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TRAIL USAGE EVALUATION

OVERVIEW
The trail usage evaluation for this project is a first of its kind for the Silver Comet Trail. While efforts have been undertaken to analyze portions of the Silver Comet Trail since its initial development, there has never been an effort to look at the entire 61 mile stretch of trail.

The trail evaluation was used to answer several questions including:

- How many people are using the trail and where are people using the trail?
- Who is using the trail?
- When and how often are people using the trail?
- Do people spend money in the communities along the trail and if they do, what do they spend their money on?

To get answers to these questions, the planning team developed a data collection methodology specific to this project but one that is also in line with national best practices. The methodology for the trail usage evaluation, along with the results, are presented in the sections that follow.
Summary of Findings

Summary of Count Findings
- Number of trail users counted: 6,524 people
- 71% of users were cyclists.
- 28% of users were pedestrians.
- The weekly trail volumes are highest during the weekends.
- Women are more likely to use trail heads that are in more densely populated areas, such as a downtown or trail head with significant user volumes.
- Pedestrian volumes are highest at trail heads in more densely developed areas.
- At rural trail heads or less developed areas, the majority of users are cyclists.
- Smyrna Trail Head
  - Highest estimated annual trail volume
  - Highest % of pedestrians compared to all users counted at trail head
- Cedartown Trail Head
  - Lowest estimated annual trail volume
  - Georgia/Alabama State Line

Summary of Survey Findings
- Number of Surveys: 889
- 84% of people drive to the trail.
- 97% of people use the trail for exercising or recreation.
- The trail is a regional trail. People visiting the trail traveled from 23 counties and 8 different states, including Washington state, to use the trail.
- The majority of trail users use the trail often (more than 5 times a month) and use it year round.
- Highest ranking improvements desired:
  - Restrooms
  - More trails
  - Wayfinding and signage
- When users spend money while using the trail, the majority of them spend money on food.
- When users spend money while using the trail, the majority of them (approximately 80%) spend $50 or less.
- When people visit the trail from out of town, the majority of them are just visiting for the day.
**Methodology**

The trail evaluation for this project used the methodology developed as part of the National Bicycle and Pedestrian Documentation Project (NBPDP). The project is co-sponsored by Alta Planning + Design and the Institute of Transportation Engineers (ITE) Pedestrian and Bicycle Council. The project provides a consistent model for data collection and on-going data use for communities across the US.

The national methodology provides standardized formats for data collection and analysis. Annual counts conducted in a systematic manner provide strong benchmarking information on bicycling, walking and trail activity. Count data can help understand existing bicycling and pedestrian patterns, understand needs, plan for future bikeways, walkways, and trails, and measure the success of existing programs and facilities. While the count data does not provide comprehensive mode share data, it does offer a snapshot of peak bicycle and pedestrian activity on a typical day.

Information was collected using counts and surveys. The counts provide baseline data of volumes of users along the trail, as well as other user characteristics such as mode of travel. The surveys help identify trip characteristics, additional user characteristics, and user attitudes and preferences about trail conditions.

**Locations**

Counts were conducted at nine locations along the trail. The locations were selected based on the following criteria:

- trail conditions
- geography (rural to urban)
- jurisdiction
- anticipated higher volumes of trail use
- proximity to destinations

Volunteers conducted counts and surveys through training administered by the consultant.
The selected count locations included:

- Alabama/Georgia State Line
- Cedar Town Trail Head
- Rockmart Trail Head
- Rambo Nursery Trail Head
- Dallas Trail Head
- Hiram Trail Head
- Powder Springs Trail Head
- Silver Comet Cycles Trail Head
- Smyrna Trail Head

Summary data for trail heads is included in the Trail Count Summary section of this chapter. Additionally, trail head specific count data is provided in the Appendix.

**Dates**

The days of the week and the times of day for the counts were in line with NBPDP standards. Additionally, the time of day for the weekend counts was extended from the typical two-hour time period to a four-hour time period. The extended time period was selected to incorporate the NBPDP recommended time of 12pm-2pm as well as the 10am-12pm, which the steering committee felt was important to capture local trail use patterns.

It should be noted that while counts were scheduled for four dates in March, trail evaluations were only conducted on two Wednesdays and the first Saturday. Trail evaluations were canceled on Saturday March 23 due to inclement weather. While best practices encourage the use of a minimum of two data points for analysis, the Planning Team felt comfortable that the first Saturday represented a typical spring day. The weather on Saturday March 16 was sunny and warm.

Intercept surveys were conducted among random users.
Table 2.1 Trail Evaluation Dates

<table>
<thead>
<tr>
<th>COUNT WEEK</th>
<th>WEEKDAY</th>
<th>WEEKEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Wednesday March 13</td>
<td>Saturday March 16</td>
</tr>
<tr>
<td>Week 2</td>
<td>Wednesday March 20</td>
<td>Saturday March 23 (cancelled)</td>
</tr>
</tbody>
</table>

Table 2.2 Trail Evaluation Time of Day

<table>
<thead>
<tr>
<th>DAY OF WEEK (Wednesday)</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td>PM: 4 -6pm</td>
</tr>
<tr>
<td>Weekend (Saturday)</td>
<td>PM: 10am-2pm</td>
</tr>
</tbody>
</table>

**Forms**

Two field count forms, one for the weekday counts and one for the weekend counts, were used for the trail evaluation. Two form types were needed because the time periods for data collection (two hours for weekday counts versus four hours for weekend counts) are different. Two survey forms, one for the field surveys and one for the online survey, were used for the trail evaluation. Two form types were needed because the questions differ for those using the trail for a specific trip and those not using the trail for a specific trip. Instructions on how to use the field survey forms were provided during the volunteer training webinar. The count and survey forms for the used for the trail evaluation are provided in the Appendix of this report.

**Volunteer Training**

To ensure the data was collected consistently and accurately, all volunteers were required to participate in a data collection training session. This requirement was important to ensure the data was collected consistently and accurately and to provide a means of quality control. The session was hosted and led by the Planning Team using a webinar and online video.

Table 2.3 Summary of Volunteer Training

<table>
<thead>
<tr>
<th>DATE</th>
<th>FORMAT</th>
<th>VIEWING AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday March 7 from 12pm – 1pm</td>
<td>Online webinar</td>
<td>Online; Atlanta Regional Commission; and the Northwest Georgia Regional Commission</td>
</tr>
</tbody>
</table>

Topics covered included:

- Overview of the project
- Logistics
- Preparation for the day of the count
- Setting up for the counts and surveys
- How to conduct the counts and surveys
- What do you do when the count and survey time is over.
COUNTS
User counts were conducted in the field at nine pre-selected locations. The counts were manual screen line counts conducted by trained volunteers. One volunteer from each volunteer team was assigned the task of conducting the counts.

The screen line counts were conducted along the trail, rather than at a trail head intersection or street crossing. Screen line counts are used to collect data on the number of people who pass a specific point, or “screen”, traveling in one of two directions. Screen line counts are different than intersection counts, which document the number of people passing through an intersection in three or more directions.

SURVEYS
Surveys were conducted in the field and online.

FIELD SURVEYS
The field surveys were conducted at the same time as the counts. The volunteers tasked with conducting the surveys were asked to survey as many trail users as possible during their scheduled time slots. Volunteers either read the survey questions to trail users and document their responses or allowed the participants to complete the survey themselves.

ONLINE SURVEYS
The online survey was hosted by the Planning Team using Survey Money and was distributed by the steering committee to list-serves and email lists managed by the Northwest Georgia Regional Commission, Atlanta Regional Commission and local advocacy groups. The online survey was open from early February 2013 to the end of March 2013.

TRAIL COUNT SUMMARY
Volunteers counted a total of 6,524 users along the Silver Comet trail at nine locations over three count periods. The count periods in total covered eight hours during peak use periods during weekdays and weekends. The information was used to estimate the volume of trail users as well as identify who is using the trail and how.

Key findings include:

- The trail head with the highest annual volume of users is Smyrna (433,535 people)
- The trail head with the lowest annual volume of use is Cedartown (25,124 people)
- The majority of people using the trail are cyclists (71%) followed by pedestrians (28%) and other (1%).
- Pedestrian volumes are highest in more densely populated areas.
• At rural and more remote trailheads, the majority of users are cyclists.
• Women are more likely to use trail heads that are in more densely populated areas, such as a downtown or trail head with significant user volumes.
• The highest volumes along the trail are during the weekend, with weekday use significantly less compared to weekend use.

Table 2.4. Trail Head Ranking by User Characteristics

<table>
<thead>
<tr>
<th>EVALUATION LOCATION RANKINGS</th>
<th>ANNUAL VOLUME</th>
<th>BICYCLES/ TOTAL USERS RANK</th>
<th>PEDESTRIANS/ TOTAL USERS RANK</th>
<th>OTHER/ TOTAL USERS RANK</th>
<th>FEMALE RANK</th>
<th>MALE RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GA/AL State Line</td>
<td>8</td>
<td>1</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>2. Cedartown Trail Head</td>
<td>9</td>
<td>3</td>
<td>7</td>
<td>8</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>3. Rockmart Trail Head</td>
<td>7</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>4. Rambo Nursery Trail Head</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>5. Dallas Trail Head</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>6. Hiram Trail Head</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>7. Powder Springs</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td>4</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>8. Silver Comet Cycles Trail Head</td>
<td>2</td>
<td>7</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>9. Smyrna Trail Head</td>
<td>1</td>
<td>9</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

Volume of Users
The highest volume of trail use is at the beginning of the trail in Smyrna. From eastern Cobb County, the volume of use decreases progressively to where the trail ends at the Georgia-Alabama line and connects to the Chief Ladiga Trail in Alabama. Annual trail volumes range from 433,535 people in Smyrna to 25,124 at the Cedartown Depot and Trail Head.
### Table 2.5: Estimated Daily, Monthly and Annual Trail Use By Location (All Users)

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>ADJUSTED ANNUAL TOTAL</th>
<th>AVERAGE MONTHLY USE</th>
<th>AVERAGE DAILY USE</th>
<th>ANNUAL VOLUME RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GA/AL State Line</td>
<td>47,002</td>
<td>3,917</td>
<td>129</td>
<td>8</td>
</tr>
<tr>
<td>2. Cedartown Trail Head</td>
<td>25,124</td>
<td>2,094</td>
<td>69</td>
<td>9</td>
</tr>
<tr>
<td>3. Rockmart Trail Head</td>
<td>90,087</td>
<td>7,507</td>
<td>247</td>
<td>7</td>
</tr>
<tr>
<td>4. Rambo Nursery Trail Head</td>
<td>191,984</td>
<td>15,999</td>
<td>526</td>
<td>6</td>
</tr>
<tr>
<td>5. Dallas Trail Head</td>
<td>203,111</td>
<td>16,926</td>
<td>556</td>
<td>5</td>
</tr>
<tr>
<td>6. Hiram Trail Head</td>
<td>270,217</td>
<td>22,518</td>
<td>740</td>
<td>4</td>
</tr>
<tr>
<td>7. Powder Springs</td>
<td>276,664</td>
<td>23,055</td>
<td>758</td>
<td>3</td>
</tr>
<tr>
<td>8. Silver Comet Cycles Trail Head</td>
<td>349,885</td>
<td>29,157</td>
<td>959</td>
<td>2</td>
</tr>
<tr>
<td>9. Smyrna Trail Head</td>
<td>433,535</td>
<td>36,128</td>
<td>1,188</td>
<td>1</td>
</tr>
</tbody>
</table>

In terms of volume by day of the week, weekend user volumes are the greatest. During weekdays, the percentage of people walking and biking is roughly equivalent. However during weekend, the majority of users are riding a bike. Other users, such as those roller blading or on a skateboard, remain low regardless of the day of the week.

**Figure 2.1 Total Trail Volume By User Type and Day of the Week**

<table>
<thead>
<tr>
<th>User Type</th>
<th>Weekday 1</th>
<th>Weekday 2</th>
<th>Weekend 1</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycles</td>
<td>274</td>
<td>392</td>
<td>3,970</td>
<td>4,636</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>292</td>
<td>297</td>
<td>1,233</td>
<td>1,822</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>6</td>
<td>57</td>
<td>66</td>
</tr>
</tbody>
</table>
**User Activity**
Overall, the majority of people using the trail are riding a bike. Of all the people counted during the three count periods, 71% were riding a bike, 28% were walking and 1% were traveling by other means such as rollerblades, scooter or skateboard.

In addition overall trail user by user activity, several trends were identified. Where trail heads are located in more developed areas, the percentage of people walking and biking is more balanced. Where trail heads are located in less developed and rural areas, the percentage of people walking decreases and the percentage of people biking increases. Figure 2.3 illustrates the distribution by user activity at each of the nine count locations.

**Gender**
The majority of people using the trail are male. Of all the people counted during the three count periods, 62% were male and 38% were female.

In addition to overall usage, several interesting gender trends were identified. The gap between male and female users is smallest at less remote areas, such as trail heads with high user volumes and in more developed areas. Women were less likely to use more remote and rural trail heads to access and use the trail.
In total, 889 trail evaluation surveys were conducted for this project. 472 were collected in the field during count periods at nine locations. Additionally, 417 online surveys were collected during a two-month period from February to March of 2013.

Field surveys were conducted at all nine count locations during three count periods. The locations with the highest percentage of surveys collected includes Smyrna and Rockmart. The majority of surveys were conducted during the Saturday field count.

**Figure 2.5 Trail Use by Gender and Trail Head Location**

<table>
<thead>
<tr>
<th>Location</th>
<th>% Female</th>
<th>% Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GA/AL State Line</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>2. Cedartown Trail Head</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>3. Rockmart Trail Head</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>4. Rambo Nursery Trail Head</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>5. Dallas Trail Head</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>6. Hiram Trail Head</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>7. Powder Springs Trail</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>8. Silver Comet Cycles Trail Head</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>9. Smyrna Trail Head</td>
<td>46%</td>
<td>54%</td>
</tr>
</tbody>
</table>

**Figure 2.6 Distribution of Field Surveys by Survey Location**
Key Survey Findings

Key findings include:

- The Silver Comet Trail is a regional trail. Of the 472 people surveyed in the field, respondents came from 23 counties in Georgia and everyone counted in the Northwest Georgia Regional Commission and the Atlanta Region.

- People visit the trail from around the country. Of those people interviewed, people came from 23 other states and as far away as Washington state.

Respondent Characteristics

Of the people that participated in the surveys, the majority of respondents were male. This response rate is likely the result of the gender distribution of people using the trail rather than their willingness to take a survey.

By activity, the majority of people that responded were biking (58%), followed by walking (37%) and other (6%). Like the gender of field survey participants, the distribution of the activity of survey participants reflects a similar activity distribution observed during the counts.
WHERE DO PEOPLE LIVE THAT USE THE TRAIL?
A significant number of field survey participants were from the counties that the trail passes through (Cobb, Pauling and Polk Counties) or the adjacent counties. However, Maps 2.1 and 2.2 show that the trail also draws people from throughout Georgia, including many of the counties in the

**Map 2.1 Distribution of Field Survey Home Zip Code**
northwest Georgia region and the Atlanta region. In total, survey responses were from 15% of all counties in Georgia (23 out of 159).

Map 2.2. Distribution of Online Survey Home Zip Code
### How do people get to the trail?

Figure 2.10 shows how people get to the trail. Field survey participants were asked ‘How did you get to the trail?’ and online survey participants were asked ‘How do you get to the Silver Comet Trail?’ Both surveys show that the majority of people (approximately 80%) access the trail by car. Approximately 15% of people access the trail by walking or biking and approximately 5% of people use public transit or other modes of travel to get to the trail.

### Why do people use the trail?

Figure 2.11 and 2.12 show why people use the trail. Field survey participants were asked ‘How did you get to the trail?’ and online survey participants were asked ‘How do you get to the Silver Comet Trail?’ For the field survey, respondents said the two primary reasons for using the trail are for exercising (76.1%) and recreation (20.9%). Just over 1% of the field survey participants said their trips were for non-recreational purposes such as commuting to work or local trips for shopping.
The results from the online survey reflected similar sentiments. The majority of people completing the online survey said they use the trail for some type of recreational purpose. The main reasons for using the trail included exercising, enjoying nature and recreation. Very few people said they use the trail for commuting or other non-recreational trips.

**How often do people use the trail?**

Figure 2.13 shows how often people used the trail in the past month. The questions were asked in March in the field and online from February to March of 2013. The question asked of field and online survey participants was ‘In the past month, about how often have you used the trail? The survey results show that for those that use the trail, they use it often. The field survey results show that 40% of respondents use the trail...
0-5 times a month and 44% of respondents use the trail 6 or more times a month. The majority of online respondents (78%), use the trail 0-5 times a month and 18% of respondents use the trail 6 or more times a month.

**What time of year do people use the trail?**

Figure 2.14 shows what time of year people use the trail. Field and online survey participants were asked ‘Please check the seasons in which you use the trail (check all that apply).’ Of all the people surveyed, the majority use the trail year round (62.0% and 68.5% respectively for online and field surveys). **By season, use appears to be general consistent during the summer, fall and spring.** Winter is the one season where use drops significantly.

**How far do people travel along the trail and how much time do people spend on the trail?**

Table 2.6 shows how far people travel along the trail and how much time they spend on the trail. Field survey participants were asked “What is the total length of this trip (start to finish)?” People responded by giving any of the following: distance (in miles), time (in minutes), origin (city), and/or destination (city). On average, people spend 96 minutes on the trail and travel 21 miles. The median time and distance is 60 minutes and 12 miles respectively. **The most frequent trip origin cities provided were Smyrna and Hiram.** The most frequent destination cities provided were Cedartown and Rockmart.
Table 2.6  Trip distance and trip time along the trail.

<table>
<thead>
<tr>
<th></th>
<th>MEDIAN</th>
<th>MEAN</th>
<th>MINIMUM</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Distance (in miles)</td>
<td>12</td>
<td>21</td>
<td>0.5</td>
<td>145</td>
</tr>
<tr>
<td>Trip Time (in minutes)</td>
<td>60</td>
<td>96</td>
<td>8.5</td>
<td>540</td>
</tr>
</tbody>
</table>

Do people use public transit to access the trail?

Figure 2.17 shows the response people gave when asked specifically about using public transit to access the trail. Field survey participants were asked ‘Will any part of this trip be taken on public transit?’ and online survey participants were asked ‘Do you ever use public transit to get to the Silver Comet Trail?’ Responses to both questions show that only 1 – 2% of trail users access the trail by using public transit.

What are the reasons people use the trail?

Figure 2.18 shows the reasons people chose to use the trail as opposed to somewhere else. Field survey participants were asked ‘Why are you using the trail as opposed to somewhere else (Please select all that apply)?’ and online survey participants were asked ‘Why do you use the Silver Comet Trail as opposed to somewhere else?’ The primary reason people use the trail are because it is accessible/close, lower traffic volumes and
Figure 2.19 What improvements do people want to see along the trail?

Figure 2.20 What is the ethnicity of people using the trail?

The scenic qualities. The directness of the trail to destinations and connection to transit had the lowest response rates.

What improvements do people want to see along the trail?

Figure 2.19 shows what improvements people would like to see along the trail. Field and online survey participants were asked ‘What would you like to see improved along the Silver Comet Trail (Please check all that apply)?’ The highest priority improvement is restrooms. However, it is not clear whether their response means more restrooms, better restrooms, or both. Other higher priority improvements include maps and signage, better surface and wider trails.

What is the ethnicity of people using the trail?

Figure 2.20 shows the ethnicity of people using the trail. Field and online survey respondents were asked ‘What ethnic group do you belong to?’ Both the field and online surveys show that the majority of trail users are Anglo/Caucasian. However, what is interesting is the difference in responses for other ethnic groups. The field surveys show that non-Anglo/Caucasian ethnic groups have a greater distribution and share of all users of the trail than what the online survey suggests.
What is the age of people using the trail?

Figure 2.21 shows the age distribution of people using the trail. Field and online survey participants were asked ‘What is your age group?’ Both the surveys have a similar distribution of responses with the majority of people indicating they are between the age of 35-64. The field survey, however, shows that there are likely more people under the age of 24 and over the age of 65 that use the trail.

Marin County Parks Preserve Trail Census and Survey

This study was drafted in 2011 for the Marin County Department of Parks to determine who its trail users are, when and how often users visit the trails, and their trail attitudes, preferences, and experiences.

The trail study found that an estimated 2.8 million to 3.7 million people visit the Marin County Parks trails every year. Approximately 76% of trail users are pedestrians, compared to 23% bicyclists. The most popular preserves in terms of visitor activity were Baltimore Canyon, Blithedale Summit, and Camino Alto. The study also determined how people travel to the preserves; the majority (69%) arrived by driving or carpooling, while 22% arrived by walking. The survey found that visitor experiences with and opinions of the trails were positive overall: 97% reported good to great trail conditions, 76% reported good to great maps and signs, and 94% reported good to great trail interactions. This study provides a good model for how an agency can use a trail census and survey to inform the planning process by determining what aspects of the trail system are working well, what aspects need improvement, and how they can better serve the needs of visitors.
**What is the household income of people using the trail?**

Figure 2.22 shows the household income of survey participants. Field and online survey participants were asked ‘What is your household income?’ The majority of survey respondents (approximately 70%) have a household income greater than $60,000.

**What do people buy when they use the trail?**

Figure 2.23 shows what people spend money on when they use the trail. Field survey participants were asked ‘Do you anticipate spending money on any of the following categories during this trip (check all that apply)’? and online survey participants were asked ‘Do you ever spend money on any of the following categories during a trip along the Silver Comet Trail (check all that apply)?’ Field surveys show that the majority of people either do not spend money or they spend money on food. Online surveys indicate that the majority of people spend money on food or special equipment.

**How much do people spend, on average, during a trip?**

Figure 2.24 shows how much people typically spend during a trip. Field survey participants were asked ‘If you do anticipate spending money, what do you estimate your party’s overall spending to be during this trip?’ and online survey participants were asked ‘If you do spend money during a trip, what do you estimate your average spending to be during a typical trip?’ The majority of respondents (79% and 83% respectively for field and online survey responses) said they spend between $0 and $50 during a trip.
Do out of town visitors use the trail?

Figure 2.25 shows whether people visit from out of town. Field survey participants were asked ‘Are you visiting from out of town?’ 21% of respondents said they were visiting from out of town.

Figure 2.26 shows whether people using the trail ever stay overnight when they do. Online survey participants were asked ‘Do you ever stay overnight when using the Silver Comet Trail?’ 21% of respondents said they stay overnight when using the trail.

Figure 2.27 shows whether people stay overnight or just visit for the day when they are visiting from out of town. Field survey participants were asked ‘If you are visiting
from out of town, how many days will you be in town?’ and online survey participants were asked ‘If you do stay overnight, how many days do you spend traveling along the trail (check all that apply)?’ Of the people that are visiting the trail that took a field survey, the majority (63%) were just visiting for the day. However, there is also a sizeable group of visitors that stay overnight (14%) or stay multiple days (23%).

**Figure 2.27 How long do people stay when visiting?**

<table>
<thead>
<tr>
<th></th>
<th>Field Survey</th>
<th>Online Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just for the day</td>
<td>63%</td>
<td>41%</td>
</tr>
<tr>
<td>Staying overnight</td>
<td>14%</td>
<td>54%</td>
</tr>
<tr>
<td>Staying multiple days</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

For people visiting, what is the purpose of their trip?

Figure 2.28 shows the purpose of visitors’ trip. Field survey participants were asked ‘If you are visiting from out of town, was this trip just to use the trail or did you plan to do other things as well?’ and online survey participants were asked ‘If you do stay overnight near the trail, do you just use the trail or do you do other things as well?’ The majority of respondents said they just use the trail. This response, combined with the response from Figure 2.25 indicates that the majority of visitors are just visiting for the day and that many of the visitors are traveling from within the region to use the trail.

For people stay overnight when visiting the trail, where do they stay?

Figure 2.29 shows where people stay when visiting and using the trail. Field survey participants were asked ‘If you are staying overnight, where are you staying?’ and online survey participants were asked ‘If you stay overnight when using the trail, where do you stay?’ The majority of field survey participants were are visiting and staying overnight stay at a hotel.
Figure 2.28 Purpose of trip for people visiting from out of town

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>Field Survey</th>
<th>Online Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just to use the trail</td>
<td>81%</td>
<td>68%</td>
</tr>
<tr>
<td>Vacation</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Business/Work</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Figure 2.29 Where do people stay when visiting the trail?

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Field Survey</th>
<th>Online Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>53%</td>
<td>74%</td>
</tr>
<tr>
<td>Bed and breakfast</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>With friends and family</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Campground</td>
<td>17%</td>
<td>32%</td>
</tr>
</tbody>
</table>