

Who's on the Trail?

The Erie Canalway Trail User Count 2014



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For the New York State Canal Corporation
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Executive Summary

Extending 524 miles across New York, the Canalway Trail system offers economic, public health, tourism, and quality of life benefits to the 4.3 million New Yorkers living in the 18 upstate counties where it is located. With new segments being developed and the reputation of the Canalway Trail growing as a world-class resource, it is likely that the number of Canalway Trail visitors is increasing, but objective information is needed to substantiate those claims.

2014 marks the tenth annual trail count conducted by the New York State Canal Corporation and Parks & Trails New York in an effort to develop a comprehensive picture of trail use throughout the Canalway Trail System.

This year trail counts were conducted on the Erie Canalway Trail (ECT) in the Villages of Chittenango and City of Oneida, east of Syracuse, and in the City of Tonawanda, on the western end of the Canalway Trail. Resulting estimates for the three count locations varied from a low of approximately 8,063 annual users at Lake Road in Oneida to 208,500 annual users at Niawanda Park in Tonawanda. Chittenango's estimated yearly total falls between these, at 52,991 users.

In a divergence from a four-year trend (2010-2013), cyclists accounted for most trail users in 2014. This finding is in line with data from trail counts prior to 2010, which found that the Canalway Trail was popular with walkers, accounting for 41% of trail users, but that the largest share of users were bicyclists, at 53%. Of cyclists, the vast majority were riding standard bicyclists (99%).

As a complement to the 2014 trail count, volunteers in Madison County also conducted intercept surveys of trail users to learn more about the demographics and preferences of persons visiting the ECT and provide Madison County officials with information that can inform their ongoing trail promotion efforts. Although the sample sized was not statistically significant, the data was similar to that obtained from a more extensive survey commissioned by PTNY in 2012 as part of its study, *The Economic Impact of the Erie Canalway Trail: An Assessment and User Profile of New York's Longest Multi-Use Trail*. In particular, this year's survey in Madison County found a nearly identical share of users vacationing on the trail (23%) as did the state-wide effort (22%). Moreover, like the state-wide survey, respondents were interested in Canal history, felt that the trail activities had a positive impact on them, and were interested in taking extended trips on the ECT. Some differences also emerged, as Madison County users were found to be slightly older and less affluent than users elsewhere along the trail.

Understanding the volume and nature of trail use is critical when deciding how best to maintain, enhance and promote this unique resource. The data obtained from the annual Canalway Trail User Count helps justify current and future levels of support for the trail, encourages local involvement in its enhancement and promotion, and provides a base from which to evaluate the impact of the trail on local economies of the towns, villages, cities, and counties that it connects.

Background

Decisions regarding design, funding, operation, maintenance and promotion of the Canalway Trail system are based in large part on understanding the volume and nature of trail use. Estimates of annual trail traffic volume are critically important to justifying current and future expenditures for construction and maintenance as well as gauging the impact that the trail has on the economy of the counties, towns, villages, and cities along its length.

Annual user counts were initiated on the ECT in Monroe County in 2005 to begin to quantify and characterize the nature of trail users at varying locations. While anecdotal evidence had suggested that the ECT was popular with walkers and cyclists, Parks & Trails New York and the New York State Canal Corporation felt more objective information was needed to substantiate those claims.

The 2005 and 2006 counts did not employ standardized count protocols and pre-determined count locations and thus provided only a snapshot of trail use at the time counts were taken. No attempt was made to use this data to estimate weekly, monthly, or yearly trail traffic volume.

Beginning in 2007, in an effort to generate data with greater validity and predictive value, a new approach to counting was undertaken using the methodology and equations developed by Dr. Greg Lindsey and colleagues at Indiana University (Lindsey, Greg, Jeff Wilson, Elena Rubchinskaya, Jihui Yang, Yuling Han, 2007). Lindsey used infrared counts obtained on multi-use trails in the Indianapolis area to design a counting process that could both be easily undertaken by volunteers with a minimum of time expenditure, and also yield valid and highly accurate estimates of annual trail traffic volume.

In 2010, Parks & Trails New York and the New York State Canal Corporation decided to employ the count protocol and annual trail usage estimation methodology developed for the National Bicycle and Pedestrian Documentation Project (NBPD) (National Bicycle & Pedestrian Documentation Project Count Adjustment Factors, 2009). The NBPD is a nationwide effort designed to provide consistent data collection as well as adjustment factors that will produce annual usage estimates based on counts conducted on multi-use paths and pedestrian districts throughout the country. The NBPD methodology differs from that presented by Lindsey et al. in that it relies on weekend as well as weekday hourly counts. It also includes a set of Adjustment Factors that account for season (April to September or October to March); type of resource (multi-use paths or higher density pedestrian and entertainment areas); day of the week and month when the count was conducted; and type of climate. Additionally, since NBPD methodology is becoming a national standard for these types of studies, it allows the Canalway Trail data to be compared with other annual estimates of trail use from around the country.

Since 2005, counts have been conducted by volunteers in Erie, Monroe, Cayuga, Onondaga, Oneida, Herkimer, Montgomery, Schenectady, Albany, Warren, Orleans and Washington Counties. 2012 was the first year where counts were conducted on a portion of the Canalway Trail system other than the Erie.

In 2014, volunteers in Chittenango and Oneida conducted the first Canalway Trail Counts in Madison County. 2014 was also the first year that an electronic trail counter was used to obtain trail use data for the annual count, at Niawanda Park in Tonawanda. Lastly, this year's count is the first to be supported by a coordinated survey effort. Volunteers at the Lakeport Road trailhead in Chittenango and Lake Road in Oneida surveyed 88 ECT users, garnering useful demographic information and insights into user preferences and behaviors.

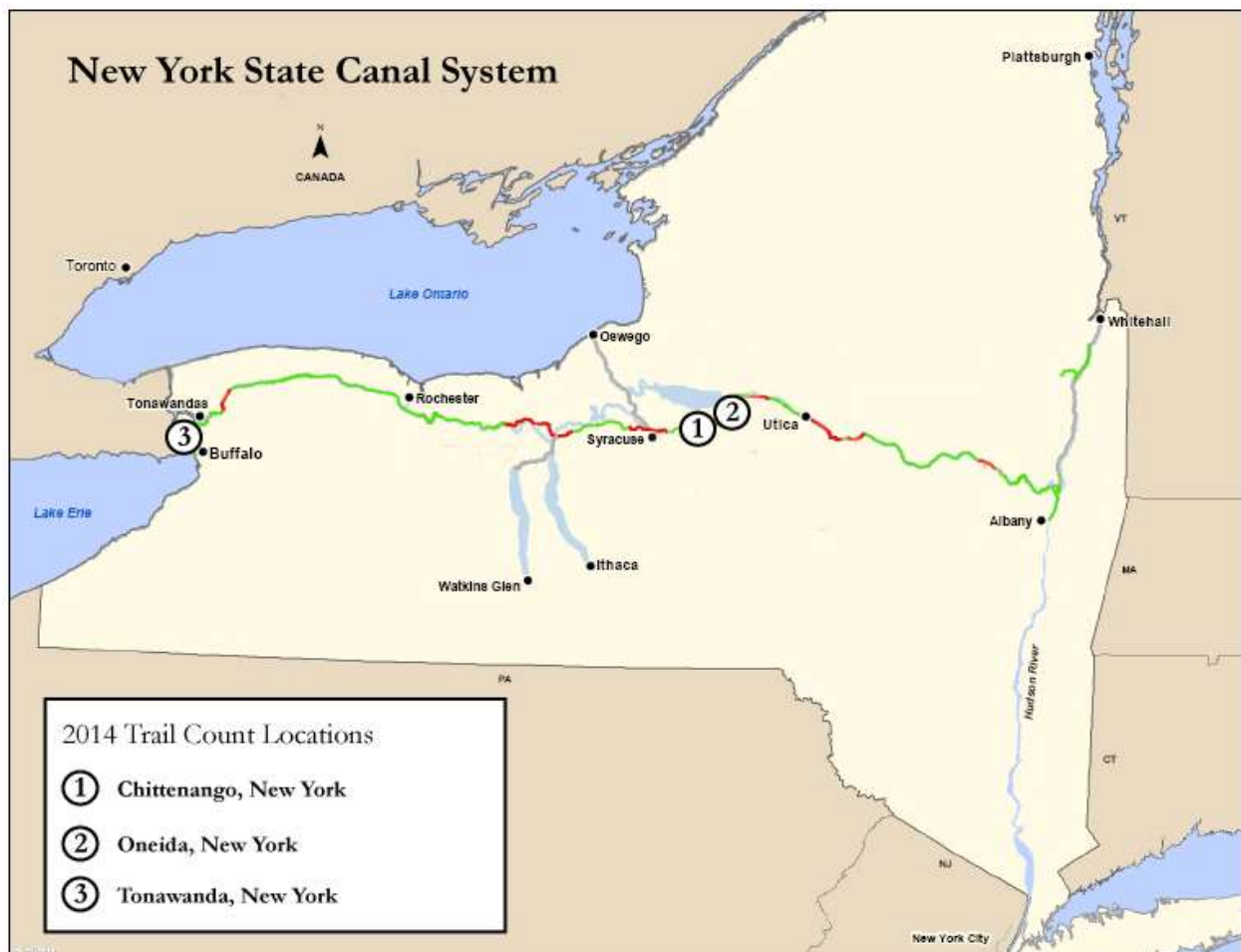
Methodology

Data Collection

All count data collected are available in spreadsheet format in Appendix C.

Location

Figure 1: 2014 Trail Count Locations



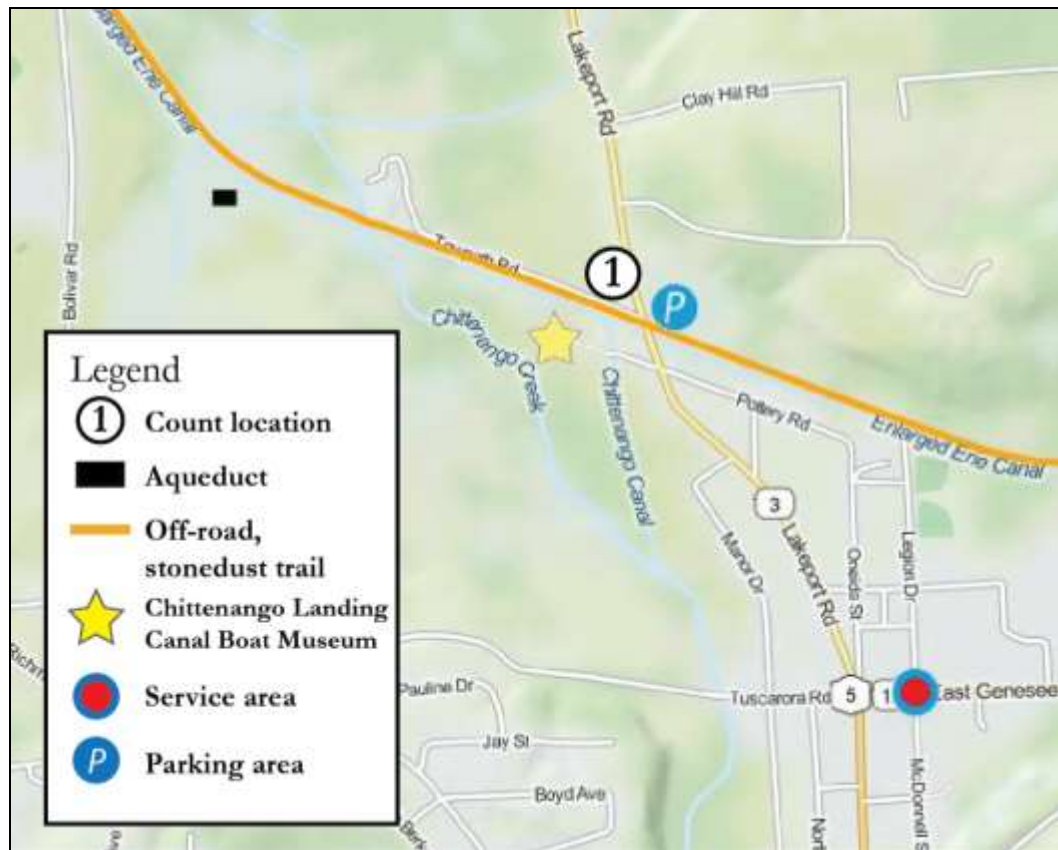
In 2014 counts were taken at three ECT locations in Madison and Erie Counties. In Madison County, observational counts were conducted by volunteers at Lakeport Road in Chittenango and at Lake Road in Oneida. In Erie County, an electronic trail counter was installed in Niawanda Park in the City of Tonawanda.

Lakeport Road, Chittenango

In Chittenango, counts were conducted at the Lakeport Road trailhead, which sits across the canal from the Chittenango Landing Canal Boat Museum. At this location, the Canalway Trail runs immediately along the north side of the Canal. The parking area here has spaces for more than 10

cars. Several of the Museum's outbuildings and outdoor exhibits are visible from the trail. This location is about one mile north of Chittenango's downtown retail district.

Figure 2: Chittenango, Lakeport Road count location



The Lakeport Road crossing sits in the middle of the section of Old Erie Canal State Park which runs continuously, with no gaps, from Dewitt to Durhamville, a distance of 23 miles. This section of ECT traverses active and inactive farmland, as well as skirts some residential neighborhoods. The trail surface in this area varies from unfinished, hard-packed soil to crushed limestone. At the trailhead itself, the surface is crushed stone. The next dedicated parking area for trail users is located about 4 miles west of the Lakeport Road trailhead, and the Village of Canastota lies approximately 6.4 miles east on the trail.

Lake Road, Oneida

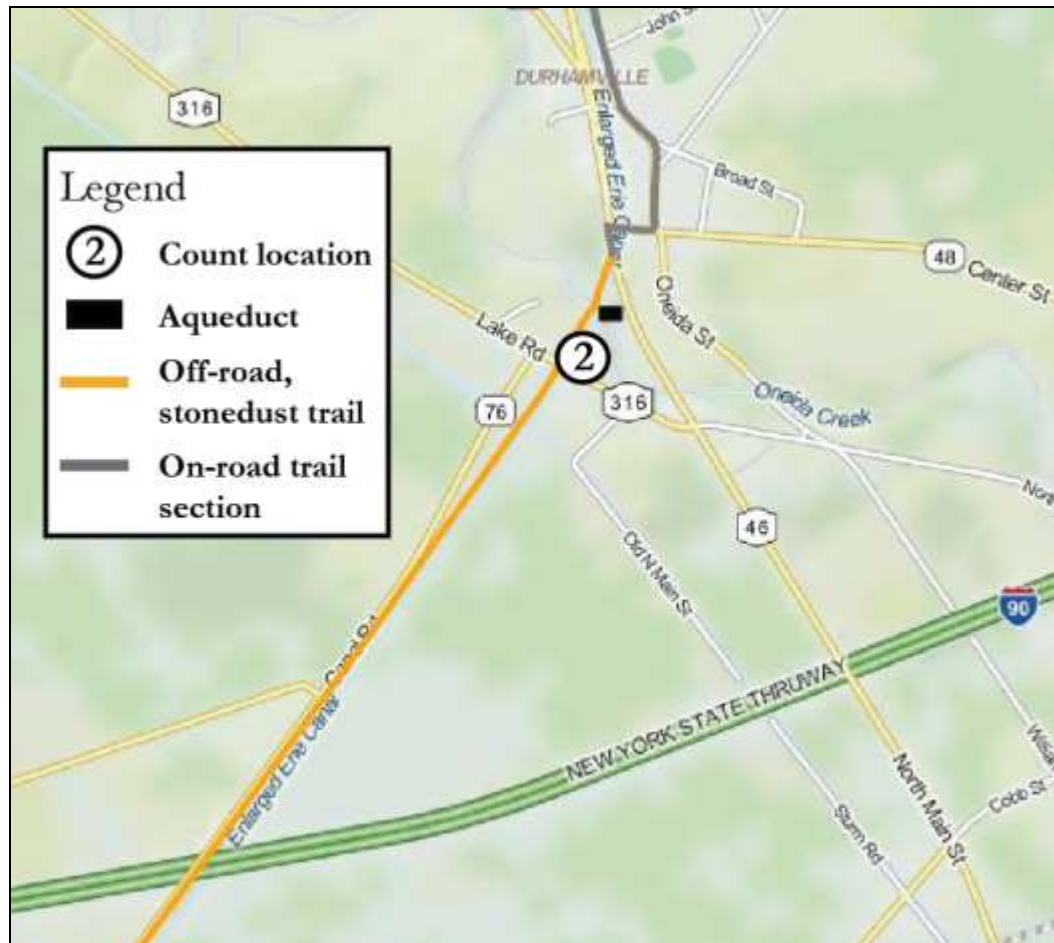
Counts were conducted in Old Erie Canal State Park where the ECT crosses Lake Road, just east of the Oneida Creek Aqueduct, an 1856, Enlarged Erie Canal structure that continues to carry water. In this area, the trail runs along the north side of the Canal. The area and section of trail to the west of the count location at Lake Road is rural and sparsely populated. The nearest dedicated parking for trail users is at Lennox Basin, approximately 2.7 miles west of Lake Road.



Cyclists on the trail in Oneida

At Lake Road, several residences lie across the Canal from the trail. Jacks or Better, a tavern, lies immediately north, signifying a slight shift in character as trail users approach the small hamlet of Durhamville. However, Durhamville marks the start of an on-road segment, as west-east trail traffic is diverted to Canal Street for approximately two miles in order to connect with the next off-road trail section at State Highway 31. The nearest true commercial center to the Lake Road count location is the City of Oneida located about two miles south.

Figure 3: Oneida, Lake Road count location



Niawanda Park, Tonawanda

An electronic trail counter was installed in Niawanda Park in the City of Tonawanda. The park lies on the east side of the Niagara River, directly upstream from the City of Buffalo. The ECT, referred to locally as the Shoreline Trail, has a paved asphalt surface within Niawanda Park, a stretch of approximately one mile, and in the sections immediately north and south of the park. The trail is located close to the river's edge, with trail users enjoying views of Grand Island on the opposite side of the river, to the west. The area surrounding Niawanda Park is densely residential.

The trail counter was placed at the approximate midpoint of the park, just south of the Niawanda Park Pavilion (see Figure Four). The trail parallels the alignment of the Enlarged Erie Canal, shown on the map, which was abandoned in the early 20th Century and then filled.

Figure 4: Niawanda Park electronic trail counter location, Tonawanda

Month

This year's trail counts were conducted in the month of August and September. Traditional, observational counts were conducted in August in Chittenango and Oneida. In Tonawanda, electronic counter data from September was selected for use in this analysis because the counter was in operation for the entire month.

Counters

Most counts were conducted in teams of two volunteer counters.

Days of the Week

Table One details the breakdown of count days at each site.

Table 1. Number of counts by day and location

Count Days	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Lakeport Road, Chittenango	0	2	2	2	0	2	0	8
Lake Road, Oneida	0	2	2	2	0	1	1	8
Niawanda Park, Tonawanda	5*	5*	4*	4*	4*	4*	4*	30*
Total	5	9	8	8	4	7	5	46

*Electronic counter in operation for the month of September

Observational Count Process

In Chittenango and Oneida, volunteers coordinated by the Old Erie Canal working group conducted the counts. They were provided a count protocol, prepared by PTNY based on the methodology of the National Bike and Pedestrian Documentation Project (NBPD, www.bikepeddocumentation.org, see Appendix A). Counters were asked to conduct three counts on successive week days during the same week or on the same days in at least three successive weeks. The protocol stipulated that weekday counts were to be conducted on Tuesday, Wednesday, and/or Thursday, and not on a holiday, Monday, or Friday. Weekend counts could be taken on either day.

The volunteers were asked to count for two consecutive hours during the period they perceived as the peak time of trail use. Prior to 2010, counts were conducted for one-hour periods. While this means a greater time commitment, the NBPD methodology recommends the use of two-hour survey periods, which can eliminate some of the variability that may be encountered with a single hour of counting.

A detailed counting form, developed by PTNY and identical to that used in previous years, (see Appendix B) was employed to standardize data collection and classify the various types of users.

All volunteer counters were invited to participate in a pre-count webinar during which the count protocol was reviewed and the overall NBPD process was outlined. Slides from the webinar were made available to all volunteers who could not log on for the webinar at the time it was presented.

Trail Traffic Estimation

Estimates of annual trail traffic were derived by following the steps outlined by the National Bicycle and Pedestrian Documentation Project.

1. Calculate average weekday and weekend peak counts.

The NBPD methodology strongly recommends that all estimates be based on the average of at least two and preferably three counts during the same two-hour time period and week, especially for lower volume areas. As Table One indicates, this year's trail counts achieved the minimum number of counts at each location.

Peak Period Selections

Volunteers were instructed to select the two-hour period that they felt best represented the time of peak use. In Chittenango, the peak weekday period was determined to be 10 AM – 12 PM and the peak weekend period was 12 – 2 PM. In Oneida, peak weekday period was 5 – 7 PM and the peak weekend period was 9 – 11 AM.

Once the respective weekday and weekend average counts are determined, the NBPD project recommends multiplying the average counts by 1.05 if the trail is used between 11:00 PM and 6:00 AM. Consistent with the methodology used in previous years of Canalway Trail counts, the 1.05 factor was omitted from the calculations used in this study. This was done to ensure the most conservative estimates of Canalway Trail usage and because it is unlikely that 5% of Canalway Trail use occurs during these hours.

2. Estimate of average weekday and weekend daily traffic.

The average weekday peak hourly counts were divided by the percentage of total daily traffic represented by the two-hour period when the counts were conducted. The NBPD has developed Hourly Adjustment Factors representing percentages of daily traffic for hourly intervals between 6:00 AM and 9:00 PM which vary by type of trail and season. The methodology has been tailored to calculate estimates for two very different areas: multi-use paths (PATH) and high density pedestrian or entertainment districts (PED). Since none of the observational count locations resemble the high density development indicative of PED areas, the PATH coefficients were used for all calculations. (Niawanda Park is considered a high-density pedestrian district, but because the electronic counter was used to generate an entire month's worth of data, hourly adjustment figures were not used and the PED/PATH determination has no bearing.)

The NBPD methodology considers each hour to represent a proportion of that day's use, with the proportions varying between weekdays and weekends.

Once the percentage of daily use was determined, the average two-hour weekday count was divided by this percentage to determine an estimate for a typical weekday.

3. Estimate average weekly traffic volumes.

To arrive at an average weekly trail traffic volume, the daily weekday estimate was adjusted for the days of the week on which counts were taken. This was accomplished by dividing each number by an average of the NBPD project's Daily Adjustment Factors (Appendix D: Table Two) for the days included in the average weekday count calculation. Since, per NBPD protocol, counts were taken on Tuesday, Wednesday, and Thursday at each location, this adjustment factor was 12.33%. Therefore, according to the NBPD methodology, the estimated daily count for one of these weekdays represents just over 12% of weekly use.

4. Estimate average monthly traffic volumes.

The average weekly volume was multiplied by the average weeks in a month (4.33) to obtain the estimated monthly trail traffic volume. While current guidance from NBPD suggests multiplying by the actual number of weeks (4.43 for July and August), this study continued using the 4.33 coefficient to provide slightly more conservative estimates while preserving the exact methodology used in previous years.

5. Estimate average annual traffic volumes.

The average monthly volume was divided by the NBPD's Monthly Adjustment Factors for the "Long Winter, Short Summer" climate area and the month in which the counts were taken (Appendix D: Table 3). Monthly Adjustment Factors were applied to each count location based on the month in which the counting occurred.

Electronic Count Process

For the Tonawanda count, an electronic trail counter was installed in Niawanda Park alongside the multi-use path. It operated continuously for the month of September, after which the month's count data was downloaded (See Appendix C).

In contrast to the NBPD estimation process, which uses extrapolation and adjustment factors as outlined above, Tonawanda's monthly count total was provided by the counter. The annual count estimate for Tonawanda was generated by dividing September's count total obtained from the electronic trail counter by the NBPD's Monthly Adjustment Factor specified for the month of September and the Long Winter, Short Summer climate areas (11%). Because only the monthly count total was used to obtain the annual trail use figure, no determination of peak use periods was necessary, nor was use of hourly adjustment factors. Average weekday and weekend day counts are displayed for informational purposes only in Appendix C. These calculated averages, however, were not used to generate weekly, monthly, or annual use estimates.

Survey

For the first time, a trail survey was administered in conjunction with the volunteer trail count. Volunteers surveyed 78 trail users at the Chittenango count location and 10 users at Oneida on the same days as counts were performed. No surveys were collected in Tonawanda.

Surveyors were provided a Survey Protocol, as well as the survey questions. (See Appendix E for the protocol, and Appendix F for the questionnaire.) The survey protocol was also discussed during the pre-count webinar and the slides from this presentation were sent to any volunteers who were not able to log in.

Results

Modes of Use

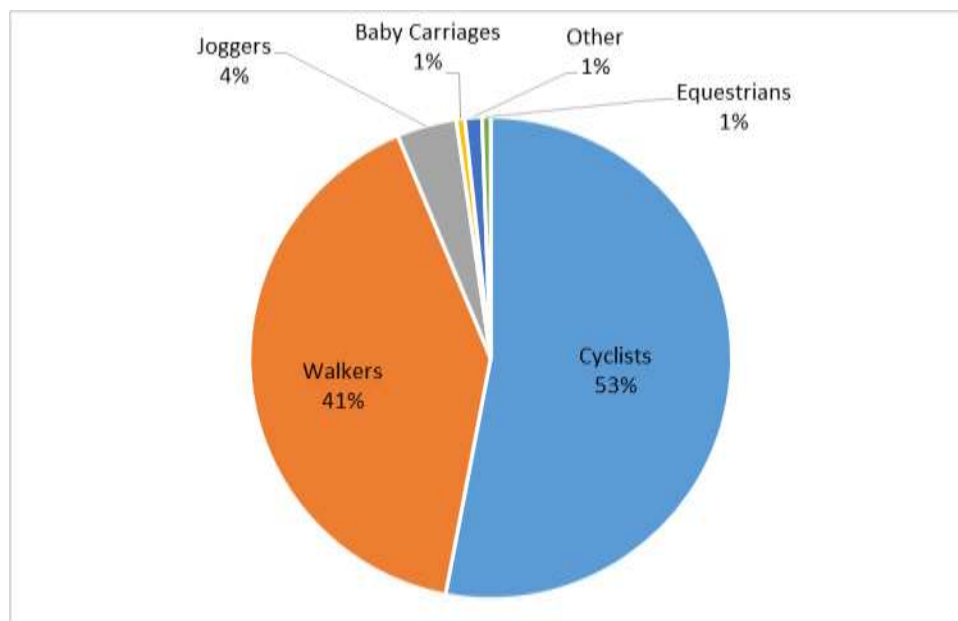
Observational data regarding modes of use obtained at the Chittenango and Oneida count locations is displayed in Table Two. This data is not available for Niawanda Park as the electronic counter installed there does not provide this information.

Table 2: Trail use breakdown by types of cyclist and location

	Cyclists	Walkers	Joggers	In Line Skaters	Baby Carriages	Equestrians	Other	Total
Lakeport Road, Chittenango	155	136	14	0	2	2	4	313
Lake Road, Oneida	30	6	0	0	0	0	0	36
Total	185	142	14	0	2	2	4	349

Figure Five illustrates that 53% of observed trail users at the observational count locations were cyclists, 41% were walkers, and 4% were joggers. Equestrians, persons with baby carriages, and other users each represented 1%. No in-line skaters or wheelchair users were noted at the locations where the observational count were conducted, which is not surprising as the trail surface in Chittenango and Oneida is mostly stone dust, which is not conducive to these uses.

In a divergence from a four-year trend (2010-2013), cycling was the dominant mode of trail use. This finding is in line with data from trail counts prior to 2010, which found that the Canalway Trail was popular with walkers, but that the predominant users were bicyclists. The observed predominance of cyclists also agrees with data obtained during the statewide trail count performed through the economic impact study, which found that 59% of users were cyclists.

Figure 5: Trail usage by mode as a percent of total count**Table 3: Modes of trail use comparison, 2005-2014**

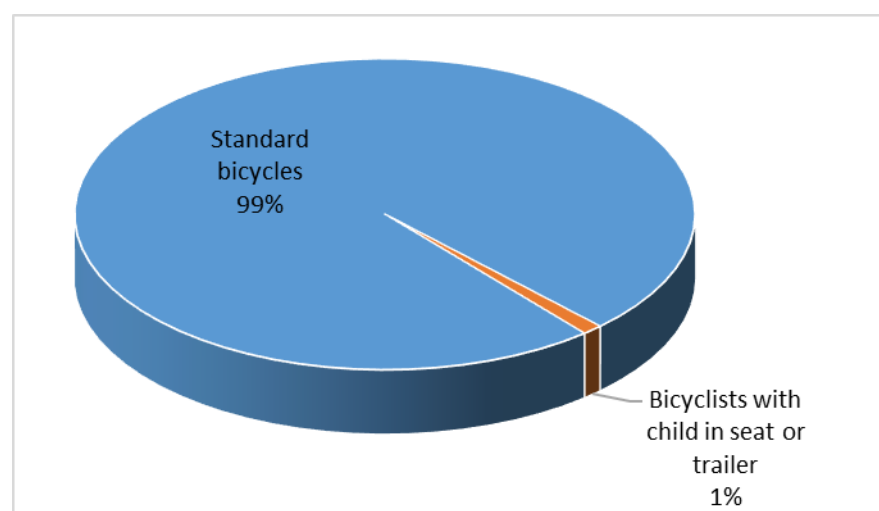
Type of Trail User	Year									
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Bicyclists*	64.00%	43.00%	49.00%	52.00%	53.00%	21.00%	30.00%	33.00%	40.38%	53.01%
Walkers	24.00%	36.00%	38.00%	35.00%	30.00%	55.00%	56.00%	55.00%	47.28%	40.69%
Joggers	8.00%	20.00%	8.00%	9.00%	12.00%	22.00%	10.00%	8.00%	8.79%	4.01%
In Line Skaters	2.00%	0.00%	2.00%	2.00%	4.00%	0.00%	2.00%	0.00%	0.00%	0.00%
Baby Carriages	2.00%	2.00%	3.00%	2.00%	0.30%	1.00%	2.00%	3.00%	2.09%	0.57%
Wheelchair Users	n/a	0.00%	0.00%	0.10%	0.10%	0.00%	0.00%	1.00%	0.00%	0.00%
Equestrians	0.00%	0.00%	0.00%	<0.1%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%
Scoters	n/a	n/a	n/a	0.10%	n/a	0.00%	0.00%	0.00%	0.00%	0.00%
Other	n/a	n/a	n/a	n/a	0.90%	0.00%	<0.1%	0.00%	0.84%	1.15%

*The Bicyclist category for years 2009-2014 represents all cyclists including bicyclists, tri-cyclists, tandem cyclists, and bicyclists with a child seat or trailer.

As Table Four and Figure Six illustrate, the great majority of cyclists were using bicycles. However, small numbers of bicyclists with children on child seats or in trailers were observed. There were no tandem, recumbent, or tri-cyclists observed at the 2014 trail count locations.

Table 4: Number and nature of cyclists

Number and Nature of Cyclists	Bicyclists with helmets	Bicyclists with child in seat or trailer with helmet	Tandem bicyclists with helmets	Recumbent Bicyclists with helmet	Tri-cyclists with helmet	Bicyclists Without helmets
Lakeport Road, Chittenango	112	2	0	0	0	41
Lake Road, Oneida	20	0	0	0	0	10
Total	132	2	0	0	0	51

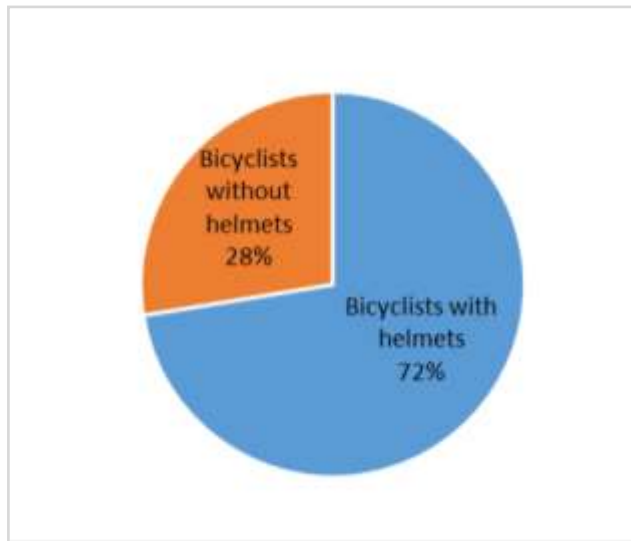
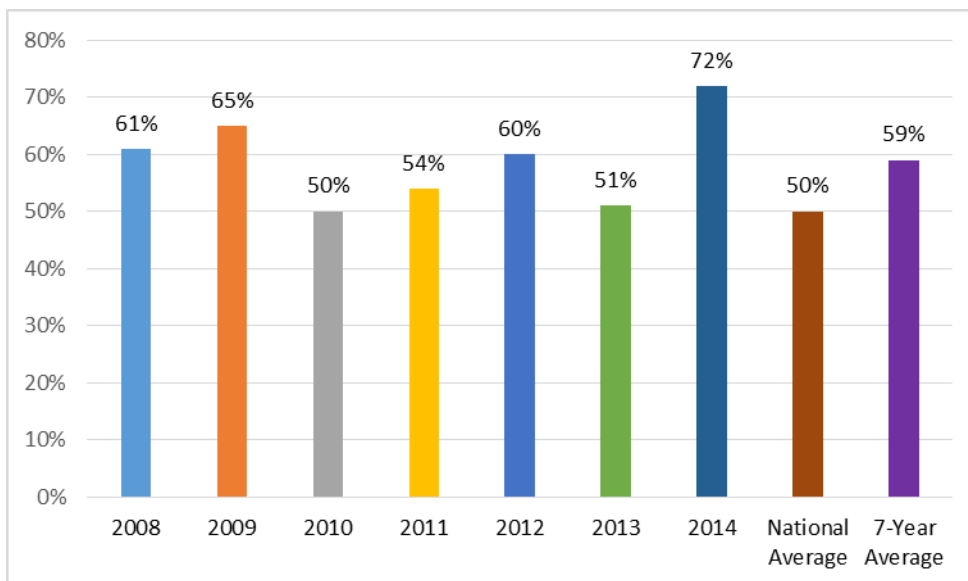
Figure 6: Type of cyclists

Cyclists Helmet Usage

At the observational count locations, cyclists with helmets made up of 72% of those counted in 2014, the highest observed figure to date for the Canalway Trail Count.

This year's high observed helmet use continues a fluctuating trend observed on the Canalway Trail since 2008. The percentage of observed cyclists with helmets since 2008 is provided in Figure Seven. Although percentages as low as 50% or as high as 65% have been observed previously, the seven-year average of 59% is significantly higher than the national average of 50% (National Survey of Bicyclist and Pedestrian Attitudes and Behavior, 2012).

As can be noted from Figures Nine and Ten in the next section, helmet use rates were lower in Oneida than in Chittenango. The reason for this is unclear.

Figure 7: Percent helmet use in observed ECT cyclists in 2014**Figure 8: Percent of Canalway Trail cyclists with helmets by year**

Analysis and Comparison by Location

1. Lakeport Road, Chittenango

At 50%, cyclists were the dominant users at Lakeport Road in Chittenango. Walkers comprised 43% of trail users, with joggers the next highest user category at 4%. Among cyclists, helmet use was high at this site, at 74%.

“Other” users at Lakeport Road accounted for 2% of observed trail use, and included two equestrians. This speaks to the unfinished, rural nature of the trail in this area, and throughout the Erie Canal State Park section of ECT. The fact that no in-line skaters were observed at this location also points to the unfinished trail surface.

The mix of walkers and cyclists at the Lakeport Road trailhead reflects the site's status as a trailhead, and its proximity to the Chittenango Landing Canal Boat Museum. The Museum hosts both trail rides and walks. It is not unreasonable that many visitors may combine trail walks or rides with museum visits. These multi-modal visits contribute to the observed walker-cyclist mix. Survey data obtained in Madison County reinforces the contribution that available parking has on fostering a mix of uses, as the vast majority of trail users drive to the trail. If parking were not available at the trailhead or at the Museum across the street, it is unlikely that there would be walkers on this section of trail, as it is some distance from residential or commercial areas.



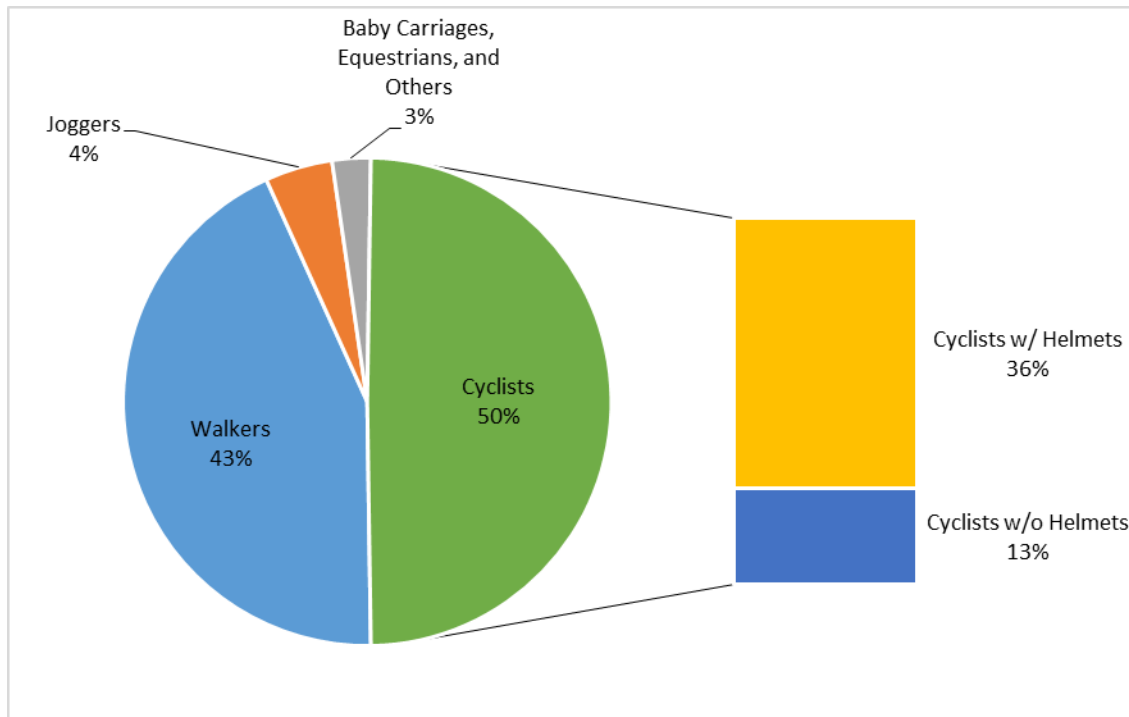
Trail crossing at Lakeport Road, with Chittenango Landing Canal Boat Museum in background



Parking area at Lakeport Road



Surveying in Chittenango

Figure 9: Percentage of user types - Lakeport Road, Chittenango

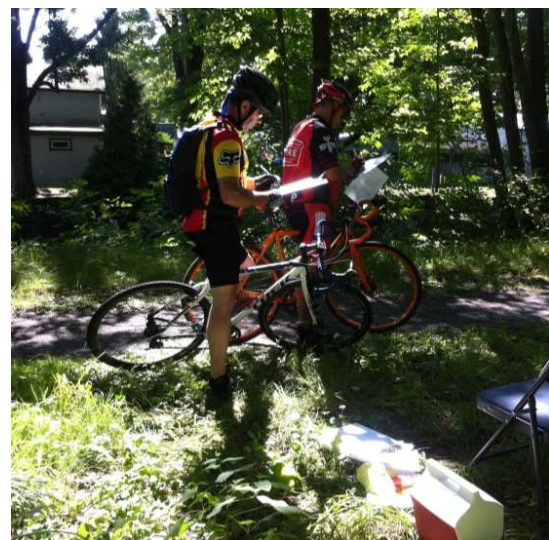
2. Lake Road, Oneida

As might have been predicted by its rural nature and its distance from any significant commercial districts or other trail-related amenities, such as a parking area, trail counts at Lake Road in Oneida were quite low, with an average daily count of only 4.5 users. Among these users, cyclists predominated, comprising 83% of the total. Walkers were the only other users observed, at 17%. Again, the absence of parking in the vicinity or commercial foot traffic may explain the low percentage of walkers.

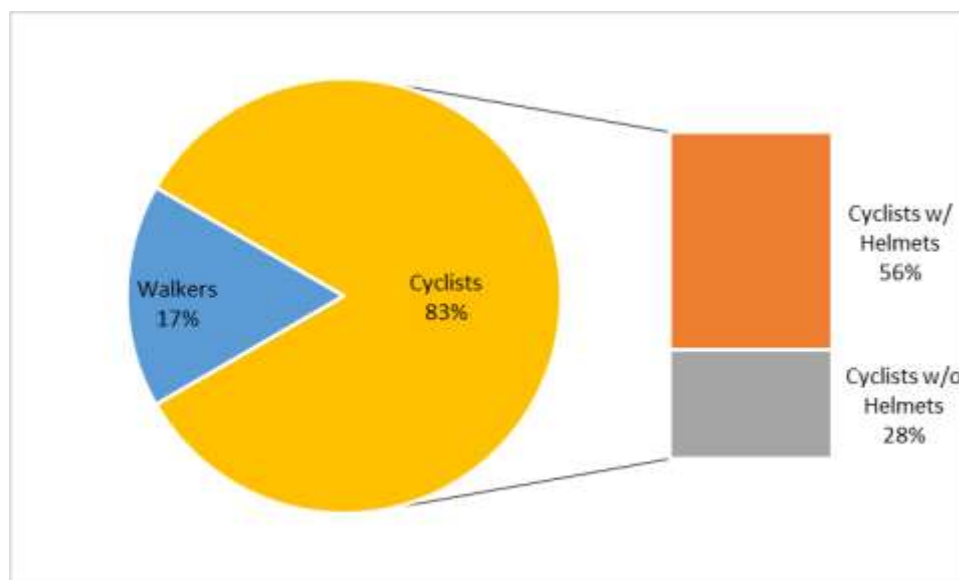
Among cyclists, 67% wore helmets, which is a lower proportion than was observed at the Chittenango count location. However, this percentage is significantly higher than the national average.



Lake Road trail crossing



Cyclists stop to take surveys in Oneida

Figure 10: Percentage of user types – Lake Road, Oneida

3. Niawanda Park, Tonawanda

No observational data was obtained at Niawanda Park regarding user types or helmet use. However, the raw counts for the month of September did allow estimation of an annual total, using an NBPD monthly adjustment factor (11%). When applied to the monthly count total obtained from the electronic counter, 22,985, the yearly use total was estimated at 208,500.

Table 5: Electronic counts – Niawanda Park, Tonawanda

Monthly Count Total (September)	22,935
Calculated Daily Average (September)	764.5
Calculated Weekday Average (September)	710.4
Calculated Weekend Average (September)	913.4
Estimated Annual Total	208,500

Niawanda Park was the location for an observational count in 2011 as part of the annual Canalway Trail Count. More recently, in 2012, an electronic trail counter was employed to measure trail use as part of a study on the economic impact of the ECT commissioned by PTNY in 2012.¹ This electronic count was supported by an observational component. These previous counts generated annual use estimates of 605,033 and 359,177, respectively.

In 2011, the observational counts were conducted on five evenings in August, from 7 to 9 PM. This time was determined to be the peak use period. The 2012 count was conducted in July or August. No information is available as to exact dates and time of day that the observational counts were conducted.

¹ *The Economic Impact of the Erie Canalway Trail: An Assessment and User Profile of New York's Longest Multi-use Trail*, https://ptnyenews.files.wordpress.com/2014/07/economic_impact_of_the_erie_canalway_trail_full_document.pdf

It is possible that extrapolating summer trail use in Tonawanda to an annual estimate per the NBPB method leads to artificially high calculation of annual use due to large temporary increases in trail users during summer events. The Tonawanda area is a summer boating center, and there are quite a few summer evening activities that cater to this crowd. Niawanda Park also sits alongside two popular bars that feature live music and other event in the summer months, but shut down entirely in the off-season. In some ways, Tonawanda's waterfront areas function more like a summer resort. It is not clear whether NBPB adjustment factors account for these dramatic shifts in activity.

Survey Findings

Data from trail-user surveys can be used to create a profile of the typical trail user for the stretch of ECT that connects Chittenango and Oneida in Madison County. When compared with the profile generated from the 2012 trail-wide survey, conducted as part of the economic impact study of the ECT commissioned by PTNY, Madison County's users are slightly older and less affluent: 52% were age 50 or over, with the largest single age group being the 70-79 cohort, accounting for 19% of those surveyed. The median income for Madison County as reported in the surveys is in the \$50,000 to \$55,000 range. The typical user in the trail-wide report, however, was a member of Generation X (age 30-49) whose household income was slightly over the statewide median, \$57,683. The older average age in Madison County could also be due to the time when the counts and surveys were taken, which was 10 AM to 12 PM, a time when retirees may be more apt to use the trail.

Table 6: Characteristics of "typical" ECT user in Madison County and state-wide

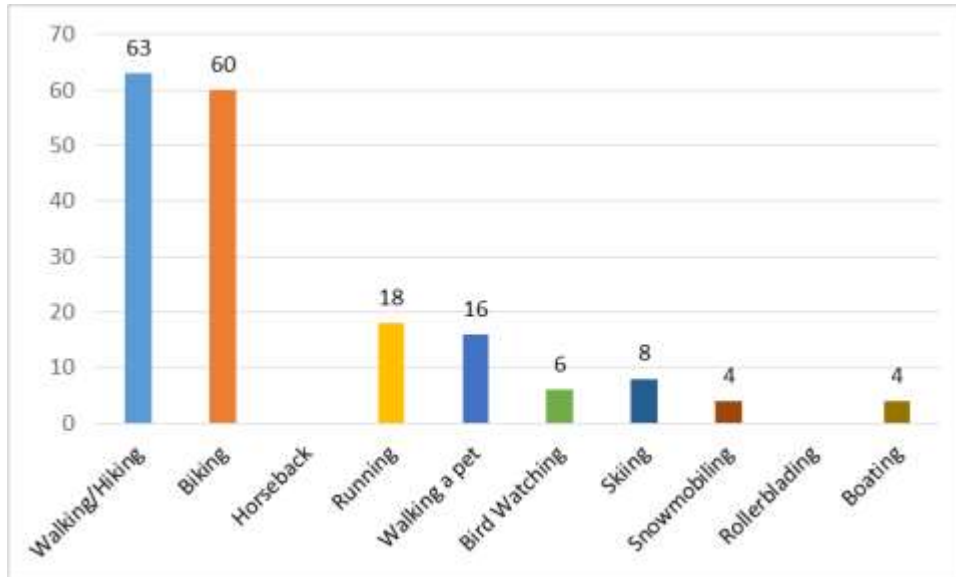
	Average Age	Median Income
Madison County ECT	>50	\$50,000 - \$55,000
State-wide ECT	30 - 49	>\$57,683

In other respects, Madison County trail users closely resemble users surveyed elsewhere along the trail. They are slightly more likely to be male than female (57%) and nearly half (47%) live within five miles of the trail. Approximately 96% of users responded "definitely does" or "somewhat does" when asked if outdoor activities along the trail had a positive effect on them, mirroring the overwhelmingly positive reaction the question received on the trail-wide survey. In Madison County, as is the case across the ECT, most users of the trail have not taken an overnight trip on the trail (83%). However, nearly 96% of respondents expressed interest in the history of the Erie Canal, and about 70% of users said they were interested in taking a trip of greater than 50 miles on the ECT. These numbers align closely with the figures obtained in the 2013 trail-wide count, 79% and 69% respectively.

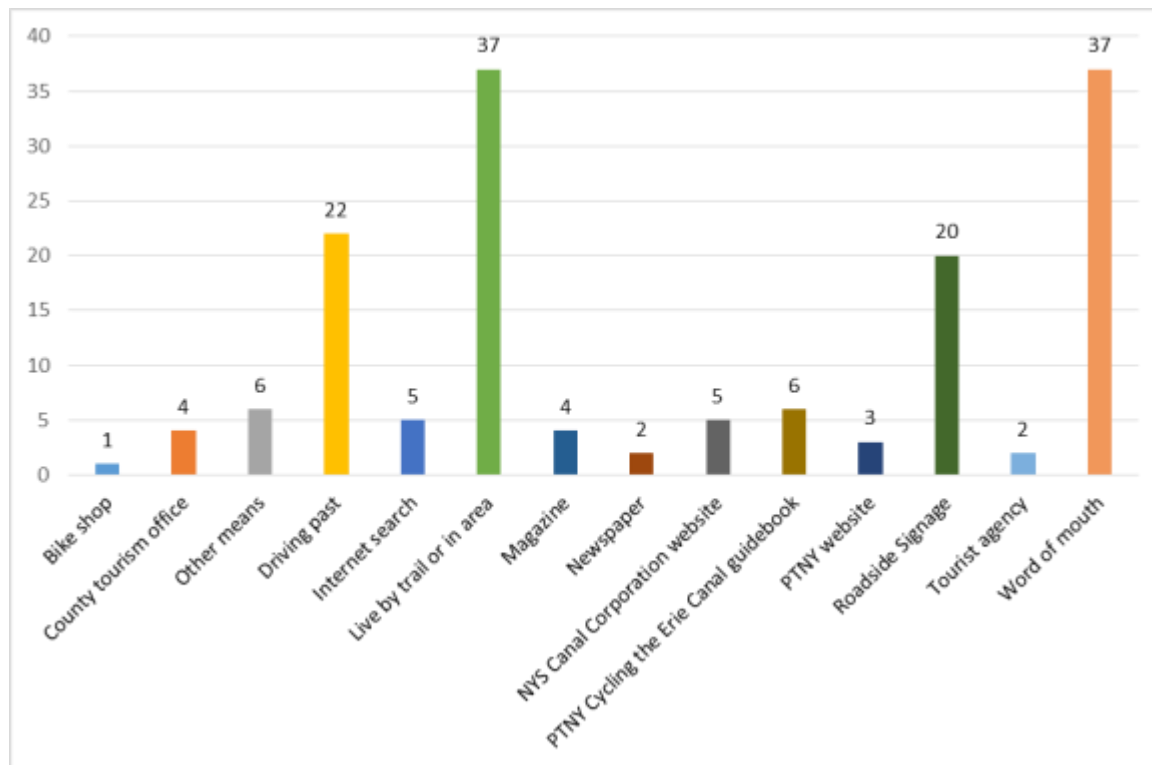
Among trail users, an important group that local leaders should monitor is vacationers, as their per capita economic impact far exceeds that of "day" users. Of those responding to the survey in Madison County, 23% indicated that they were vacationing, nearly matching the finding of 22% vacationers reported in the 2014 economic impact study. Among Madison County vacationers, daily spending was reported at almost \$230 per day, and the average stay was just over two nights. ECT vacationers surveyed for the economic impact study stayed longer, at least three nights on average, and spent over \$300 dollars per day on average. The number of respondents to the spending questions was quite low, however.

Among those surveyed, walking was the most popular trail use, and cycling a close second. Figure 11 shows the number of these and other responses to “What activities do you engage in along the trail?” This question allowed multiple selections; therefore the high number of “Walking/Hiking” responses does not represent a discrepancy with the observational count data. Rather, it is a further indication that trail users, in Madison County and elsewhere, generally engage in more than one activity on the trail.

Figure 11: What activities do you engage in along the trail? (multiple selections allowed)



As Figure 12 demonstrates, the most popular way to find out about the trail was through either word of mouth or living near the trail (respondents could choose more than one answer to this question). Other frequently-reported means of finding trail information were driving past and roadside signage. Respondents generally drive to the trailhead, with about 80% selecting this as their regular means of transport. Biking was a distant second with less than 20% of respondents choosing this option.

Figure 12: How did you first find out about the trail? (multiple selections allowed)

Estimates of Trail Traffic Volume

Table Seven presents estimates of weekday, weekend day, monthly, and annual trail traffic volumes calculated following the five steps summarized in the Trail Traffic Estimation section (see pages 10 and 11) and outlined in the Methodology of the National Bicycle and Pedestrian Documentation Project (National Bicycle & Pedestrian Documentation Project Count Adjustment Factors, 2009). The annual trail traffic estimates ranged from approximately 8,063 annual visitors at Lake Road in Oneida to 208,500 annual visitors at Niawanda Park in Tonawanda.

Table 7: Estimate of weekly, monthly, and annual use

Location	Average weekday two-hour count	Average weekend two-hour count	Estimated weekly volume	Estimated Monthly volume	Estimated Annual Total
Lakeport Road, Chittenango	37.3	44.5	1,682	7,283	52,021
Lake Road, Oneida	4.5	4.5	261	1,129	8,063
Niawanda Park, Tonawanda	-	-	-	22,935*	208,500*

*Counts provided by electronic trail counter, rather than observational count and estimate per NBPD methodology

Conclusions

This report represents the eighth year of using trail count data to predict the amount of trail traffic at specific locations on the Canalway Trail System. Table Six presents the estimated annual trail traffic volumes for multiple locations derived from counts conducted between 2007 and 2014. While the data are displayed side-by-side here, comparison between pre- and post-2010 data must be done with caution due to the use of different methodologies (Lindsey et al. versus NBPD).

Chittenango and Oneida

Trail traffic in Chittenango and Oneida was observed to be low compared with other locations along the Canalway Trail system. Oneida's estimated annual trail traffic is the lowest of any location counted in eight years of Canalway Trail counts, by some margin. While significantly higher, Chittenango's estimated annual volume still falls within the lower third of trail count locations.

In some ways, these results are not surprising. Few previous counts have dealt with areas that are as rural. Neither location is very close to a significant commercial district or major residential center. The commercial center of the Village of Chittenango is about a mile from the Lakeport Road trailhead. The trail crossing at Lake Road is even farther from the City of Oneida's commercial center, approximately two miles. This remove is the result of the ECT following the mid-19th century Enlarged Erie Canal route, which skirted Chittenango and Oneida, as opposed to going right through the center of the community as is the case in other canal towns.

The fact that a trailhead is located at Lakeport Road and because it is located close to the Chittenango Landing Canal Boat Museum could explain the increased trail use this location relative to Lake Road. Also, Chittenango's position in the middle of a long, uninterrupted stretch of off-road trail has the potential to generate increased usage, as there are more possible trip options without having to venture onto roads. Lake Road's position at the end of the Dewitt to Durhamville off-road segment and its lack of parking may explain why this location did not produce a comparable number of users. Another reason for the higher use at Chittenango could be that it is closer to Syracuse and the city's suburbs.

While trail use numbers in Chittenango and Oneida indicates that the ECT in these areas has not fully developed as a destination, each community is pursuing innovative programs to increase trail access and visibility, and ultimately use. Chittenango Landing Canal Boat Museum now rents bikes and helmets, and the Museum is developing self-guided tours for cyclists, complete with a map of historical points of interest along the trail. Oneida hosted the *Bicyclists Bring Business* workshop in 2013 and is quickly moving through the implementation plan that was the product of that event. The City of Oneida has also been awarded Transportation Enhancement and Transportation Alternatives funding for the Oneida Rail Trail, a network of connected rail trails that includes a direct connection to the ECT.

These efforts are complemented by something even more important for trail communities – effective collaboration and regional vision. The Old Erie Canal Working Group provides a venue for local communities to work together, and to access expertise from the Madison County Planning Department and the Office of Parks, Recreation, and Historic Preservation, which manages Old

Erie Canal State Park. Working together, communities within the Old Erie Canal State Park corridor have significantly raised their profile, received needed funding for trail development, and planned cooperative events such as the *Tuesdays on the Tonpath* summer bike ride series.

Therefore, 2014 count totals in Chittenango and Oneida provide a useful baseline for which local groups can evaluate their progress. They also contribute to a fuller understanding of trail-wide visitation by adding data on locations not previously surveyed as well as places believed to be less frequently visited.

Tonawanda

Counts have been counted several times before in Niawanda Park. This year's estimated annual total, 208,500 visits, is a decrease from the annual trail traffic volume of estimate of 359,177 for 2012. Moreover, it represents a large drop from a 2011 count which estimated annual use at 605,033. At this time, it is unclear which numbers are accurate, but the park's proximity to venues that host the area's high number of summer events may have skewed previous counts. The 2011 count, in particular, could be subject to this effect as it was performed on August evenings, a high activity time for boating and evening concerts. As this year's count was conducted in September, after the Labor Day holiday, activity levels would be expected to be far lower. NBPD monthly adjustment factors do account for summer usage spikes, but it is not clear that they are tailored to an area where differences are so drastic. The electronic counter will remain in place in Niawanda Park for one year which should eventually provide an even more accurate picture of usage of the ECT at this popular park.

Table 8: Estimated annual Canalway Trail use by location, 2007-2014

Location and Year	Estimated Annual Traffic
Lake Road, Oneida, 2014	8,063
Centerport, Brutus, Cayuga County, 2010	19,453
The Silos, Hudson Falls, Washington County, 2012	25,246
Albion Canal Park, Albion, Orleans County, 2013	31,024
The Five Combines, Kingsbury, Washington County, 2012	38,610
Haviland Cove Park, Glens Falls, 2012	51,209
Lakeport Road, Chittenango, 2014	52,021
Kiwanis Park, Rotterdam, Schenectady County, 2009	56,715
148 Lyman Street, Brockport, Monroe County, 2013	62,700
Park Avenue Bridge, Brockport, Monroe County, 2013	63,874
Newport Road (Warners), Camillus, Onondaga County, 2010	68,264
Main Street Bridge, Brockport, Monroe County, 2013	72,390
Colonie Town Park, Albany County, 2009	95,471
Genesee Valley Park, Monroe County, 2007	98,240
Schenectady Community College, Schenectady County, 2009	105,869
Genesee Valley Park, Monroe County, 2008	106,073
Henpeck Park, Greece, Monroe County, 2011	107,143
Schoen Place, Monroe County, 2007	145,520
Perinton Park, Monroe County, 2008	156,565
Perinton Park, Monroe County, 2007	158,144
JCC/Lock 33, Monroe County 2008	163,654
Route 173, Camillus, Onondaga County, 2010	165,333
Train Station, Niskayuna, Schenectady County, 2009	173,927
Sims Store, Camillus, Onondaga County, 2010	174,663
Schoen Place, Monroe County, 2008	184,281
JCC/Lock 33, Monroe County, 2007	190,591
Nine Mile Creek Aqueduct, Camillus, Onondaga County, 2011	198,270
Sims Store, Camillus, Onondaga County, 2011	207,381
Niawanda Park, Tonawanda, Erie County, 2014	208,500*
Old Erie Canal State Park, Dewitt-Manlius, Onondaga County, 2010	233,732
Nine Mile Creek Aqueduct, Camillus, Onondaga County, 2010	237,834
Niawanda Park, Tonawanda, Erie County, 2011	605,033

Recommendations for Next Steps

Madison County

Improve trail visibility with signage

In Madison County, efforts to improve visibility of the ECT can bring more users, both from the surrounding area and afar. Since the trail in Madison County generally follows the mid-19th Century Enlarged Erie Canal route, it does not directly connect with many of the community Main Streets in the area. This lends a more rural, park-like feel to much of the trail, which, depending on the user may have positive or negative implications for trail use. However, adding signage that informs trail users of the location of the nearest commercial area may make the Madison County stretch of the trail more attractive. It may also allow local communities to derive more economic benefits from trail use, as thru-cyclists stop for food or other needs. Like signage, adding facilities such as bathrooms or water fountains can also improve the trail experience.

Promote historic resources and attractions

The survey results obtained in Madison County show that a large percentage of trail users are interested in Canal history. This finding echoes the interest among users elsewhere along the trail as demonstrated in the results of users across the ECT. Madison County has plenty to show Canal history fans, with the Chittenango Landing Canal Boat Museum topping a list of heritage attractions. Others include the Canal Town Museum in Canastota, and the Limestone Creek (Dewitt), Chittenango Creek, and Oneida Creek (Durhamville) Aqueducts. These attractions are located right on the trail.

In addition to these individual sites, the entire area is known as the “Long Level,” the section of the original Erie Canal that was constructed first because the area’s flat topography required no lockage for navigation. Marketing the historic character of the Canal and the stretch of trail that spans Madison County will attract visitors who have this interest. Likewise, interpretive signage and maps that clearly point out these historical attractions will make it easier for visitors to find them, and to plan their trip around rides or walks to these sites. Chittenango Landing has indicated that it plans to create self-guided tours for walkers and cyclists; other similar initiatives elsewhere in Madison County should be considered.

Tonawanda

In Tonawanda, the annual trail use estimates that have been obtained through multiple counts vary widely. As Niawanda Park is believed to be the most used section of the ECT and a strategic junction between the ECT and Niagara River Greenway, getting reliable use data here is important. Moreover, plans for trail-related development and amenities that cater to trail visitors are currently being discussed in the Tonawandas, as was highlighted during the 2014 *Bicyclists Bring Business* events. A more accurate picture of trail use in the area, which should be available once the electronic counter is in place for a year will provide valuable data to inform these planning processes

Appendices

Appendix A: Trail Count Protocol



Who's On the Trail? Canalway Trail User Count – 2014 Count Protocol



Timing

1. At least four counts should be taken at each location.
2. Ideally, three counts should be taken during the same week or on the same days in successive weeks.
3. Weekday counts should always be done on Tuesday, Wednesday, and/ or Thursday, and never on a holiday, Monday, or Friday.
4. Weekend counts can be done on either day.
5. Counts should be conducted in July and/or August.

Conducting Counts

1. Count for at least two full hours at a time that you judge to be the time of peak activity. You can determine the time of peak activity from your experience or that of others who are familiar with the trail. It is expected that the weekend day hour of peak activity will be different from that during the week. ***Contact Parks & Trails New York with questions regarding hours of peak activity.***
2. Counts can be conducted on consecutive weekdays (Tuesday through Thursday) during the same week and at the peak time on the Saturday or Sunday of that week. **OR** Counts can be conducted on the same week day in at least three consecutive weeks in addition to one weekend day. Each count must be taken during the time of peak usage for weekdays and weekend days.
3. Do not worry if you count someone twice because they pass you going in both directions. The formulas used at the end will take that into consideration.

Personnel Required

1. One person can conduct the counting. If you are counting at a location with significant trail traffic, it may be advisable to have two people conduct counts and average their results.

Conducting the count

1. Use a new sheet each time you count.
2. Make a tick in the boxes for the type of trail user that passes by. For a tandem, make a tic for each rider. For someone pushing a baby carriage or stroller, make a tic for each child. Record the person pushing the carriage or stroller as a walker.
3. Stand where you do not block the trail but can easily observe users as they pass.
4. If you wish, send pictures (500 KB in size or larger) of volunteers taking the count and persons using the trail that we can include in publications and presentations.

THANK YOU FOR YOUR HELP!!!!

Please mail all forms to:

Canalway Trail User Count 2014

Parks & Trails New York

29 Elk Street

Albany, NY 12207

518-434-1583

fgotsik@ptny.org OR FAX to 518-427-0067

Appendix B: Trail Count Form



Who's on the Trail? The Canalway Trail User Count – 2014



Surveyor Name: _____ Phone: _____ Email: _____

Date: _____ Time conducted: _____ to _____ p.m. Location: _____ Town/Village: _____

Trail surface: asphalt ☐ stone dust ☐ Weather Conditions: sunny ☐ partly cloudy ☐ cloudy ☐ partly rainy ☐ rain ☐ Approximate temperature: _____

Make one "tic mark" for each person passing by in either direction engaged in each activity.

User Type	Counts	
	With helmets	Without helmets
Bicyclists		
Bicyclists with child in seat or trailer One tic for each person		
Tandem bicycles One tic for each person		
Recumbent cycles		
Tricycles		
Hand-powered cycle		
Walkers		
In-line skaters		Joggers
Baby carriages/ Strollers		Wheelchair users
Equestrians		Other specify

Thanks for you help!!! Please return the form(s) to:

Canalway Trail User Count 2014, Parks & Trails New York, 29 Elk Street, Albany, NY, 12207, 518-434-1583, FAX 518-427-0067

Lakeport Road, Chittenango

Name	Date	Day	Time_From	Time_To	Weather Conditions	Approx. temp.	Cyclists	Bicyclists with helmets	Bicyclists with child in seat or trailer with helmet	Tandem bicyclists with helmets	Recumbent Bicyclists with helmet	Tricyclists with helmet	Bicyclists Without helmets	Bicyclists with child in seat or trailer without helmet	Hand powered cycle	Walkers	In Line Skaters	Joggers	Equestrians	Baby Carriages	Wheelchair users	Other	Total Users
					1=sunny, 2=partly cloudy, 3=cloudy, 4=rain. 5=partly rainy	Σ	155	112	2	0	0	0	41	0	0	136	0	14	2	2	0	4	313
Robert & Vivian Ver Dow	8/5/2014	Tuesday	10 AM	12 PM	1	70	23	11	0	0	0	0	12	0	0	9	0	2	0	2	0	0	36
Mike Lynch/Jim Button	8/6/2014	Wednesday	10 AM	12 PM	2	70	24	23	0	0	0	0	1	0	0	17	0	4	2	0	0	0	47
Mike & Marylou Navin	8/7/2014	Thursday	10 AM	12 PM	1	68	26	9	0	0	0	0	17	0	0	30	0	4	0	0	0	0	60
Bad & Mary Loo Penner	8/9/2014	Saturday	12 PM	2 PM	1	75	53	40	2	0	0	0	11	0	0	17	0	1	0	0	0	0	71
Bob Lake/Joe Barilla	8/13/2014	Wednesday	10 AM	12 PM	2	75	8	8	0	0	0	0	0	0	0	19	0	0	0	0	0	0	27
Donna Lynch/Gary Lanphear	8/14/2014	Thursday	10 AM	12 PM	2	65	8	8	0	0	0	0	0	0	0	17	0	3	0	0	0	0	28
Dave & Sandy Alm	8/19/2014	Tuesday	10 AM	12 PM	1	70	6	6	0	0	0	0	0	0	0	20	0	0	0	0	0	0	26
Donna Lynch/Barbara Sleight	8/23/2014	Saturday	12 PM	2 PM	3	70	7	7	0	0	0	0	0	0	0	7	0	0	0	0	0	4	18

Niawanda Park, Tonawada

Date	Day of Week	Daily Count Total
09/01/14	Monday	1860
09/02/14	Tuesday	338
09/03/14	Wednesday	1093
09/04/14	Thursday	987
09/05/14	Friday	646
09/06/14	Saturday	431
09/07/14	Sunday	1781
09/08/14	Monday	950
09/09/14	Tuesday	910
09/10/14	Wednesday	580
09/11/14	Thursday	287
09/12/14	Friday	381
09/13/14	Saturday	254
09/14/14	Sunday	733
09/15/14	Monday	452
09/16/14	Tuesday	627
09/17/14	Wednesday	612
09/18/14	Thursday	308
09/19/14	Friday	708
09/20/14	Saturday	1024
09/21/14	Sunday	444
09/22/14	Monday	234
09/23/14	Tuesday	657
09/24/14	Wednesday	871
09/25/14	Thursday	858
09/26/14	Friday	958
09/27/14	Saturday	1258
09/28/14	Sunday	1382
09/29/14	Monday	822
09/30/14	Tuesday	489
Monthly Total		22,935
Daily Average		764.5
Weekday Average		710.4
Weekend Average		913.4

Appendix D: NBPD Adjustment Factors

Table 1: Hour to Day					(6AM - 10PM = 95% OF ALL USAGE)				
APR-SEP					OCT-MAR				
6am - 9pm					6am - 9pm				
---- PATH-----		-----PED District-----			---- PATH-----		-----PED District-----		
Hour	wkdy	wkend	wkdy	wkend	Hour	wkdy	wkend	wkdy	wkend
600	2%	1%	1%	1%	600	2%	0%	1%	0%
700	4%	3%	2%	1%	700	4%	2%	2%	1%
800	7%	6%	4%	3%	800	6%	6%	3%	2%
900	9%	9%	5%	3%	900	7%	10%	5%	4%
1000	9%	9%	6%	5%	1000	9%	10%	6%	5%
1100	9%	11%	7%	6%	1100	9%	11%	8%	8%
1200	8%	10%	9%	7%	1200	9%	11%	9%	10%
1300	7%	9%	9%	7%	1300	9%	10%	10%	13%
1400	7%	8%	8%	9%	1400	9%	10%	9%	11%
1500	7%	8%	8%	9%	1500	8%	10%	8%	8%
1600	7%	7%	7%	9%	1600	8%	8%	7%	7%
1700	7%	6%	7%	8%	1700	7%	5%	6%	6%
1800	7%	5%	7%	8%	1800	6%	3%	7%	6%
1900	5%	4%	7%	8%	1900	4%	2%	7%	6%
2000	4%	3%	7%	8%	2000	2%	1%	6%	6%
2100	2%	2%	6%	8%	2100	2%	1%	5%	5%

Table 2: Day to Week

DAILY ADJUSTMENT FACTORS	
SUN	18%
MON	14%
TUES	13%
WED	12%
THURS	12%
FRI	14%
SAT	18%
Note: Holidays use weekend rates	

Table 3: Region and Month

MONTHLY ADJUSTMENT FACTORS			
CLIMATE REGION	Long Winter Short Summer	Moderate Climate	Very Hot Summer Mild Winter
JAN	3%	7%	10%
FEB	3%	7%	12%
MAR	7%	8%	10%
APR	11%	8%	9%
MAY	11%	8%	8%
JUN	12%	8%	8%
JUL	13%	12%	7%
AUG	14%	16%	7%
SEP	11%	8%	6%
OCT	6%	6%	7%
NOV	6%	6%	8%
DEC	3%	6%	8%

Appendix E: Survey Protocol



Who's On the Trail? Canalway Trail User Survey – 2014



Survey Protocol

Survey Purpose

The trail user survey is the qualitative counterpart to the trail count. The main goal of surveying trail users is to gain demographic insights, i.e. who trail users are, and their motivations for using the trail. We also ask questions related to their economic behavior as it relates to their trail use. This information can be very useful when designing programming or planning new sections of trail, considering improvements to trail facilities, or marketing the Canalway Trail.

Survey Positioning & Approach

- If performing the survey in conjunction with the trail user count, position yourself approximately 50 feet from the person conducting the count, i.e. up or down trail
- Make sure you are visible to approaching trail users, in a location that maintains safety for all parties
- Randomly select trail users to be surveyed. Be sure to include those cycling as well as walking.
- Approach cyclists and pedestrians in a friendly and engaging manner. Greet them, introduce yourself, and tell them you are volunteering to help the statewide nonprofit Parks & Trails New York and the New York State Canal Corporation gather information on usage of the Erie Canalway Trail.

For example:

“Hello, do you have time to answer a few questions about your use of the Canalway Trail?”

If yes:

“My name is _____ and I’m a volunteer conducting this survey for the statewide nonprofit Parks & Trails New York and the New York State Canal Corporation. The information will be used to better understand how people use the Erie Canalway Trail. The survey is 100% anonymous -- no names, phone numbers or home addresses will be collected. The survey should take about 10 minutes.”

Survey Completion

Hand over the clipboard and let respondents fill in the data themselves, asking questions of you when necessary.

Allowing respondents to read the questions for themselves can eliminate some of the unintentional cues that survey collectors often give when reading questions aloud, called interviewer bias. These cues include such practices as skipping questions or reading questions quickly based on assumed information. If you feel that reading the questions aloud to a specific respondent is necessary, please try to be uniform in reading of all questions, and try not to make assumptions about the answers you’ll receive.

Each person should try to obtain surveys from about five persons. However, you are free to conduct more surveys if you like.

Personnel Required

- One or more people can do surveying simultaneously.

- It is also possible for one person to administer surveys to more than one person by having multiple clipboards available, and simply handing them out to respondents.

Please mail all forms to:

Canalway Trail User Count 2014
Parks & Trails New York
29 Elk Street
Albany, NY 12207
518-434-1583
fgotcsik@ptny.org
Or FAX to 518-427-0067

THANK YOU FOR YOUR HELP!!!!

Appendix F: Survey Questionnaire**2014 Erie Canalway Trail User Survey**

Thank you for helping the New York State Canal Corporation and the statewide non-profit Parks & Trails New York learn more about the economic impact of the Erie Canalway Trail. Completing this questionnaire takes less than 10 minutes. Your participation will be kept 100% anonymous. If you would like more information about the survey, please e-mail Fran Gotcsik at Parks & Trails New York at fgotcsik@ptny.org or call 518-434-1583.

1. Please select the areas of the Canal you have visited and circle the areas you are visiting on this trip.

- ☐ Buffalo Waterfront, The Tonawandas, Pendleton
- ☐ Downtown Lockport to Albion
- ☐ Albion to Rochester (west of the Genesee River)
- ☐ Rochester to Newark
- ☐ Port Byron to Camillus
- ☐ DeWitt to Oneida
- ☐ Oneida to Oriskany
- ☐ Oriskany to Herkimer
- ☐ Herkimer to Canajoharie
- ☐ Canajoharie to Amsterdam
- ☐ Amsterdam to Schenectady
- ☐ Schenectady to Trail-end at Hudson River in Waterford
- ☐ Cohoes to Albany

2. Roughly, how many miles from the part of the trail you are visiting today do you live? _____

About you

3. Gender ☐ Female ☐ Male

4. Age ☐ 17 and under ☐ 18 -29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60-69 ☐ 70-79 ☐ 80+

5. What is your zip code? : _____

6. What is your county of residence? : _____

7. What is your highest level of education?

- ☐ Less than High School Diploma
- ☐ High School Diploma
- ☐ Some College
- ☐ 2-year degree
- ☐ 4-year degree
- ☐ Graduate or Professional school

8. How many people are in your group, including yourself? _____

9. Are there any children with you under the age of 15? ☐ Yes ☐ No How many? _____

Trail Usage

10. How did you first find out about the trail? Please choose all that apply.

- ☐ Word of mouth
- ☐ Roadside signage
- ☐ Driving past
- ☐ Live by the trail
- ☐ Trail kiosk
- ☐ Newspaper
- ☐ Magazine
- ☐ Bike shop
- ☐ County tourism office
- ☐ Tourist agency
- ☐ PTNY Cycling the Erie Canal guidebook
- ☐ PTNY website
- ☐ NYS Canal Corporation website
- ☐ Internet search
- ☐ Other: _____

11. What activities do you engage in along the trail? Please choose all that apply and circle your most common activity.

- ☐ Walking/Hiking
- ☐ Biking
- ☐ Horseback
- ☐ Running
- ☐ Walking a pet
- ☐ Bird Watching
- ☐ Skiing
- ☐ Snowmobiling

- ☐ Rollerblading
- ☐ Boating
- ☐ Other: _____

12. When do you primarily use the trail? Please choose one: ☐ Weekday ☐ Weekend ☐ Both

13. How often, on average, do you use the trail? Please choose only one of the following:

- ☐ Daily
- ☐ Between 3-5 times a week
- ☐ 1 or 2 times a week
- ☐ A couple of times a month
- ☐ Once a month
- ☐ Few times a year

14. How much time do you spend on the trail during a typical visit? Please choose only one:

- ☐ Less than 30 minutes
- ☐ 30-60 min
- ☐ 60-120 min
- ☐ >120 min

15. In what seasons do you make use of the trail? Please choose all that apply and circle the season of most frequent visits:

- ☐ Spring
- ☐ Summer
- ☐ Fall
- ☐ Winter

16. What would you consider your use of the trail to be primarily for? Please choose one:

- ☐ Recreation
- ☐ Health, exercise and fitness
- ☐ Commuting to job, school or somewhere else
- ☐ Tourism

17. If you commute, how far is your typical journey, one way, in miles? _____

18. How do you generally get to the trail entrance? Please choose only one of the following:

- ☐ Car/Truck/Van
- ☐ Bike
- ☐ Walk
- ☐ Horseback
- ☐ Other

Vacationing on the trail

19. Are you vacationing in the area, away from your home? ☐ Yes ☐ No

20. Do you ever take overnight or longer trips along the Erie Canalway Trail? ☐ Yes ☐ No

How many nights did you, or do you plan to, stay away from home? _____

21. What is your preferred overnight accommodation for trips to the Canalway Trail? Please choose only one of the following:

- ☐ Bed and breakfast/inn
- ☐ Hotel/motel
- ☐ Campground
- ☐ Staying with friends in the area

22. What resources did you use to plan your trip? Please choose all that apply.

- ☐ Map
- ☐ Roadside signage
- ☐ County tourism office
- ☐ Tourist agency
- ☐ PTNY Guidebook
- ☐ PTNY website map
- ☐ Canal Corporation website
- ☐ Internet search
- ☐ Other: _____

Spending

23. Please fill out the following questions with the amount of money you spend in each category during a typical day on the Canalway Trail. If you are on a multi-day trip, please provide the average spending values for a single day for each category. For example, if you are on a 7-day trip and spend about \$100 per day on a hotel room please report \$100 not \$700. Please only include spending for yourself, not the rest of your party. For example, if you split a \$100 hotel room with another user, report the amount of spending attributed to you as \$50.

Total expenditures within one typical day on the trail:

Motel, hotel, cabin or B&B	_____
Camping fees	_____
Restaurants & bars	_____
Groceries, take-out food/drinks	_____
Gas & oil	_____
Other vehicle expenses	_____
Local transportation	_____
Admissions & fees (amusement parks, state park entrance fees, etc.)	_____
Clothing	_____
Sporting goods	_____
Gambling	_____
Souvenirs and other expenses	_____

Interests

Please tell us how much each statement describes your experiences, preferences and/or views using the following 4-point answer scale:

24. Overall, outdoor activities along the trail have had a very positive effect on me.

- ☐ Definitely Does
- ☐ Does Somewhat
- ☐ Not Very Well
- ☐ Not at all

25. I am interested in the history of the Erie Canal and specific historical spots along the trail.

- ☐ Definitely Does
- ☐ Does Somewhat
- ☐ Not Very Well
- ☐ Not at all

26. How interested would you be in biking along a significant (greater than 50 miles) portion of the trail?

- ☐ Definitely Does
- ☐ Does Somewhat
- ☐ Not Very Well
- ☐ Not at all

Final Questions

27. My current work status is: Please choose only one of the following:

- ☐ I work full-time
- ☐ I work part-time
- ☐ I am looking for work
- ☐ I am retired
- ☐ I am a student

28. My approximate annual household income is: Please choose only one of the following:

- ☐ Less than \$10,000
- ☐ \$10,000 to \$24,999
- ☐ \$25,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 or more

Thank you for completing this survey

If you would like more information about Parks & Trails New York or the Canalway Trail please visit www.ptny.org. Also connect with PTNY on [Facebook](#) and Twitter.

Works Cited

Lindsay, Greg, Jeff Wilson, Elena Rubchinskaya, Jihui Yang, Yuling Han. (2007). Estimating urban trail traffic: Methods for Existing and Proposed Trails. *Landscape Urban Planning* , 299-325.

National Bicycle & Pedestrian Documentation Project Count Adjustment Factors. (2009, March). Retrieved November 22, 2010, from National Bicycle & Pedestrian Documentation Project Count: <http://bikepeddocumentation.org/>

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