D & L Trail
2012 User Survey
and Economic Impact Analysis
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D & L Trail 2012 User Survey and Economic Impact Analysis

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Count Analysis and Economic Impact Analysis
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The D & L Trail is a multi-use trail in eastern Pennsylvania, running north to south from Wilkes-Barre to Bristol, east of Philadelphia. The trail anchors the Delaware and Lehigh National Heritage Corridor (DLNHC), an area encompassing the historic Delaware and Lehigh Canals and overseen by a nonprofit organization dedicated to conserving the cultural and natural resources of a five-county region in the eastern part of the state.

An analysis of data gathered from infrared counters located along the D & L Trail and completed user surveys indicates an estimated 282,796 annual user visits to the trail, resulting in a total economic impact in 2012 of $19,075,921. Of this, $16,358,201 is estimated to have been directly injected into the local economy.

During 2012, Rails-to-Trails Conservancy (RTC) conducted a study of the users of the D & L Trail between the boroughs of White Haven and Morrisville, work supported by a grant from the Pennsylvania Department of Conservation and Natural Resources (DCNR). This study utilized a survey methodology previously tested on Pennsylvania trails and documented in RTC’s Trail User Survey Workbook. (www.railstotrails.org/resources/documents/resource_docs/UserSurveyMethodology.pdf).

This survey was designed specifically to monitor trail user characteristics and the economic impact of trail visits. At the time of writing, 84 percent of the 165-mile trail is complete. For the purposes of this survey, the trail was reviewed in sections, beginning with White Haven as the northernmost point, and ending with the Morrisville trailhead at State Route 1 (SR 1), 32 miles northeast of Philadelphia.

In all, six unique sections of trail were categorized to initially develop a user count analysis. They were:

- White Haven to Jim Thorpe
- Marvin Gardens to Slatington
- Sand Island and Hugh Moore
- Lodi
- Lock 11 to Yardley
- Morrisville

These sections were further categorized to correlate to the three geographic areas defined by DLNHC as the ‘North,’ ‘Central’ and ‘South’ regions.

Survey forms were available at 18 locations along the trail and during a number of special events. The forms were available from June through October.
More than 4,500 surveys were distributed and almost 1,000 completed surveys were returned. The completed forms were mailed back to RTC. A total of 862 survey responses were tabulated for this report.

The majority of surveys were completed by people from the South region, defined by the boundaries of the Delaware Canal State Park and ending at Morrisville. While Jim Thorpe, in the North region, and New Hope in the South, derive a similar amount of total economic impact from trail users, twice as many respondents report staying overnight in Jim Thorpe as compared to New Hope and Washington Crossing.

Survey respondents represent 17 states and three countries, the majority being from Pennsylvania (77.5 percent), New Jersey (11.5 percent) and New York (7.0 percent). Residents of 27 counties across the state visited the trail. The majority of the Pennsylvania residents were from Bucks County (23.6 percent), Lehigh County (18.3 percent) and Northampton County (12.2 percent).

The majority of trail users were 46 years of age and older, in line with the findings of many trail user studies. Ages 46 and younger represent just 19 percent of the respondents. Less than 12 percent reported having young children with them on the trail. The gender split among the survey respondents was 44.5 percent female and 55.5 percent male.

The major activities recorded along the trail were biking (46.9 percent), walking (29.7 percent) and jogging (8.2 percent). Almost 80 percent of the survey respondents believe the trail has influenced the amount and frequency of these activities in their lives. Health is the primary purpose (52.0 percent) for being on the trail, and 44.4 percent of respondents report spending two hours or more on the trail each visit. Wildlife-viewing (31.6 percent) and bird-watching (19.1 percent) were the most popular secondary activities listed by trail users.

Most respondents reported they were familiar with the trail because they live in the area. 38.5 percent reported finding out about the trail via word of mouth, and 16.1 percent because of driving past the trail. Approximately 21 percent of the survey respondents said they learned about the trail via the internet, through either websites specific to the D & L Trail or more general pages.

Eight questions regarding expenditures while visiting the trail were included on the survey form. “Hard goods” was used to describe items such as bicycles, clothing and accessories, while “soft goods” was applied to items such as food and drinks.
Most (77.4 percent) of the D & L Trail survey respondents reported buying hard goods associated with their use of the trail and reported spending an average of $425.12 on hard goods such as clothing, shoes, bicycles and accessories. The majority of respondents (41 percent) also reported making the purchases at locally-owned shops, while 37.2 percent reported purchasing from national and regional chains. Another 21.7 percent made their purchases online.

The purchase of soft goods was reported by 73.6 percent of respondents for an average dollar amount of $33.49 per visit. These purchases were reported to have been made in conjunction with their trail visit.

Overnight lodging is the third element used to determine overall economic impact. In 2012, more than 14 percent of the survey respondents reported staying overnight in the local area during their trail visit. Of the 69.4 percent of overnight stays that reported paying for accommodation during their visit, an average expense of $132.36 per night was calculated, with an average stay of 2.2 nights.

Several questions unique to the D & L Trail were included in the 2012 survey. Among them, trail managers wanted to know if people would be willing to pay for membership in an organization that supports the trail; 64 percent said they would. A question about watered canals showed that 81.2 percent of respondents felt they would visit the trail regardless of whether there was water in the canals or not.

Six sections of the trail were identified and analyzed for predominant use that correlate to the North, Central and South regions of the corridor identified by DLNHC. A large number (74 percent) of respondents listed Tinicum to Washington Crossing as the area they use most often, while 20.4 percent respondents listed White Haven to Jim Thorpe as the section of trail they used most often.

Infrared counters along the trail document the South region of the trail closest to Philadelphia is the most heavily used (45.9 percent of counts) with the North region from White Haven to Palmerton recorded 29.9 percent of total counts. The popularity of the South region can be confirmed by the majority of respondents (74 percent) to the paper survey that indicated the area between Tinicum and Washington Crossing was their favorite.
Historical Perspective

*Excerpted from the DLNHC website; Our Heritage/Transportation. www.delawareandlehigh.org/index.php/heritage/transportation

"In the early 1800s, two Philadelphia businessmen, Josiah White and Erskine Hazard, oversaw the construction of a lengthy network of locks, canals and towpaths to ship anthracite, further aiding the mining industry's growth.

Together the Lehigh and Delaware Canals created a key part of a grand transportation system stretching from the Appalachians to the Atlantic. These waterways had very different effects on their surrounding lands.

The Lehigh Canal generated a great deal of industrial development in the form of mining and the accompanying advances. It gave rise to many towns and offshoot businesses including timber cutting and sawmills, steel and silk mills, and one of the largest tanneries in the U.S.

Then in 1862, a massive flood destroyed all the dams, locks, canal boats and villages along the Upper Grand Division of the Lehigh Canal (between White Haven and Jim Thorpe). Thus a new era began, as coal shipping shifted to railroads. The Lehigh Valley Railroad, which ran from Mauch Chunk (now Jim Thorpe) to Easton and on to New York City, was the first rail line to have a significant impact.
The Lehigh & Susquehanna Railroad and Reading & Pennsylvania Railroad also moved into the area, creating competition for shipping coal and other goods. Investment by J.P. Morgan, Cornelius Vanderbilt and other entrepreneurs gave railroads leverage to squeeze coal mining operators and the immigrants they employed.

The Delaware Canal, on the other hand, was a means of shipping goods and establishing commerce — an economic and physical link. There was little if any industrial impact on the rural, farm region it flowed through. Farmers had over-land routes for their dairy products, grains, fruits and vegetables, only occasionally using the Canal. They did not solely depend on it for their transport needs, as did businesses to the north. As a result, most of Bucks County avoided the industrial boom seen in the counties upriver.

The five-county region of Pennsylvania that traverses the historic Delaware and Lehigh Canals was designated a National Heritage Area by Congress in 1988, with the mission to “restore historic places, conserve green space for public use and preserve and interpret our heritage to enhance life for generations to come.” The nonprofit DLNHC is a joint effort of private groups, citizens, county and municipal governments, the Commonwealth of Pennsylvania and the federal government.
The majority of the D & L Trail is surfaced with crushed limestone, particularly in the North and Central regions. In the South, the Delaware Canal Towpath retains much of its original hard-packed dirt surface. All three regions include areas of asphalt or other hard surface treatment where needed. Most of the longer paved sections are in towns and park areas around Allentown, Easton and Morrisville.

The entirety of the D & L Trail can be separated into three distinct regions. The following three areas are used by the DLNHC for marketing and administrative purposes.

The North region comprises Carbon and Luzerne counties and the area from Wilkes-Barre to Palmerton. The most active section of trail in this region is the very popular tourist town of Jim Thorpe. The trail is anchored by the equally popular Lehigh Gorge State Park.

The northern end of the D & L Trail is planned to connect to the Wilkes-Barre/Scranton area via the Black Diamond Trail. Until then, White Haven is a popular starting point for accessing the Lehigh Gorge State Park Trail. This 26-mile trail runs parallel to the Lehigh River and an active railroad corridor. At the bottom of a steep, wooded gorge, this part
of the trail contains the most natural wilderness of the entire D & L Trail. Shuttle service for trail users is available from the southern end of the trail in Jim Thorpe, a very popular tourist destination. Jim Thorpe is home to several outfitters which specialize in rafting expeditions on the Lehigh River as well as providing rental bikes and shuttle services. The area is adjacent to the popular Pocono Mountains resort area, equally attractive to outdoor enthusiasts.

The Central region comprises Lehigh and Northampton counties, more densely populated and industrial than the North region. Here, sections of trail have been developed as land and easements along the historic canal route become available. The cities of Allentown, Bethlehem and Easton are included in this region, which is considered to be the third largest urban area in the state. Public parks and numerous historic sites are connected by the trail in the Central region and include the 520-acre Hugh Moore Park and National Canal Museum.
The South region of the D & L Trail is located completely within the Delaware Canal State Park in Bucks County, and uses the historic canal towpath in its entirety between Easton and Bristol. The Delaware River is the longest free-flowing, undammed river east of the Mississippi. Large sections of the historic locks have been rebuilt along the length of the towpath from the confluence of the Lehigh and Delaware rivers at Easton to the famous location of Washington’s Crossing of the Delaware River near New Hope. This region of the D & L Trail has suffered severe damage over the past few years from flooding. Following each flooding event, the State of Pennsylvania has honored a commitment to rebuilding this unique transportation route through one of the most historic areas in the country. The canal towpath and D & L Trail end in Bristol, just 30 minutes from the center of Philadelphia.
## Demographics

### D & L Trail: North Region—White Haven to Palmerton*

<table>
<thead>
<tr>
<th></th>
<th>Luzerne County</th>
<th>Carbon County</th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>320,651</td>
<td>65,154</td>
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<tr>
<td>Median Household Income</td>
<td>43,296</td>
<td>49,056</td>
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<tr>
<td>Households</td>
<td>131,052</td>
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<tr>
<td>Persons Per Household</td>
<td>2.35</td>
<td>2.45</td>
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<td>Population Density</td>
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<td>171.1</td>
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### D & L Trail: Central Region—Slatington to Easton*

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<th>Lehigh County</th>
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<tbody>
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<td>Population</td>
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<td>352,947</td>
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<td>Median Household Income</td>
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<td>Households</td>
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<td>133,159</td>
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<td>Persons Per Household</td>
<td>2.54</td>
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<td>Population Density</td>
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### D & L Trail: South Region—Easton to Bristol*

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<td>Persons Per Household</td>
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<td>Population Density</td>
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### Projected Population Growth by County**

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<th>2030</th>
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<td>Luzerne County</td>
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<td>288,847</td>
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<td>Carbon County</td>
<td>63,311</td>
<td>67,079</td>
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<td>Northampton County</td>
<td>291,610</td>
<td>316,862</td>
<td>342,081</td>
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<tr>
<td>Lehigh County</td>
<td>336,187</td>
<td>361,437</td>
<td>381,738</td>
</tr>
<tr>
<td>Bucks County</td>
<td>643,095</td>
<td>673,124</td>
<td>697,961</td>
</tr>
</tbody>
</table>

*Source: U.S. Census Quick facts 2011.

** Source: Pennsylvania State Data Center, County population projections, PennState University, 2012.

In 2005, The Alliance of National Heritage Areas (ANHA) released a report on Heritage Tourism Spending for the entire Delaware and Lehigh National Heritage Corridor. The report indicated tourists spent $276 million while visiting the many sites included in the entire Heritage Corridor.

Question 1
What is your ZIP code?

77.5% Pennsylvania (Bucks County 23.6%; Lehigh County 18.3%; Northampton County 12.2%; Carbon County 7.3%; Luzerne County 3.4%; Other Pa. counties 12.7%)
11.5% New Jersey
7.0% New York
4.0% 16 other states and three countries

Question 2
How often, on average, do you use the trail?

6.9% Daily
9.2% Once a week
10.7% Twice a week
18.5% More than twice a week
4.5% Once a month
14.1% A couple of times a month
14.9% A few times a year
21.1% This is my first time

Question 3
Please identify your age group.

1.2% 15 and under
4.8% 16–25
10.6% 26–35
12.4% 36–45
26.4% 46–55
27.8% 56–65
16.8% 66 or over

Question 4
Were any children 15 years of age or younger with you on the trail today?

11.7% Yes
88.3% No

Question 5
What is your gender?

55.5% Male
44.5% Female

Question 6
What is your primary activity on the trail?

29.7% Walking/hiking
46.9% Biking
8.2% Jogging/running
0.1% Horseback riding
2.2% Cross-country skiing/snowshoeing
0.1% Skating
2.7% Fishing
8.0% Dog walking
2.2% Other: boating, photography, bird-watching

Question 7
Has the trail had an influence on the type or frequency of activity you participate in?

79.2% Yes
20.8% No

Question 8
How much time do you generally spend on the trail during each visit?

1.3% Less than 30 minutes
15.8% 30 minutes to 1 hour
38.6% 1 to 2 hours
44.4% More than 2 hours

Question 9
Would you consider your main use of the trail to be for...

39.6% Recreation
52.0% Health and exercise
1.5% Training
2.5% Commuting
0.2% Walking to school
1.5% Fishing
0.8% Boating
1.8% Other
Question 10
During your visit to the trail did you...
2.6% Fish
1.5% Go boating
19.1% Watch birds
31.6% Watch wildlife
12.3% Study wildflowers
1.0% Geocache
12.0% Visit a historic site
6.8% Shop
3.6% Attend an event
9.6% Other

Question 11
How did you get to the trail?
12.4% Walk
17.5% Bicycle
65.2% Automobile
4.8% Mass transit

Question 12
How did you find out about the trail?
38.5% Word of mouth
7.0% Roadside signage
16.1% Driving past
4.4% Newspaper
5.5% Bike shop
1.6% Tourist bureau
5.5% D & L brochure
1.6% www.explorePAtrails.com
3.4% www.Traillink.com
1.2% Delawareandlehigh.org
0.3% Facebook
14.8% Other: local resident, other web and social media

Question 13
Has your use of the trail influenced your purchase of...
20.7% Bike
20.2% Bike supplies
3.9% Auto accessories (bike rack, etc.)
17.1% Footwear
15.6% Clothing
22.6% Nothing

Question 14
Approximately how much did you spend on the items above in the past year?
The average for those who indicated they had made a purchase and provided a dollar amount was $425.12 (n=493).

Question 15
Where do you typically purchase most of your trail related “hard goods”?
26.8% Local national chain
10.4% Local regional chain
41.0% Locally-owned store
9.9% Online national retail
2.1% Online regional retail
9.7% Online specialty

Question 16
In conjunction with your most recent trip to the trail, did you purchase any of the following?
21.3% Beverages
11.8% Candy/snack foods
8.1% Sandwiches
5.6% Ice cream
18.2% Meals at a restaurant along the trail
6.7% Bike rental
2.0% Other
26.4% None of these

Question 17
Approximately how much did you spend per person on the items above?
The average for those who indicated they had made a purchase and provided a dollar amount was $33.49 (n=449).
Note: This is an average amount spent per person, per trip.

Question 18
Did your visit to the trail involve an overnight stay in one of the following types of accommodations? (n=124)
29.8% Motel/hotel
19.4% Bed-and-Breakfast
21.0% Friend or relative’s home
20.2% Campground
9.7% Other
Question 19
How many nights did you stay in conjunction with your visit to the trail?
Average number of nights per stay: 2.2

Question 20
Approximately how much did you spend on overnight accommodations per night?
Average expenditure per night for those who provided an amount was $132.36 (n=77).

Question 21
In your opinion, the maintenance of the trail is...
43.5% Excellent
38.9% Good
10.0% Fair
7.6% Poor

Question 22
In your opinion, the safety and security along the trail is...
38.0% Excellent
46.4% Good
10.9% Fair
4.7% Poor

Question 23
In your opinion, the cleanliness of the trail is...
50.8% Excellent
40.2% Good
7.0% Fair
2.1% Poor

Question 24
Would you become a paying member of an organization that supports the trail?
64.0% Yes
36.0% No

Question 25
Does the canal being watered determine when you visit the towpath?
18.8% Yes
81.2% No

Question 26
Which portion of the trail do you use most often?
30.4% White Haven to Jim Thorpe
20.4% Jim Thorpe to Allentown
9.3% Allentown to Easton
8.5% Easton to Tinicum
17.4% Tinicum to Washington Crossing
14.0% Washington Crossing to Bristol

Question 27
Which trail access point do you generally use when you visit the trail? (This question allowed open-ended results. The results were analyzed to reflect the three geographic regions of the trail).
41.4% Central Region
30.4% North Region
28.2% South Region

Question 28
What type of trip do you most often take on the D & L Trail?
83.6% Loop (out and back)
16.2% Through trip (one way)

Question 29
Are you familiar with the Delaware and Lehigh National Heritage Corridor?
47.2% Yes
52.8% No
ZIP CODE MAP for D & L Trail Survey Respondents

The home zip codes of survey participants are collected from the paper surveys and compiled via GIS to illustrate the distribution of users over the five month period between June and October.
Utilizing RTC’s Trail User Survey Workbook template as a starting point, the survey form was refined with input from DLNHC staff. The sample was self-selecting, meaning trail users could pick up survey forms that were available at each of the trail’s primary trailheads between White Haven and Morrisville. The survey forms were folded into a postage-paid self-mailer that was addressed to RTC. Survey collection was conducted between the end of May and the end of October, 2012. Approximately 4,500 survey forms were distributed.

For the purpose of this analysis, 862 survey forms were tabulated and analyzed.

Because several questions called for multiple responses, and some survey respondents did not answer all of the questions, the percentages presented in this analysis are based on the total number of responses to each individual question.

(Disclaimer: As a self-selecting survey, the findings are not absolute and no one can predict with any certainty how trail users will act in the future. That said, our findings track very closely with similar surveys and other published reports, as well as anecdotal evidence).

For the purpose of this analysis, the data gathered by the D & L Trail User Survey has been analyzed according to the three distinct regions designated by the Delaware and Lehigh National Heritage Corridor (DLNHC) and described previously in this report: the North, Central and South regions. Each section of the following Comparative Analysis includes an interpretation of the data as a whole, along with a comparison of the three regions.
The D & L Trail user survey included a question to identify the users’ most frequently used access point along the trail. Each of the access points was given a value to place it in one of the three geographic regions (North, Central or South). These results were than tabulated by region in order to make the following comparisons.

Rail-trail surveys around the country document a higher percentage of users over 45 years of age. Note that in the South region, a younger population represents a significant percentage of trail users.

Bicycling is by far the most popular activity on all sections of the trail, followed by walking and dog walking. The “other” category includes Horseback Riding (0.1 Percent), skating and photography.
National averages for walking speed are 3 miles per hour, and the average bike speed is 10 miles per hour. With speed of travel in mind, a correlation can be seen between the primary activity (bicycling) and the amount of time spent on the trail. More important to the local economic impact is the fact that the more time a user spends on the trail, the more likely they are to spend money on food or lodging in the vicinity.

More than 73 percent of respondents reported purchasing some form of “soft” or non-durable goods during their visit to the trail. This is a predictable occurrence for long distance trails, and close to what we would expect to see on the D & L Trail. More interesting is the regional breakdown that documents a greater percentage of people purchasing products in the North region. The town of Jim Thorpe in the North region is a gateway, tourist destination for day trips and overnight trips.
For the purposes of this study, soft good expenditures included bike rentals, which may help account for the high per person dollar amount spent on soft goods. Overall, 6.7 percent of the survey respondents reported spending money on bike rental. A higher amount is being spent in the North region where bike rentals are available at several local businesses. In the North region, 10.8 percent of respondents reported using a bike rental, while 7.2 percent reported a bike rental expenditure in the South region. Respondents in the Central region did not report any expenditure on bike rentals, and reported a lower dollar amount on soft goods overall. Of the choices provided in the survey, beverages and meals were purchased by the majority of users.

Survey respondents indicated they had purchased a number of supply items, or “hard goods” such as clothing, footwear and bikes because of their use of the trail. The Central region reported a slightly higher percentage of users purchasing items, which may be related to the proximity of the users’ residence to the trail. Most respondents (41 percent) also reported that they purchased goods from locally-owned stores.
Respondents using the Central region reported greater expenditure on hard goods items. Again, this may be a reflection of the fact that many trail users in this region live close to the trail. Of the three regions, the Central region is the most residential, with densest housing and retail centers.
During the summer and fall of 2012, passive infrared counters were placed at eight locations along the D & L Trail between White Haven and Hugh Moore Park. These counters collect data on the number of trail users passing the counter by detecting each user’s “heat signature.”

Additional infra-red counters of the same make are managed by the staff of the Delaware Canal State Park at various locations along the Delaware Canal Towpath. The raw data from counters located at Lodi, Lock 11, Black Rock and Morrisville was gathered during the summer and fall months and provided by the park’s staff for this study.

In order to develop an annual user estimate for the D & L Trail, the data collected from June through October, 2012, was extrapolated to a 12-month estimate using a “User Visit Model” developed by RTC. This model examines data collected using electronic counters at 95 different locations on rail-trails across the United States.

<table>
<thead>
<tr>
<th>Trail Counter Location</th>
<th>Actual Count</th>
<th>Estimated 12-Month Count*</th>
<th>Adjusted for Passing Multiple Counters</th>
<th>Adjusted for Missing Counts**</th>
<th>Adjusted for Out &amp; Back Trips</th>
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</thead>
<tbody>
<tr>
<td>White Haven</td>
<td>1,246</td>
<td>10,395</td>
<td>8,291</td>
<td>9,950</td>
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<tr>
<td>Glen Onoko</td>
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<td>66,424</td>
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<td>Jim Thorpe</td>
<td>4,298</td>
<td>35,857</td>
<td>28,601</td>
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<td>Marvin Gardens</td>
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<td>21,294</td>
<td>25,553</td>
<td>14,872</td>
</tr>
<tr>
<td>Lodi</td>
<td>3,652</td>
<td>30,467</td>
<td>24,302</td>
<td>29,162</td>
<td>16,972</td>
</tr>
<tr>
<td>Lock 11</td>
<td>10,152</td>
<td>84,694</td>
<td>67,556</td>
<td>81,067</td>
<td>47,181</td>
</tr>
<tr>
<td>Black Rock</td>
<td>12,026</td>
<td>100,329</td>
<td>80,026</td>
<td>96,031</td>
<td>55,890</td>
</tr>
<tr>
<td>Morrisville</td>
<td>2,124</td>
<td>17,720</td>
<td>14,134</td>
<td>16,961</td>
<td>9,871</td>
</tr>
</tbody>
</table>
| **Total Estimated Annual Trail User Visits** | **282,796*** | *** Annual estimate developed from actual counter data extrapolated using the RTC User Visit Model.**
Non-Consumable, Hard Goods

The economic impact of the D & L Trail is comprised of several elements. From the survey, the percentage of respondents who purchased durable or “hard goods” (bikes, bike equipment, running/walking shoes, etc.) was determined. Most respondents also indicated how much they spent on these types of purchases during the past 12 months.

Has your use of the trail influenced your purchase of…? (check all that apply)

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike</td>
<td>0.7%</td>
</tr>
<tr>
<td>Bike supplies</td>
<td>20.2%</td>
</tr>
<tr>
<td>Auto accessories</td>
<td>3.9%</td>
</tr>
<tr>
<td>Running/walking/hiking shoes</td>
<td>17.1%</td>
</tr>
<tr>
<td>Clothing</td>
<td>15.6%</td>
</tr>
<tr>
<td>Nothing</td>
<td>22.6%</td>
</tr>
</tbody>
</table>

Approximately how much did you spend on these items in the past year? (enter dollar amount)

| Average hard goods purchase | $425.12 |

Consumable, Soft Goods

The survey determined how much trail users spent on non-durable consumables, or “soft goods” (water, soda, snacks, ice cream, lunches, etc.), while using the trail. The percentage of respondents who made these types of purchases is an important aspect for determining the local economic impact.

In conjunction with your most recent trip to the trail, did you purchase any of the following? (check all that apply)

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages</td>
<td>21.3%</td>
</tr>
<tr>
<td>Candy/snack foods</td>
<td>11.8%</td>
</tr>
<tr>
<td>Sandwiches</td>
<td>8.1%</td>
</tr>
<tr>
<td>Ice cream</td>
<td>5.6%</td>
</tr>
<tr>
<td>Meals at a restaurant along the trail</td>
<td>18.2%</td>
</tr>
<tr>
<td>Bike rental</td>
<td>6.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.0%</td>
</tr>
<tr>
<td>None of these</td>
<td>26.4%</td>
</tr>
</tbody>
</table>

Approximately how much did you spend per person on the items above? (enter dollar amount)

| Average consumable goods purchase  | $33.49   |
Lodging

The third factor included in the estimate of trail user economic impact is overnight lodging.

The number of overnight stays and the average amount paid for rooms is determined directly from the survey responses.

Did your visit to the trail involve an overnight stay in one of the following types of accommodations? (circle one response)

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motel/hotel</td>
<td>29.8%</td>
</tr>
<tr>
<td>Bed-and-Breakfast</td>
<td>19.4%</td>
</tr>
<tr>
<td>Friend or relative's home</td>
<td>21.0%</td>
</tr>
<tr>
<td>Campground</td>
<td>20.2%</td>
</tr>
<tr>
<td>Other</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

How many nights did you stay in conjunction with your visit to this trail?

| Average | 2.2 nights |

Approximately how much did you spend on overnight accommodations per night?

| Average | $132.36 |

Paul Fogal, Chair, DLNHC, 2011 Annual Report: “Living and working in the vicinity of the Lehigh Gorge, I can’t help but notice the progress of the Corridor and its most visible project. The D & L Trail is becoming an economic driver. On any given day, there are bicyclists, people walking and hiking, paddlers and excursion and freight trains chugging along the Lehigh River and our Trail.”
D & L Trail Economic Impact Analysis

The following chart takes the data collected from the three categories of soft goods, hard goods and lodging, and extrapolates the purchases on an annual basis. While hard good purchases may not be made on an annual basis, they represent a significant expenditure figure. The purchase of soft goods does represent an annual expenditure because these purchases are made on a per-trip basis by users. Likewise, spending on overnight accommodations can be anticipated to occur year after year.

<table>
<thead>
<tr>
<th>Category</th>
<th>% Usage</th>
<th>Avg. $</th>
<th>Avg. Life</th>
<th>Avg. # of trips**</th>
<th>Avg. # of Nights</th>
<th>Total Est. Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Goods*</td>
<td>77.4%</td>
<td>$425.12</td>
<td>6 years</td>
<td>5.7</td>
<td></td>
<td>$2,717,720</td>
</tr>
<tr>
<td>Soft Goods</td>
<td>73.6%</td>
<td>$33.49</td>
<td></td>
<td></td>
<td></td>
<td>$6,970,537</td>
</tr>
<tr>
<td>Accommodations</td>
<td>11.4%</td>
<td>$132.36</td>
<td></td>
<td>2.2</td>
<td></td>
<td>$9,387,664</td>
</tr>
</tbody>
</table>

Hard Goods = (% Usage X (Avg. $÷Avg. Life) X # Users ÷ Avg. Number of Trips)*
In the above example, the calculation would look like this: ((.774 X ($425.12 ÷ 6)) X (282,796 ÷ 5.7) = $2,717,720.

Soft Goods = (% Usage X Users Avg. $ X # Users)
In the above example, the calculation would look like this: (.736 X $33.49 X 282,796) = $438,341.

Overnight Accommodations = (% Usage X User Avg. $ X Avg. # of Nights X # Users)
(.114 X $132.36 X 2.2 X 282,796) = $9,387,664.

*Major hard good purchases such as a bike may be replaced every five to 10 years. Running shoes may be replaced every couple of months. For the purpose of this analysis, we assumed the average life of a hard good to be six years. To get a figure that is usable on an annual user basis, the hard goods need to be broken down to a per-trip figure.

** This amounts to working the average spending on a hard good down to a per-use depreciation amount.
## D & L Trail Economic Impact by Region

<table>
<thead>
<tr>
<th>Trail Segment</th>
<th>Economic Impact</th>
<th>% Usage</th>
<th>Avg. $</th>
<th>Avg. # of Nights</th>
<th>Annual User Estimates</th>
<th>Economic Impact $</th>
<th>Section Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Haven to Jim Thorpe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,092,834</td>
</tr>
<tr>
<td>(White Haven, Glen Onoko, Jim</td>
<td>86.6%</td>
<td>$42.45</td>
<td>62,768</td>
<td>$2,307,458</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thorpe)</td>
<td>22.1%</td>
<td>$128.30</td>
<td>2.1</td>
<td>62,768</td>
<td>$3,785,376</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jim Thorpe to Allentown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,422,606</td>
</tr>
<tr>
<td>(Marvin Gardens, Nature Center</td>
<td>61.0%</td>
<td>$17.43</td>
<td>54,589</td>
<td>$580,406.62</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slatington)</td>
<td>3.80%</td>
<td>$203.00</td>
<td>2.0</td>
<td>54,589</td>
<td>$842,199.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allentown to Easton</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$834,093</td>
</tr>
<tr>
<td>(Sand Island—Hugh Moore)</td>
<td>63.6%</td>
<td>$28.68</td>
<td>35,525</td>
<td>$647,993.05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overnight Accommodations</td>
<td>4.17%</td>
<td>$83.75</td>
<td>1.5</td>
<td>35,525</td>
<td>$186,099.93</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easton to Lodi</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$333,748</td>
</tr>
<tr>
<td>(Lodi)</td>
<td>74.1%</td>
<td>$24.21</td>
<td>16,972</td>
<td>$304,471.06</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overnight Accommodations</td>
<td>2.3%</td>
<td>$75.00</td>
<td>1.0</td>
<td>16,972</td>
<td>$29,276.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Hope to Washington Crossing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$5,914,711</td>
</tr>
<tr>
<td>(Lock 11 &amp; Black Rock)</td>
<td>78.4%</td>
<td>$30.52</td>
<td>103,071</td>
<td>$2,466,249.91</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overnight Accommodations</td>
<td>8.9%</td>
<td>$178.21</td>
<td>2.1</td>
<td>103,071</td>
<td>$3,448,461.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morrisville</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$30,549</td>
</tr>
<tr>
<td>Soft Goods</td>
<td>62.4%</td>
<td>$17.50</td>
<td>1,062</td>
<td>$11,597.04</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overnight Accommodations</td>
<td>7.6%</td>
<td>$93.43</td>
<td>2.5</td>
<td>1,062</td>
<td>$18,951.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Usage</td>
<td>Avg. $</td>
<td>Avg. Life</td>
<td>Avg. # Trips/ Nights</td>
<td>Annual User Estimate</td>
<td>Economic Impact $</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D &amp; L Trail</td>
<td>77.4%</td>
<td>$425.12</td>
<td>6</td>
<td>5.70</td>
<td>282,796</td>
<td>$2,717,720</td>
<td></td>
</tr>
<tr>
<td>D &amp; L Trail</td>
<td>73.6%</td>
<td>$33.49</td>
<td></td>
<td></td>
<td>282,796</td>
<td>$6,970,537</td>
<td></td>
</tr>
<tr>
<td>D &amp; L Trail</td>
<td>11.4%</td>
<td>$132.36</td>
<td></td>
<td></td>
<td>282,796</td>
<td>$9,387,664</td>
<td></td>
</tr>
</tbody>
</table>

$19,075,921
Questions about trail maintenance, safety and cleanliness are important to trail managers and other area stakeholders who work hard to maintain the condition of the trail. Survey respondents also had an opportunity to make open ended comments. A total of 421 comments were recorded and will be made available to the trail managers along the D & L Trail.

Safety along a long distance trail can sometimes be a perceived, rather than a real, threat. Overall the trail is perceived to be safe but respondents did not place it in the excellent category of maintenance and cleanliness. Note, the North region is the only region that did attain the excellent category for safety. An intercept survey that focused only on safety concerns would need to be used to determine specific areas that might be addressed.
Opinion of trail cleanliness

Comparison among regions

Percent

Excellent Good Fair Poor

D & L Trail

Percent

Excellent Good Fair Poor

North Central South

28 / D & L Trail 2012 User Survey
Qualitative Values of the D & L Trail

The following is a sampling of verbatim comments taken from the D & L Trail User Survey forms. A copy of all 421 comments has been tabulated for trail management.

Visiting the trail brings me peace and calm just to sit by the river and reflect.

Would like to see the PA side of the Delaware restored north of New Hope.

Is it possible to include a garbage can at major access points? Picked up a handful of trash - brought it home to throw away. Thanks!!

Loved every minute of this tour. Additional restrooms and vendors would be great along the path.

We were thrilled when trails from Easton to New Hope were improved, then the floods came again! We love going from Easton to New Hope and back on NJ side but damage near Lumberton and just south of Easton make it less attractive.

Trailheads need more signs for rules of bikers vs. hikers, have lots of problems with speeding bikes not yielding to hikers.

It was a breathtaking ride. I enjoyed the scenery, the peace, the quiet, can't wait to do it again. Enjoyed all of the placards along the way telling the history of the canal.

I really enjoyed the section of the trail I rode on and look forward to planning another trip to explore the other areas.

We are very pleased that you were able to water the canal after the Easton flood damage. Sure wish you could repair the towpath south of Ground Hog. Thanks

Maybe more benches as I take my dad and he needs to rest! Thanks!

We recently bought a home and moved to Yardley, PA in large part because of the proximity of the trail. As an avid runner and cyclist, this was a huge selling point!

Nice trail but could use better maintenance like more frequent grass cutting and in some areas tree trimming of branches.

I love these trails. Safe riding, well kept. Sorry the part from Easton south is closed.

I appreciate having a safe, good surfaced path to walk on with or without my lab.

Keep up the good work. Trails are wonderful, makes me glad I live here to have this in my back yard.

This is a great resource. It is a unique opportunity to help others experience nature. Thank you for all the work you do in security this great resource for the future.

We love the trail. It has added so much to the town of Slatington.

We love the trails in the Greater Lehigh Valley, we have rode over 600 miles so far this year, 2012.

Trail influenced where we purchased a home when we moved to PA.

I greatly enjoy my walks. Would be great to have some benches along the way.
Appendix—Trail Counter Data
TRAFx REPORT:

Project: D&L Trail Survey
Counter: White Haven June-Oct_2012
Start: 2012-06-01
Finish: 2012-10-31
Location:
Comment: Divide by 2 applied.

Total Counts: 4,699
Total Periods: 153
Period Length: 1 day
Mean:
  Mode: 20.0
  Median: 21.0
Maximum: 182
Minimum: 0

Daily Mean:
  Weekday: 18.0
  Weekend: 62.1
Mean:
  Monday: 14.6
  Tuesday: 14.3
  Wednesday: 18.8
  Thursday: 20.3
  Friday: 22.0
Median:
  Monday: 14.3
  Tuesday: 14.8
  Wednesday: 20.3
  Thursday: 22.0
 Maximum: 182
 Minimum: 0

Total Weekday: 1,965
Total Weekend: 2,734
Daily Max/Min Weekday: 68 / 0
Daily Max/Min Weekend: 182 / 4

FIVE PEAK PERIODS: 2012-09-02 (182), 2012-10-14 (148), 2012-09-15 (128), 2012-09-01 (125), 2012-10-13 (110)
TRAFx REPORT:

- Project: D&L Trail Survey
- Start: 2012-06-01
- Finish: 2012-10-31
- Location: Slattington_June-OCT_2012
- Comment: Divide by 2 applied.

**Total Counts:** 13,482

- **Daily Mean Weekday:** 71.0
- **Total (1):** 13,482

- **Total Periods:** 153
- **Daily Mean Weekend:** 130.6
- **Total (2):** 0

- **Period Length:** 1 day
- **Mean Monday:** 71.7
- **Percentage (1):** 100.0

- **Mean Tuesday:** 68.3
- **Percentage (2):** 34.0

- **Mean Wednesday:** 75.5
- **Mean (1):** 88.1

- **Median Thursday:** 73.4
- **Mean (2):** 0.0

- **Standard Deviation Friday:** 51.0
- **Mean Saturday:** 116.5
- **Max/Mn (1):** 256

- **Mode:** 34.0
- **Mean Sunday:** 144.9
- **Max/Mn (2):** 0

- **Minimum:** 2

- **Total Weekday:** 7,735
- **Total Weekend:** 5,747
- **Daily Max/Mn Weekday:** 170 / 2
- **Daily Max/Mn Weekend:** 256 / 32

**FIVE PEAK PERIODS:** 2012-08-18 (256), 2012-06-17 (254), 2012-06-03 (244), 2012-08-19 (234), 2012-09-09 (234)
TRAFx REPORT:

Project: D&L Trail  
Counter: Sand Island_June-OCT_2012  
Start: 2012-06-01  
Location:  
Finish: 2012-10-31  
Comment: Divide by 2 applied.

Total Counts: 10,284  
Total Periods: 153  
Period Length: 1 day  
Mean: 67.2  
Mode: 74.0  
Median: 64.0  
Standard Deviation: 43.8  
Maximum: 458  
Minimum: 3  
Total Weekday: 6,309  
Total Weekend: 3,975  
Daily Max/Mn Weekday: 138 / 3  
Daily Max/Mn Weekend: 458 / 12

FIVE PEAK PERIODS: 2012-09-09 (458), 2012-09-16 (166), 2012-06-17 (148), 2012-09-23 (139), 2012-10-26 (138)
TRAFx REPORT:

Project: D&L Trail User Survey  
Start: 2012-06-01  
Location:  
Counter: Nature Center_June-OCT_2012  
Finish: 2012-10-31  
Comment: Divide by 2 applied.

Total Counts: 6,285
Total Periods: 153
Period Length: 1 day
Mean: 41.1
Mode: 24.0
Median: 34.0
Standard Deviation: 29.5
Maximum: 135
Minimum: 1

Daily Mean Weekday: 29.2
Mean Monday: 32.3
Mean Tuesday: 28.0
Mean Wednesday: 30.0
Mean Thursday: 22.8
Mean Friday: 33.0
Mean Saturday: 59.4
Mean Sunday: 81.6

Total (1): 6,285
Total (2): 0
Percentage (1): 100.0
Percentage (2): 0.0
Mean (1): 41.1
Mean (2): 0.0
Max/Min (1): 135 / 1
Max/Min (2): 0 / 0

FIVE PEAK PERIODS: 2012-06-17 (135), 2012-09-09 (130), 2012-09-23 (129), 2012-10-13 (124), 2012-08-19 (122)
TRAFx REPORT:

Project: Start: 2012-06-01  Location: 

Total Counts: 4,549
Total Periods: 153
Period Length: 1 day
Mean: 29.7
Mode: 32.0
Median: 30.0
Standard Deviation: 13.0
Maximum: 70
Minimum: 0

Total Weekday: 3,055
Total Weekend: 1,494
Daily Max/Min Weekday: 68 / 0
Daily Max/Min Weekend: 70 / 10

FIVE PEAK PERIODS: 2012-10-20 (70), 2012-06-21 (68), 2012-06-17 (66), 2012-08-29 (60), 2012-07-30 (56)
TRAFx REPORT:

Project: LODI_SP_June-Oct_2012
Start: 2012-06-01
Finish: 2012-10-31
Location: 
Comment: Divide by 2 applied.

Total Counts: 9,358
Total Periods: 153
Period Length: 1 day
Mean: 61.2
Mode: 62.0
Median: 60.0
Standard Deviation: 23.9
Maximum: 139
Minimum: 7
Total Weekday: 6,027
Total Weekend: 3,331
Daily Max/Mn Weekday: 102 / 7
Daily Max/Mn Weekend: 139 / 27

FIVE PEAK PERIODS: 2012-09-09 (139), 2012-07-21 (116), 2012-06-17 (114), 2012-08-12 (114), 2012-07-22 (111)
TRAFx REPORT:

Project: LOCK 7_SP_June-Oct_2012  
Start: 2012-06-01  
Finish: 2012-10-31  
Location:  
Comment: Divide by 2 applied.

Total Counts: 5,795  
Total Periods: 153  
Period Length: 1 day  
Mean: 37.9  
Mode: 2.0  
Standard Deviation: 44.8  
Maximum: 238  
Minimum: 0

Daily Mean Weekday: 25.8  
Mean Monday: 24.8  
Mean Tuesday: 23.0  
Mean Wednesday: 27.2  
Mean Thursday: 27.4  
Mean Friday: 26.7  
Mean Saturday: 61.1  
Mean Sunday: 74.5

Total (1): 5,795  
Total (2): 0  
Percentage (1): 100.0  
Percentage (2): 0.0  
Mean (1): 37.9  
Mean (2): 0.0  
Max/Mn (1): 238 / 0  
Max/Mn (2): 0 / 0

FIVE PEAK PERIODS: 2012-10-14 (238), 2012-10-21 (229), 2012-09-23 (195), 2012-10-20 (184), 2012-10-13 (174)
Total Counts: 22,847  Daily Mean Weekday: 87.4  Total (1) : 22,847
Total Periods: 153  Daily Mean Weekend: 302.7  Total (2) : 0
Period Length: 1 day
Mean: 149.3  Mean Monday 76.7  Percentage (1) : 100.0
Mode: 58.0  Mean Tuesday 66.7  Percentage (2) : 0.0
Median: 101.0  Mean Wednesday 85.1  Mean (1) : 149.3
Standard Deviation: 127.1  Mean Thursday 79.7  Mean (2) : 0.0
Maximum: 538  Mean Friday 128.5  Max/Mn (1) : 538 / 2
Minimum: 2  Mean Saturday 323.4  Max/Mn (2) : 0 / 0
Total Weekday: 9,528  Mean Sunday 282.1
Total Weekend: 13,319
Daily Max/Min Weekday: 301 / 2
Daily Max/Min Weekend: 538 / 54

FIVE PEAK PERIODS: 2012-10-21 (538), 2012-10-20 (514), 2012-06-02 (496), 2012-08-18 (488), 2012-09-29 (468)
TRAFx REPORT:

Project: Jim Thorpe_June-Oct_2012
Counter: Jim Thorpe_June-Oct_2012
Start: 2012-06-01
Finish: 2012-10-31
Location:
Comment: Divide by 2 applied.

Total Counts: 12,449
Total Periods: 153
Period Length: 1 day
Mean: 81.4
Mode: 64.0
Median: 62.0
Standard Deviation: 69.4
Maximum: 388
Minimum: 0
Total Weekday: 5,886
Total Weekend: 6,563
Daily Max/Mn Weekday: 132 / 0
Daily Max/Mn Weekend: 388 / 15

Total Weekday: 5,886
Total Weekday: 6,563
Mean Monday: 54.4
Mean Tuesday: 46.0
Mean Wednesday: 59.0
Mean Thursday: 58.1
Mean Friday: 52.3
Mean Saturday: 162.5
Mean Sunday: 135.7
Mean (1) : 81.4
Mean (2) : 0.0
Percentage (1) : 100.0
Percentage (2) : 0.0
Max/Mn (1) : 388 / 0
Max/Mn (2) : 0 / 0

FIVE PEAK PERIODS: 2012-10-20 (388), 2012-10-21 (384), 2012-10-14 (354), 2012-10-13 (289), 2012-10-06 (283)
TRAFx REPORT:

Project: Hugh Moore_June-OCT_2012
Start: 2012-06-01
Location: 
Finish: 2012-10-31
Comment: Divide by 2 applied.

Total Counts: 6,139
Total Periods: 153
Period Length: 1 day
Mean: 40.1
Mode: 22.0
Median: 34.0
Standard Deviation: 44.0
Maximum: 475
Minimum: 3

Daily Mean Weekday: 30.3
Mean Monday: 27.7
Mean Tuesday: 26.2
Mean Wednesday: 32.1
Mean Thursday: 39.2
Mean Friday: 26.4
Mean Saturday: 48.5
Mean Sunday: 80.6

Daily Mean Weekend: 64.5
Mean Monday: 0.0
Mean Tuesday: 0.0
Mean Wednesday: 40.1
Mean Thursday: 0.0
Mean Friday: 0.0
Mean Saturday: 0.0
Mean Sunday: 0.0

Total Weekday: 3,299
Total Weekend: 2,840
Daily Max/Mn Weekday: 80 / 3
Daily Max/Mn Weekend: 475 / 12

FIVE PEAK PERIODS: 2012-09-09 (475), 2012-09-16 (238), 2012-06-17 (94), 2012-10-14 (91), 2012-09-29 (88)
TRAFx REPORT:

Project: Black Rock_SP_June-Oct_2012_los
Start: 2012-06-01
Location:
Counter: Black Rock_SP_June-Oct_2012_los
Finish: 2012-10-31
Comment: Divide by 2 applied.

Total Counts: 20,988
Total Periods: 144
Period Length: 1 day
Mean: 145.8
Mode: 130.0
Standard Deviation: 71.0
Minimum: 2

Total Weekday: 12,748
Total Weekend: 8,240
Daily Max/Mn Weekday: 296 / 2
Daily Max/Mn Weekend: 326 / 77

FIVE PEAK PERIODS: 2012-06-03 (326), 2012-08-12 (326), 2012-06-10 (318), 2012-09-15 (298), 2012-06-27 (296)
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