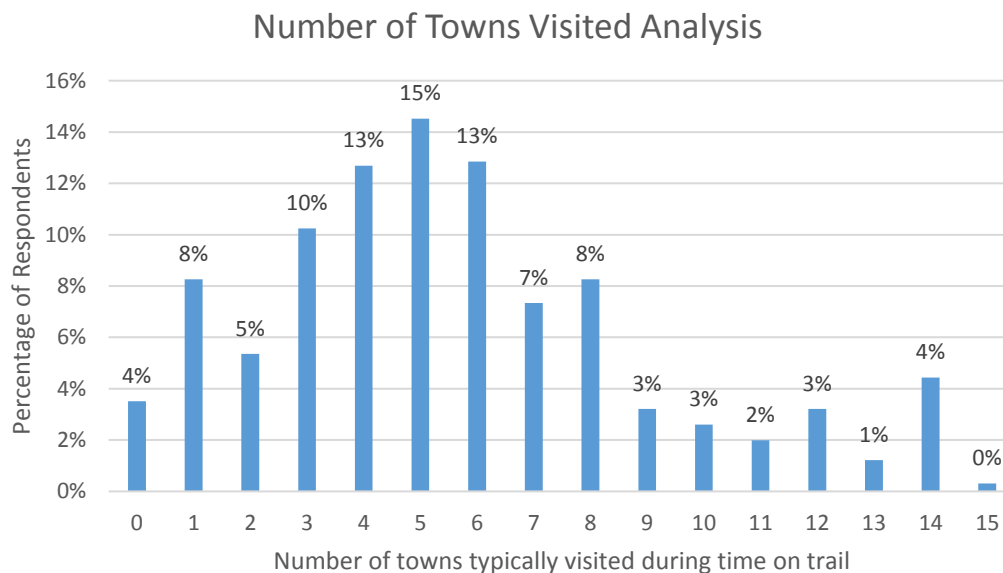
Next, PivotTables in Excel were utilized to correspond the selected town, spending range, and frequency of spending. The percentage of visitors spending in each frequency range (always, sometimes, rarely, or never) was determined by using the moderate assumptions that always corresponded to 100%, sometimes 50%, rarely 20%, and never 0% spending frequencies. Then, within each frequency, the percentage of trail users spending within each dollar value range stated in the answer options was calculated. The spending ranges stated in the survey were analyzed at the mid-range values and the highest spending values. For example, the range \$6 - \$10 had a mid-range value of \$8 and a highest value of \$10.

One variable that was difficult to determine in this analysis was the likelihood that a trail user is spending in town A as opposed to town B or town C when a survey respondent stated that they stopped in multiple towns. The way in which this question could have been interpreted by

respondents lead our team to again make conservative assumptions regarding the likelihood that a trail user spends in a particular town as opposed to another or perhaps in multiple towns. Due to the variability and unpredictability of this variable, the calculations of economic impact contain a sensitivity analysis interpretation of the likelihood that a user is spending in any one of the particular five towns.

## Economic Impact Results

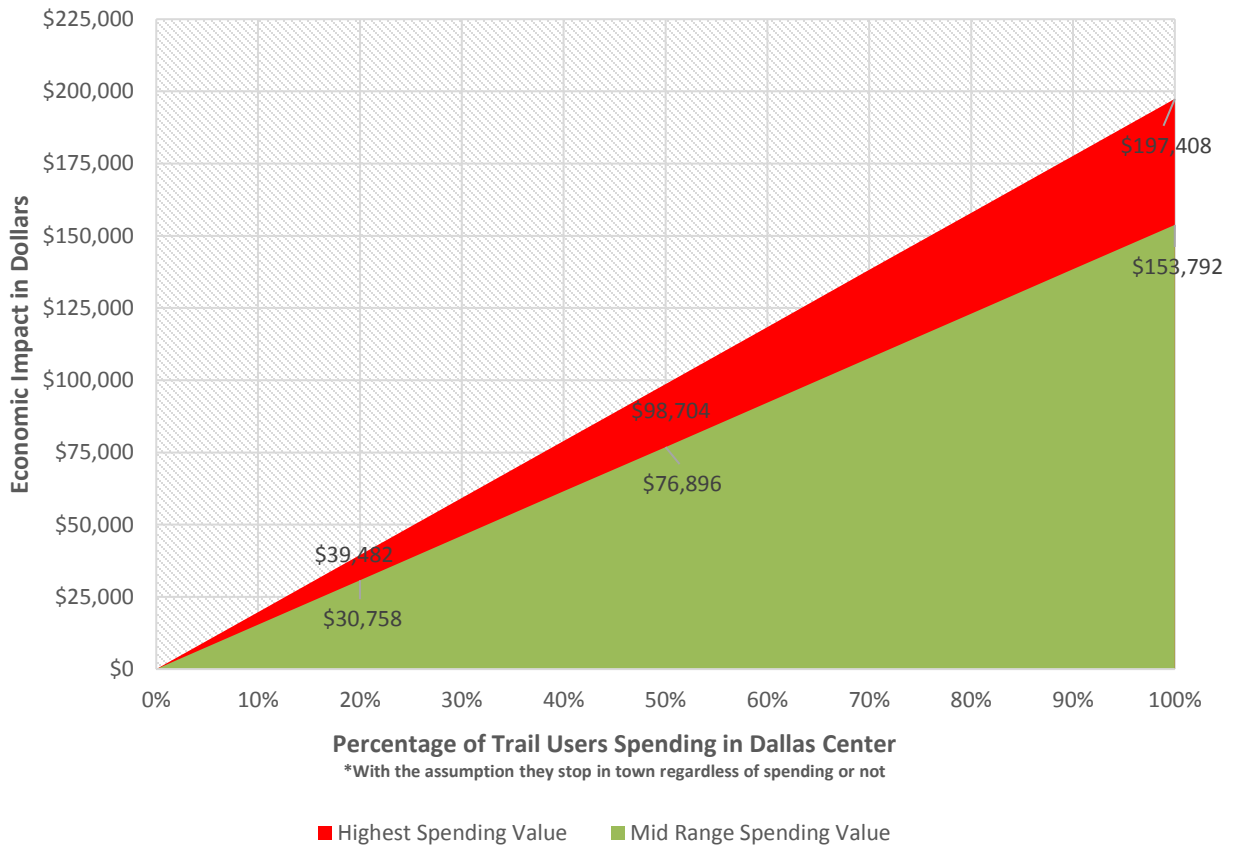
The same assumptions and calculation processes were applied to the data representing each town. We believe the most representative interpretation of the data can be achieved by considering the dollar value calculated when 20% of trail users spend money in the town. The dollar value at these data points is interpreted that the spending along the trail is distributed equally amongst the five most common towns that users stop in. Again, this is the most conservative calculation because it is assuming that users only spend in one town, which is most likely not true. At the 20% mark, there are two dollar values stated that represent the range in which trail users are spending. The mid-range spending value is a more conservative estimate, but due to the conservative assumptions taken throughout these calculations, it is possible that the highest spending value calculations also represent the true economic impact generated in each town. To further emphasize the basis of the possible assumptions used in the sensitivity analysis, the question “Please select the following towns you typically visit during your time on the trail. (Select all that apply),” was further analyzed. The data revealed that 71% of respondents stop in 2-8 towns during their time on the trail. The average user visits five towns with a variance of approximately 3.4. Additionally, 57% of respondents stop in 3-7 towns and 40% stop in 4-6 towns. Below are the summarized findings of the town visit analysis.



With these assumptions in mind, the economic impact results that follow were determined and are organized by town.

*Dallas Center*

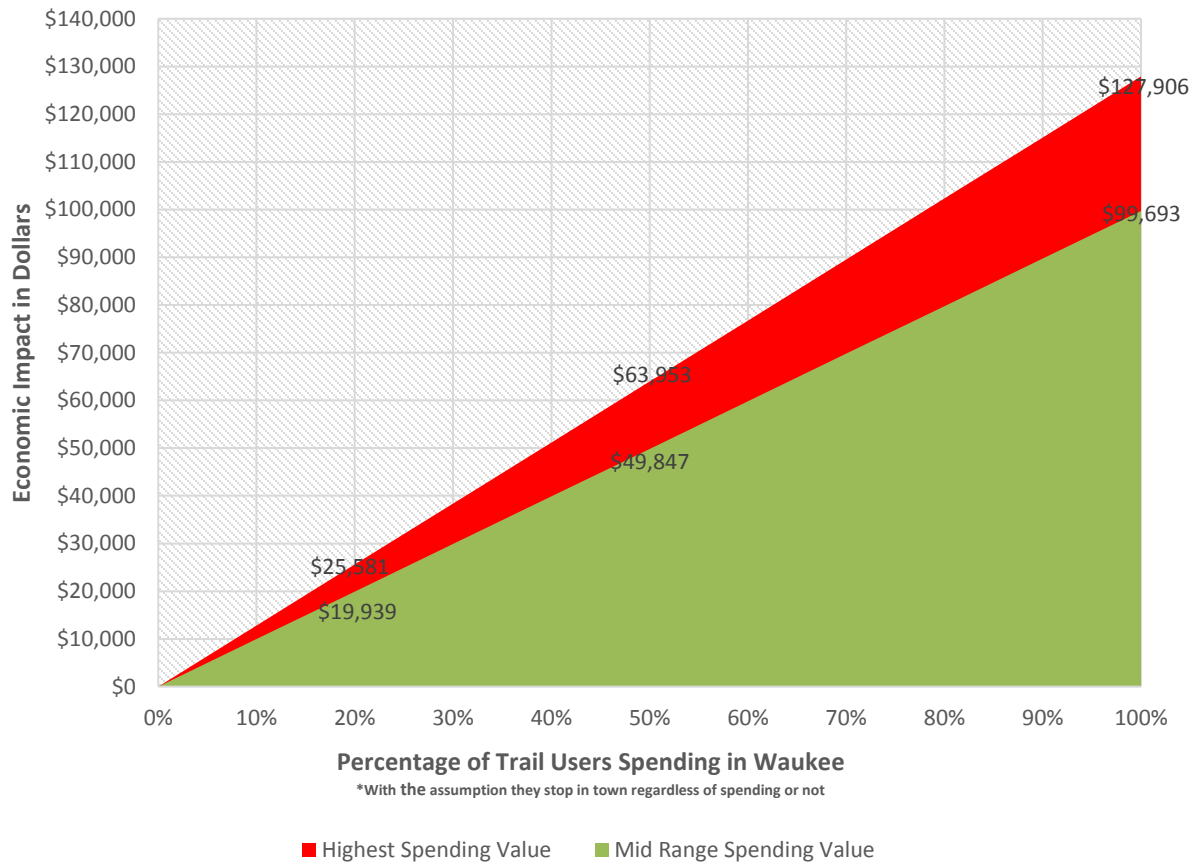
Percentage Spending in Town	Highest Range Value	Mid-Range Value
20%	\$39,482	\$30,758
50%	\$98,704	\$76,896
100%	\$197,408	\$153,792

**Dallas Center Economic Impact Analysis**

As a sample interpretation of the economic impact analysis, consider the results for Dallas Center displayed above. At the 20% mark, it assumed that 20% of trail users that visit Dallas Center stop in the town and spend money. This is the most conservative number because it is assumed that trail users spend money only one time when they stop in the five towns. We can safely assume based on our town visit analysis that the majority of users do in fact stop in five towns. When we alter our assumption and assume that 50% of visitors that stop in Dallas Center spend money, a new impact range is calculated.

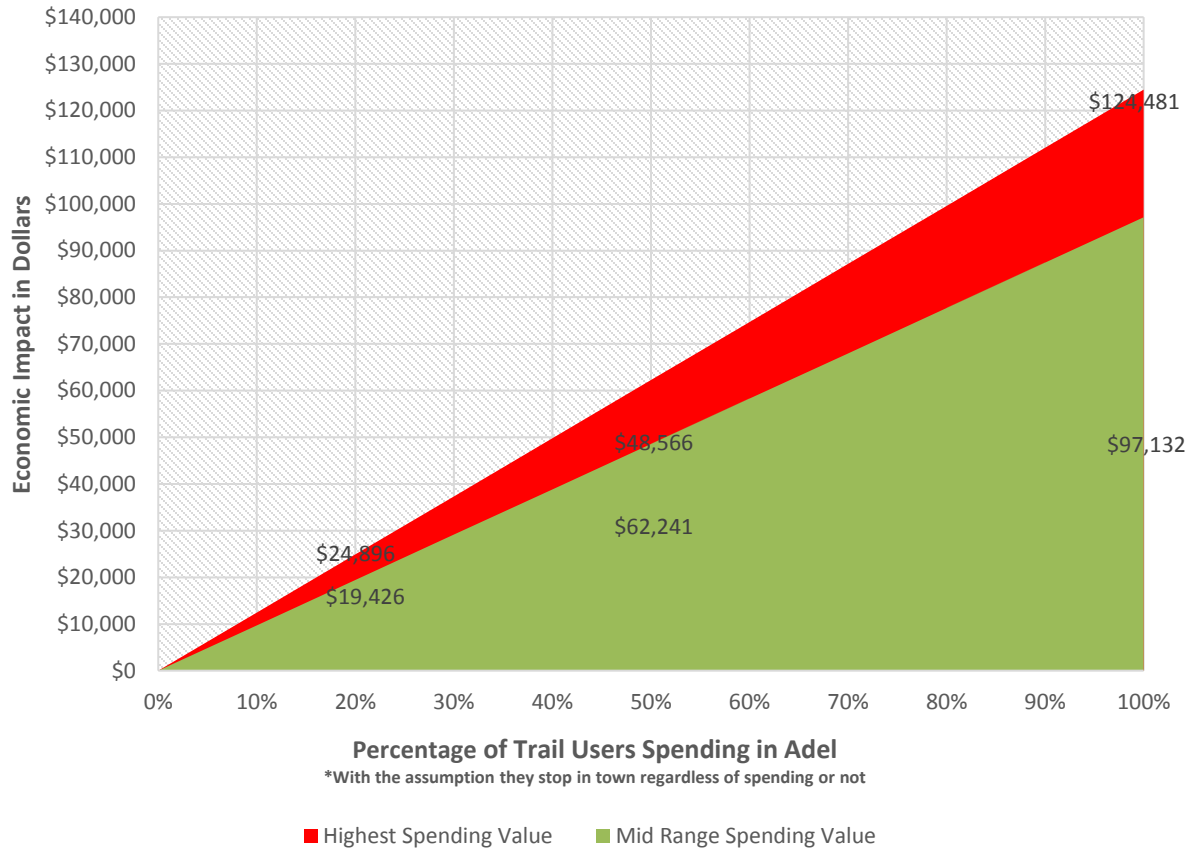
*Waukee*

Percentage Spending in Town	Highest Range Value	Mid-Range Value
20%	\$25,581	\$19,939
50%	\$63,953	\$49,847
100%	\$127,906	\$99,693

**Waukee Economic Impact Analysis**

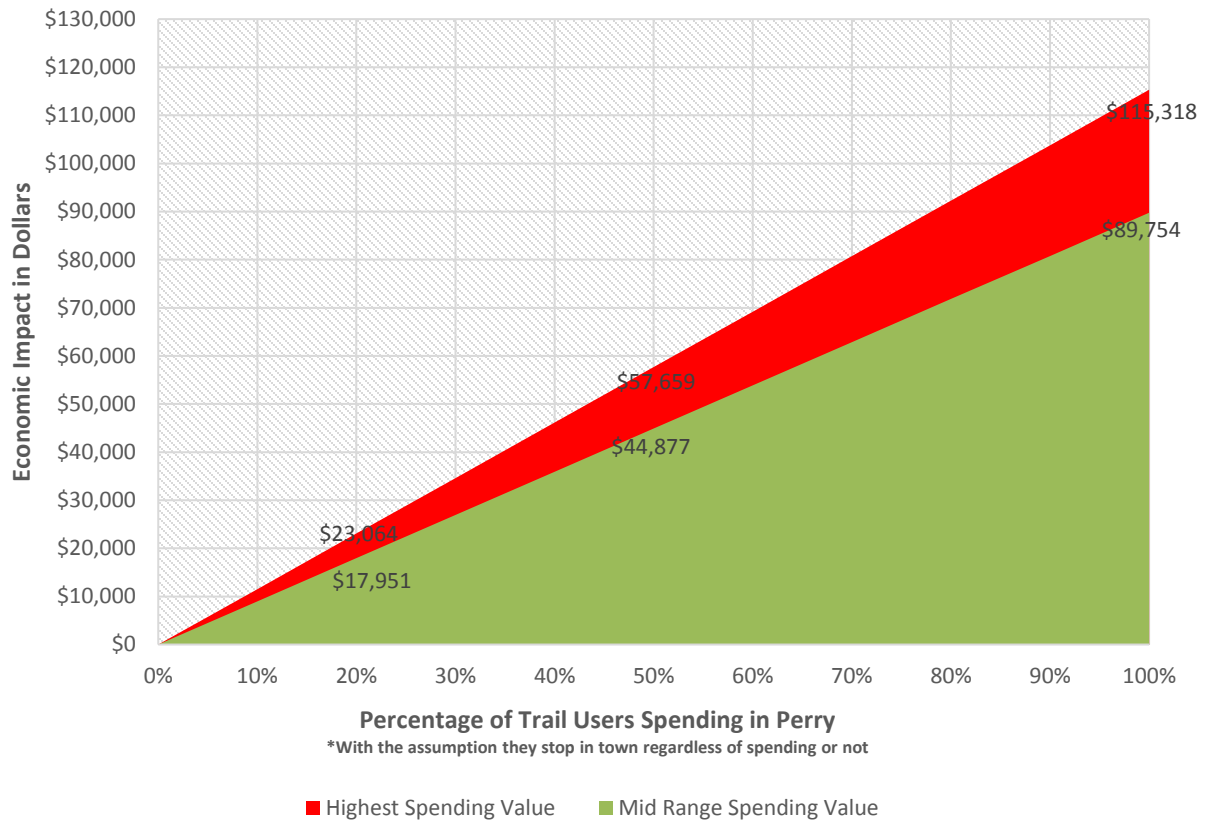
*Adel*

Percentage Spending in Town	Highest Range Value	Mid-Range Value
20%	\$24,896	\$19,426
50%	\$62,241	\$48,566
100%	\$124,481	\$97,132

**Adel Economic Impact Analysis**

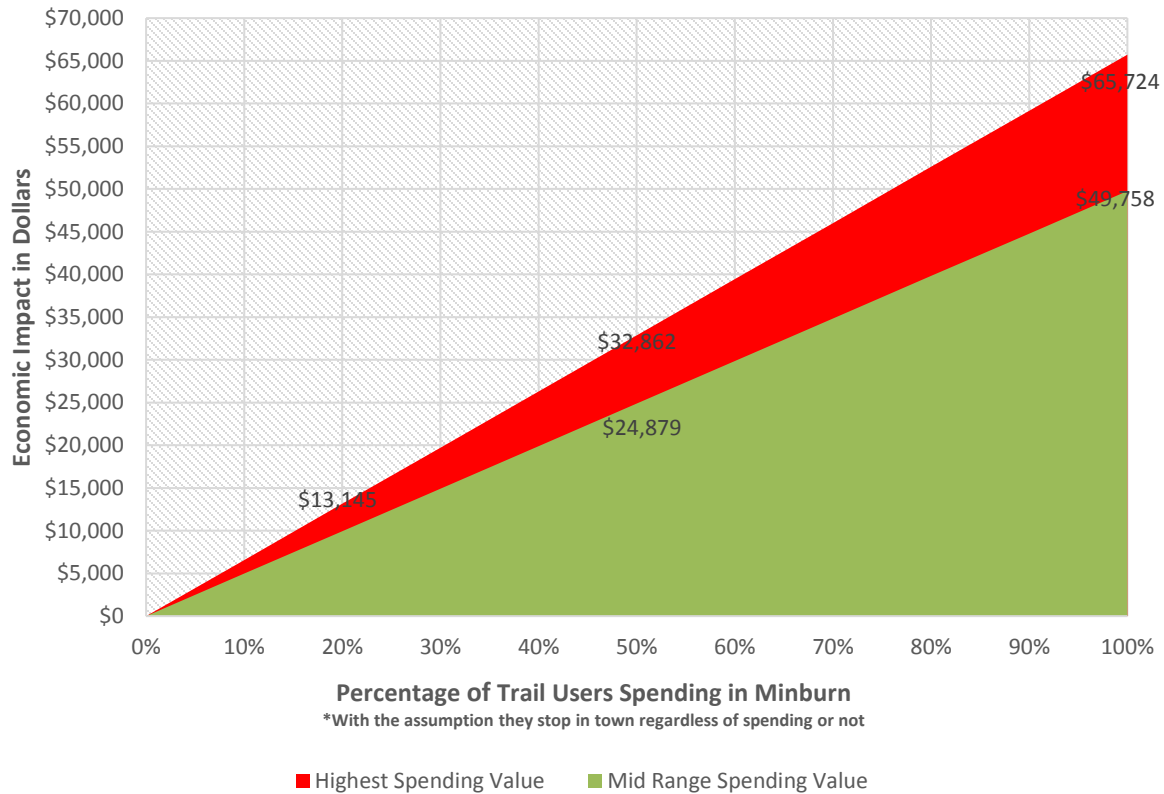
*Perry*

Percentage Spending in Town	Highest Range Value	Mid-Range Value
20%	\$23,064	\$17,951
50%	\$57,659	\$44,877
100%	\$115,318	\$89,754

**Perry Economic Impact Analysis**

*Minburn*

Percentage Spending in Town	Highest Range Value	Mid-Range Value
20%	\$13,145	\$9,952
50%	\$32,862	\$24,879
100%	\$65,724	\$49,758

**Minburn Economic Impact Analysis**

**Appendix: Findings****TraX Data Assumptions**

					<b>Average</b>
<b>Perry</b>					<b>12655</b>
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	
2013	14768	496	1935	17199	
2014	2275	2778	1395	6448	
2015	4005	5363	4950	14318	
<b>Adel</b>					<b>14304</b>
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	
2013	4885	5245	4986	15116	
2014	4585	4122	3237	11944	
2015	6295	4549	5007	15851	
<b>Dallas Center</b>					<b>21717</b>
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	
2013	6710	8498	4144	19352	
2014	10581	1343	9298	21222	
2015	10106	7645	6827	24578	
<b>Waukee</b>					<b>13663</b>
<i>Waukee - NW</i>					
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	15837
2013	5673	6422	3793	15888	
2014	5110	7113	3118	15341	
2015	6663	5393	4226	16282	
<i>Waukee - W</i>					
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	11489
2013	5017	5455	3253	13725	
2014	5318	3478	2005	10801	
2015	4647	2968	2325	9940	
<b>Minburn</b>					<b>7420</b>
	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Summer Total</i>	
2013	2564	2849	3133	8545.5	
2014	904	2567	1790	5261	
2015	5587	1732	1134	8453	

**Spending Range Assumptions**

	<b>Mid-Range</b>	<b>High Value</b>
< \$5	\$ 2.50	\$ 5.00
\$6 - \$10	\$ 8.00	\$ 10.00
\$11 - \$20	\$ 15.00	\$ 20.00
\$21 - \$40	\$ 30.00	\$ 40.00
\$41 - \$60	\$ 50.00	\$ 60.00
\$61 - \$80	\$ 70.00	\$ 80.00
\$81 - \$100	\$ 90.00	\$ 100.00
> \$100	\$ 100.00	\$ 110.00



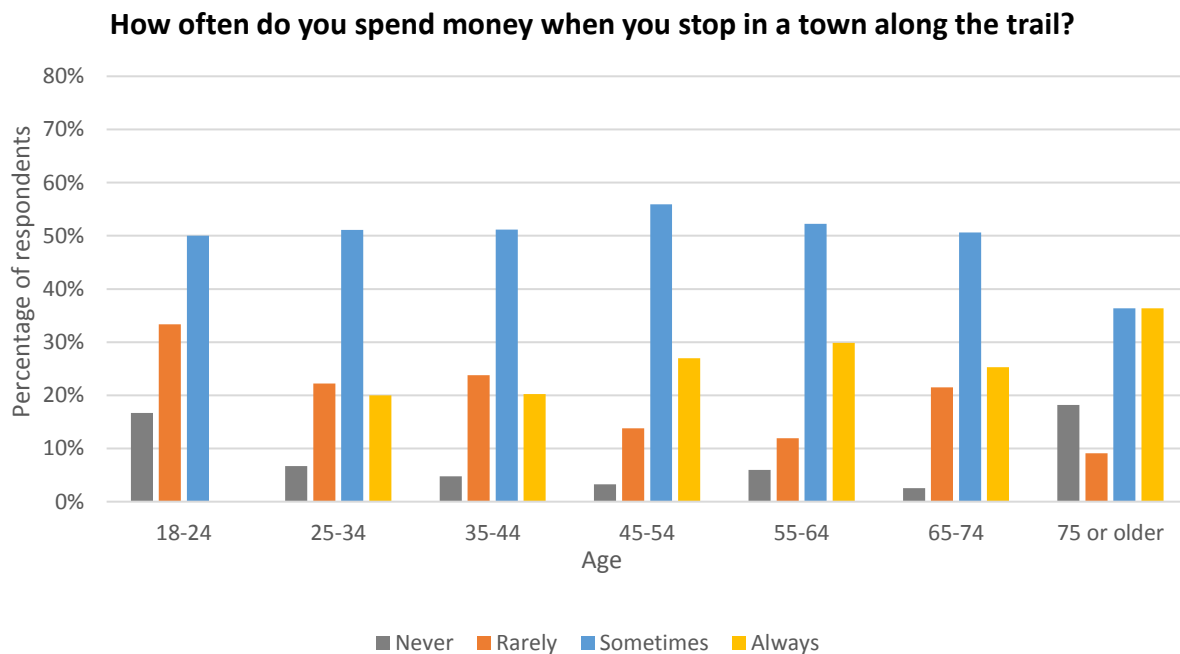
## Demographic Analysis

A separate analysis was conducted to view the spending habits of different demographic groups of trail users. This data is pulled from the Phase 1 survey. The two categories that were observed were age and approximate household income. The graphs below break down the frequency of spending and amount of money each group spends on an average visit to the trail.

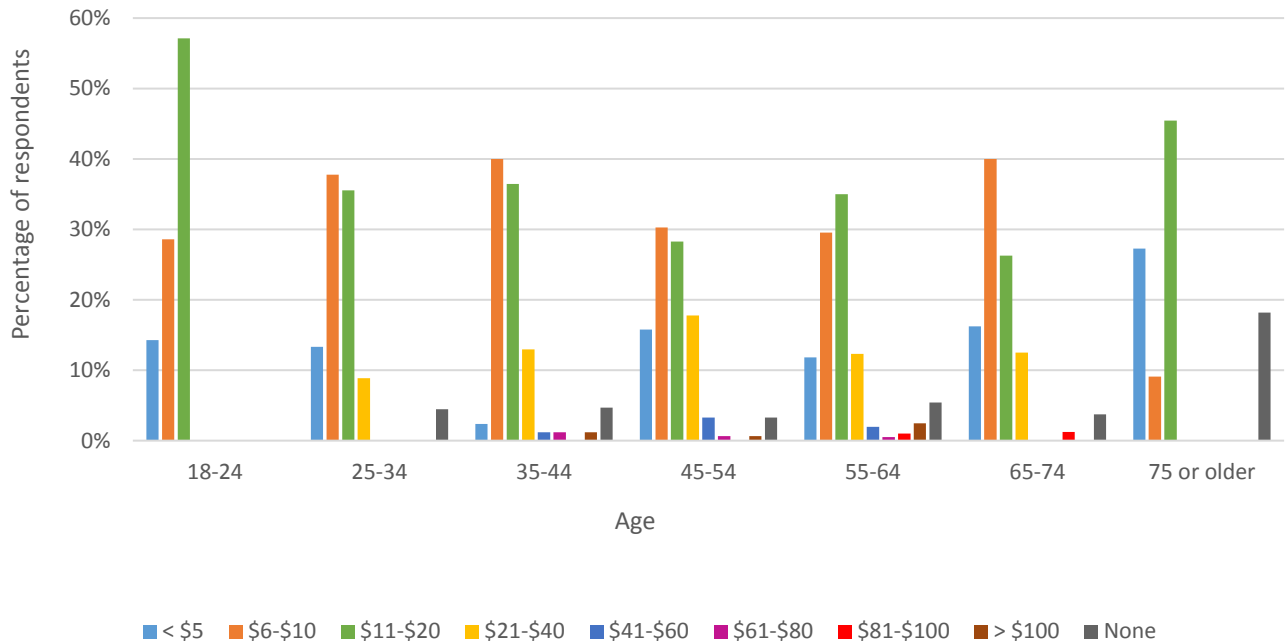
It is evident that as the age of trail users increases, the percentage of respondents who always spend money on the trail trends upward. Users age 45-54 were found to spend the most on an average visit to the trail.

Trail users with a higher approximate household income reported that they spend money more frequently than those with a lower income. Those with a household income between \$100,000 and \$174,999 answered that they spend money on the trail more frequently than the other income levels. However, a higher household income did not have any major effect on the amount of money trail users spend on an average visit to the trail.

## Spending Analysis by Age

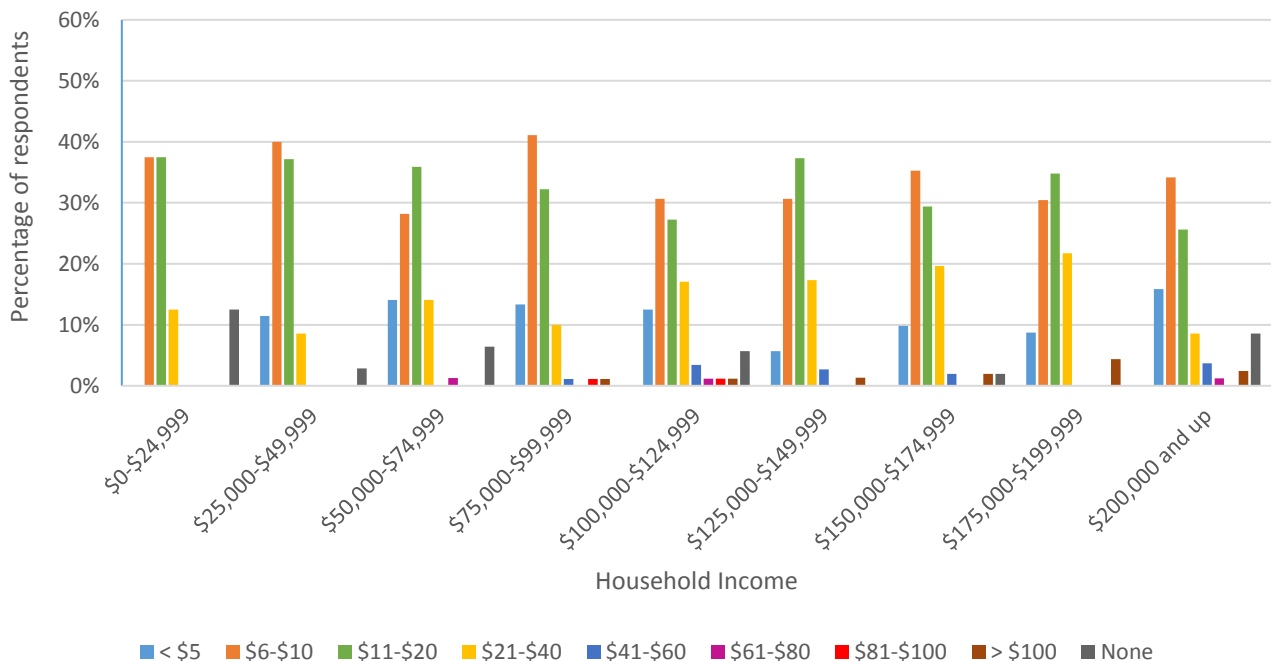


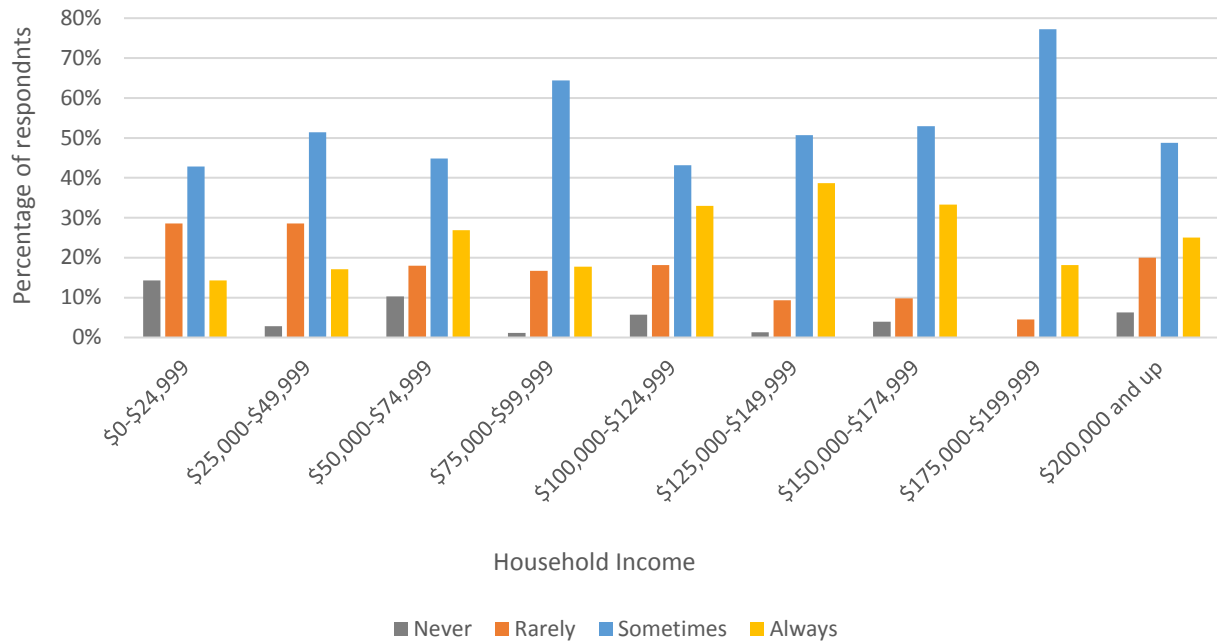
**If you spend money in towns, how many dollars do you spend during an average trail visit?**



**Spending Analysis by Household Income**

**If you spend money in towns, how many dollars do you spend during an average trail visit?**

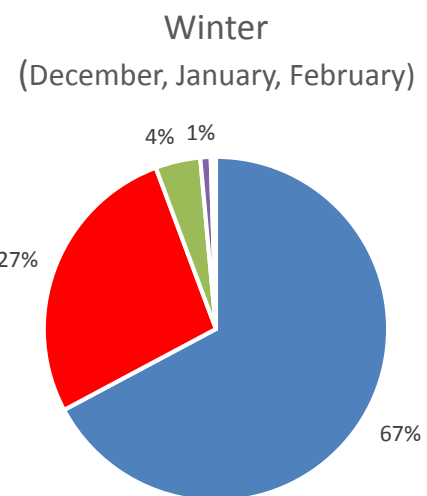
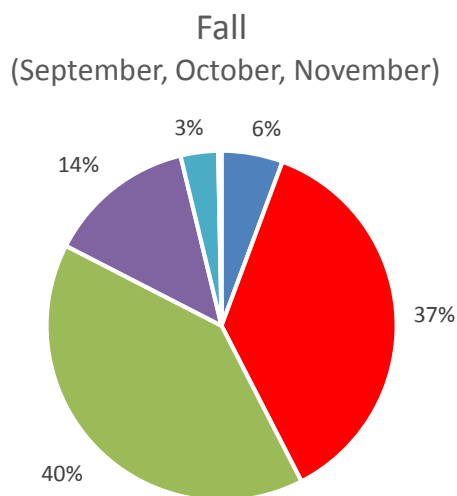
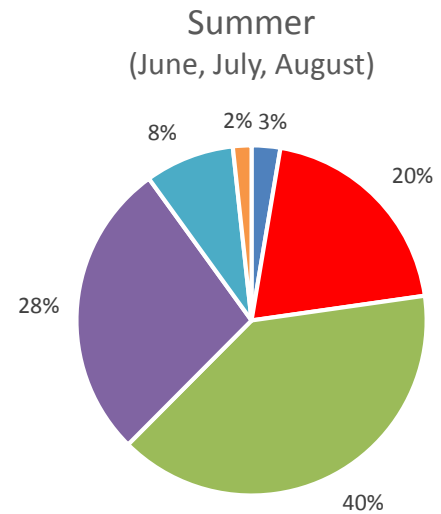
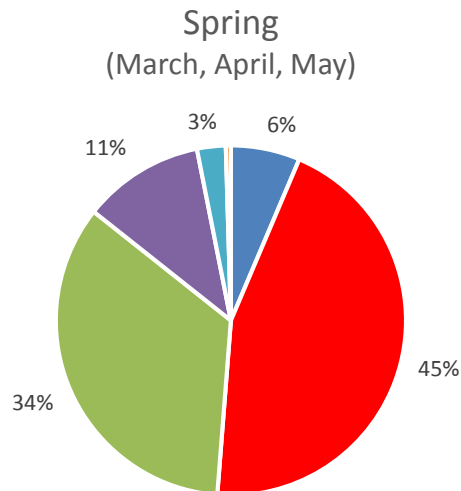


**How often do you spend money when you stop in a town along the trail?**

The following pages contain appendices for both Phase 1 and Phase 2 of the project. Within these appendices is the full collection of survey responses visually displayed from both project phases.

## APPENDIX PHASE 1

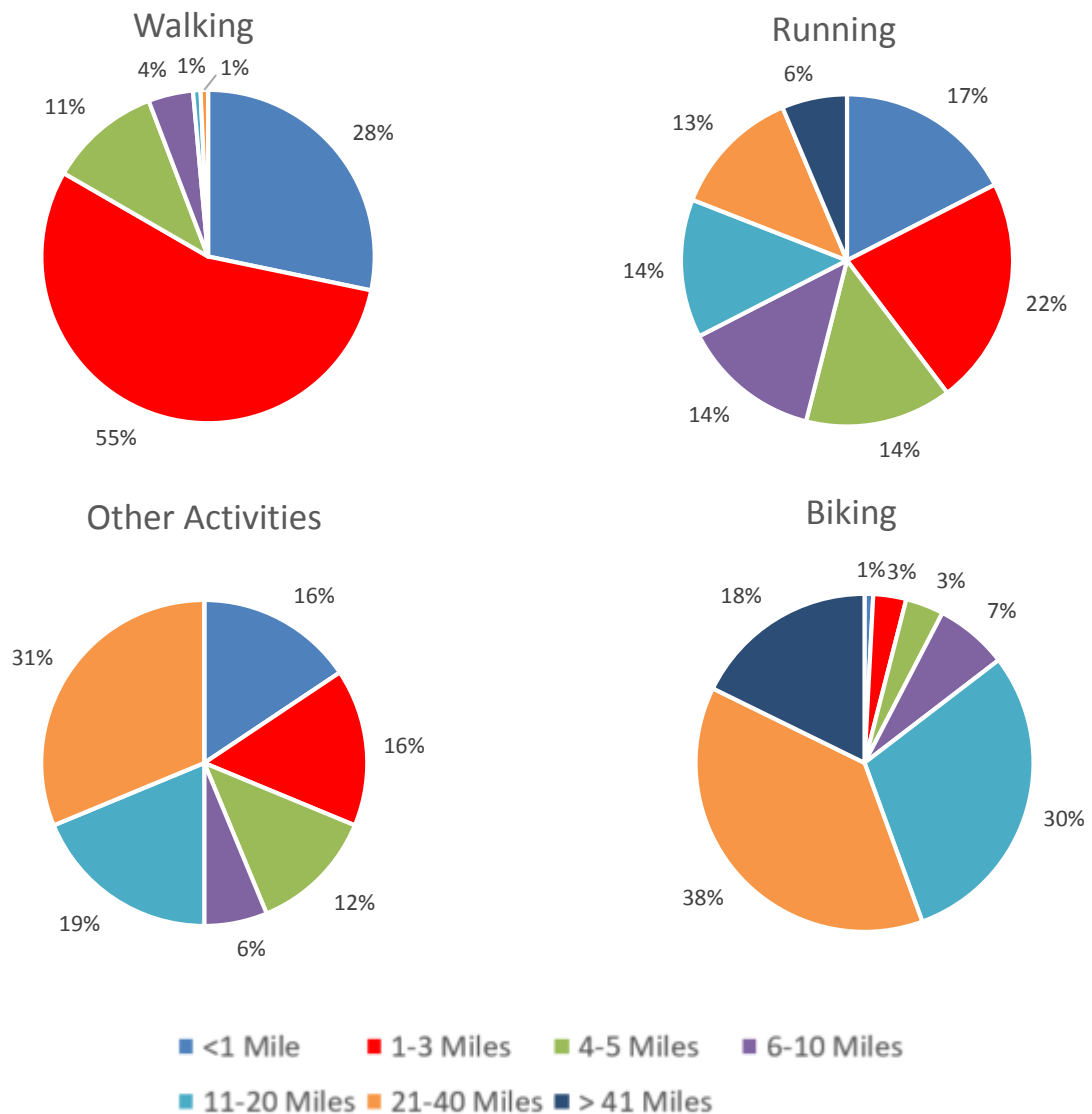
Q1: How often do you use the trail during the following seasons?



■ Never  
■ 1-2 times per week  
■ 3-4 times per week  
■ 5-6 times per week

■ Less than once per week  
■ 3-4 times per week  
■ 7+ times per week

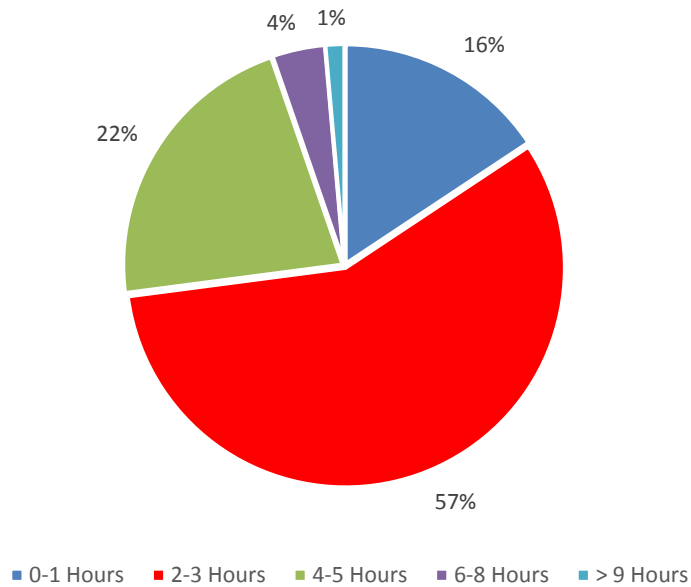
Q2: On average, how many miles do you travel on the trail per visit?



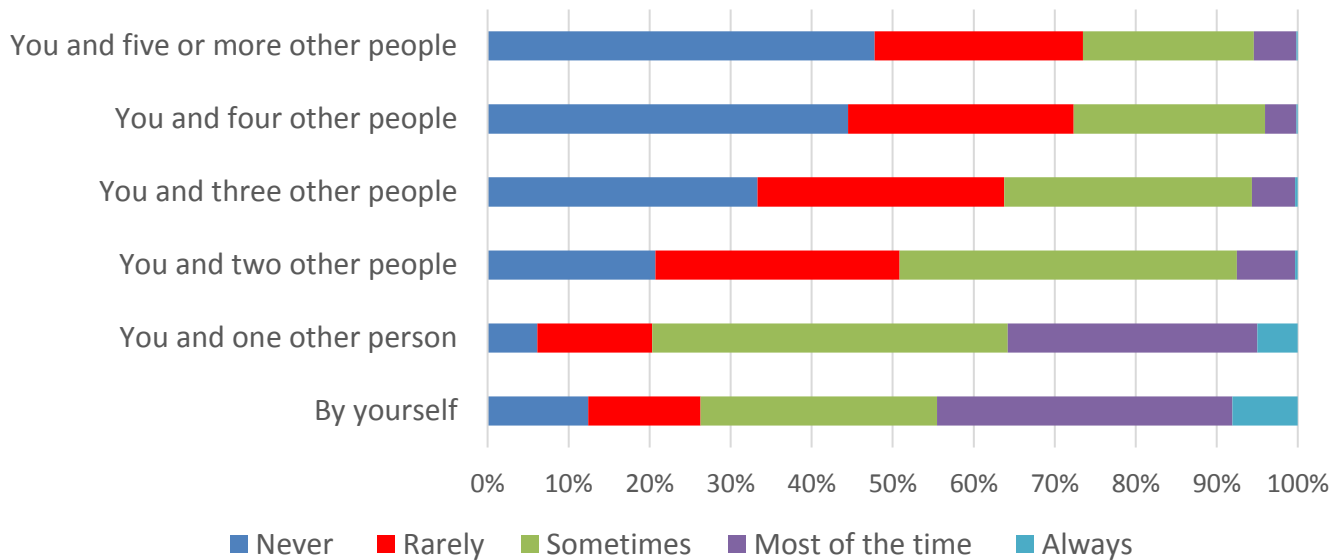
Other Activities Commented:

- Rollerblading
- Visiting shops and restaurants
- Snowmobiling
- Cross country skiing

Q3: On average, how long do you spend on the trail per visit?

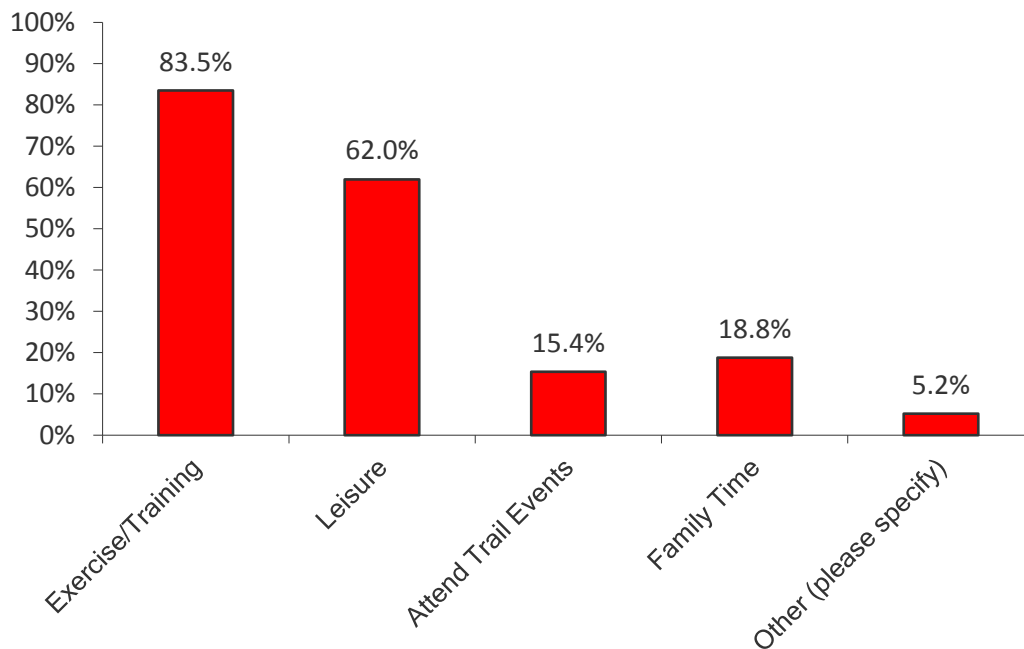


Q4: How frequently do you visit the trail with the following group sizes?

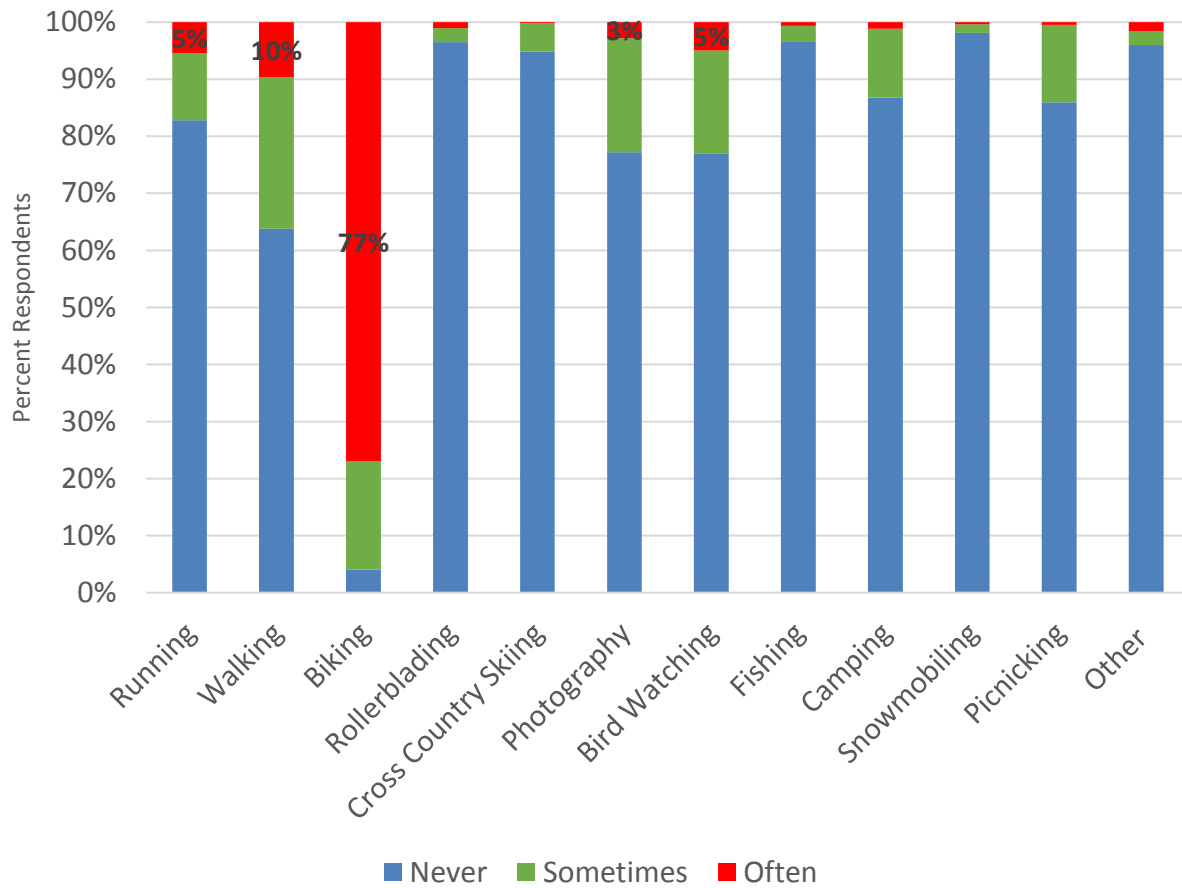


Answer Options	Never	Rarely	Sometimes	Most of the time	Always
By yourself	12%	14%	29%	36%	8%
You and one other person	6%	14%	44%	31%	5%
You and two other people	21%	30%	42%	7%	0%
You and three other people	33%	30%	31%	5%	0%
You and four other people	44%	28%	24%	4%	0%
You and five or more other people	48%	26%	21%	5%	0%

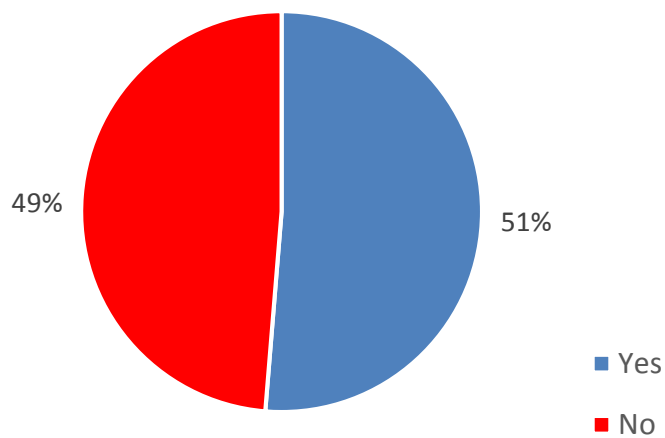
Q5: What is the main purpose(s) of your trail visits? (Select all that apply)



Q6: How often do you participate in the activities listed below on the trail?

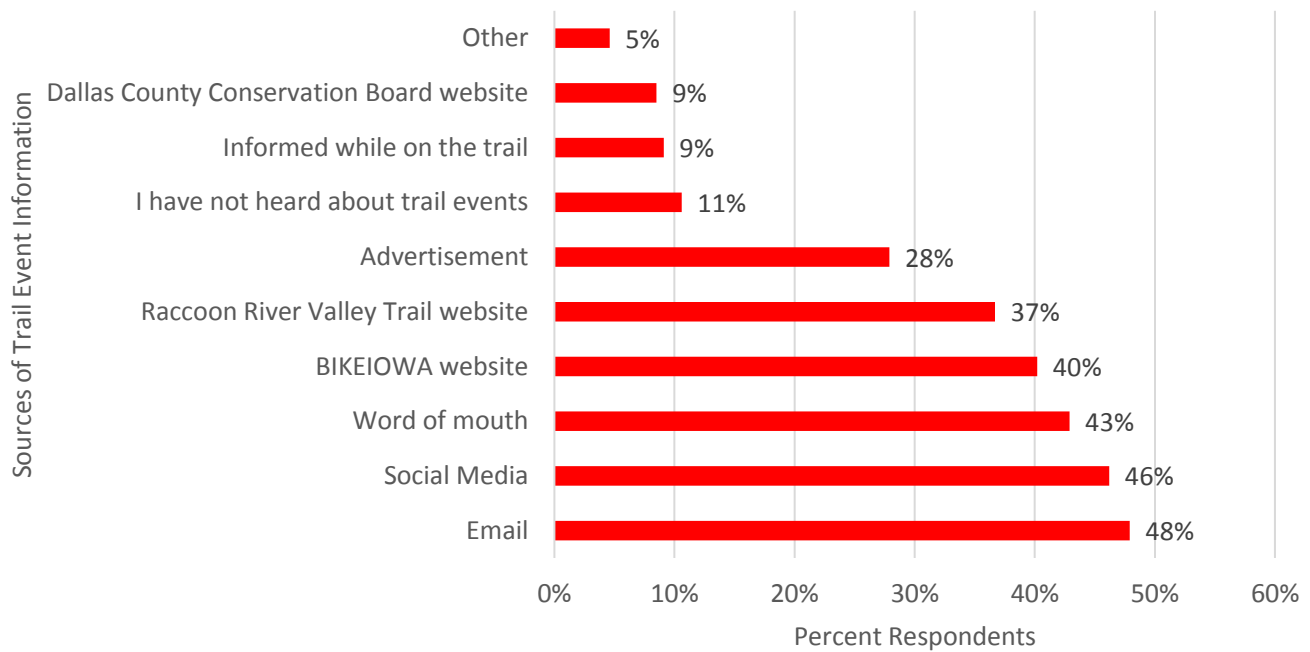


Q7: Do you attend events taking place on the trail?





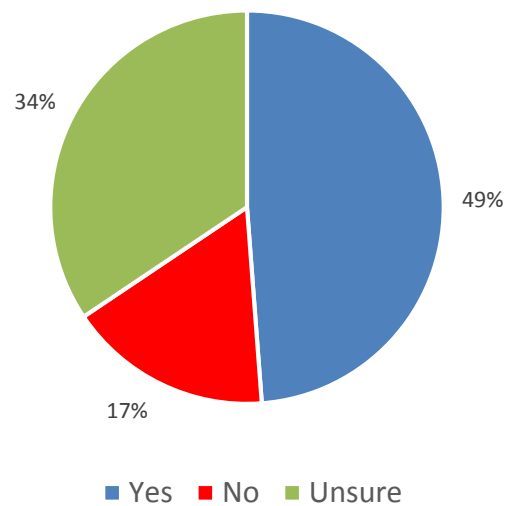
## Q8: How do you hear about trail events?



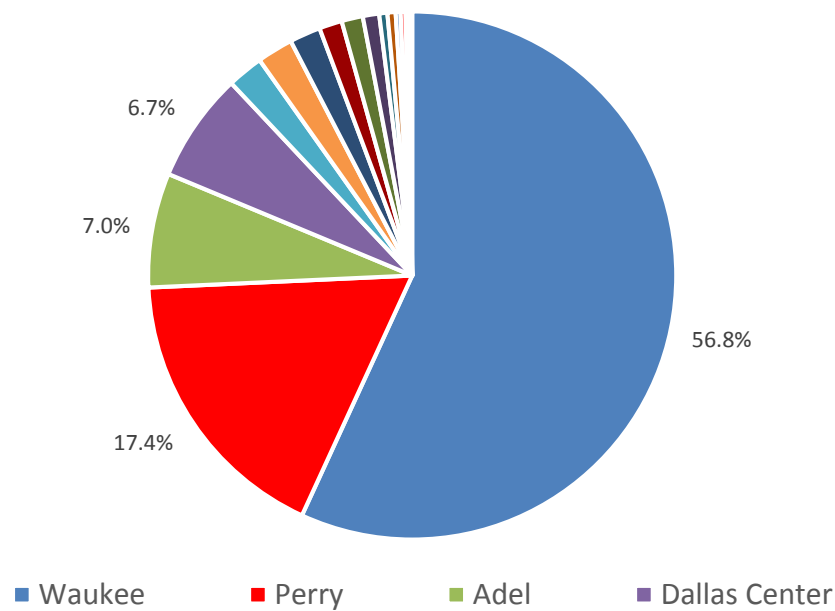
Other sources commented:

- Des Moines Cycle Club
- Newspaper
- Local Bike Shops
- Waukee and Dallas Center email lists
- Bike World
- City of Perry website
- Adel Newsletter

Q9: Do you feel that trail events are adequately promoted?

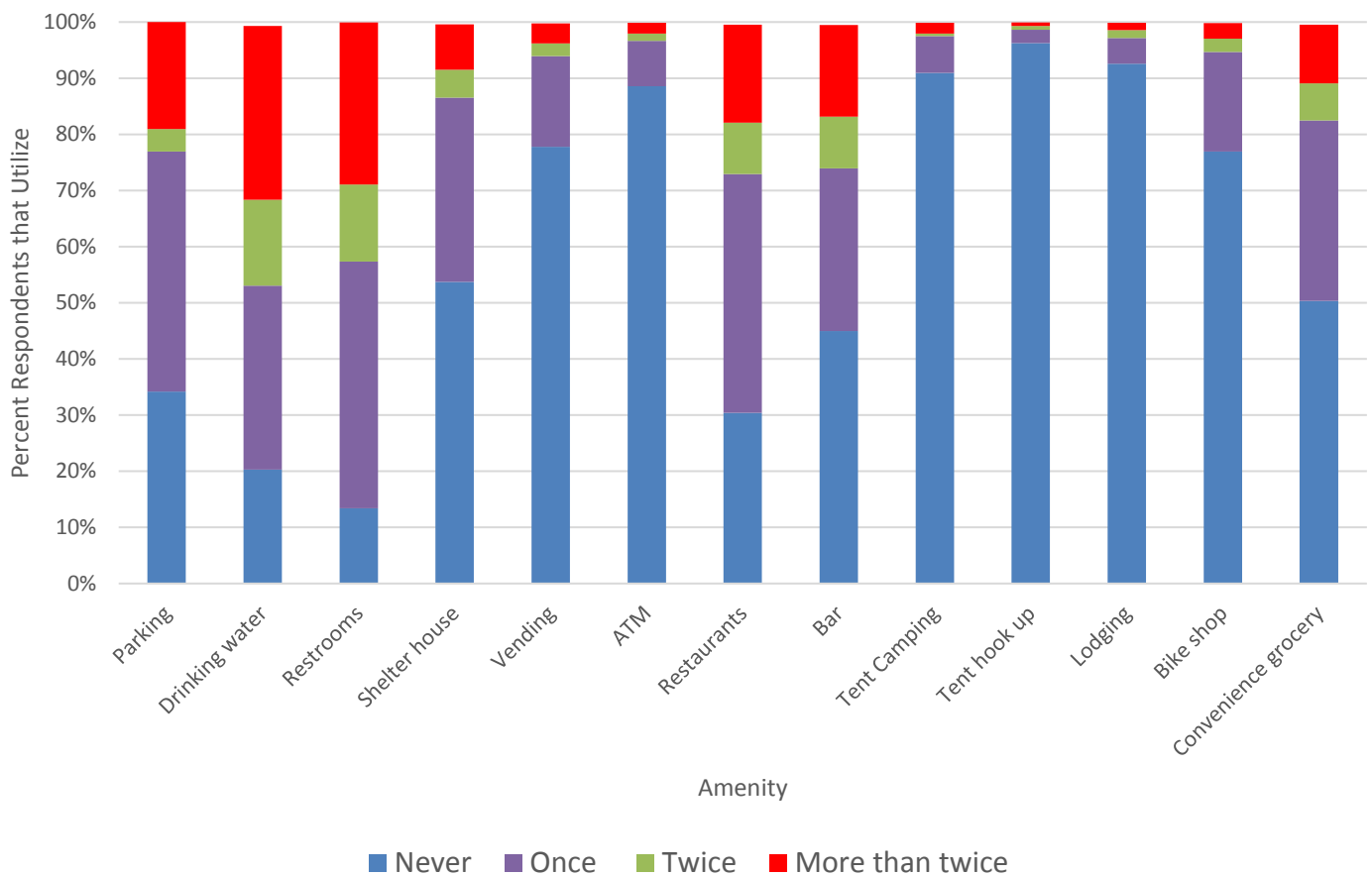


Q10: Please indicate the trailhead where you most often begin your time on the Raccoon River Valley Trail.

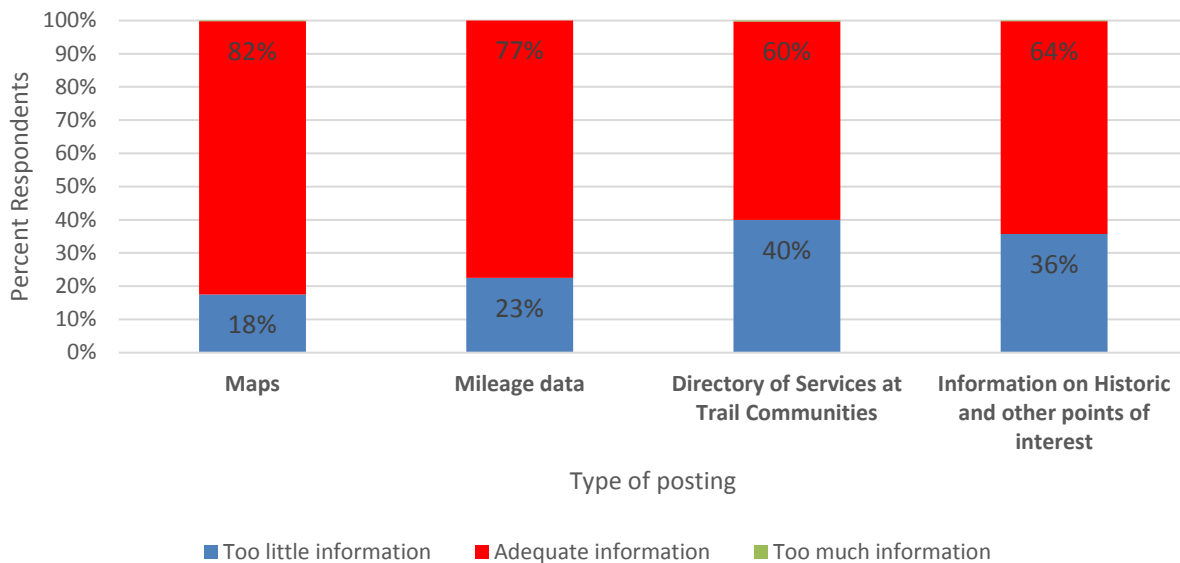


Beginning Trailhead	Percent Respondents	Beginning Trailhead	Percent Respondents
Waukee	56.8%	Minburn	1.4%
Perry	17.4%	I am unsure	1.3%
Adel	7.0%	Ortonville	1.0%
Dallas Center	6.7%	Herndon	0.5%
Panora	2.2%	Cooper	0.5%
Jefferson	2.2%	Jamaica	0.3%
Redfield	1.9%	Dawson	0.3%
Minburn	1.4%	Linden	0.2%

### Q11: During an average visit to the trail, how often do you utilize the following?



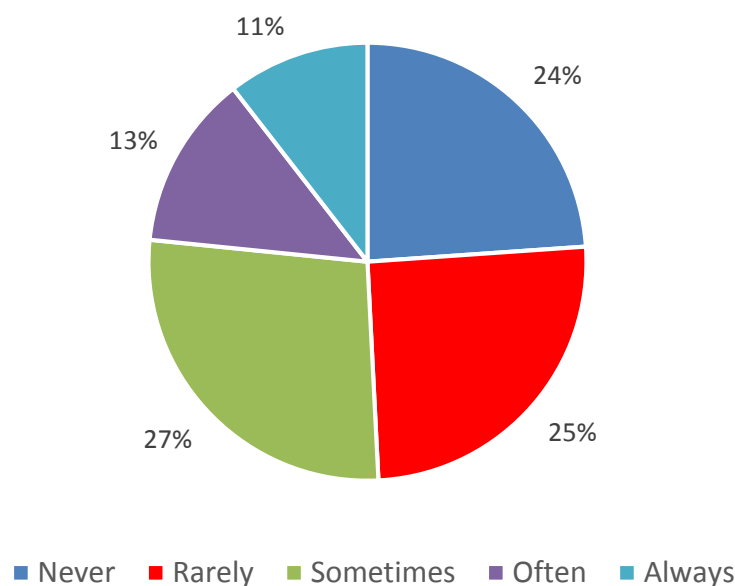
Q12: Please provide feedback regarding signage and postings along the trail.



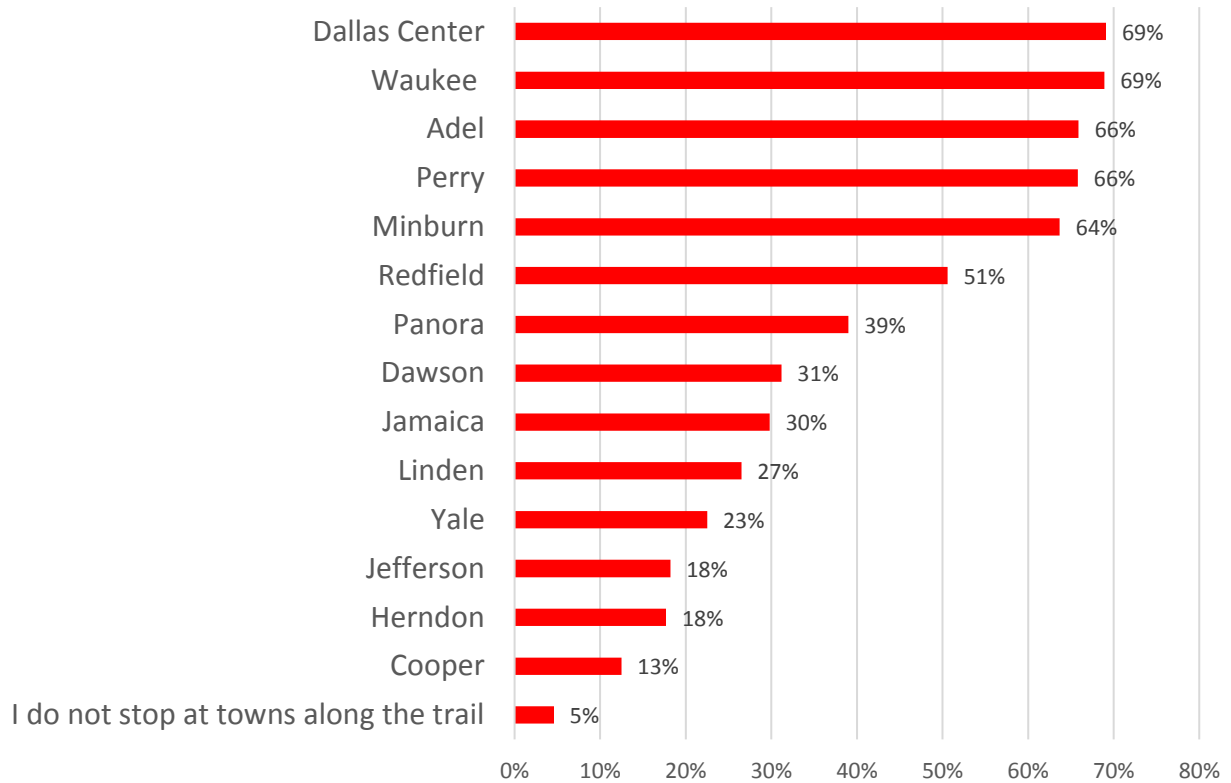
Q13: If any, what other signs or posting would be helpful along the trail?

See "Trail User Feedback" on page 20.

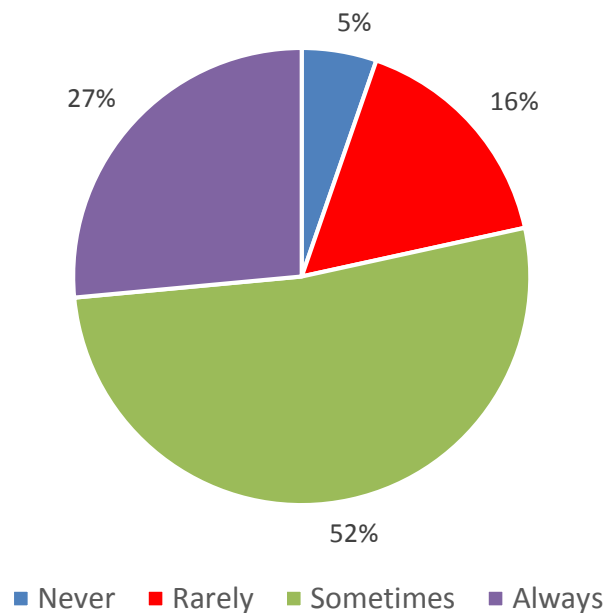
Q14: How often do you use a mobile device or smartphone to help navigate or locate community services along the trail?



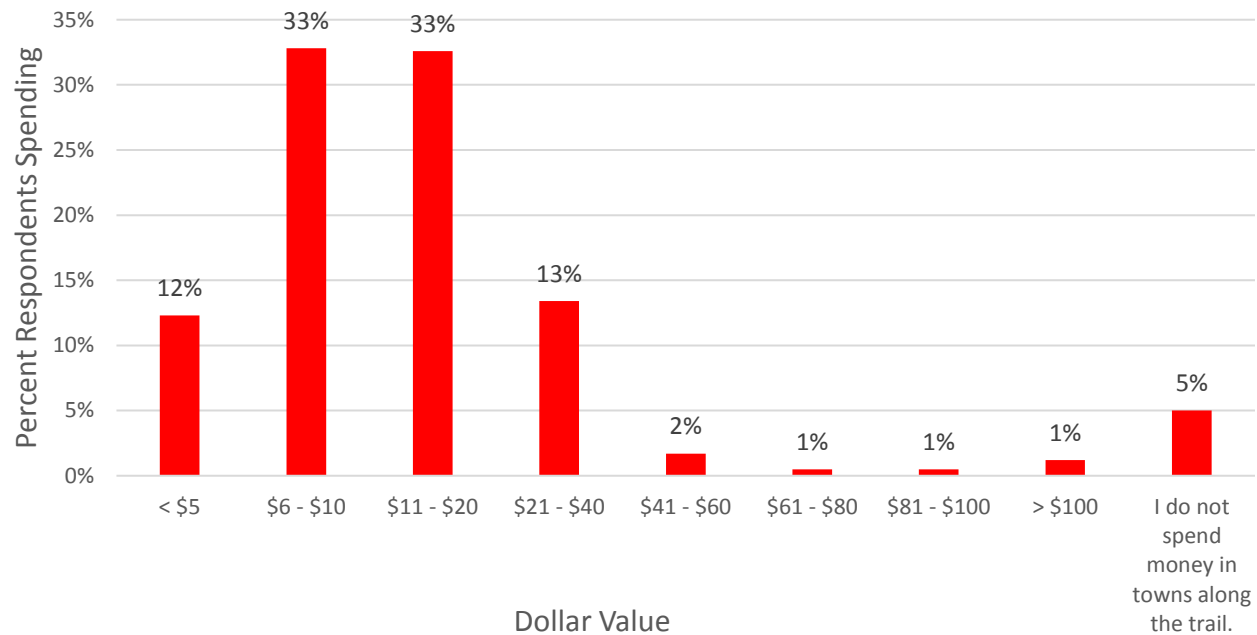
Q15: While visiting the trail, which of the following towns do you typically stop in?



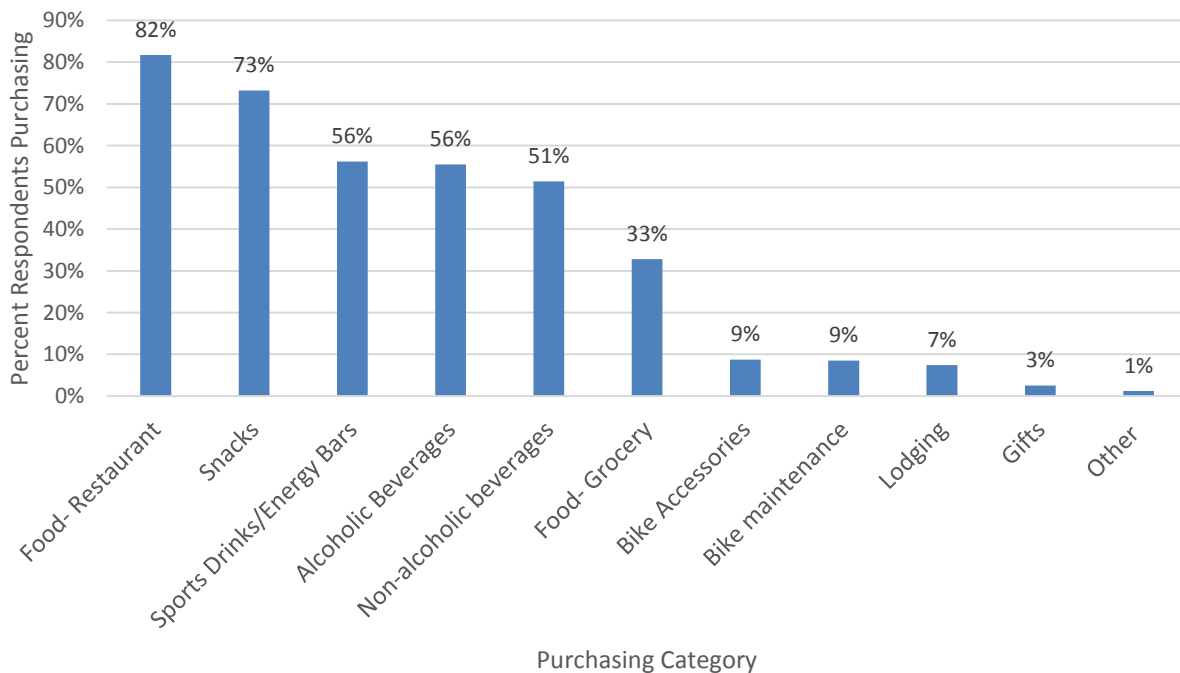
Q16: How often do you spend money when you stop in a town along the trail?



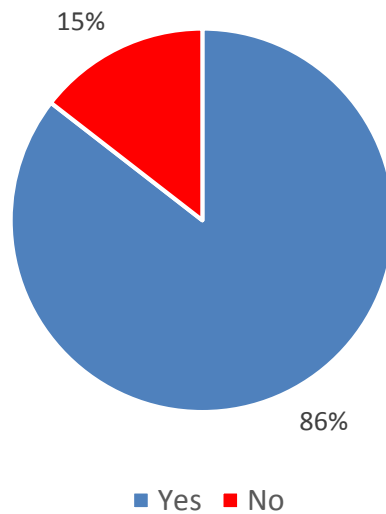
Q17: If you spend money in towns, how many dollars do you spend during an average trail visit?



Q18: Which of the following have you purchased in towns along the trail? Select all that apply.



## Q19: Are you from the local trail area?

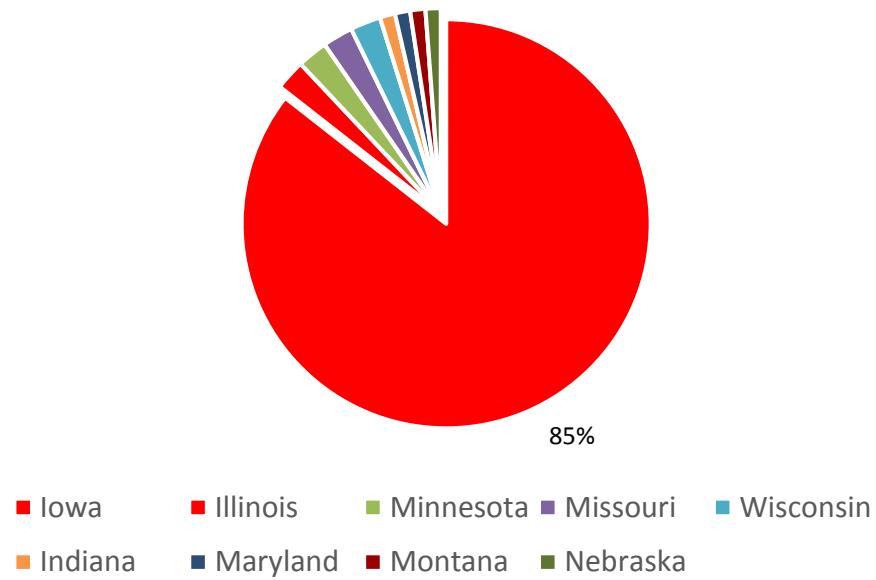


## Q20: What is your zip code?

Zip Code	City	County	Percent Respondents
50220	Perry	Dallas	15%
50263	Waukee	Dallas	10%
50325	Clive	Polk	7%
50003	Adel	Dallas	6%
50322	Urbandale	Polk	6%
50266	West Des Moines	Polk	6%
50323	Urbandale	Polk	5%
50063	Dallas Center	Dallas	5%
50265	West Des Moines	Polk	5%
50310	Des Moines	Polk	2%
50312	Des Moines	Polk	2%
50131	Johnston	Polk	2%
50129	Jefferson	Greene	2%
50023	Ankeny	Polk	2%
50010	Ames	Story	2%

\*Each zip code of the remaining 25% represent less than 1% of respondents

## Q21: Which state are you from?

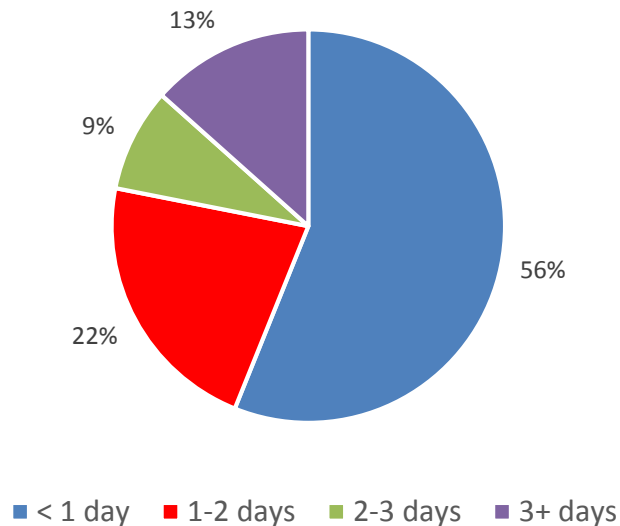


State	Percent Respondents
Iowa	85.4%
Illinois	2.4%
Minnesota	2.4%
Missouri	2.4%
Wisconsin	2.4%
Indiana	1.2%
Maryland	1.2%
Montana	1.2%
Nebraska	1.2%

\*No other states were represented

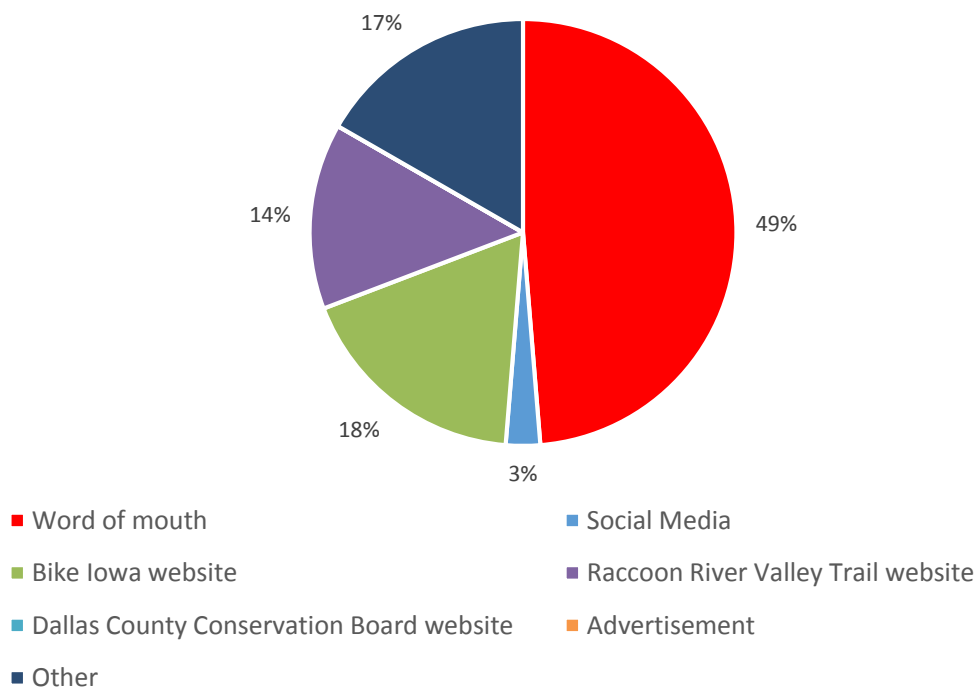


Q22: For respondents not from the local trail area, when in the Des Moines area, what length of your stay is related to visiting the trail?

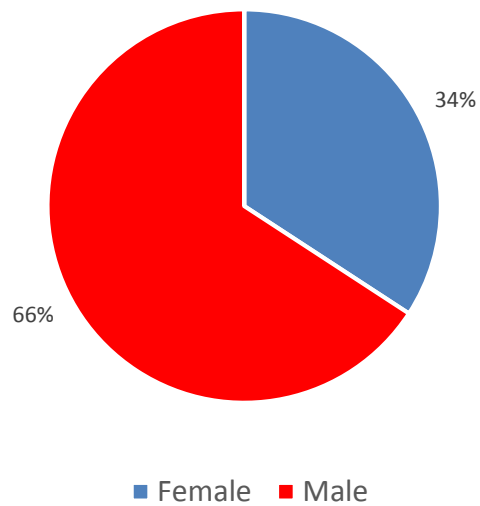


\*Respondents **not** from the local trail area represented 14% of all respondents

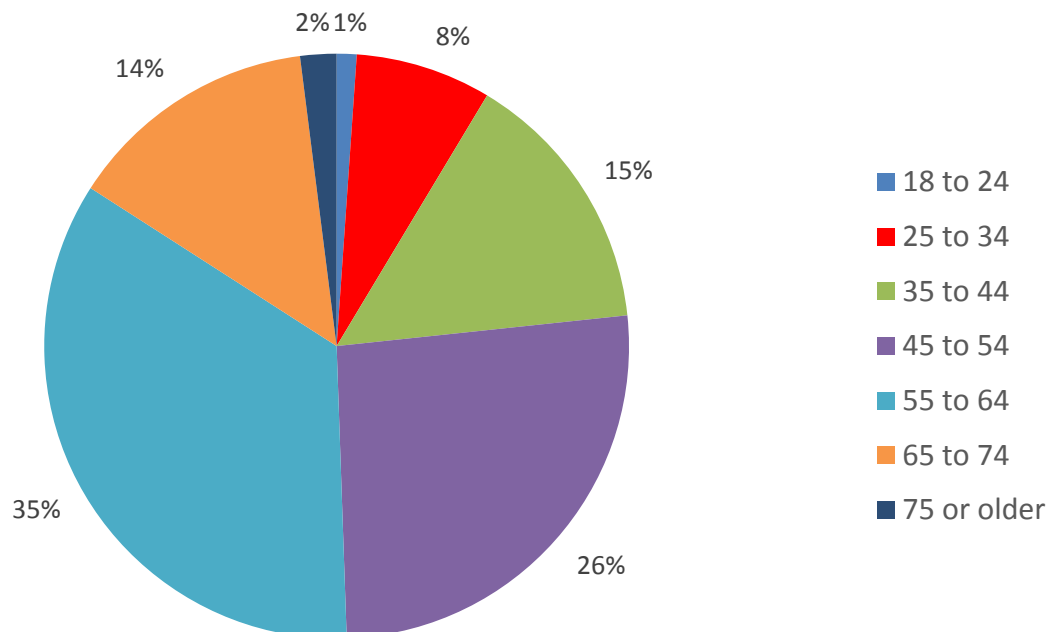
Q23: For respondents not from the local trail area, how did you hear about the Raccoon River Valley Trail?



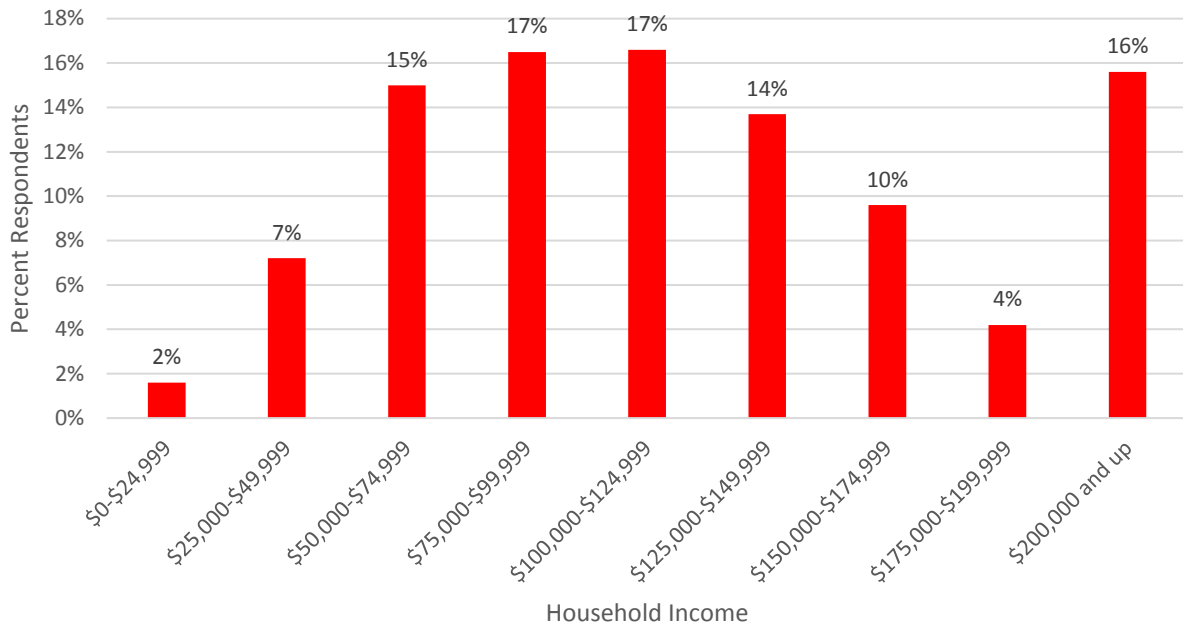
Q24: What is your gender?



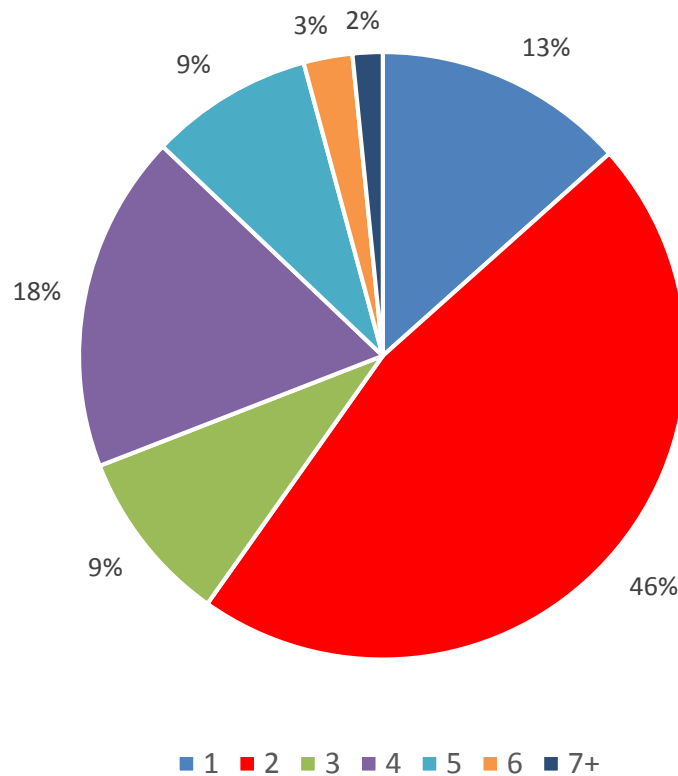
Q25: What is your age?



Q26: What is your approximate average household income?

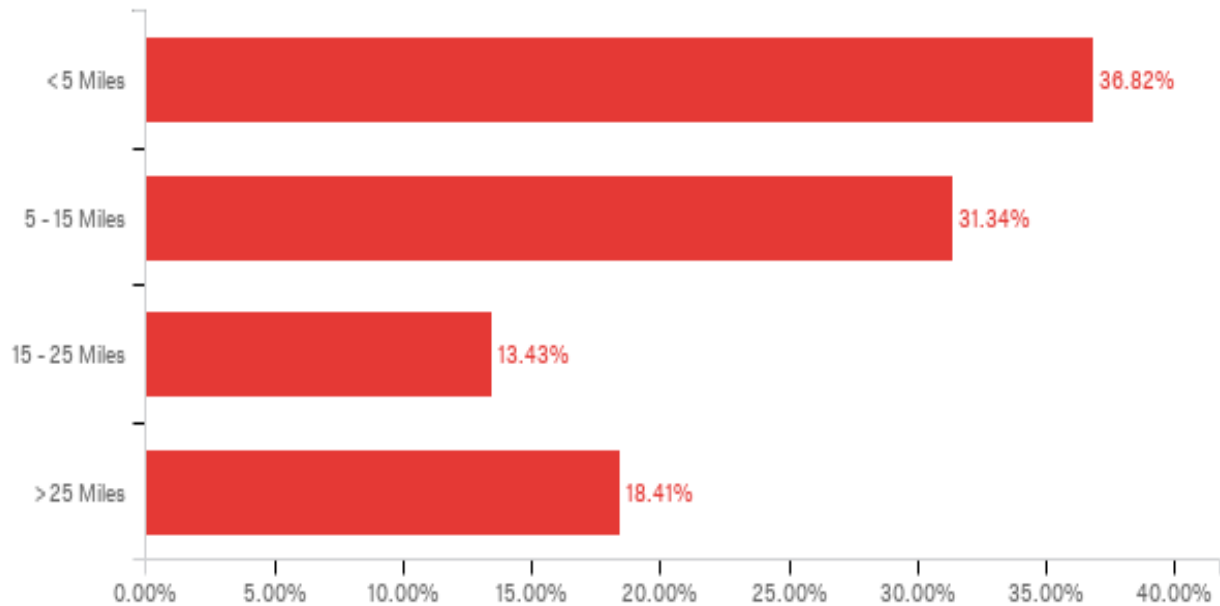


Q27: Including yourself, how many members are in your immediate family?

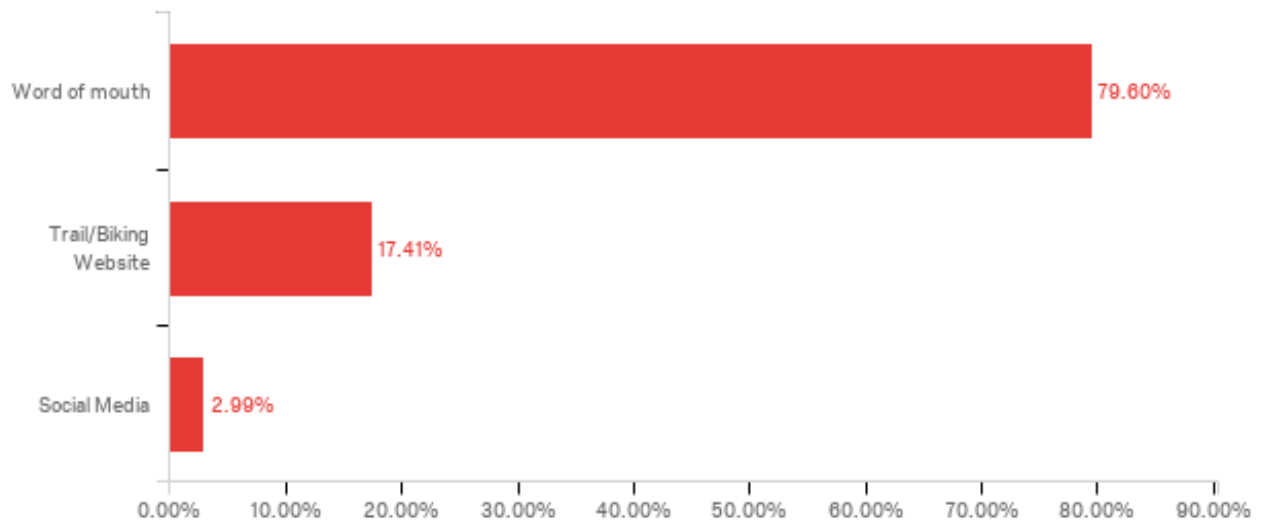


## APPENDIX PHASE 2

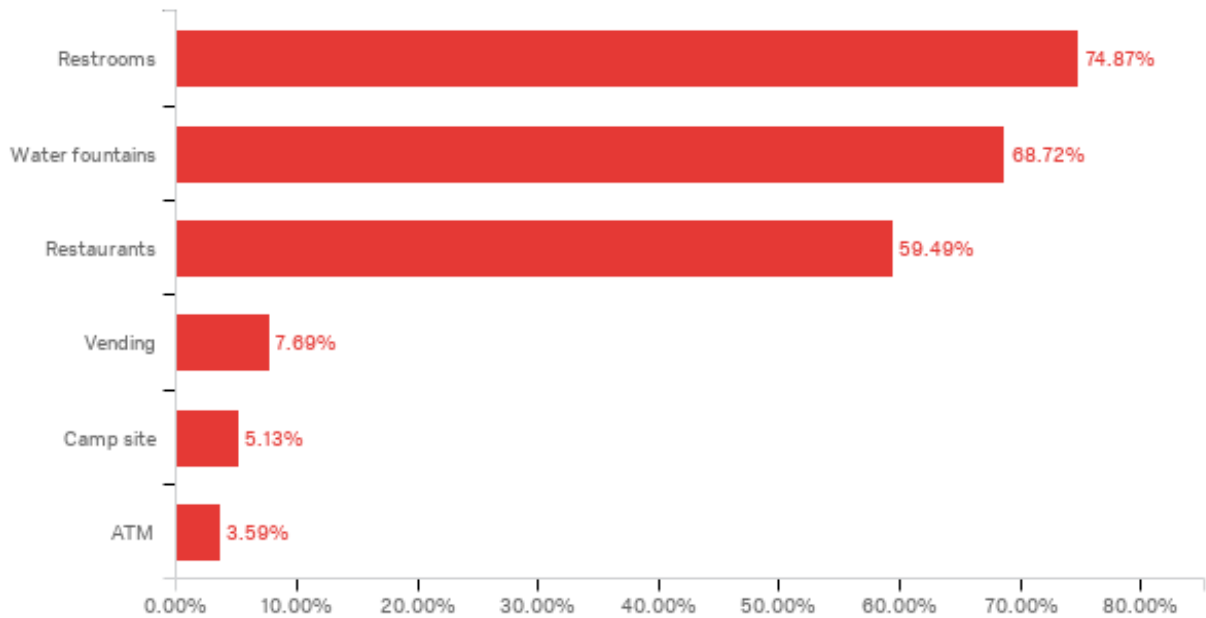
### Q1 - How far did you travel to get to the trail?



Answer	%	Count
<5 Miles	36.82%	74
5 - 15 Miles	31.34%	63
15 - 25 Miles	13.43%	27
>25 Miles	18.41%	37
Total	100%	201

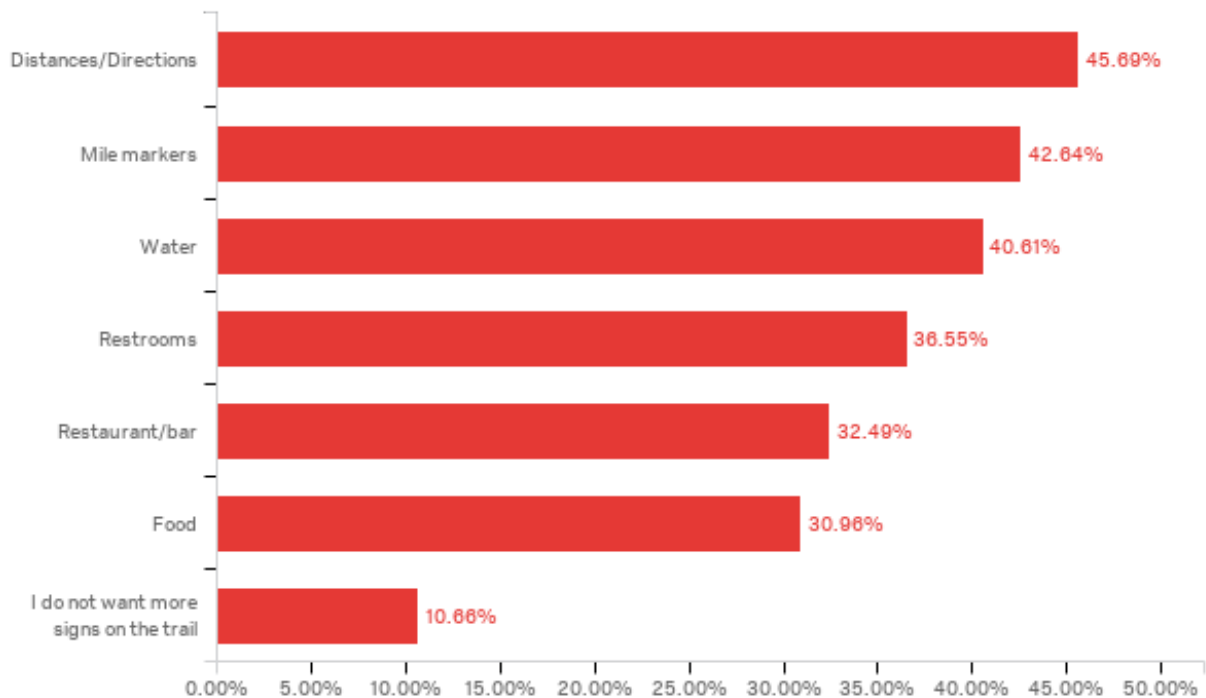
**Q2 - How did you originally learn about the trail?**

Answer	%	Count
Word of mouth	79.60%	160
Social Media	2.99%	6
Trail/Biking Website	17.41%	35
Total	100%	201

**Q3 - Which do you utilize on an average visit to the trail? (Check all that apply)**

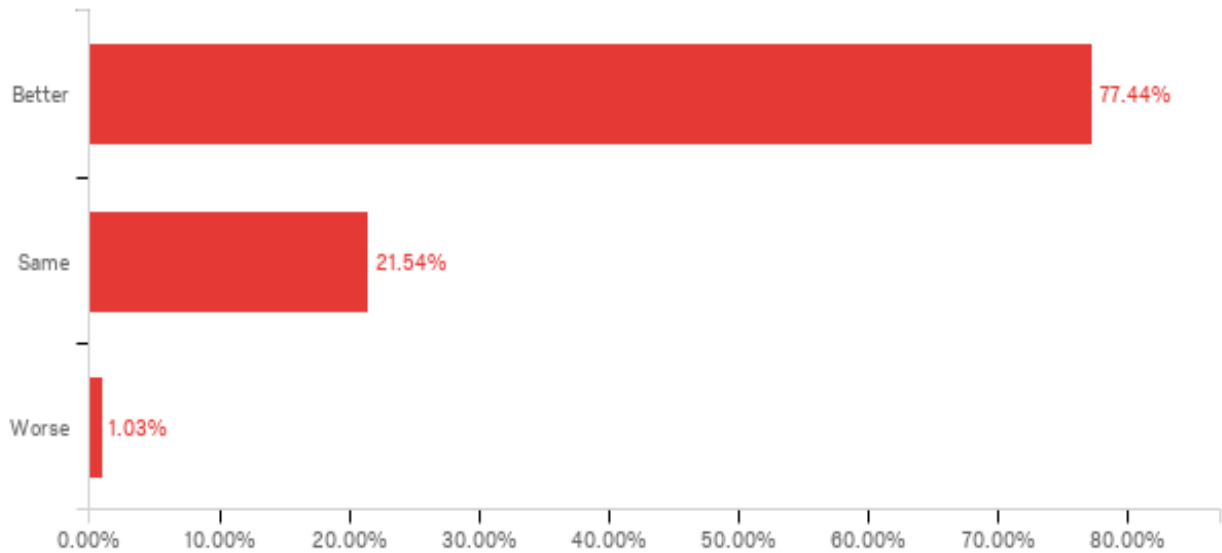
Answer	%	Count
Restrooms	74.87%	146
Vending	7.69%	15
Restaurants	59.49%	116
Water fountains	68.72%	134
ATM	3.59%	7
Camp site	5.13%	10
Total	100%	195

**Q4 - Which of the following would you like more signs for on the trail? (Check all that apply)**



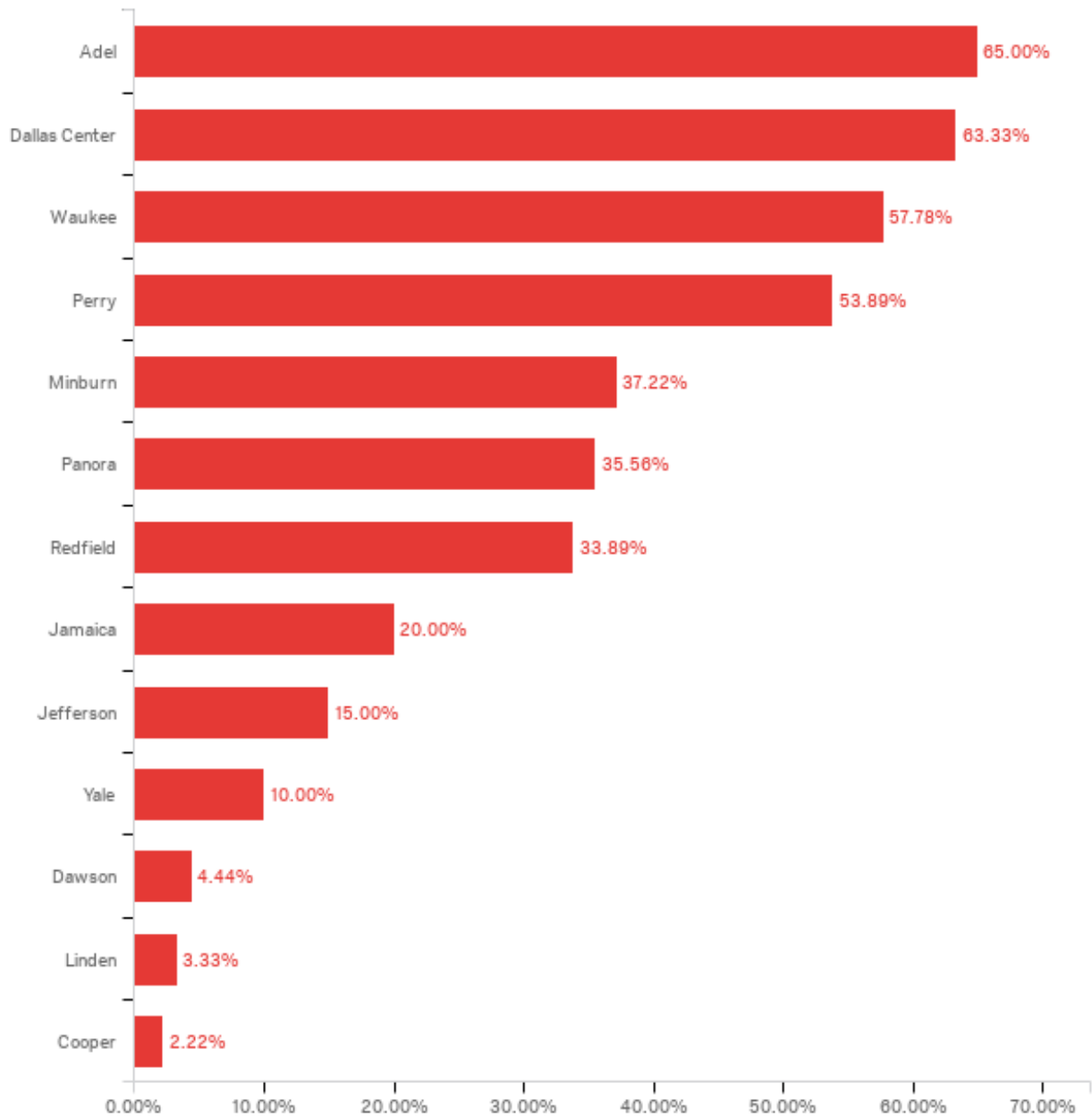
Answer	%	Count
Food	30.96%	61
Restaurant/bar	32.49%	64
Water	40.61%	80
Restrooms	36.55%	72
Mile markers	42.64%	84
Distances/Directions	45.69%	90
I do not want more signs on the trail	10.66%	21
Total	100%	197

**Q5 - Compared to other trails you have visited, how would you rate your overall experience on the Raccoon River Valley Trail?**

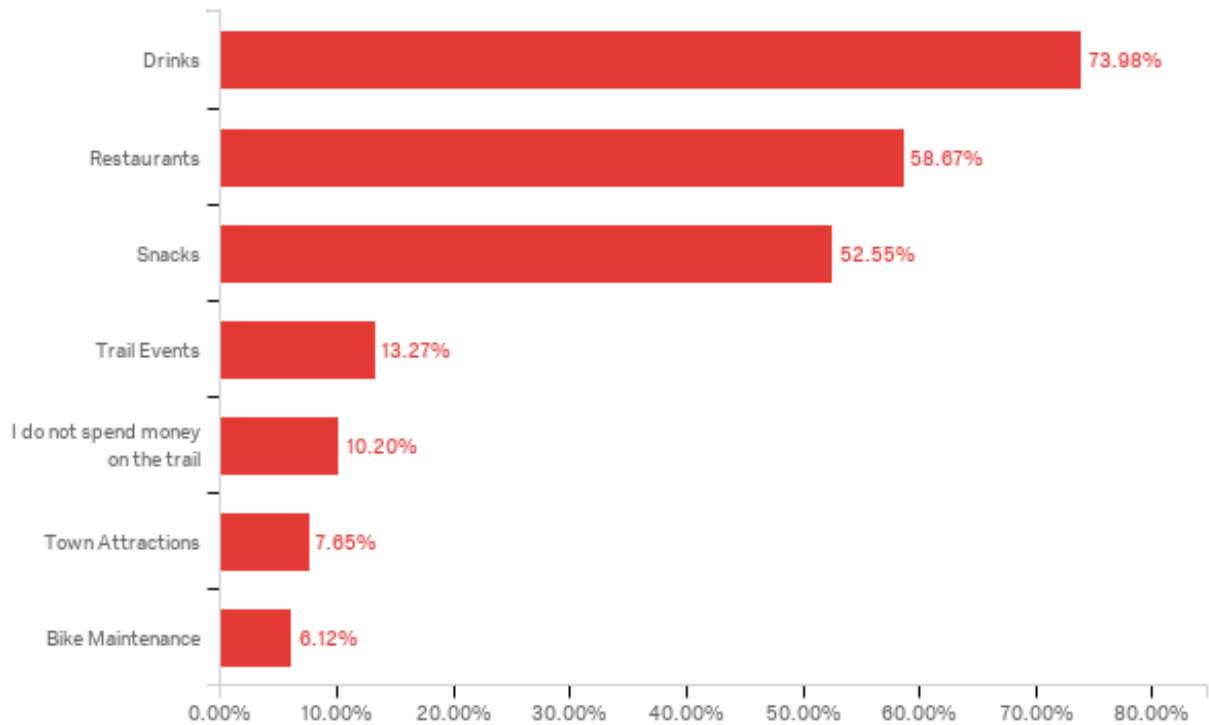


Answer	%	Count
Better	77.44%	151
Same	21.54%	42
Worse	1.03%	2
Total	100%	195

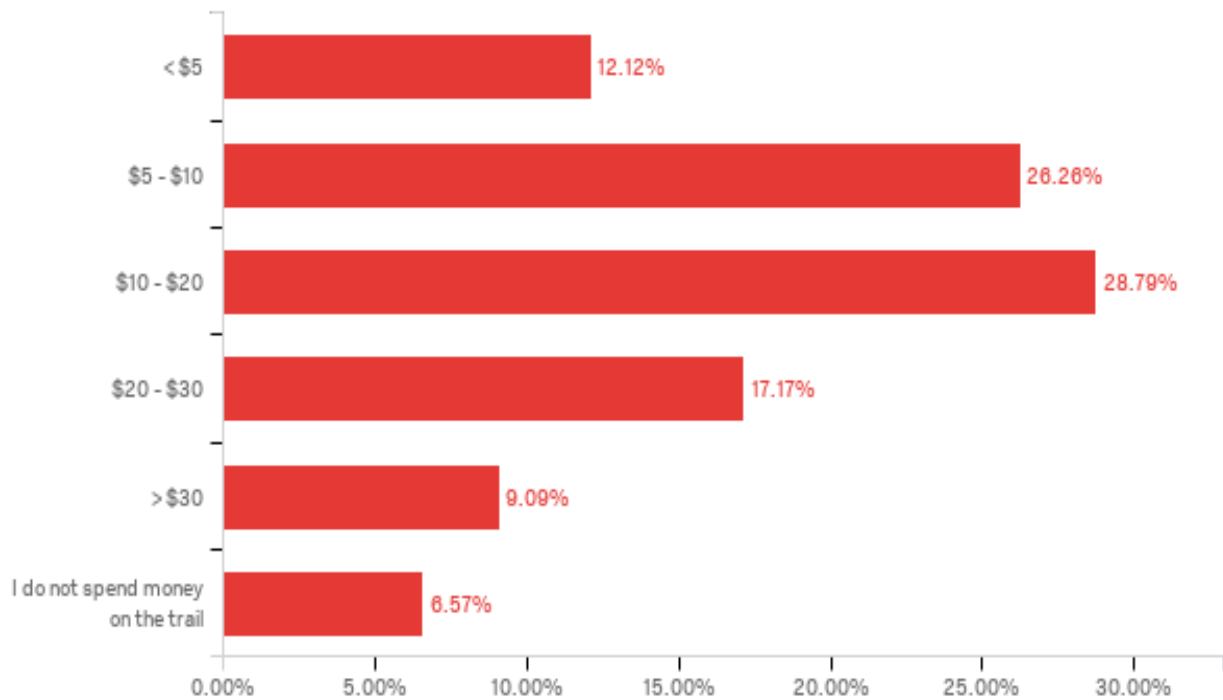


**Q6 - Which towns do you stop to eat in?**

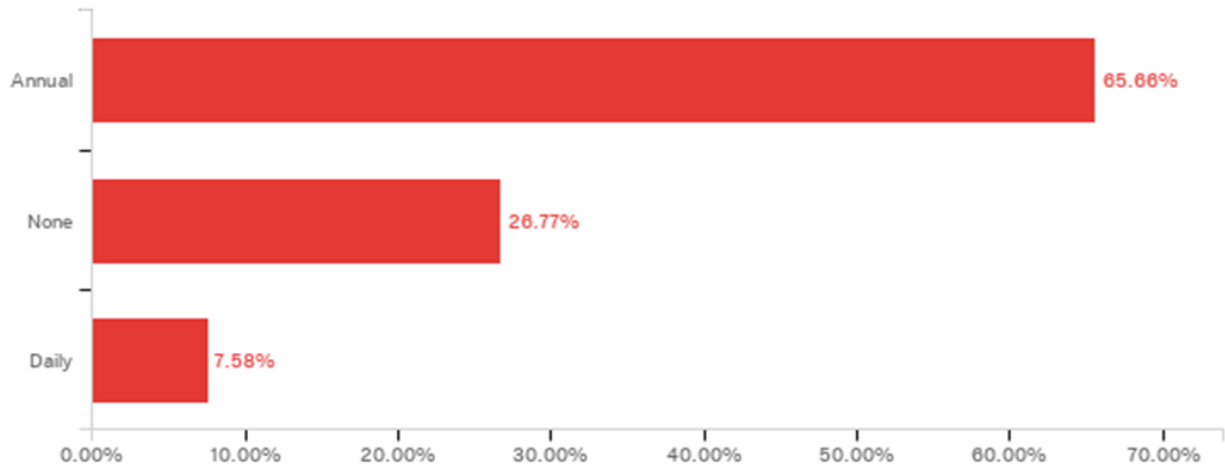
Answer	%	Count
Adel	65.00%	117
Cooper	2.22%	4
Dallas Center	63.33%	114
Dawson	4.44%	8
Jamaica	20.00%	36
Jefferson	15.00%	27
Linden	3.33%	6
Minburn	37.22%	67
Panora	35.56%	64
Perry	53.89%	97
Redfield	33.89%	61
Waukee	57.78%	104
Yale	10.00%	18
Total	100%	180

**Q8 - What do you spend money on when visiting the trail? (Check all that apply)**

Answer	%	Count
Snacks	52.55%	103
Drinks	73.98%	145
Restaurants	58.67%	115
Bike Maintenance	6.12%	12
Town Attractions	7.65%	15
Trail Events	13.27%	26
I do not spend money on the trail	10.20%	20
Total	100%	196

**Q9 - How much do you typically spend when using the trail?**

Answer	%	Count
< \$5	12.12%	24
\$5 - \$10	26.26%	52
\$10 - \$20	28.79%	57
\$20 - \$30	17.17%	34
> \$30	9.09%	18
I do not spend money on the trail	6.57%	13
Total	100%	198

**Q10 - Are you a pass holder of the trail?**

Answer	%	Count
Annual	65.66%	130
Daily	7.58%	15
None	26.77%	53
Total	100%	198