

Core 2 Coast Trail: Who Really Benefits?

Andy Clarke

Southeast Trails & Greenways Summit

April 3, 2020

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Regular physical activity bears the closest resemblance to a “magic bullet” to combat the worldwide epidemic of obesity and cardiovascular disease.

Cardiology, May 2016

THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

NEIGHBORHOOD/DISTRICT
SAN FRANCISCO, CA
[Valencia Street]

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

STATE
COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed
\$1 billion
to the economy in 2000.

REGIONAL/CITY
BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

STATE
MINNESOTA

In 2009, people on bikes spent
\$261 million
on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

STATE
WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).

NEIGHBORHOOD/DISTRICT
TORONTO, ONTARIO
[Bloor Street]

People who bike spend more money per month than those who drive (2009).

STATE
VERMONT

\$400 million
In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.

BIKE TRAIL
SCHUYLKILL RIVER TRAIL
[Follows the Schuylkill River from Pottsville to Philadelphia, PA]

78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.

REGIONAL/CITY
NORTH CAROLINA'S OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.

REGIONAL/CITY
WASHINGTON, D.C.

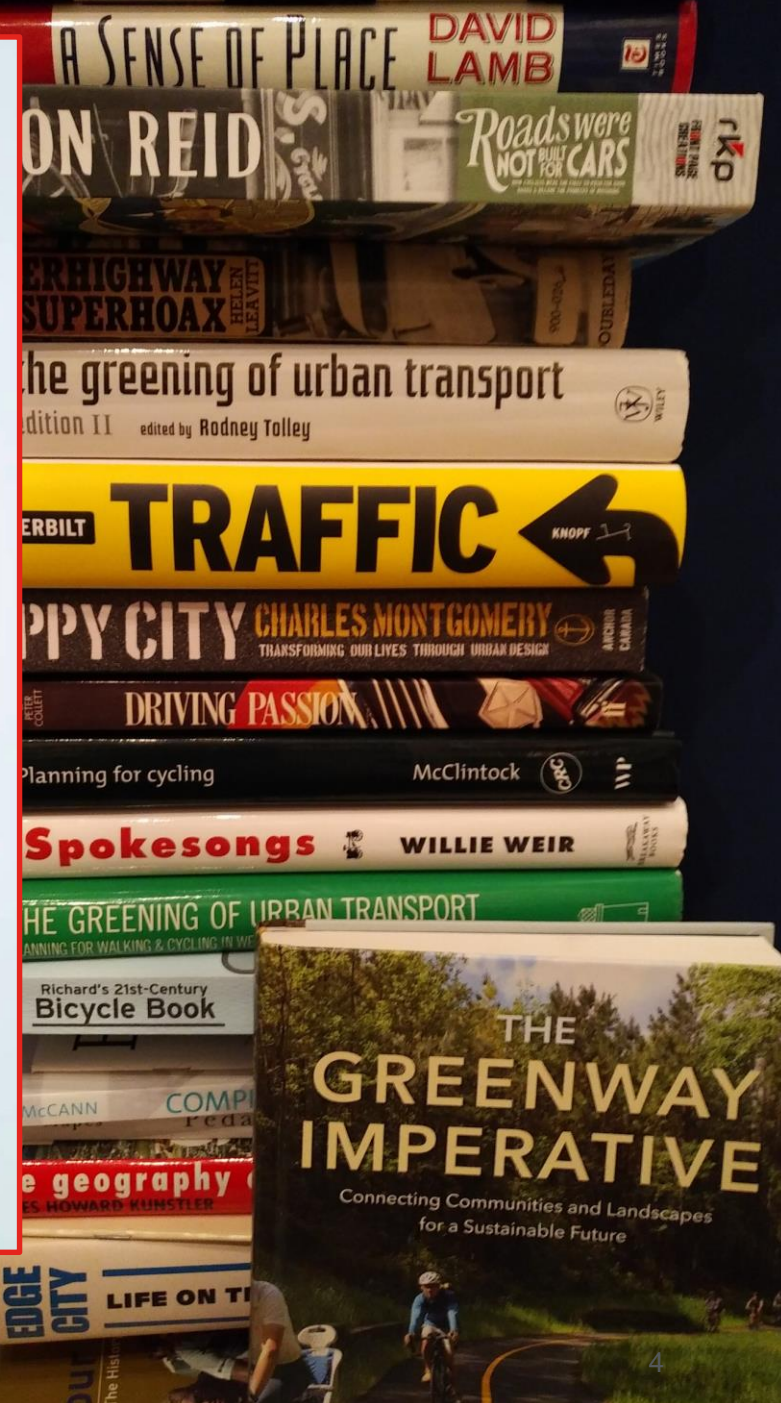
83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.

NEIGHBORHOOD/DISTRICT
MEMPHIS, TN
[Broad Avenue]

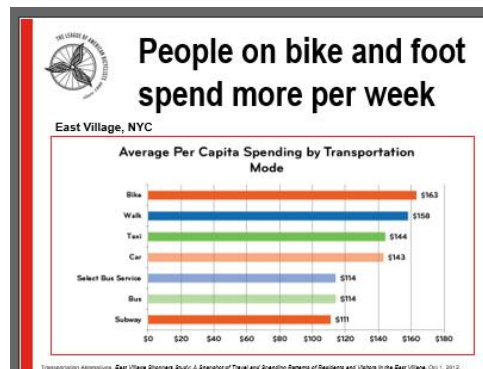
Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

BIKE TRAIL
MONON TRAIL
[Indianapolis, IN]

11% A home's value increases 11% just for being a half mile closer to the trail.



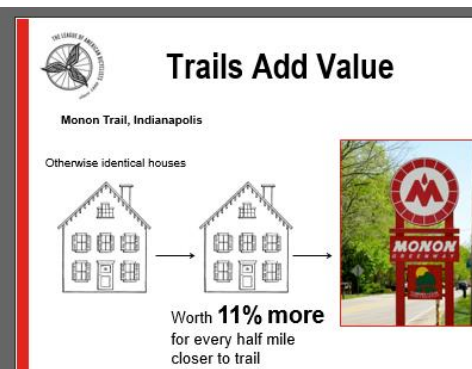
Making the Case



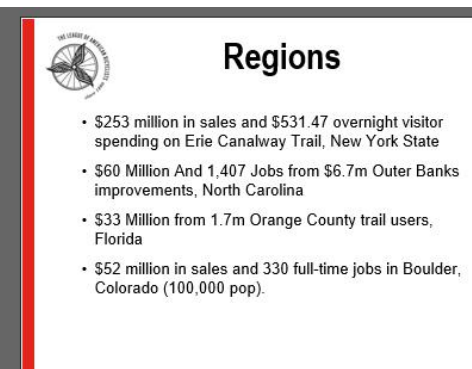
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18



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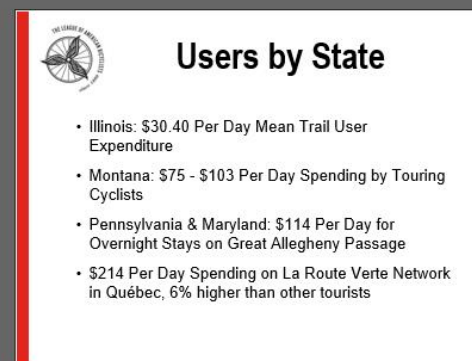
20



21



22



23



24

Each mile driven by car incurs an external cost of 20 cents, while cycling and walking represent benefits of 32 and 66 cents per mile

April 2019, Ecological Economics

Southeast Greenways & Trails Summit

Jacksonville, Florida • April 1-4, 2020
greenway.org/SoutheastSummit2020

THE IMPACT OF GREENWAYS in the TRIANGLE

How the East Coast Greenway Benefits the Health and Economy of North Carolina's Triangle Region

PREPARED BY:



SPONSORED BY



GlaxoSmithKline

COMMISSIONED BY



East Coast Greenway

INVESTING IN OUR FUTURE

Quantifying the Impact of Completing the East Coast Greenway in the Delaware River Watershed

Report Prepared For:



East Coast Greenway ALLIANCE

Prepared By:

NV5

ESI ECONSULT SOLUTIONS INC.

Equity, Ethics, and Empathy

1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s 2010s

Sadly, during the last 100 years, people have become an afterthought.



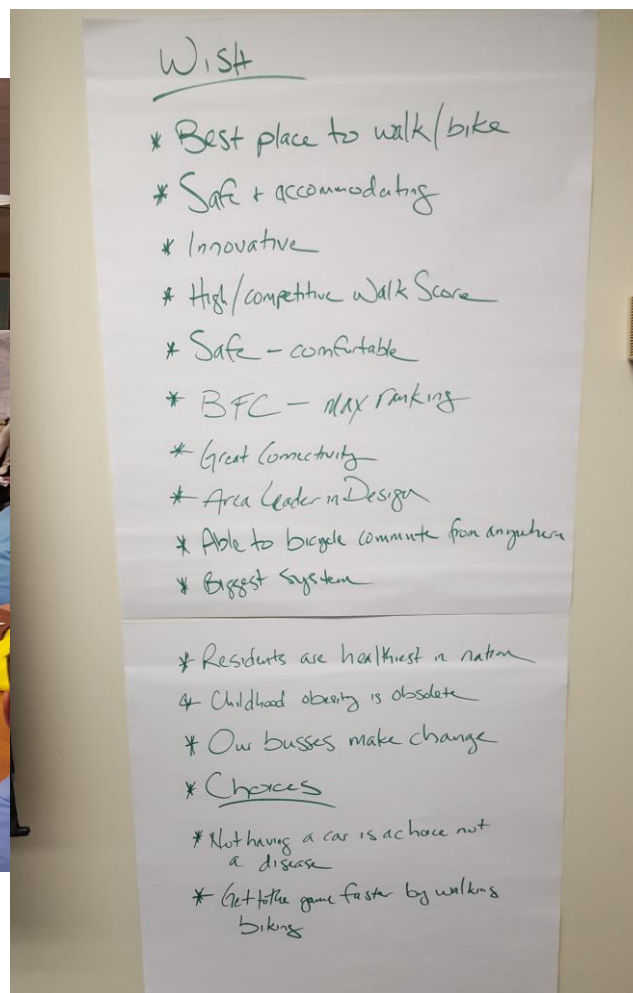
It's time for change.

Be inclusive...



Who Really Benefits?





Jacksonville Pedestrian & Bicycle Master Plan

Steering Committee Meeting

Monday, March 27, 2017

According to the Jacksonville Sheriff's Office, 52-year-old Bradley Slama, of Orange Park, was walking in the left travel lane of New Kings Road near Soutel Drive just before 1am Wednesday when he was struck by a vehicle traveling in the same direction in the same lane. Slama was hit from behind and pronounced dead on the scene.

The driver fled, but JSO says the vehicle involved has now been recovered. A witness described the vehicle as a dark color Chevrolet Tahoe with damage to the front end.

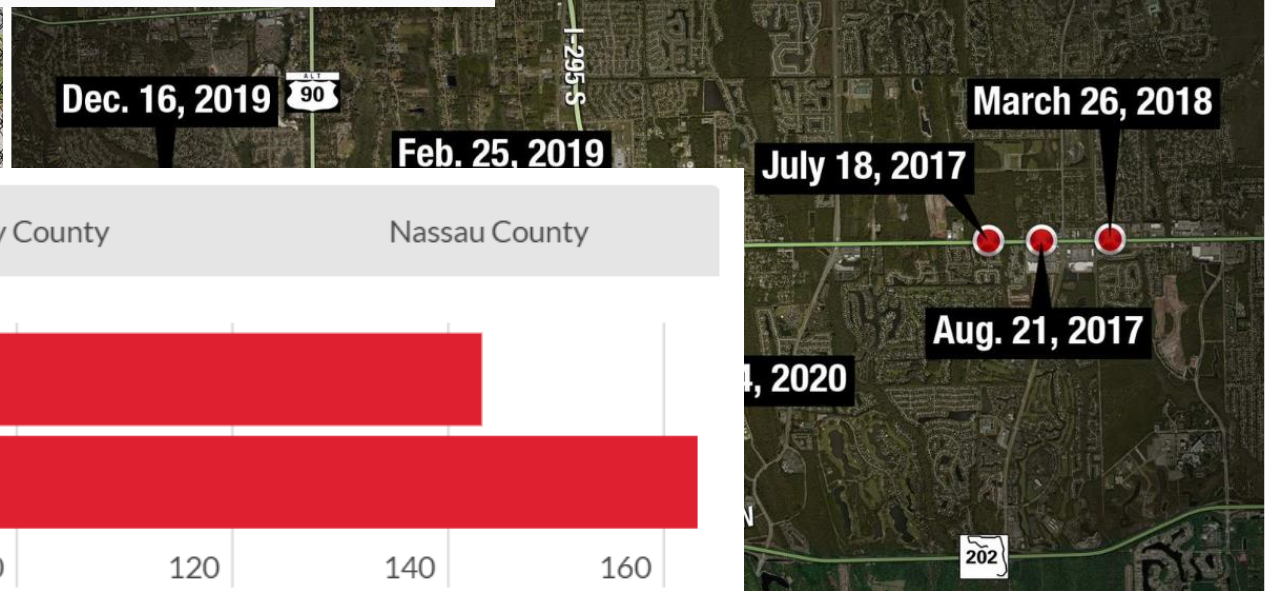
JSO Traffic Homicide is conducting an investigation and asks anyone with information to call (904) 630-0500 or Crime Stoppers at 1-866-845-TIPS(8477).

Wednesday's hit and run is the **fifth such event on New Kings Road in the past month.**

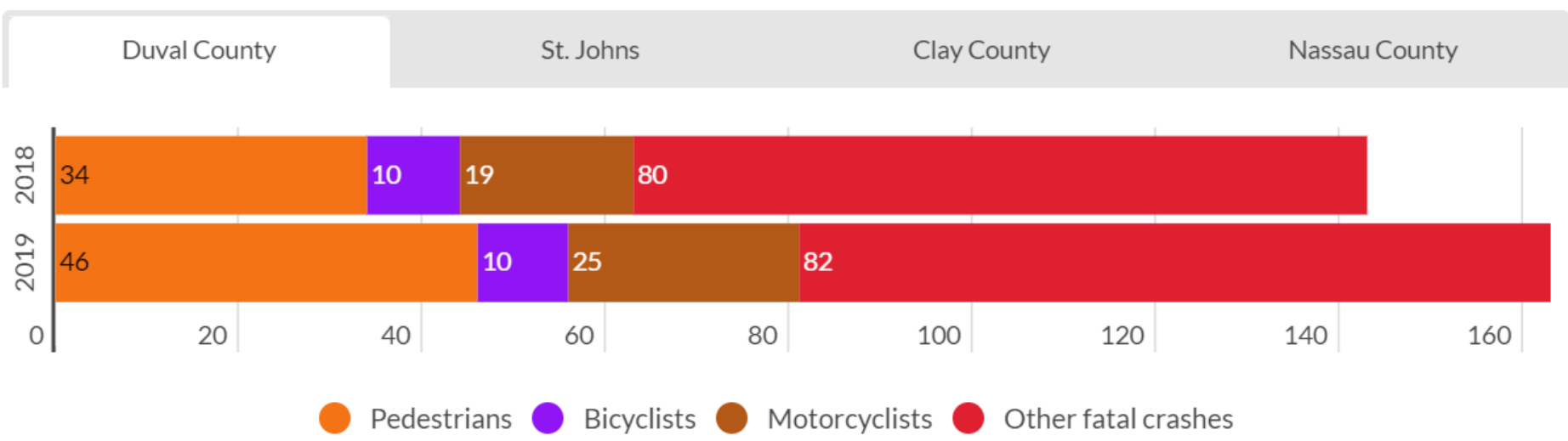
pedestrian-involved crash in Jacksonville in just latest LIVE on [FOX30 and CBS47](#).

ash, according to the Jacksonville Sheriff's Office.

ed to the 400 block of Cassat Avenue in response t
the road. Police believe he was hit and killed while



itrian crashes on Beach Boulevard between University and



Access



Culture



4/3/2020

Culture



Culture



Core 2 Coast Benefit Report

Three Study Phases

1. Desktop Analysis
2. Survey
3. Findings

Core to Coast Storymap



Core to Coast Trail Project Survey!

The Coast to Coast Trail project is Jacksonville's trail plan for biking from downtown to the beach. This story map explains the project's benefits through a discussion of opportunity, access, safety, and social benefits

Please fill out the survey questions as you move through the story and submit your comments at the end to help support this trail project.



United States

181,055 confirmed cases

C

→

40 - 55% Change in Average Mobility
(Based on Distance Traveled)

C

→

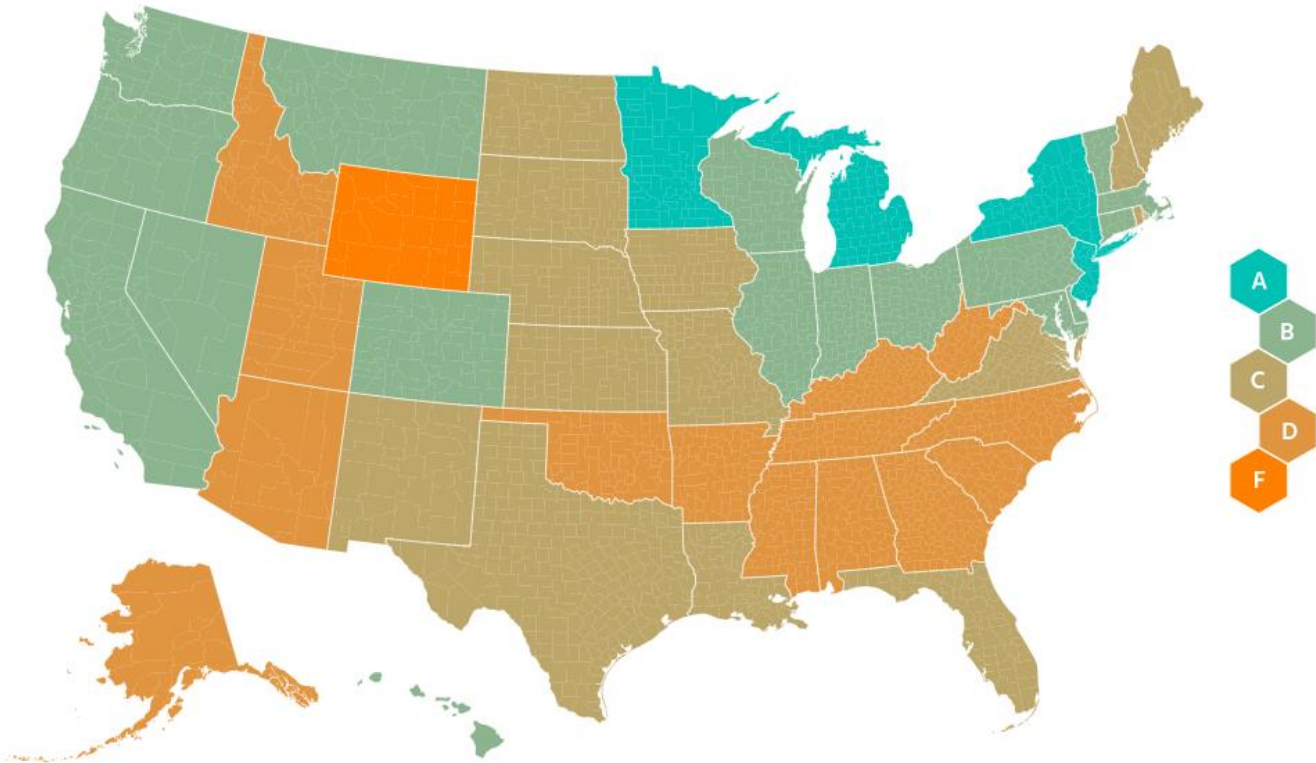
60 - 65% Change in Non-Essential
Visits.

C

→

States Counties

Michigan	A-	↗
New York	A-	↗
Minnesota	A-	↗



● New Reported Cases ● Change in Non-Essential Visits
● Change in Average Mobility (Based on Distance Traveled)

Reduce VMT and Speed



Impact of COVID-19 on California Traffic ~~Accidents~~ Crashes

The Governor's order for "shelter-in-place" in response to the COVID-19 pandemic went into effect on 3/20/2020. These maps show the hotspots for injury and fatal accidents on state highways and certain major roads patrolled by the California Highway Patrol for 3/21-3/30/2019 and the same period in 2020. You can read the report by clicking the attachment

[Road Ecology Center, UC Davis.](#)

Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle

WHO Must Push For Lower Speed Limits To Ease Pressure On Virus-Impacted Hospitals, Urge Experts



Carlton Reid Senior Contributor

Transportation

I have been writing about transport for 30 years.

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in



Active Travel Demand is Up

Trail Use Rises

Counts of trail visitors around the Philadelphia region from March 1 through March 24 have more than doubled compared with the same period last year.

Trail	Location	2019	2020	% Increase
Chester Valley Trail	East Whiteland Twp.	8,371	16,368	+96%
Delaware River Trail at Port Richmond	Philadelphia	1,312	2,510	+91%
Schuylkill Banks	Philadelphia	97,040	153,564	+58%
Schuylkill River Trail at Spring Mill	Whitemarsh Twp.	17,288	31,171	+80%
Wissahickon Trail	Philadelphia	8,383	12,756	+52%

Table: DOMINIQUE DeMOE / Staff Artist • Source: Delaware Valley Regional Planning Commission



Philadelphia Inquirer, 3/30/2020



Thank You

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