

Wood River Valley Trail Study

January 2012

1. Study Objectives/Methodology/Partnerships
2. Study Highlights
3. Trail Days by Geography, Type & System
4. Trail User Profiles
5. Trail Experience/Improvement Assessment
6. Appendices

Study
Objectives/Methodology/Partnershi
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1. Study Objectives
2. Community Partners
3. Study Methodology

Study Objectives

- ✓ Count trail visits during non winter season 2012 in Wood River Valley
- ✓ Develop better understanding of trail user profile and usage patterns
- ✓ Employ combination of infrared count, direct observation, and survey instruments for data compilation



Comprehensive Trails Data Set to be engaged ongoing by partners for trail planning, community planning, trail maintenance and policy, economic impact studies, grant writing, outreach/marketing.

Study Partnerships/Engagement

Blaine County Recreation District

Sustain Blaine

City of Ketchum

Ketchum Parks & Recreation

Wood River Bike Coalition

Wood River Land Trust

Ketchum Ranger District

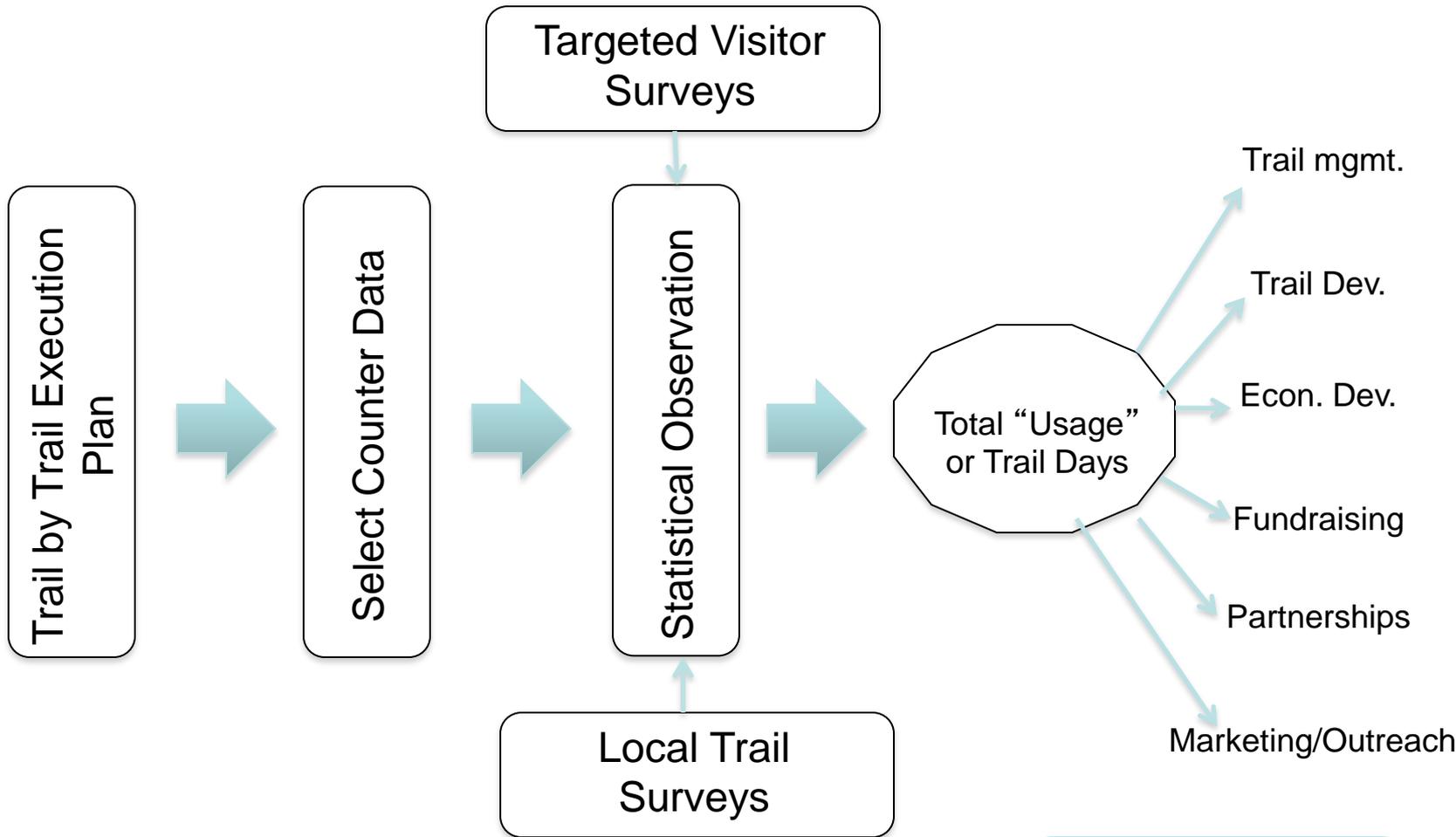
Bureau of Land Management

Sawtooth National Recreation Area

Sun Valley Company

Blaine County

Study Methodology



Total "Visits" to be cut by geography, visitor %, basic demographics, drivers, lodging info, vehicle use, other access entry, needs etc.

- 725,000 total trail user days (April through November)
- Inferred minimum resident (local) usage of 46%
- Inferred minimum non-resident (visitor) usage of 28%
- Visitor Profile: 52% 40-60 years, 52% male, 3.1 people per party, 46% hiking, 46% biking, 61% by car to area, 47% in hotel, 4-7 days visited
- Origin of visitors predominately Intermountain West (76%)
- Hiking & biking predominate usage patterns
- Bike path usage 79% biking and 13% hiking/running
- Single track usage 58% hiking and 30% biking
- Trail Days in South and Central systems 10x North system

Trail Day (Usage) Metrics

1. Sampling Statistics
2. Total Trail Days
3. Trail Days by Geography
4. Trail Days by Trail Type
5. Trail Days by System
6. Trail Days by Type of Use

Infrared Counters

- Placed across 25+ trailheads
- Data “hits” reduced to “trail days”
- Placed on major trailheads and arteries

Observation Data:

- Human trail observations (200 hours+)
- Lead + 5 volunteer team
- 2 hour periods across multiple trails, times

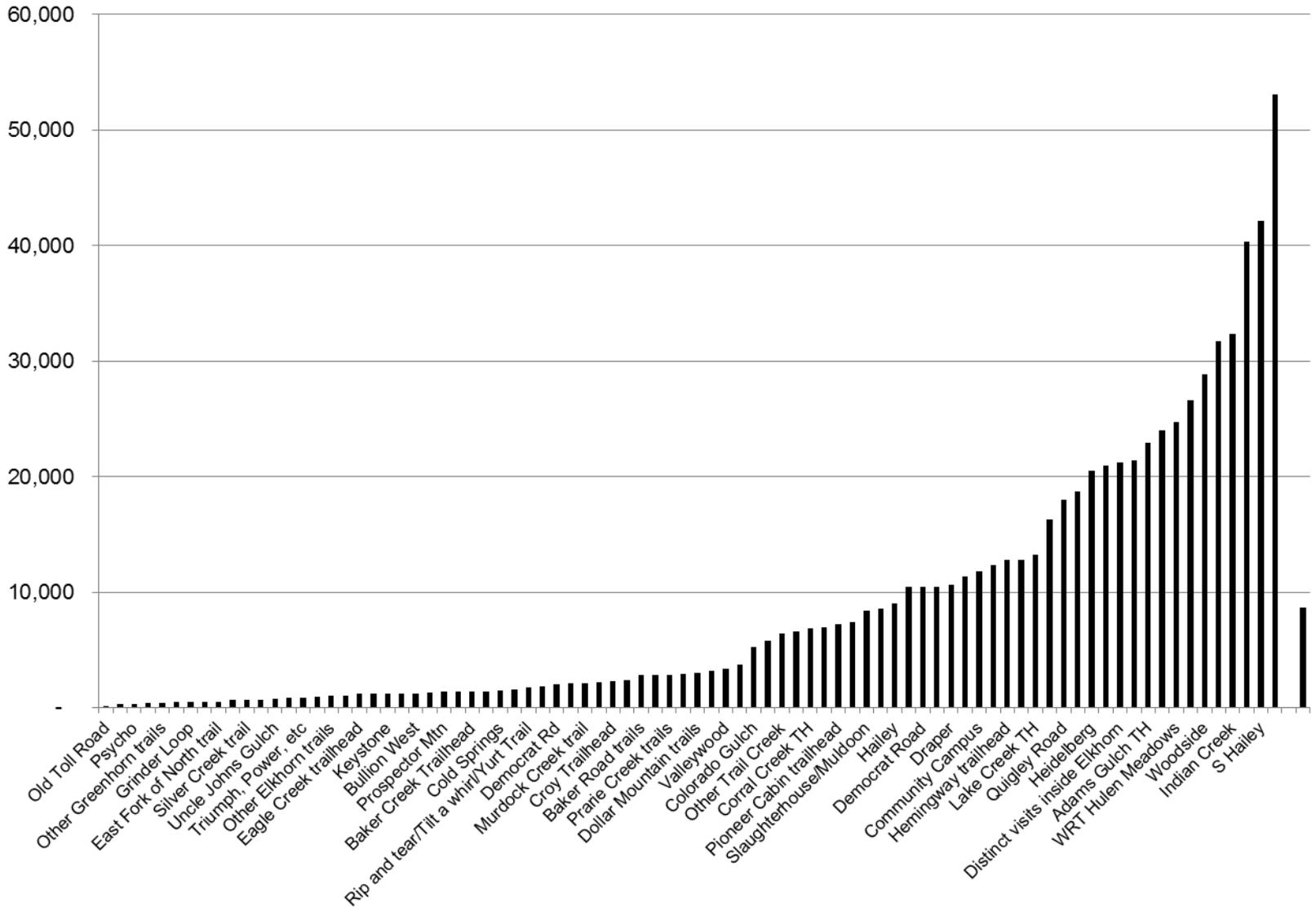
Locals Survey Data:

- Web based survey sent to BCRD database/users (5000+)
- 345 inputs received (n)

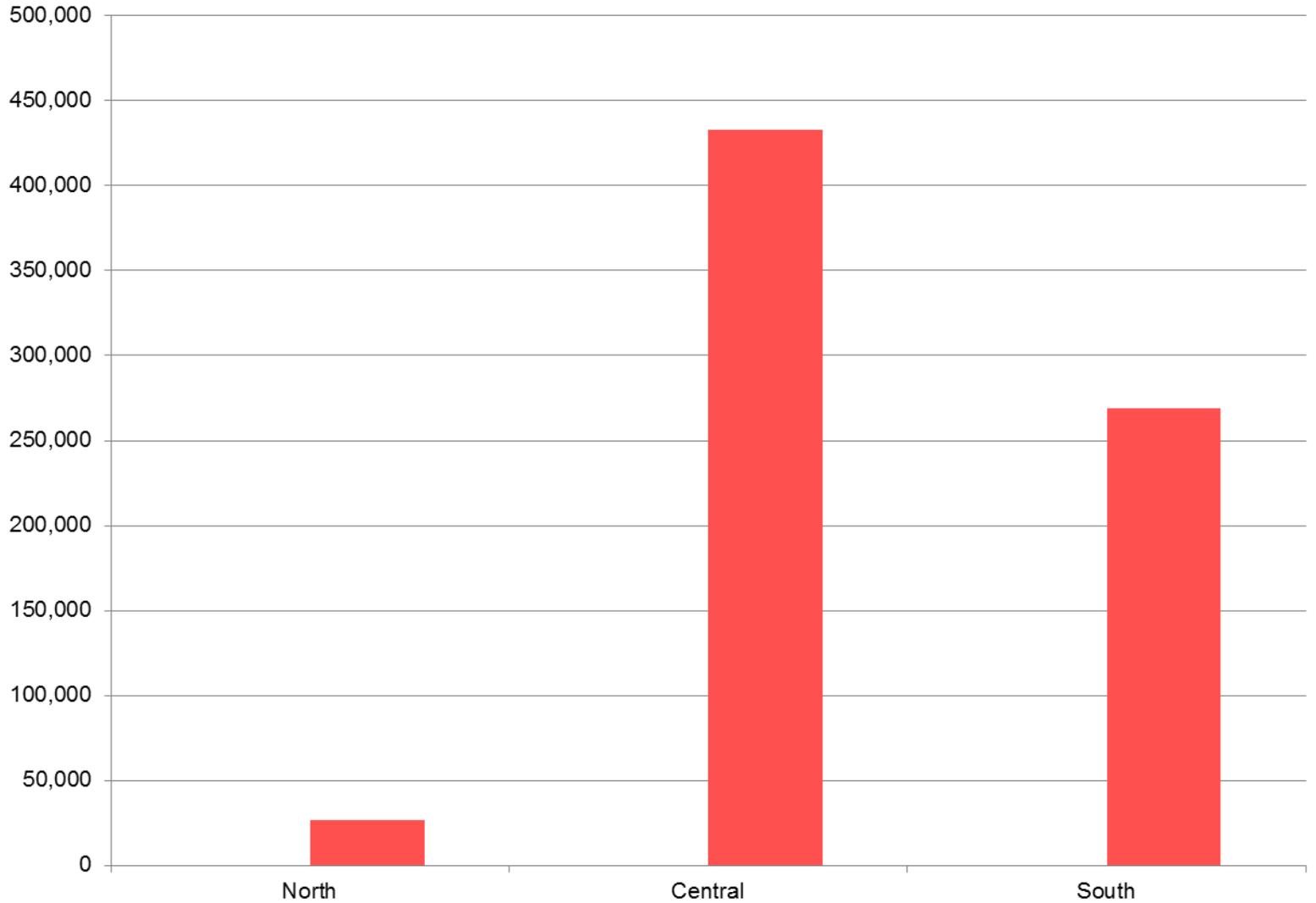
Visitor Survey Data:

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- 372 inputs received (n)

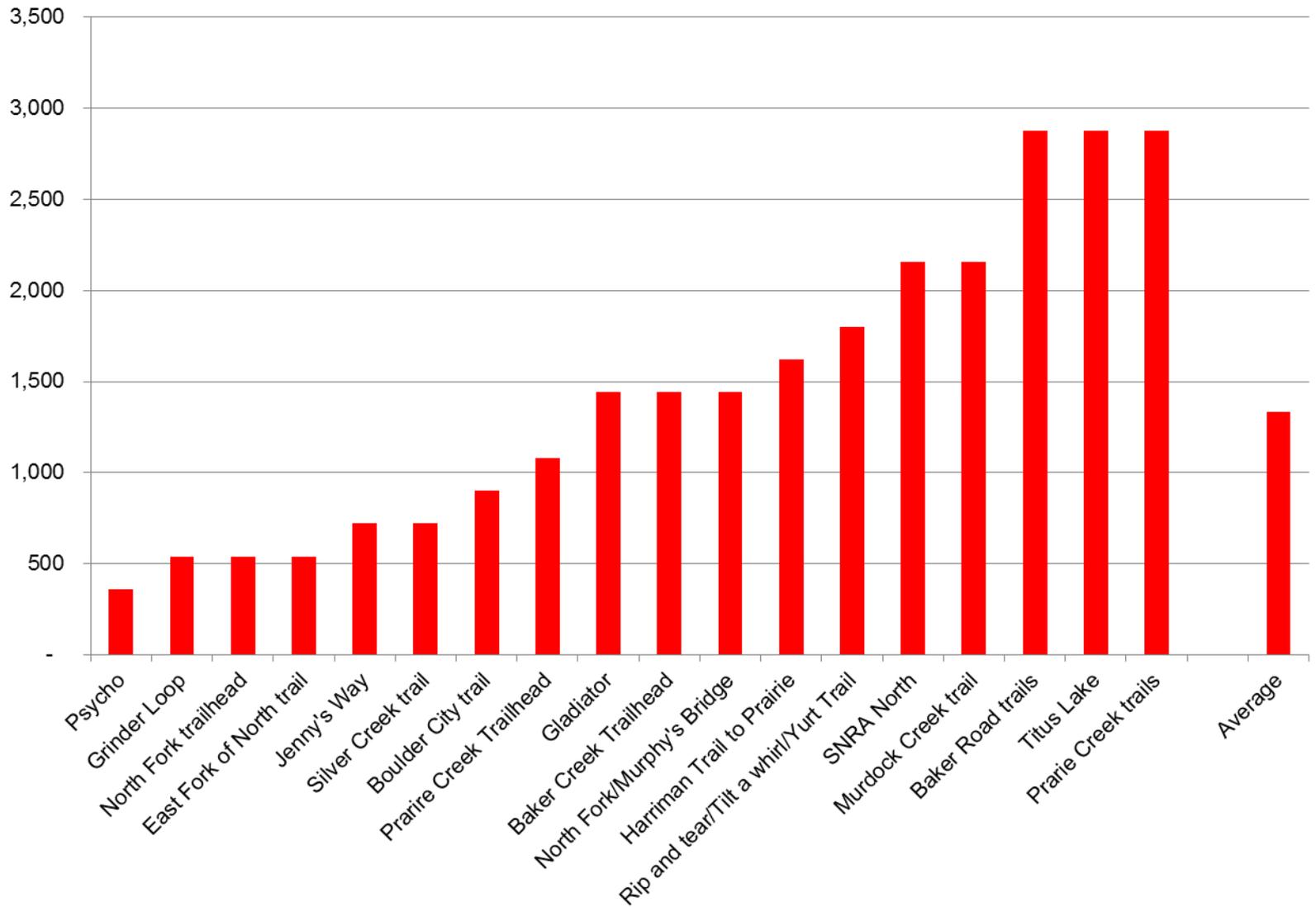
Trail Days Total Usage



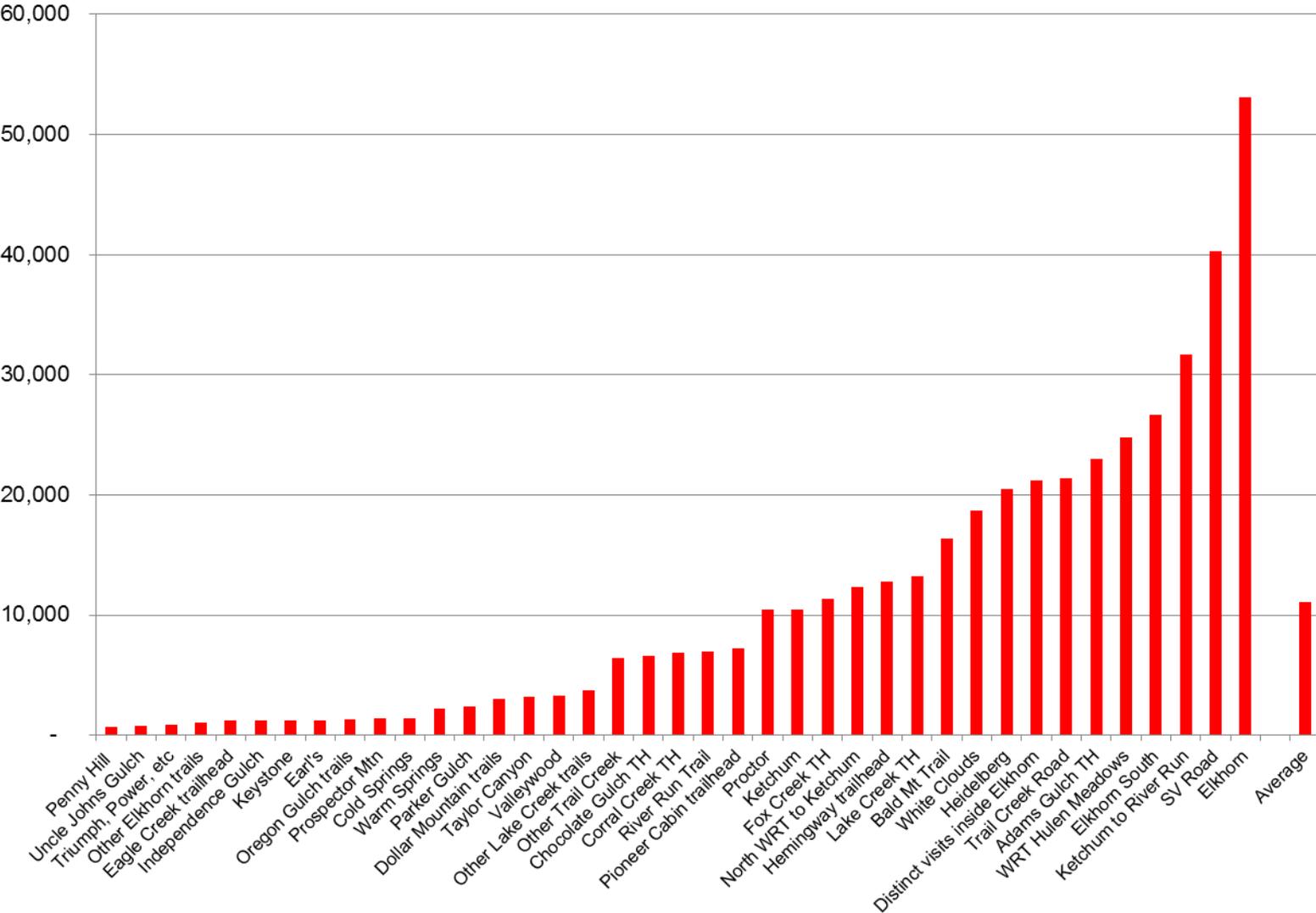
Trail Days by Geography Averages



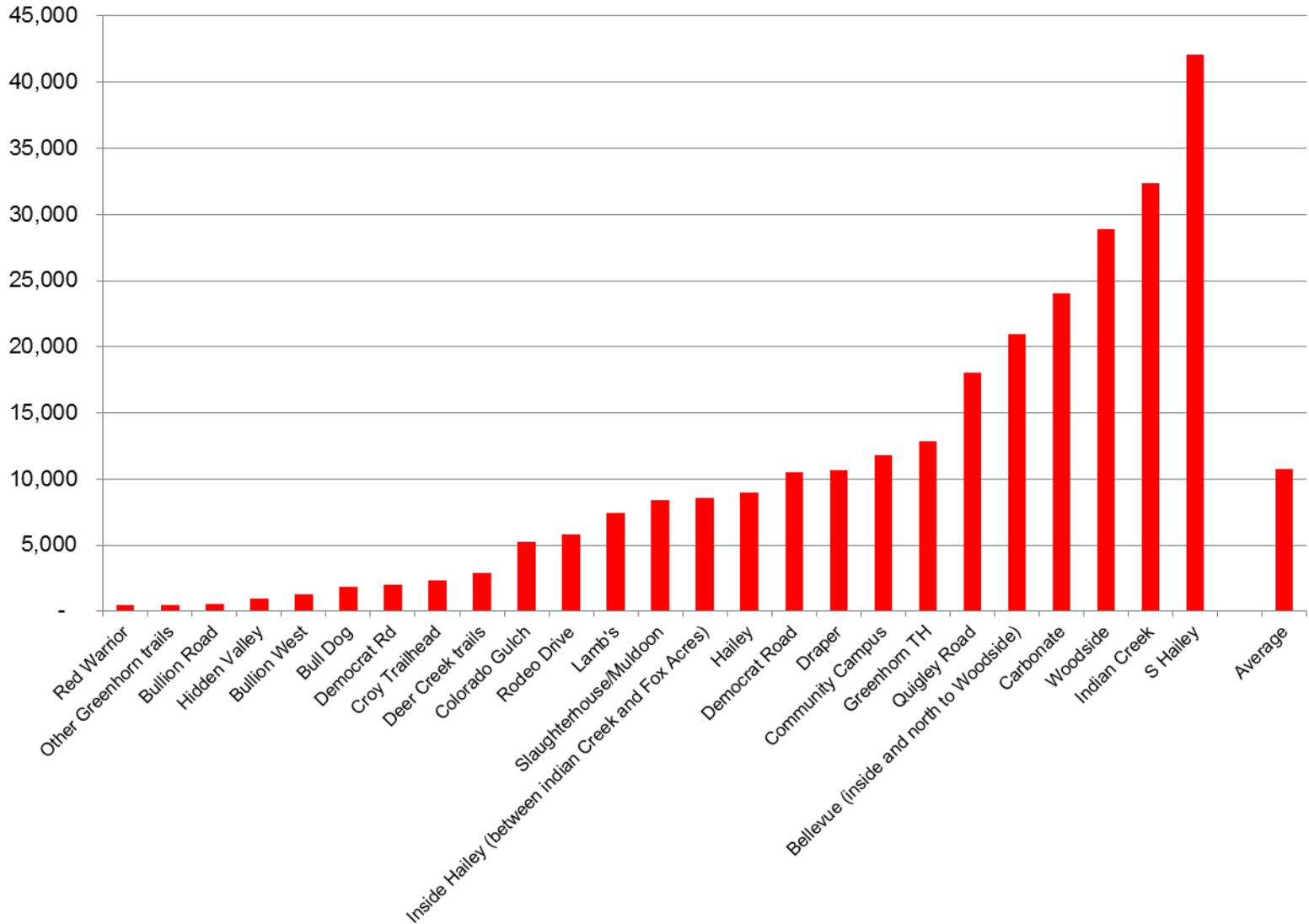
Trail Days by Geography North



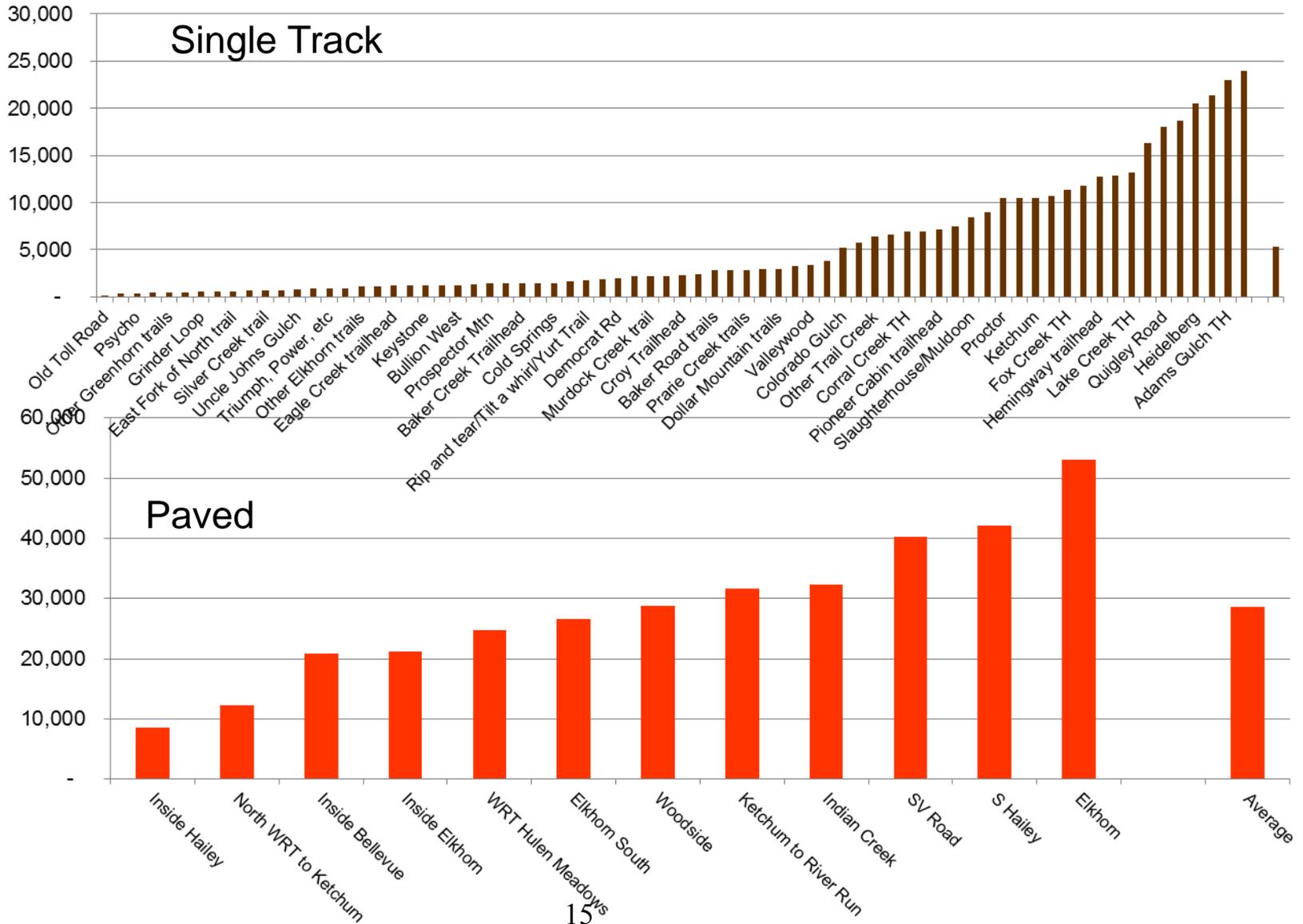
Trail Days by Geography Central



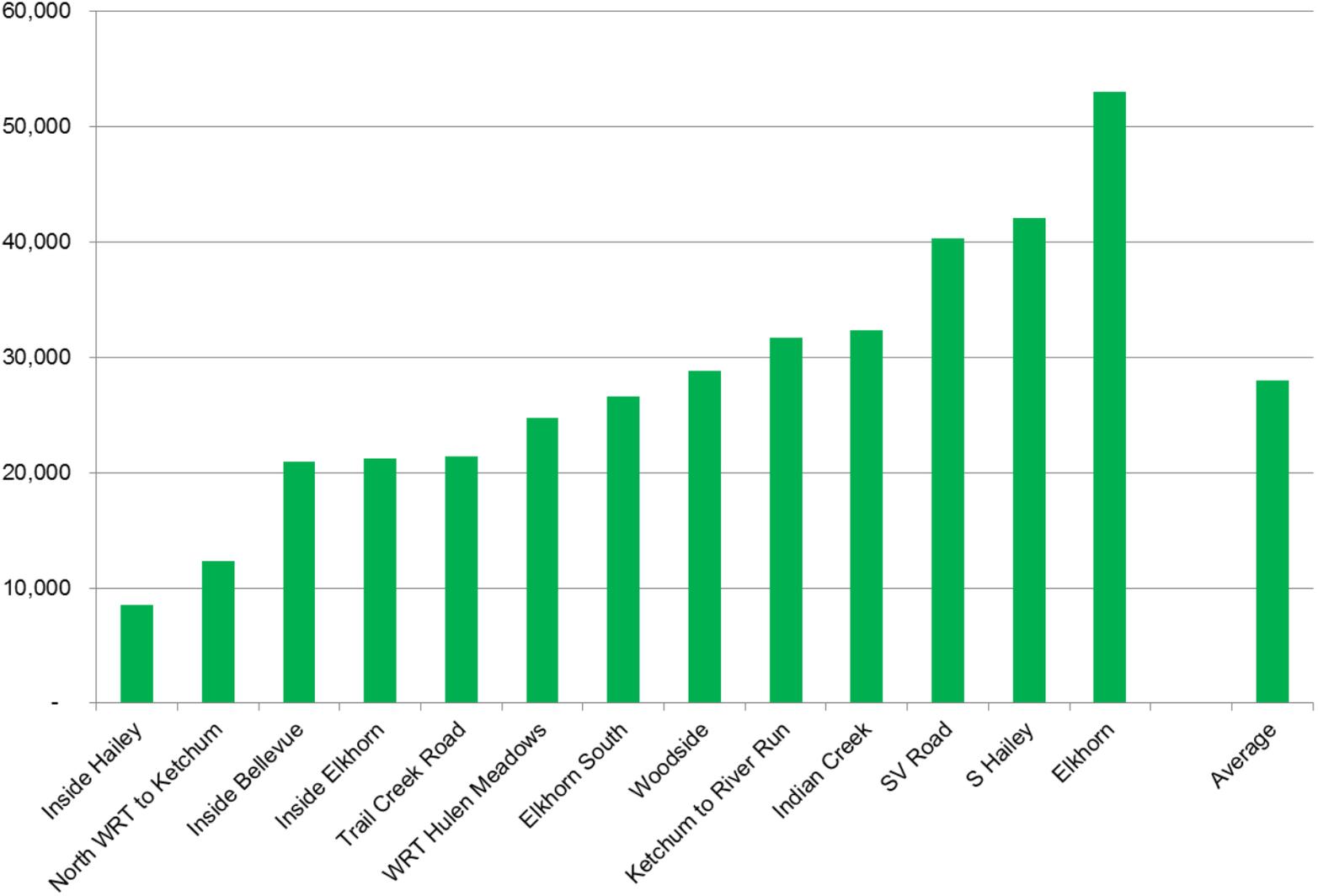
Trail Days by Geography South



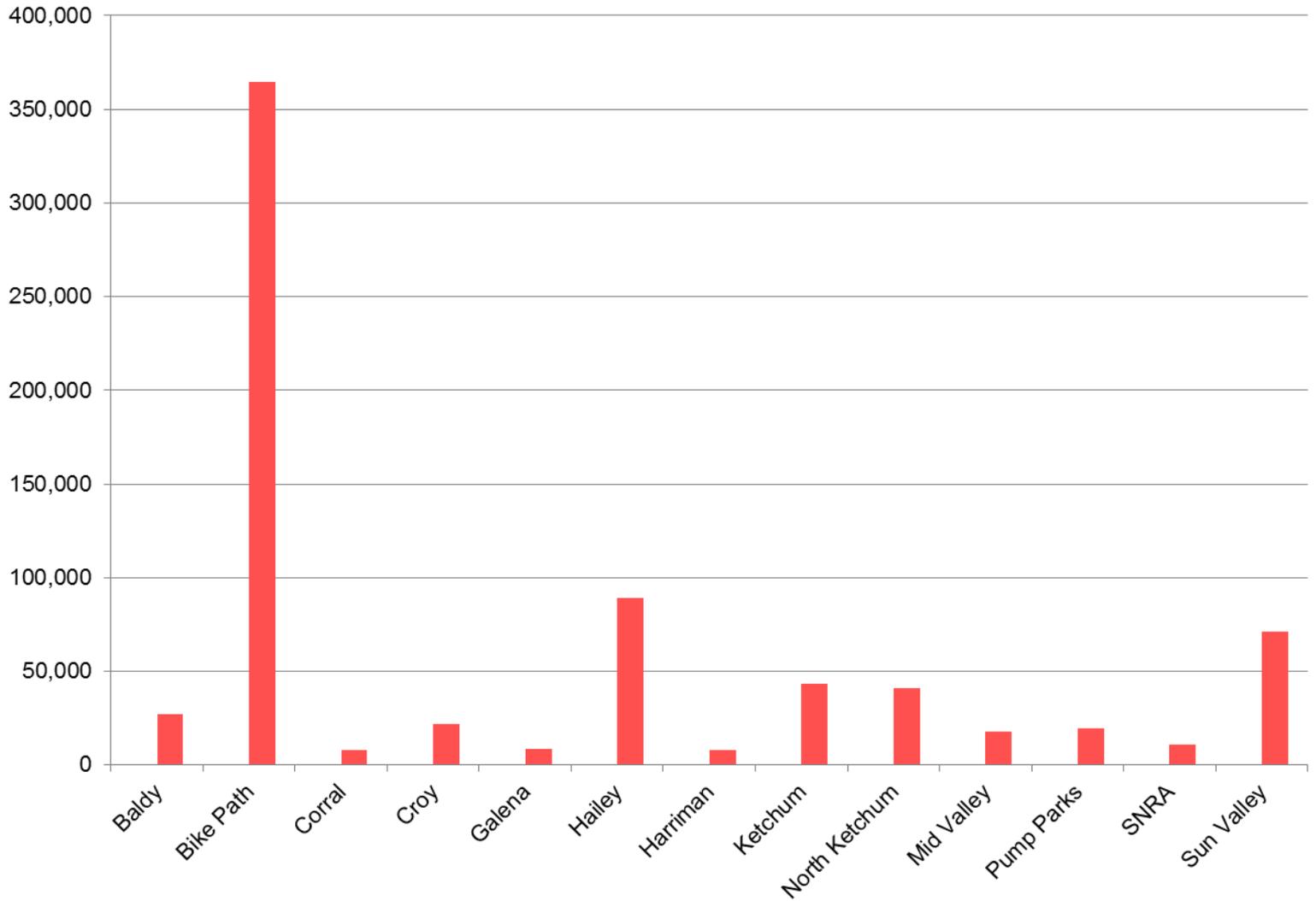
Trail Days by Type of Trail



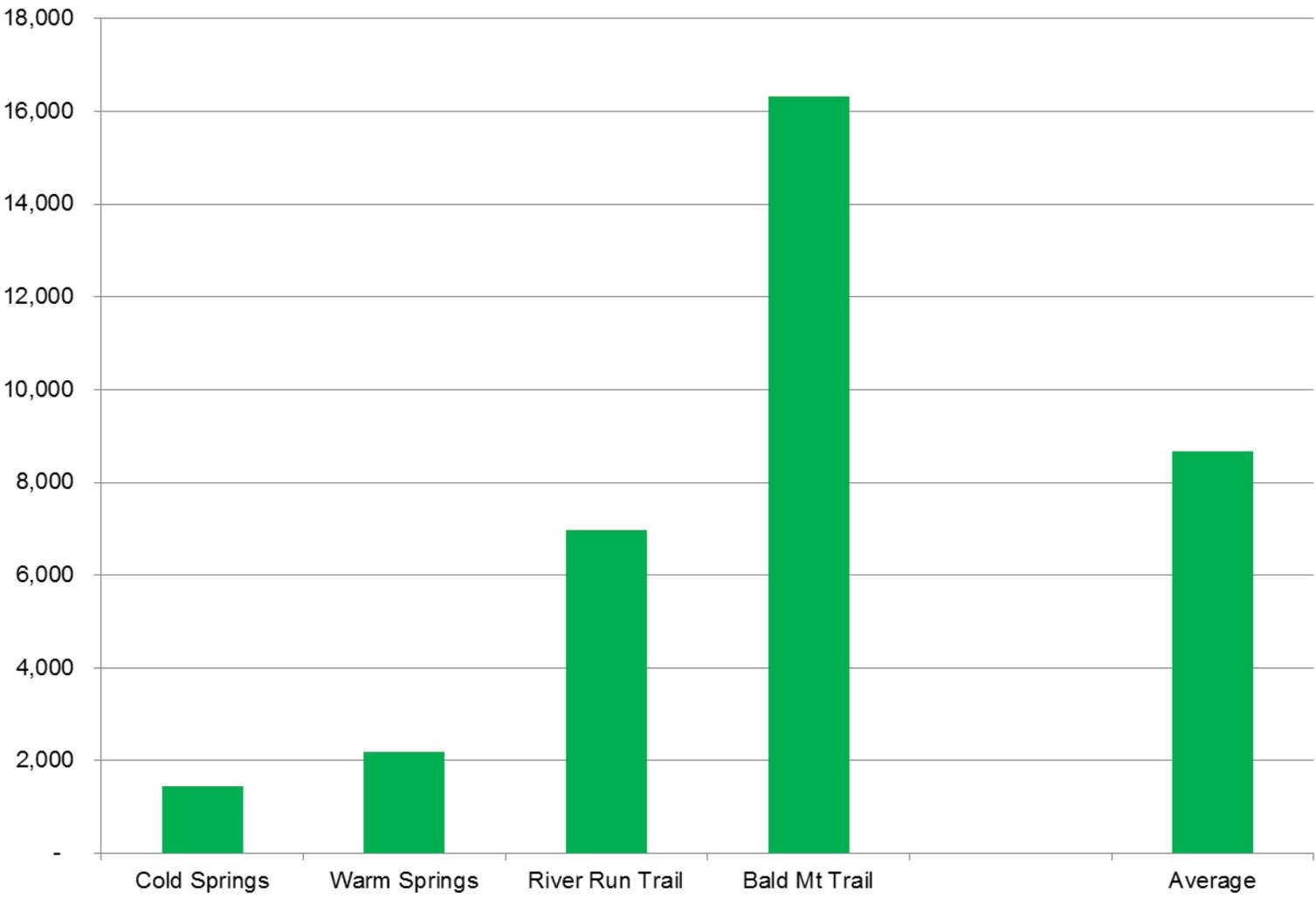
Trail Days by System Bike Path



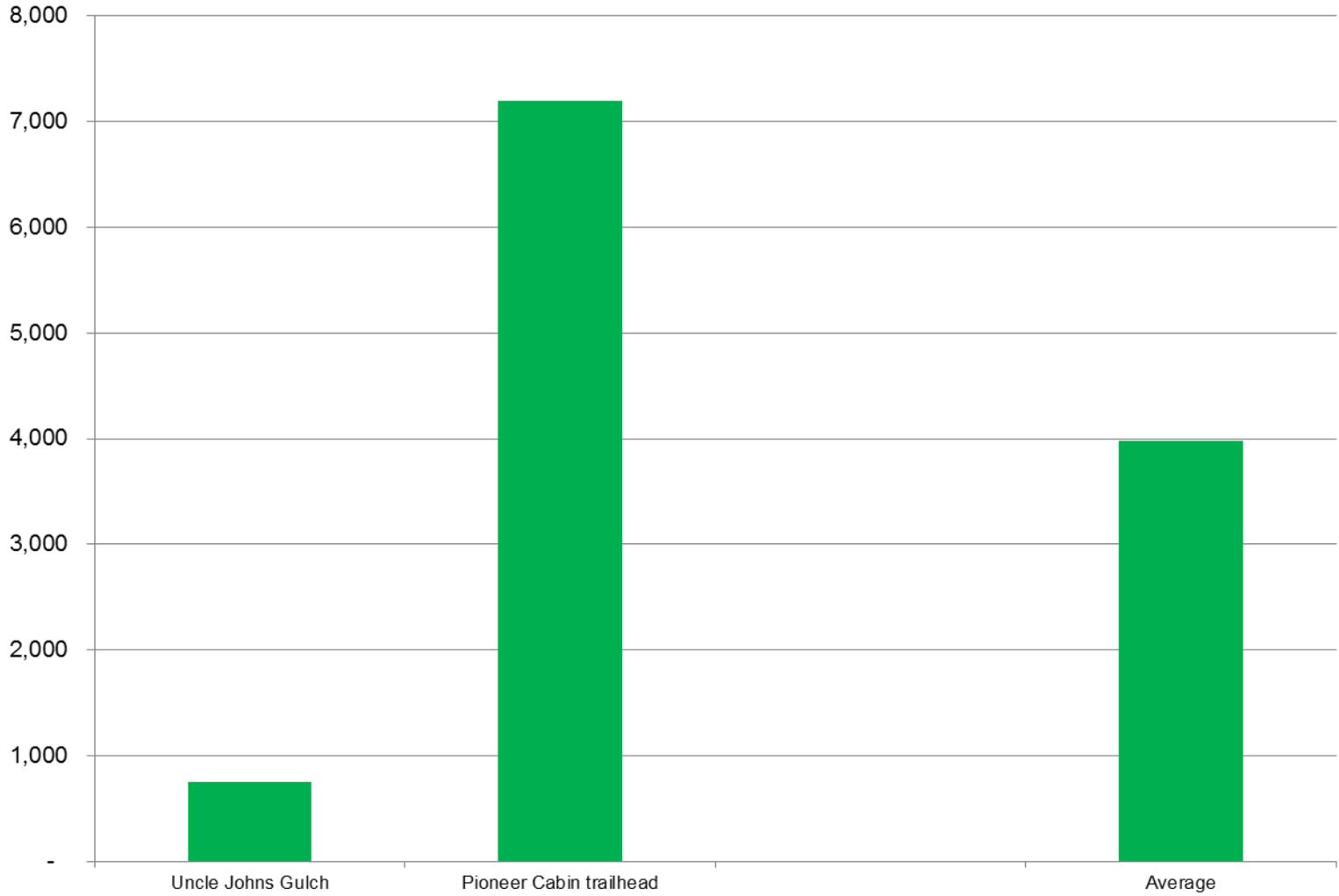
Trail Days by System System Summary



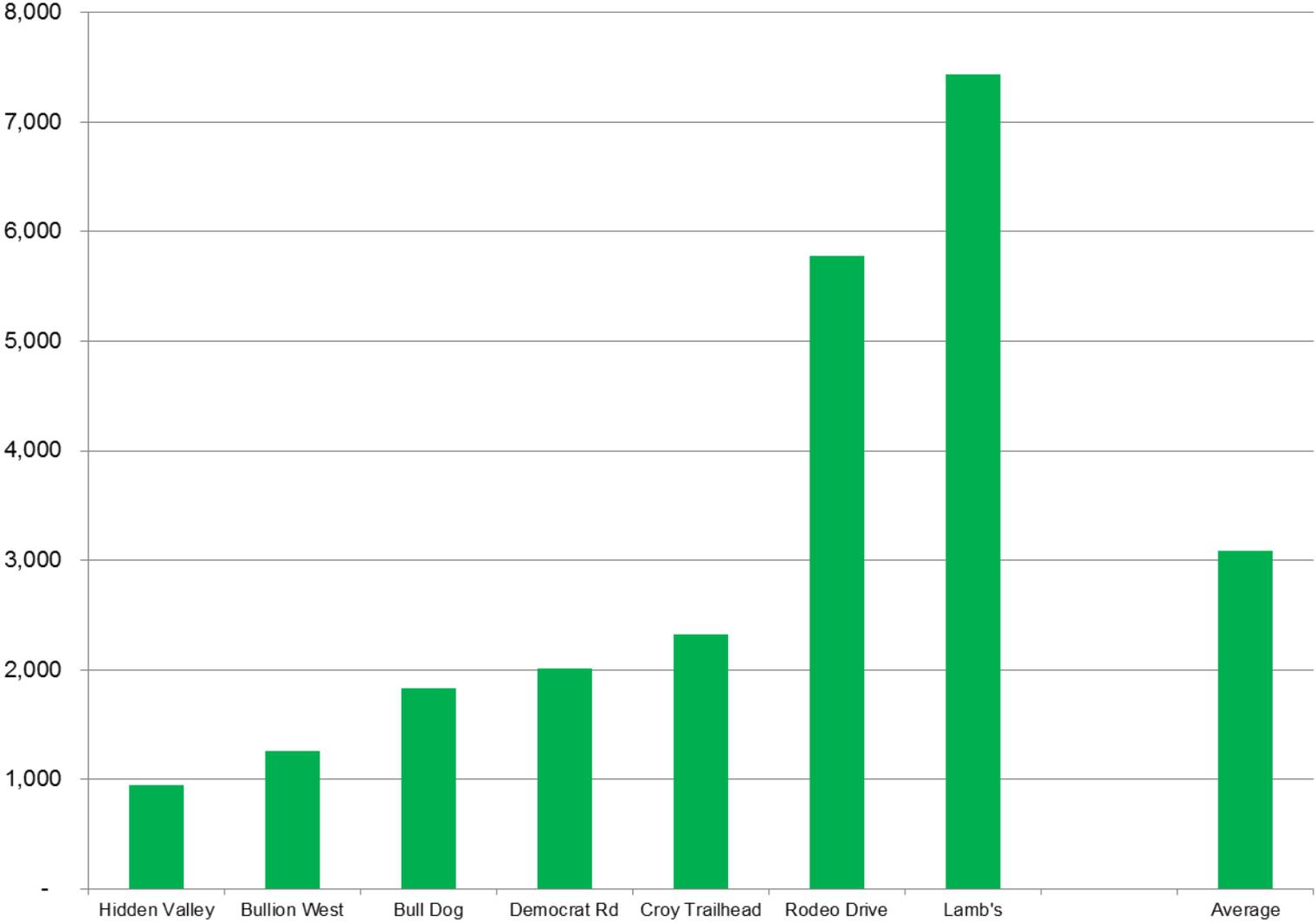
Trail Days by System Baldy



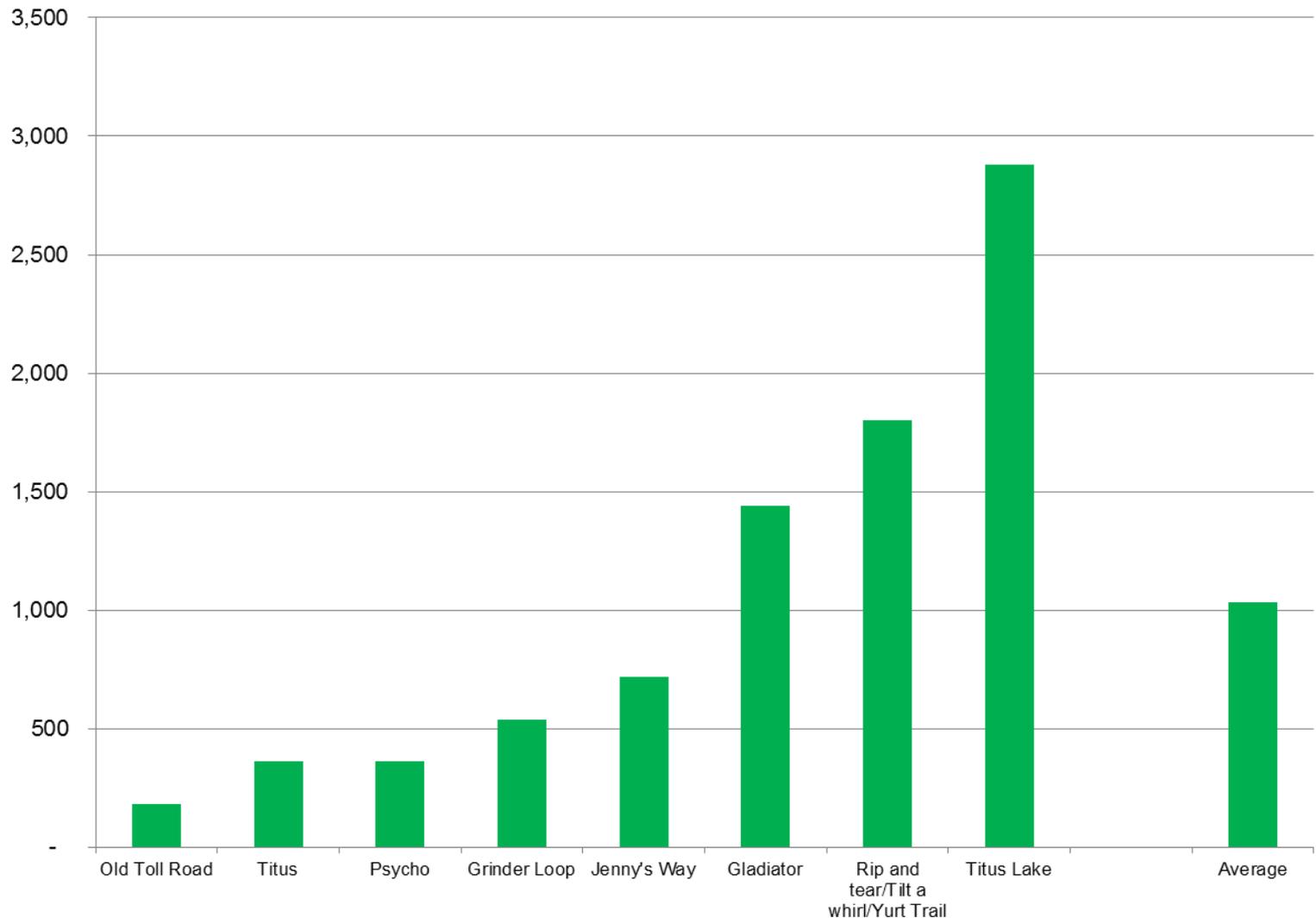
Trail Days by System Corral Creek



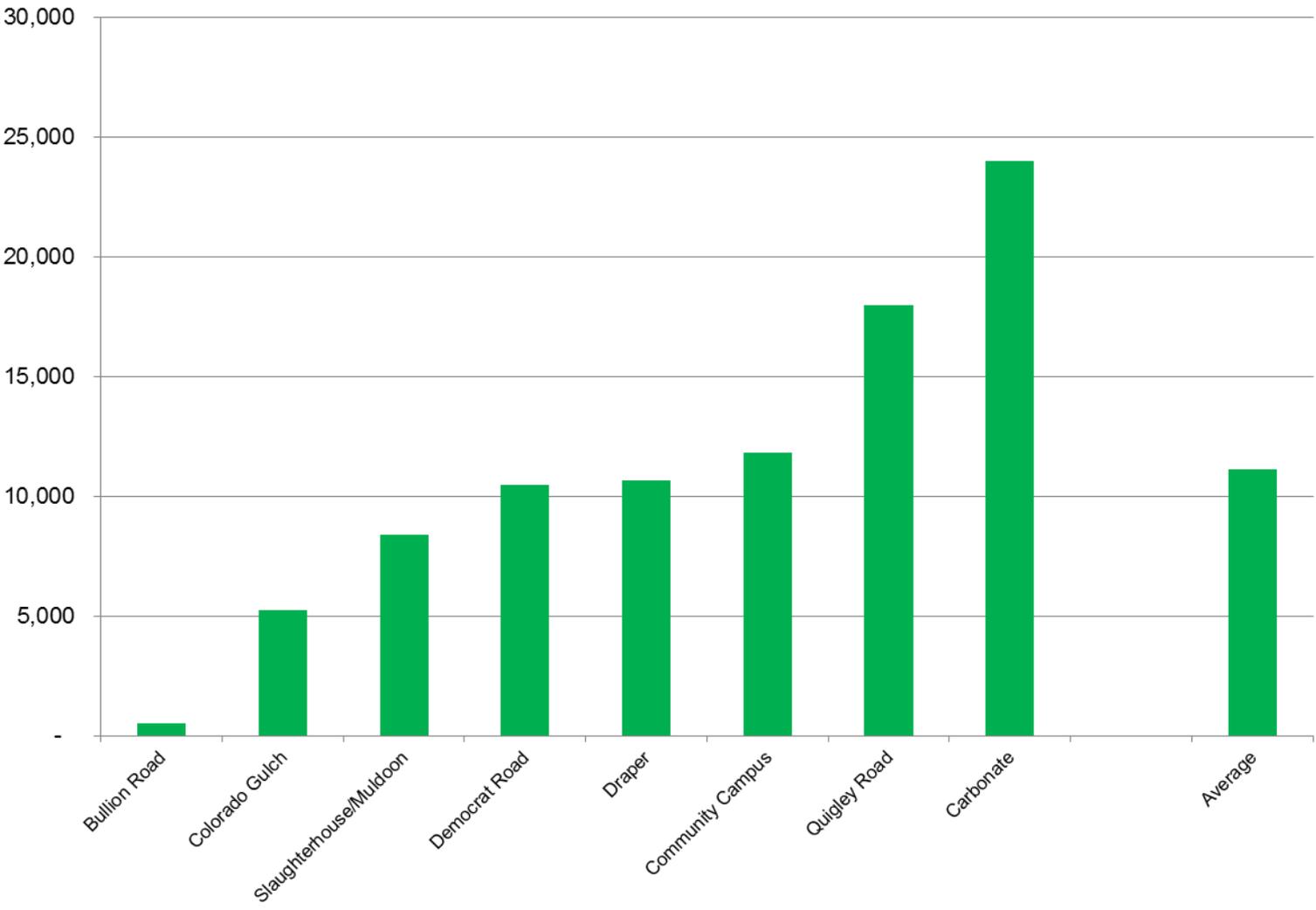
Trail Days by System Croy Canyon



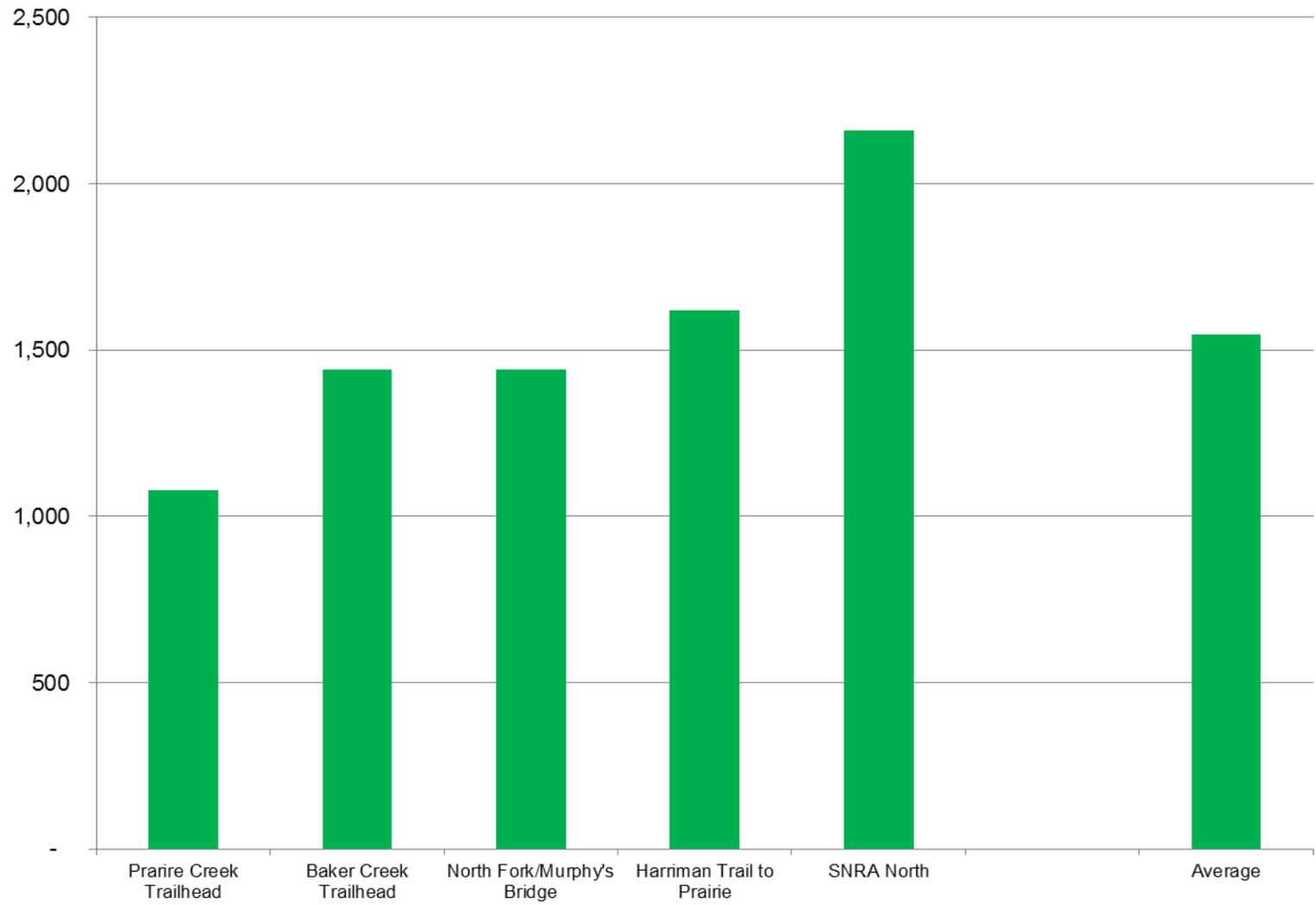
Trail Days by System Galena Area



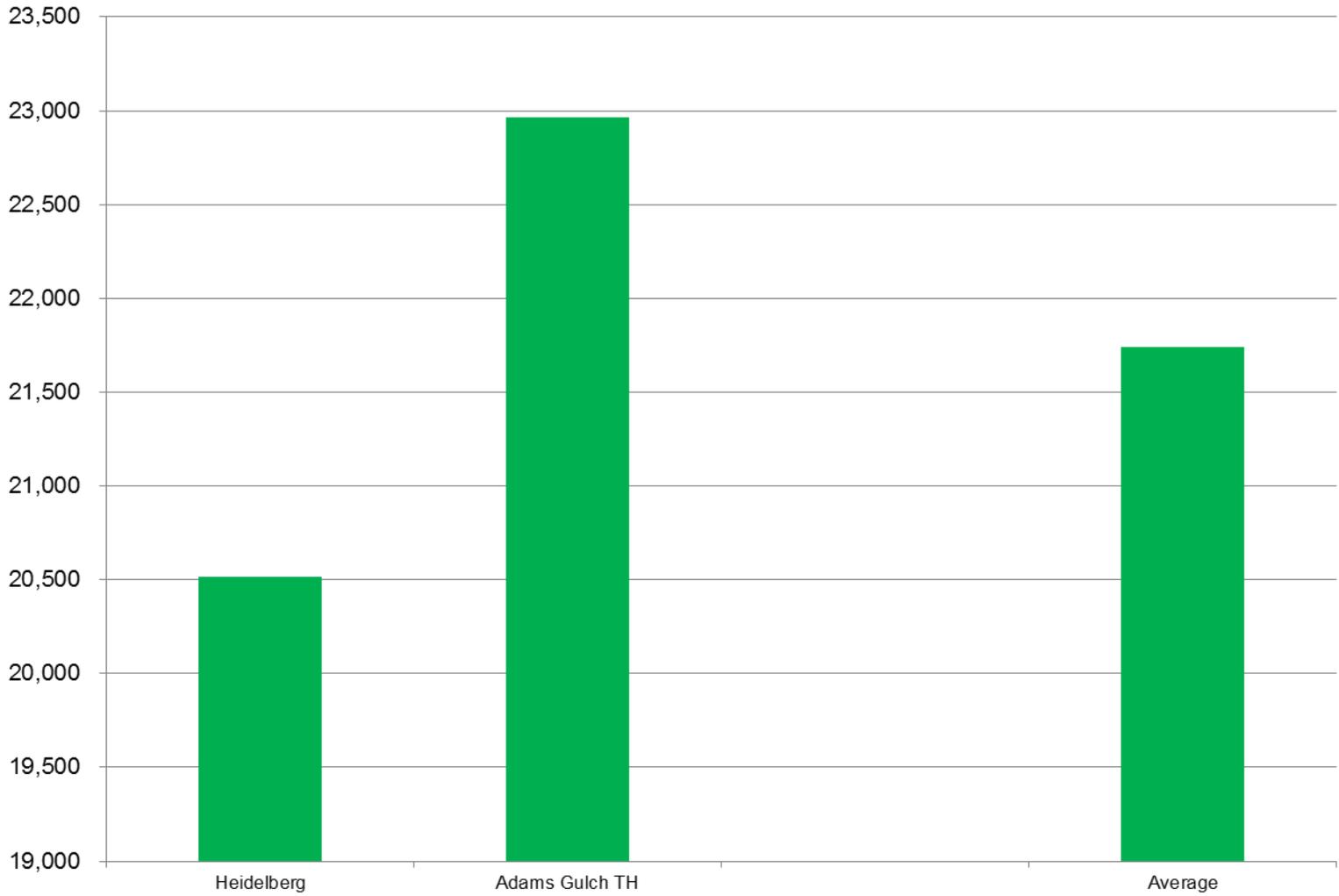
Trail Days by System City of Hailey



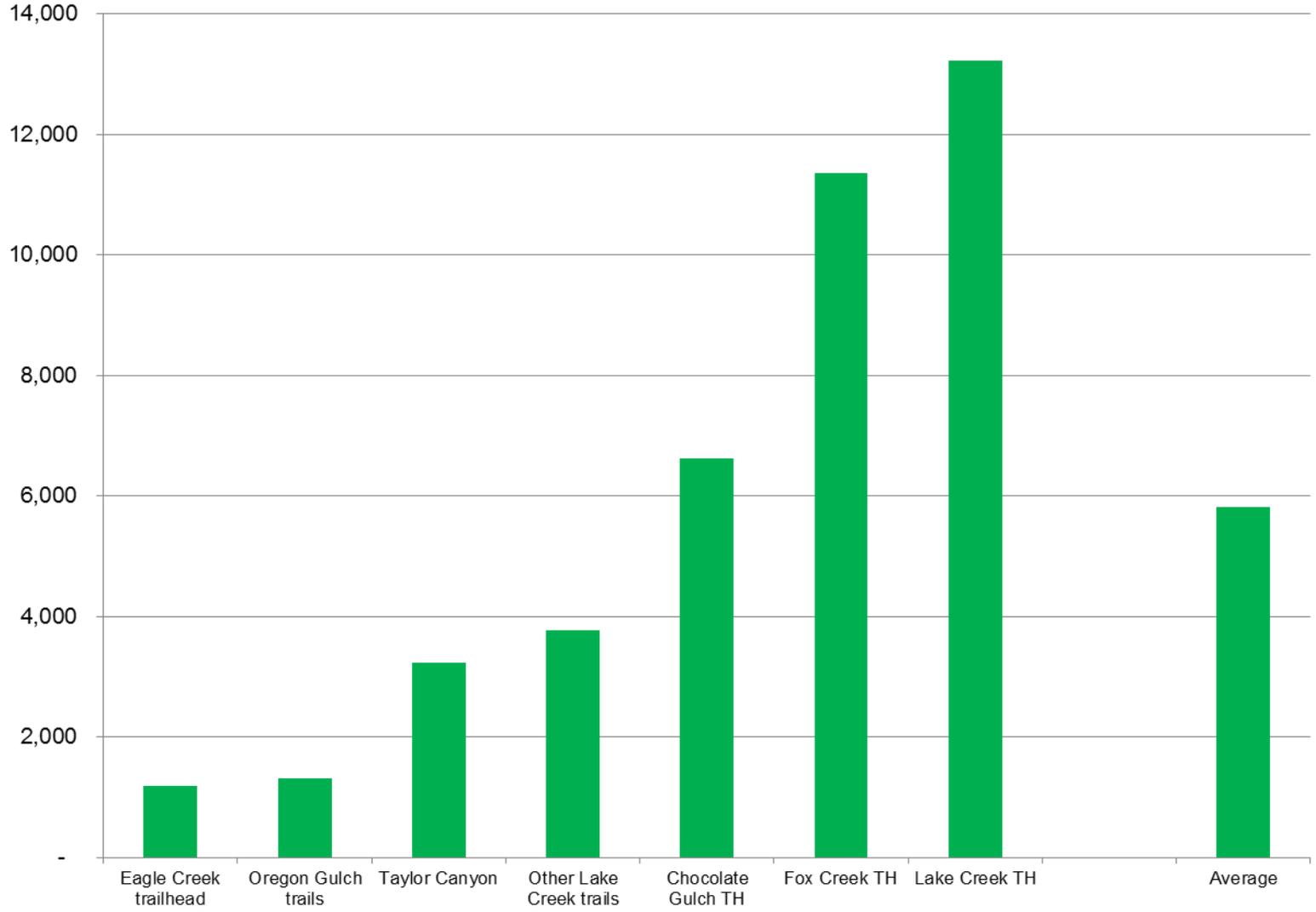
Trail Days by System Harriman Trail



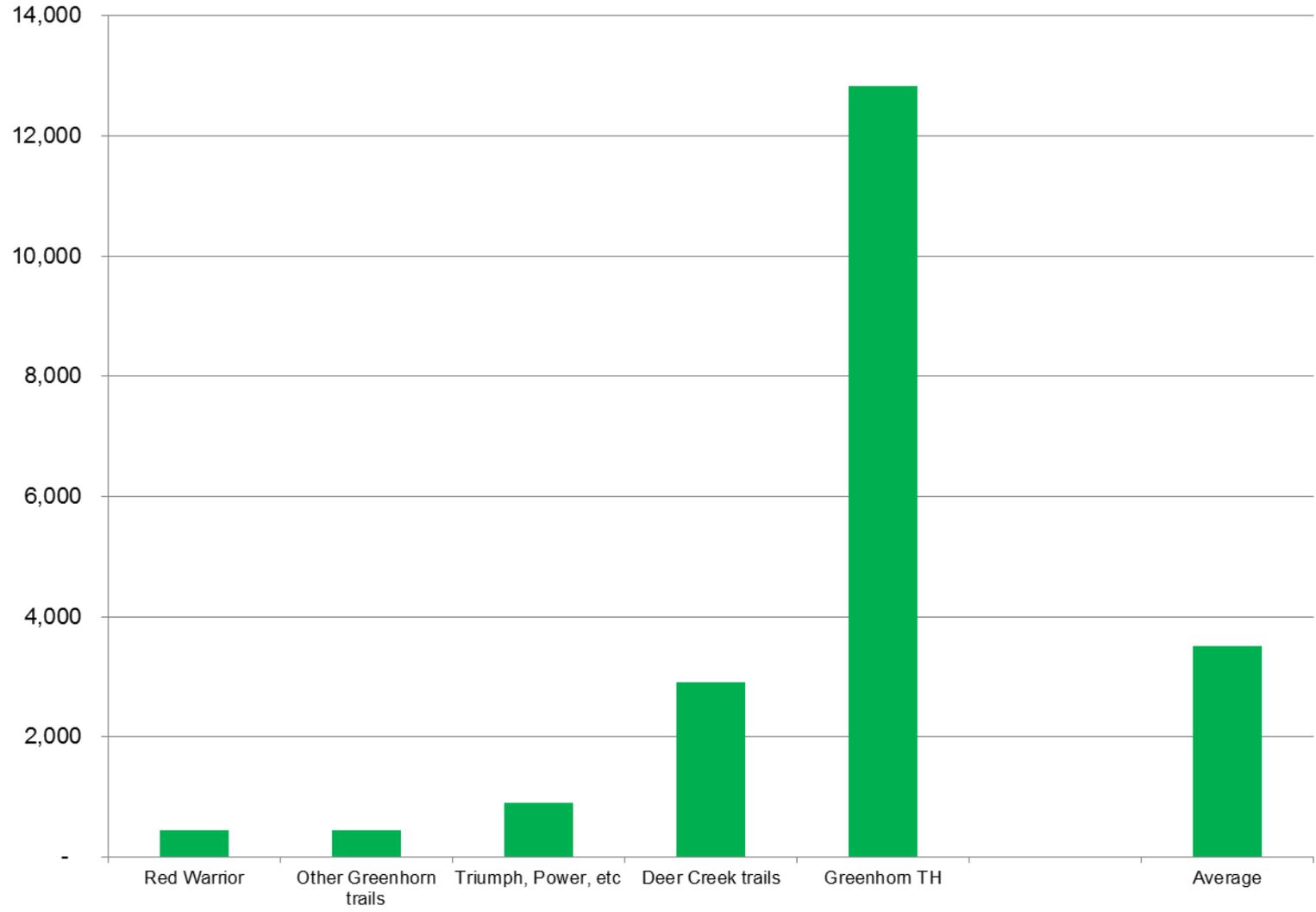
Trail Days by System City of Ketchum



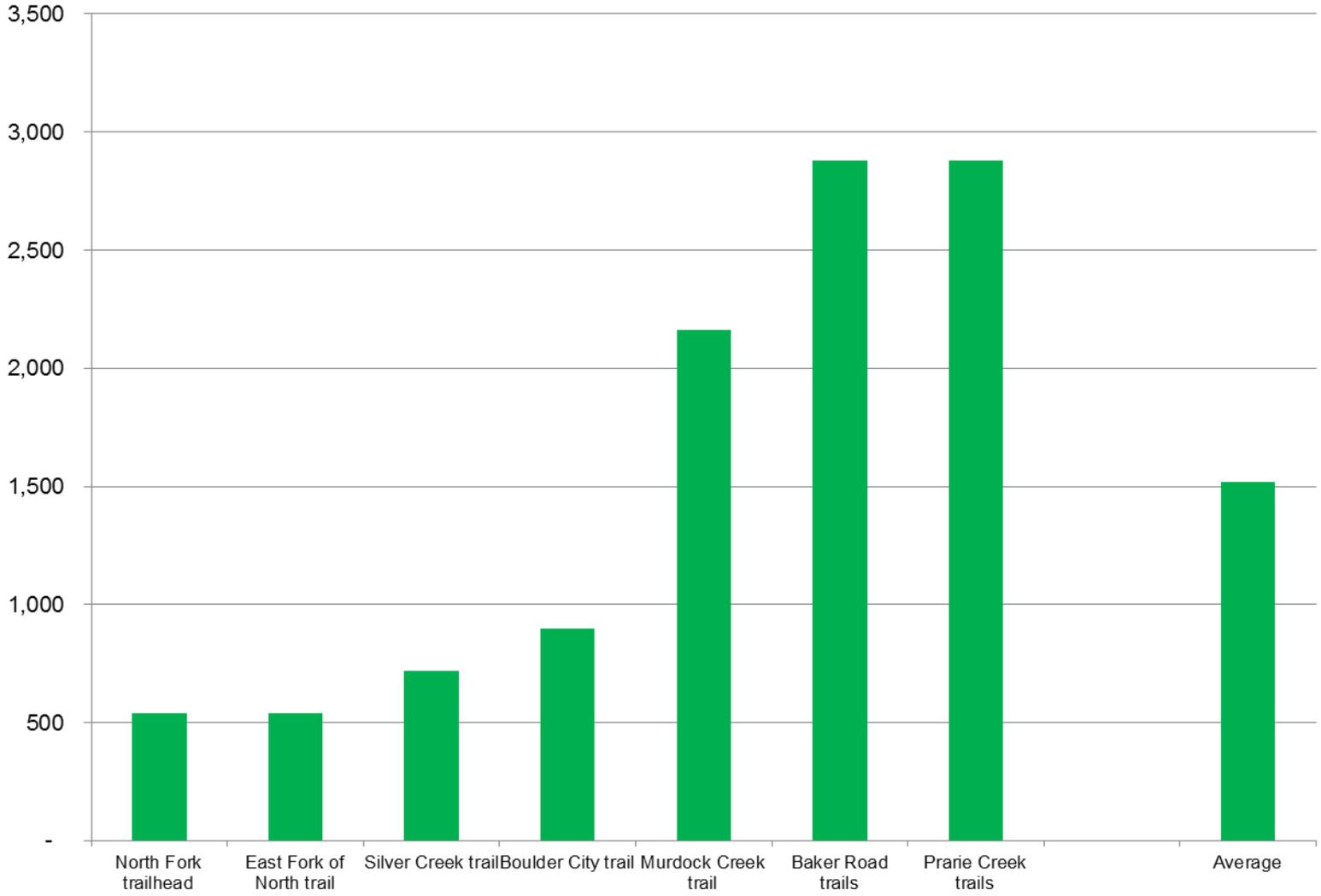
Trail Days by System North of Ketchum



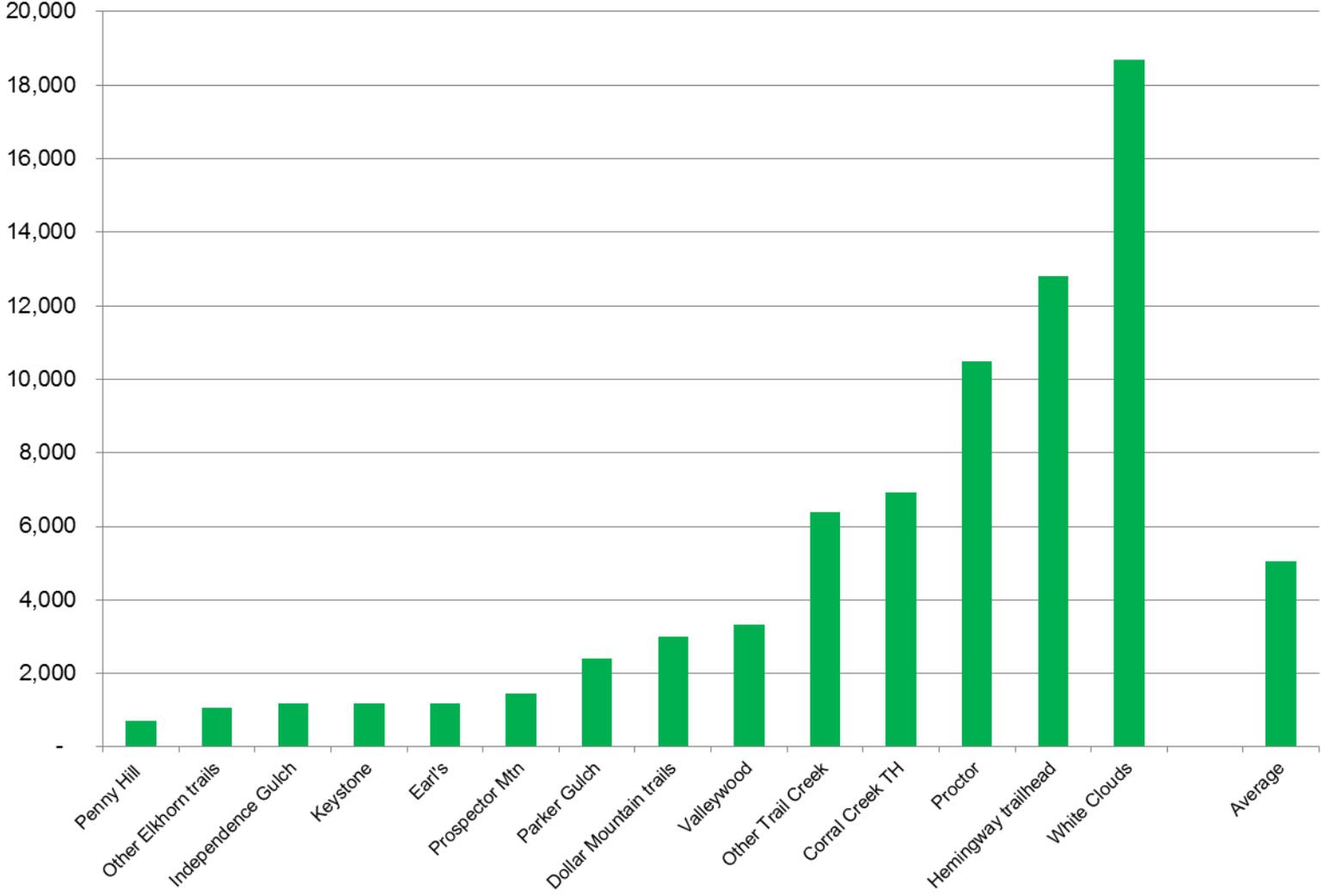
Trail Days by System Mid Valley



Trail Days by System SNRA

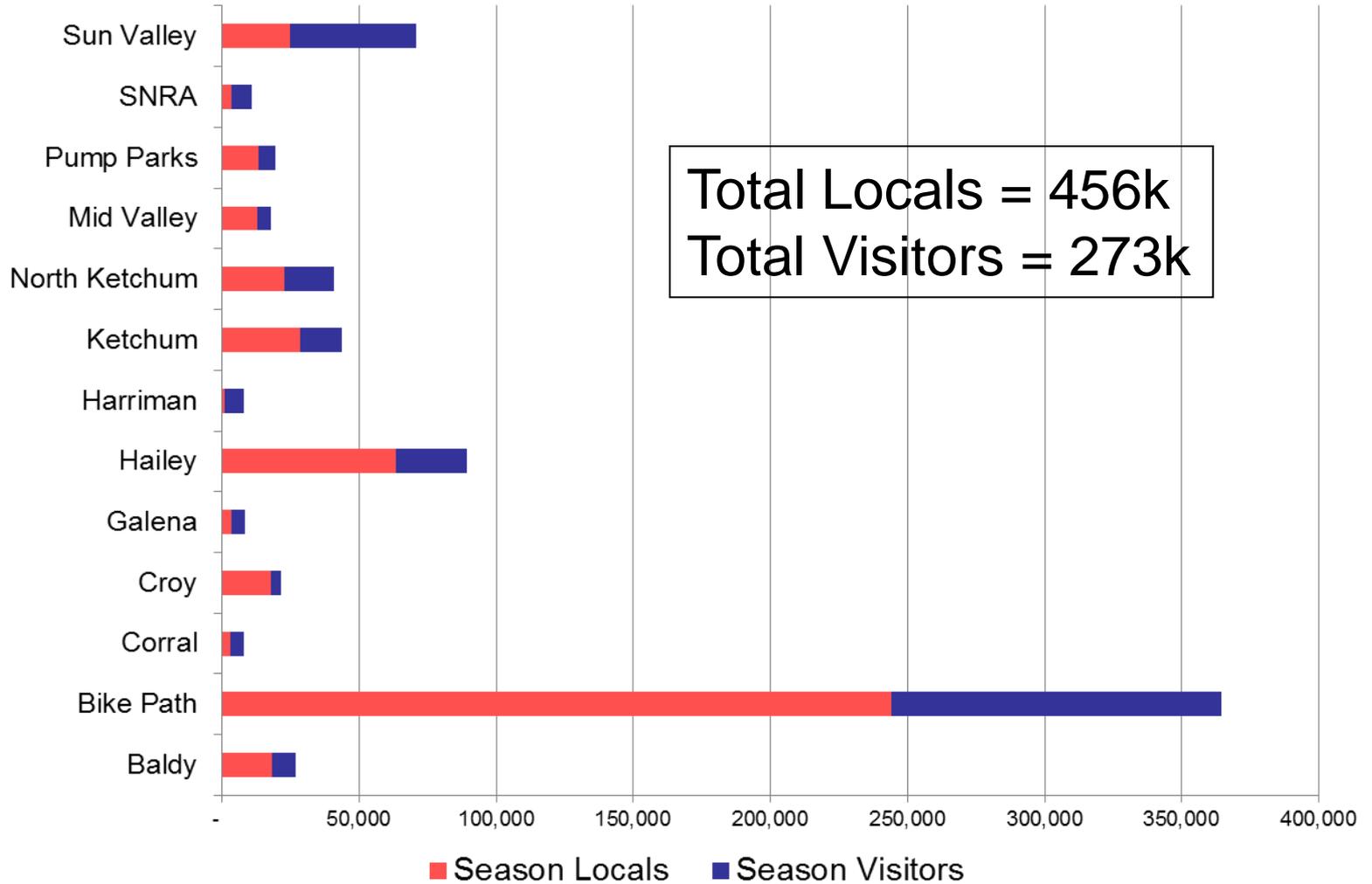


Trail Days by System City of Sun Valley



Trail User Metrics

Local/Visitor Trail Days by System



Trail User Profiles

1. Sampling Statistics
2. Age
3. Gender
4. Dog Usage
5. Type of Trail Use
6. Group Size
7. Access information
8. Frequency of Use
9. Visitor Information
10. Economic Spend
11. Trail Information

Observation Data:

- Human trail observations (200 hours+)
- Lead + 5 volunteer team
- 2 hour periods across multiple trails, times

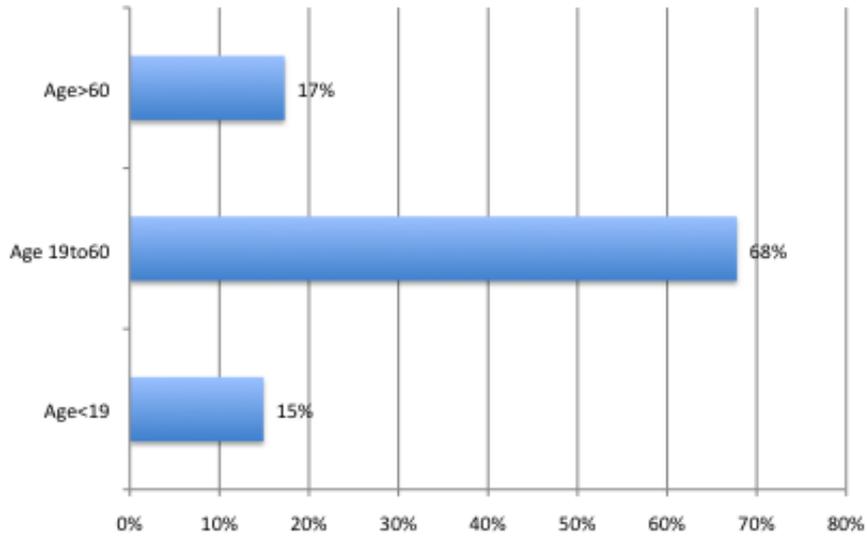
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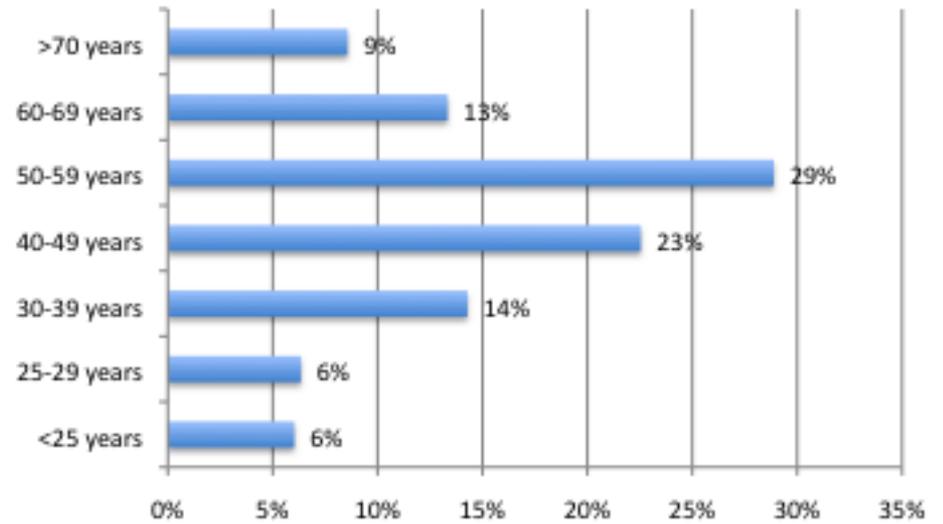
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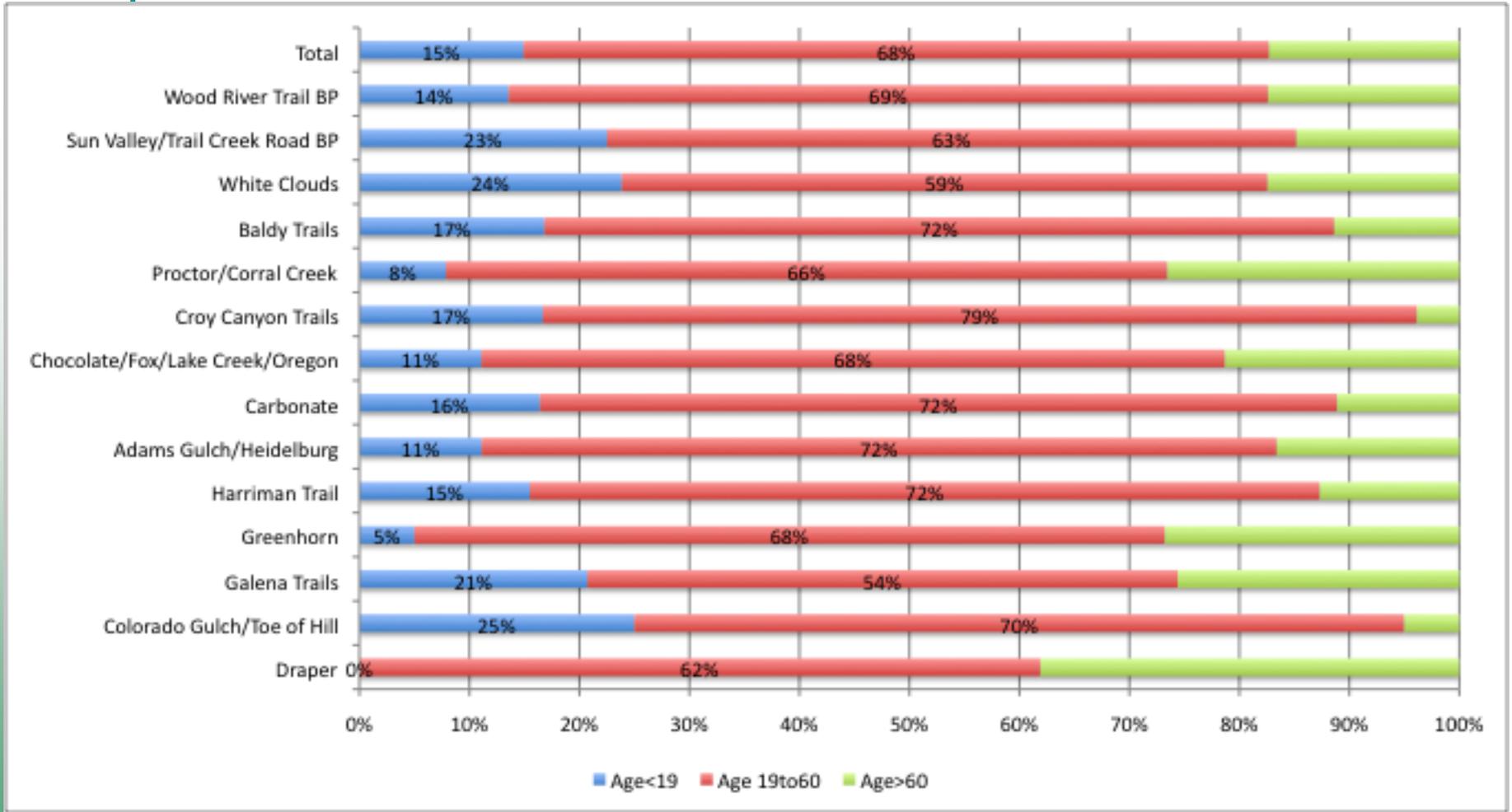
Total Observed Age



Visitor Reported Age

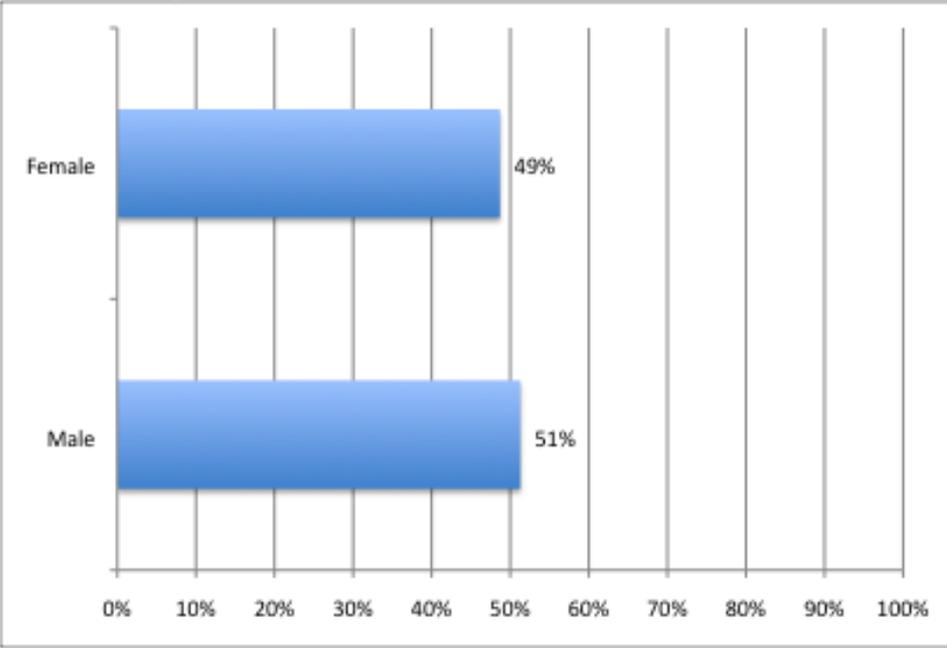


Age Observed Age by Trail System

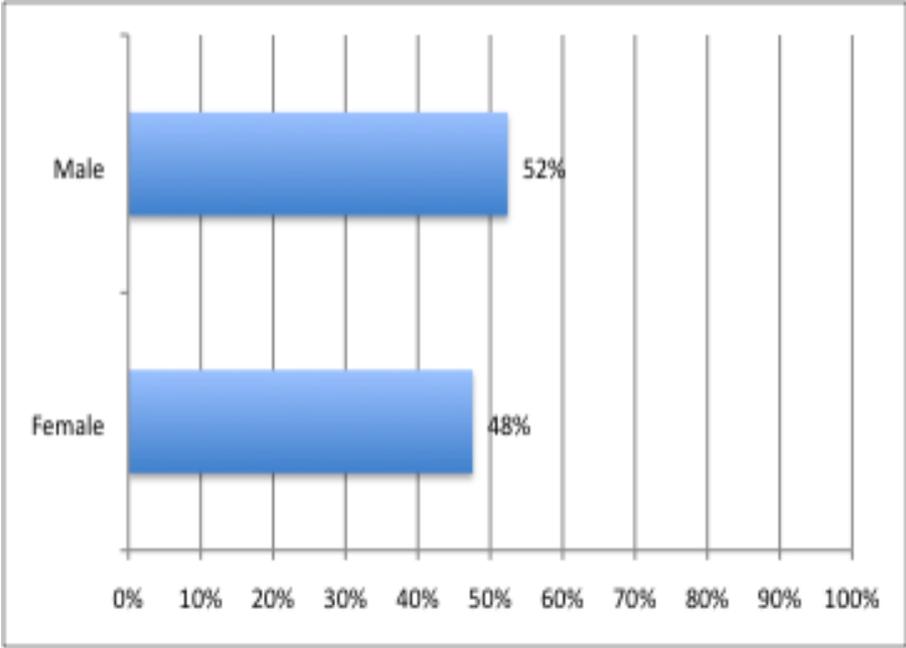


Gender Total Observed/Visitor Reported

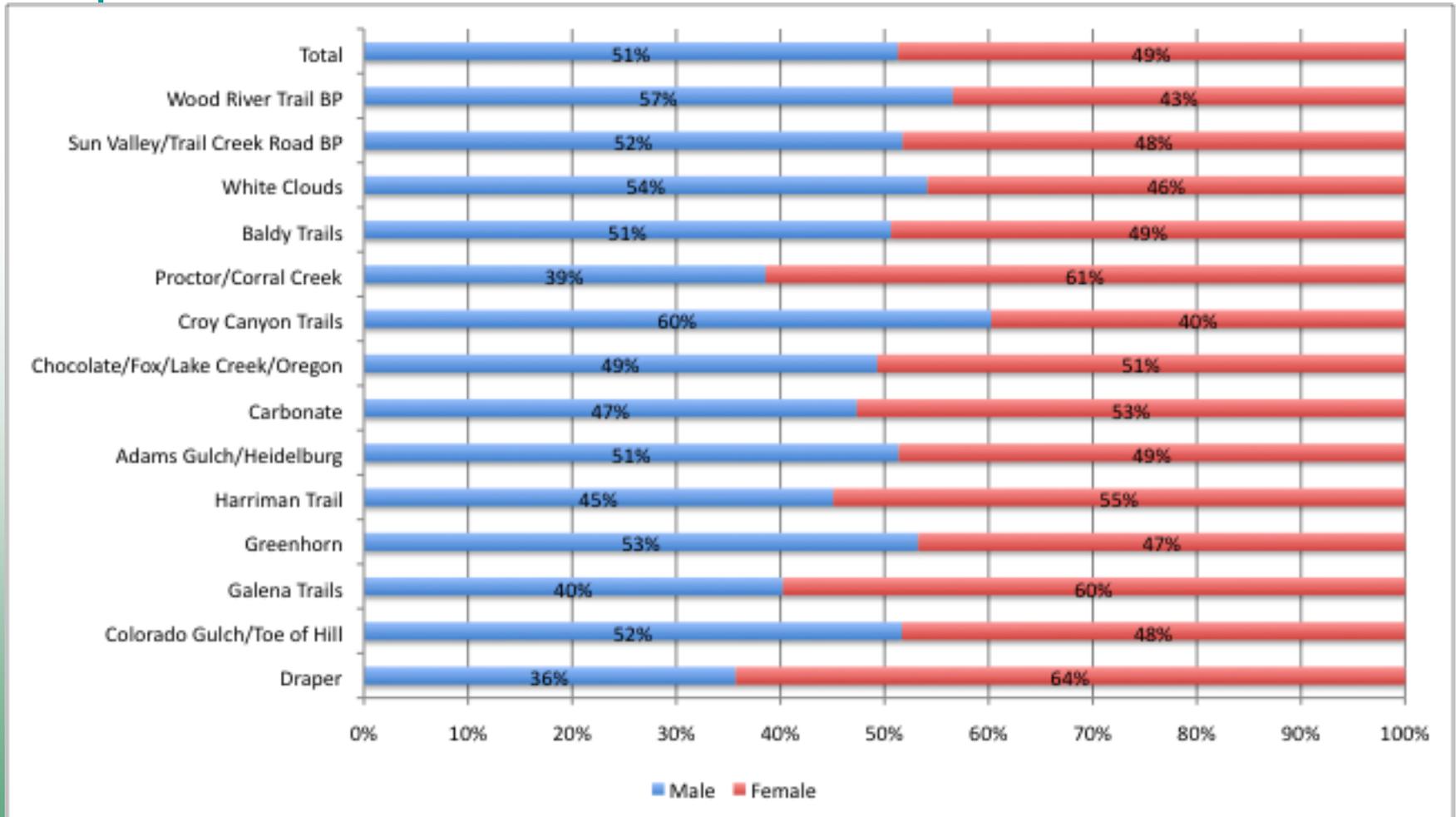
Total Observed Gender



Visitor Reported Gender

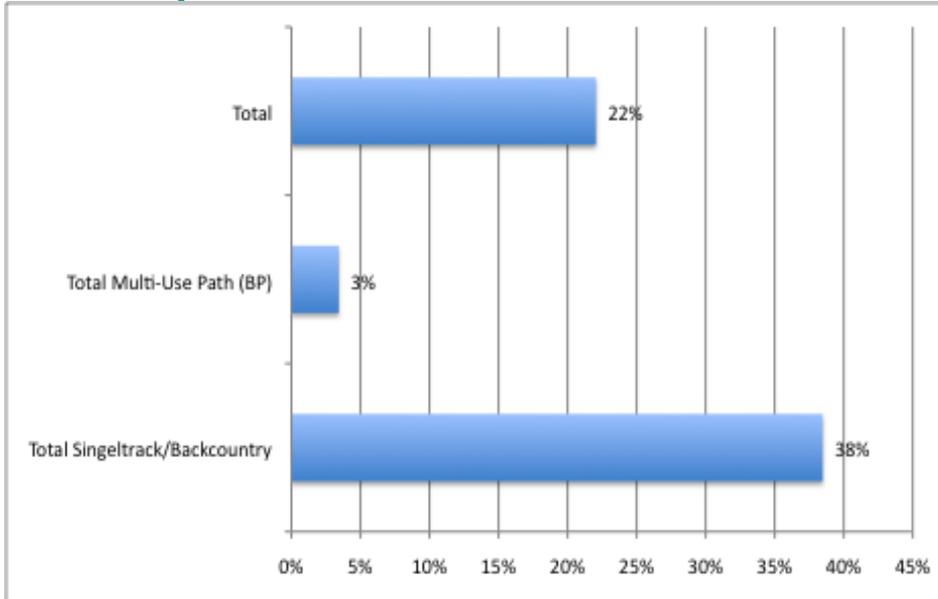


Gender Observed Gender by Trail System

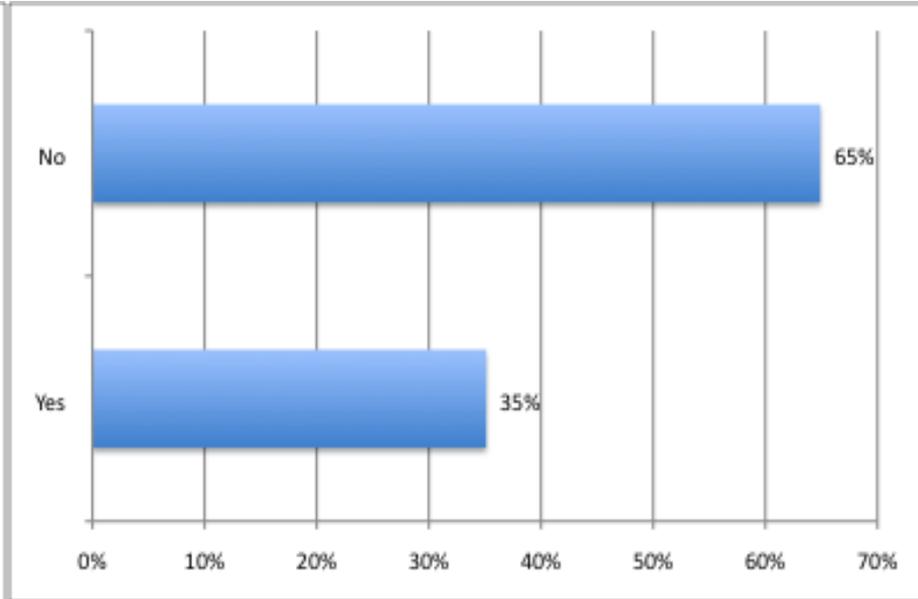


Dogs Totals Observed/Locals Reported

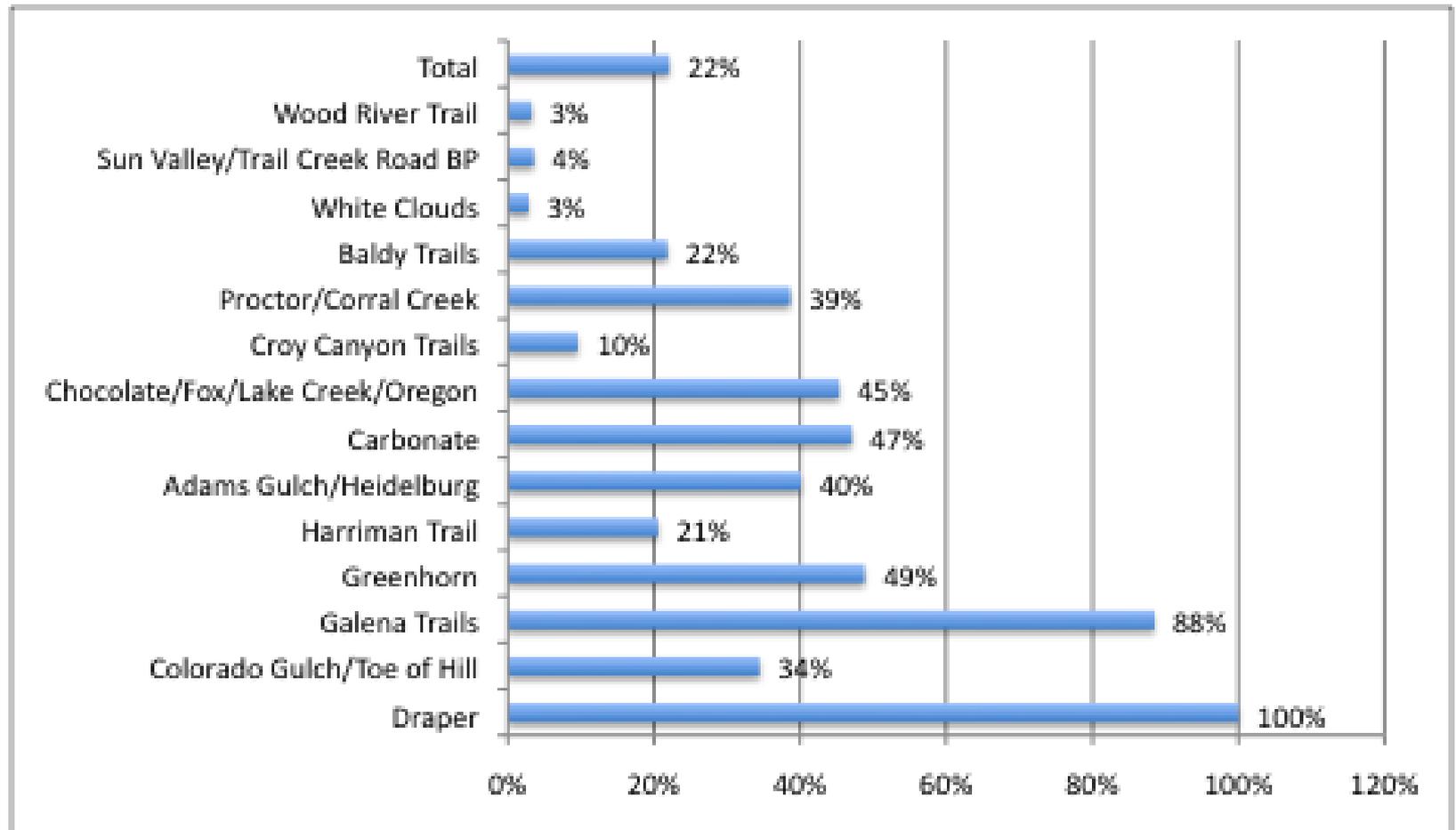
Total Observed Dog Use



Locals Reported Dog Use

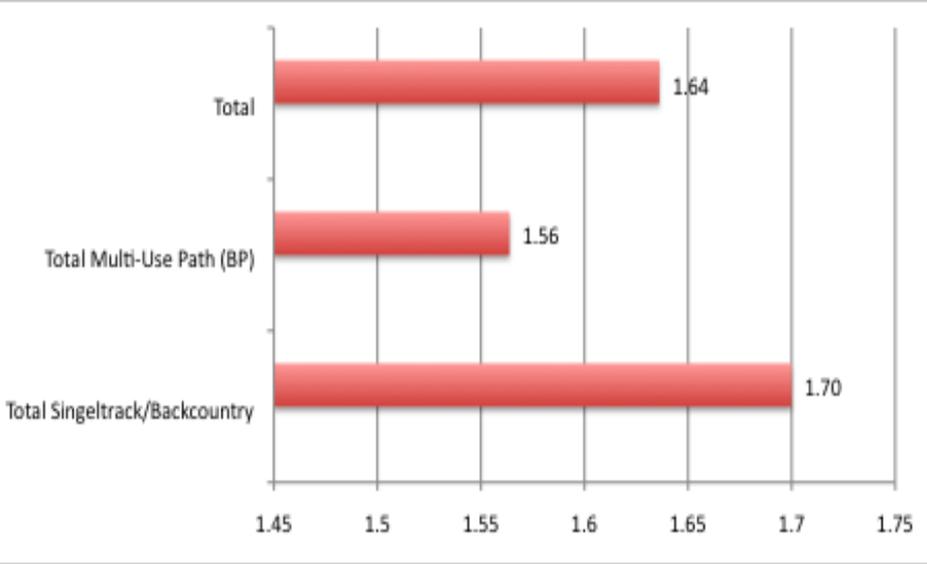


Dogs Observed Usage by Trail System

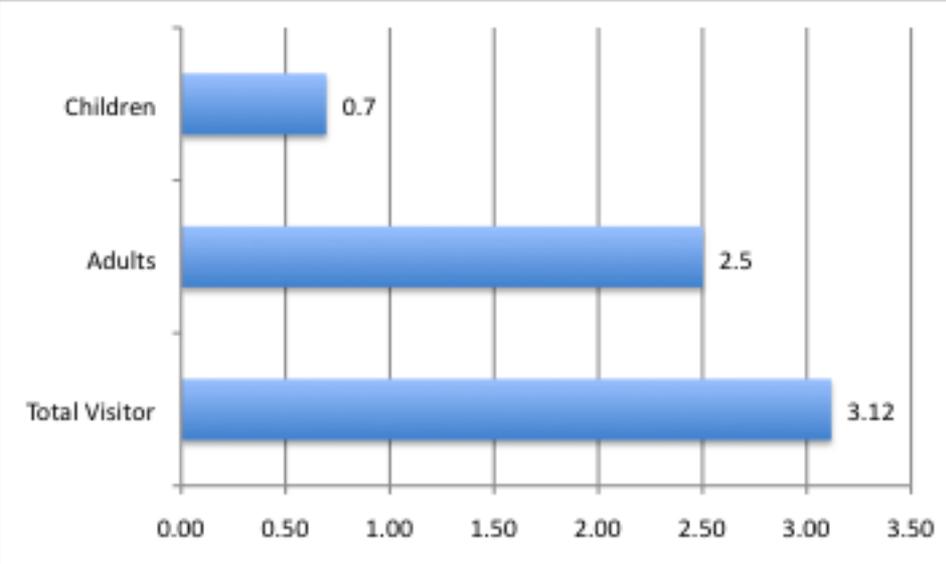


Group Visit Size Totals Observed/Visitor/Locals

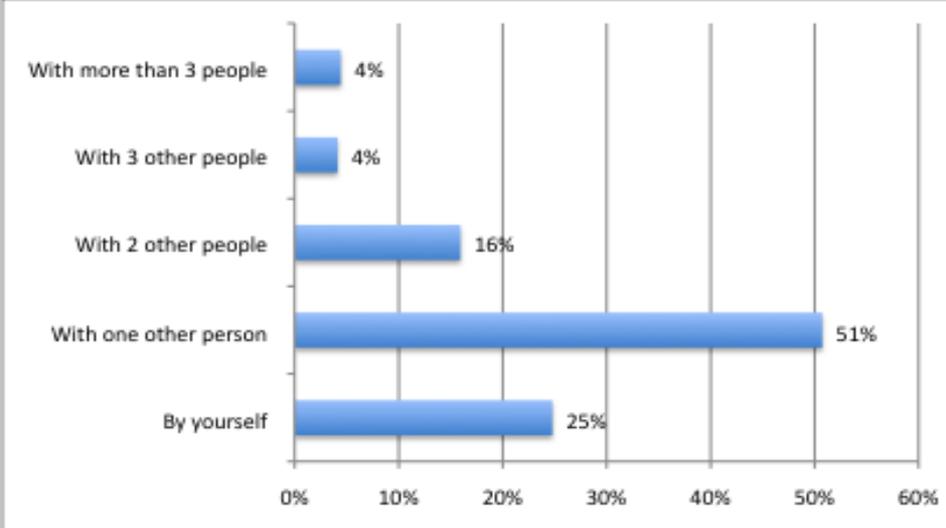
Total Observed Group Size



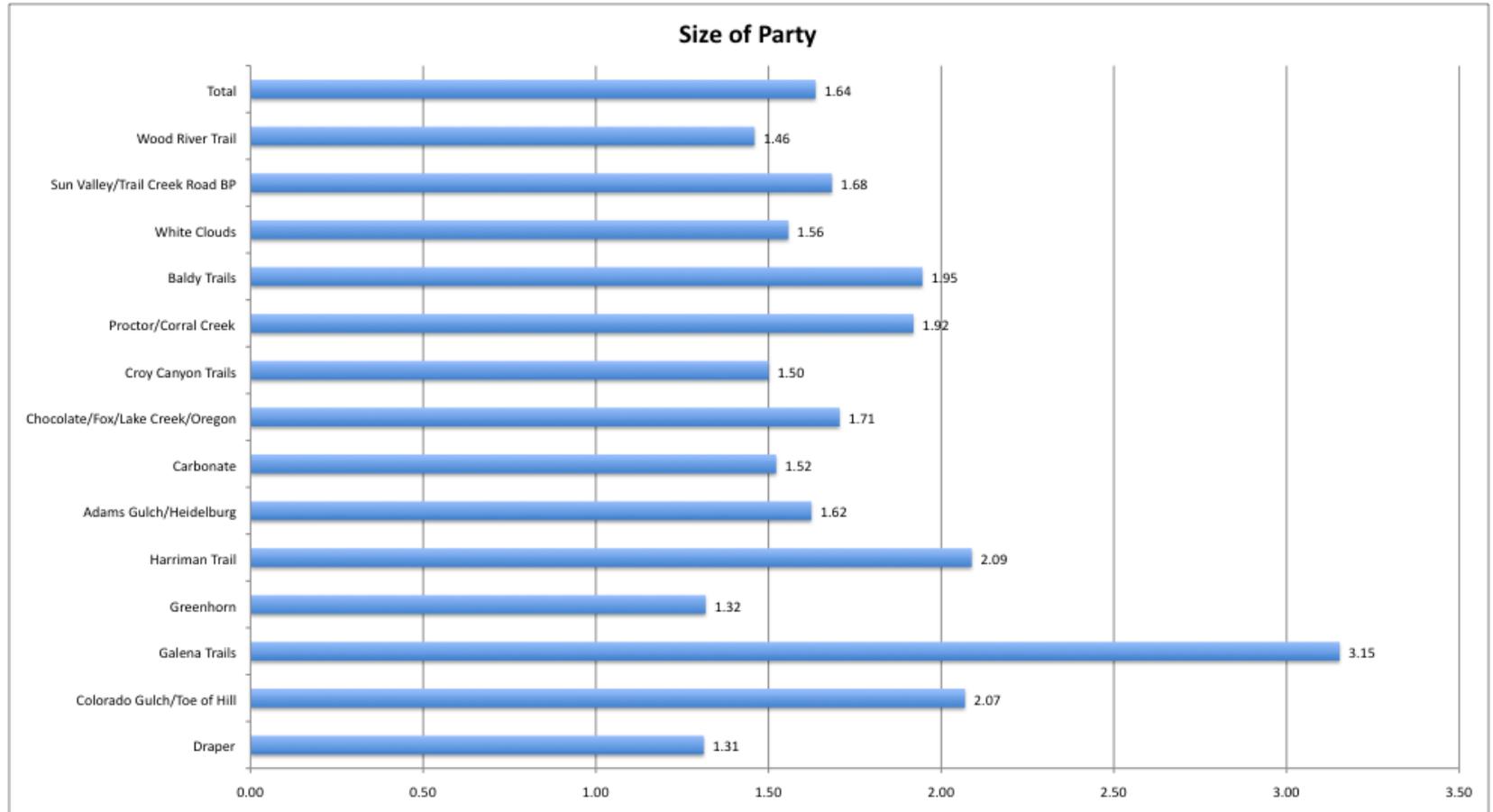
Visitor Reported Group Size



Locals Reported Group Size

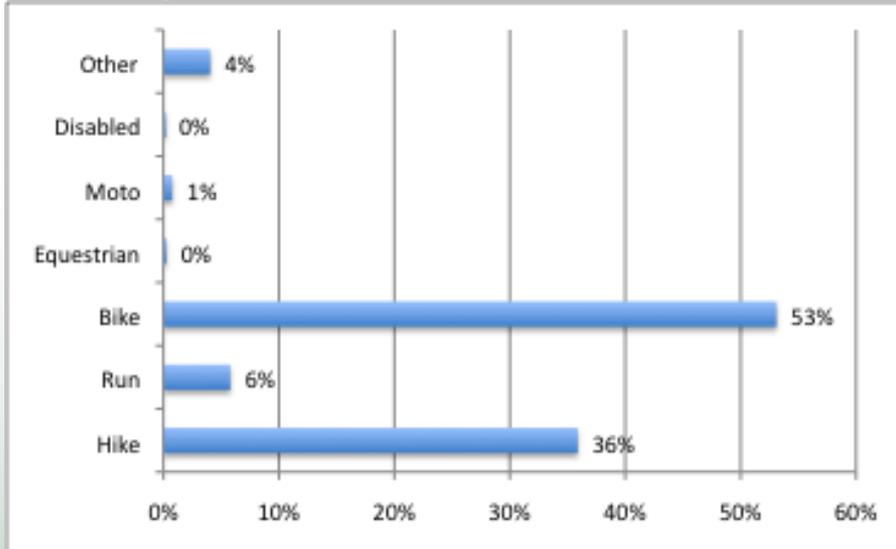


Group Visit Size Observed Usage by Trail System

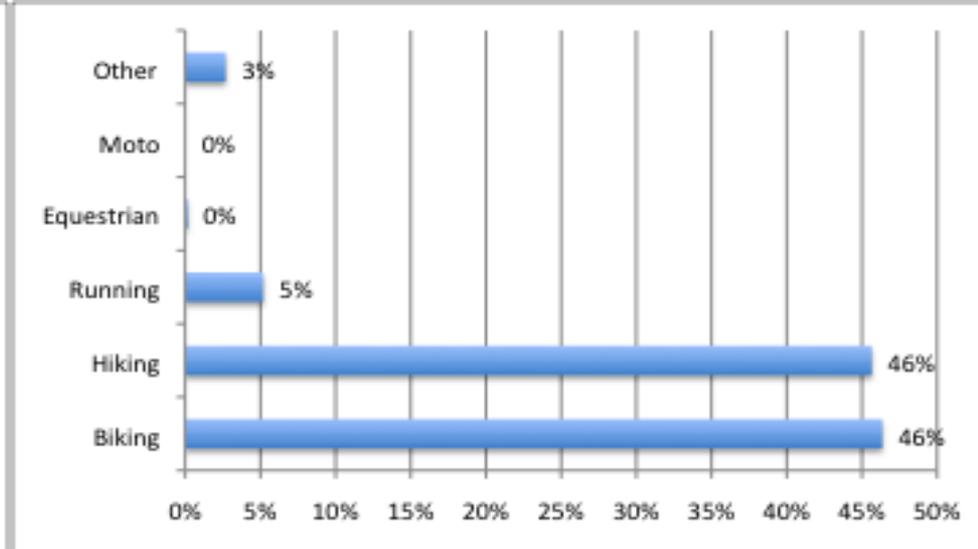


Type of Usage Totals Observed/Visitor/Locals

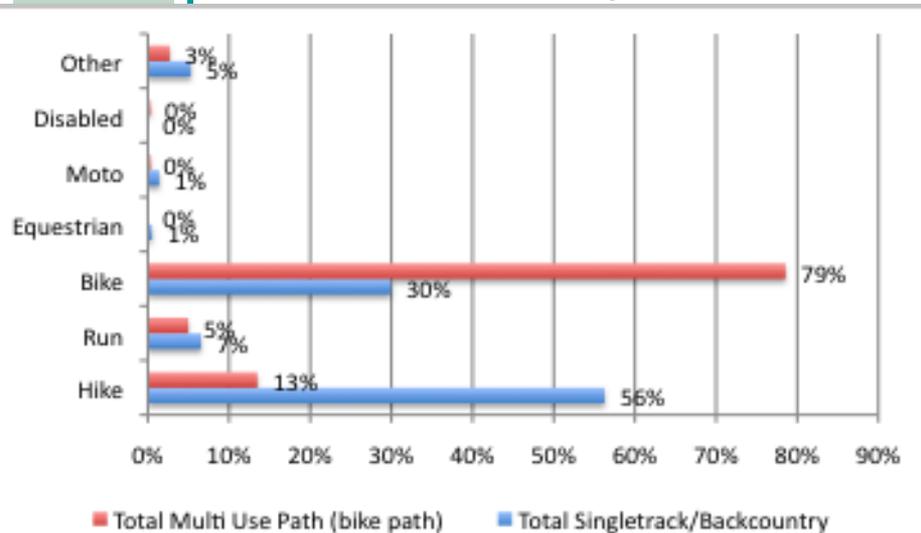
Total Observed Usage



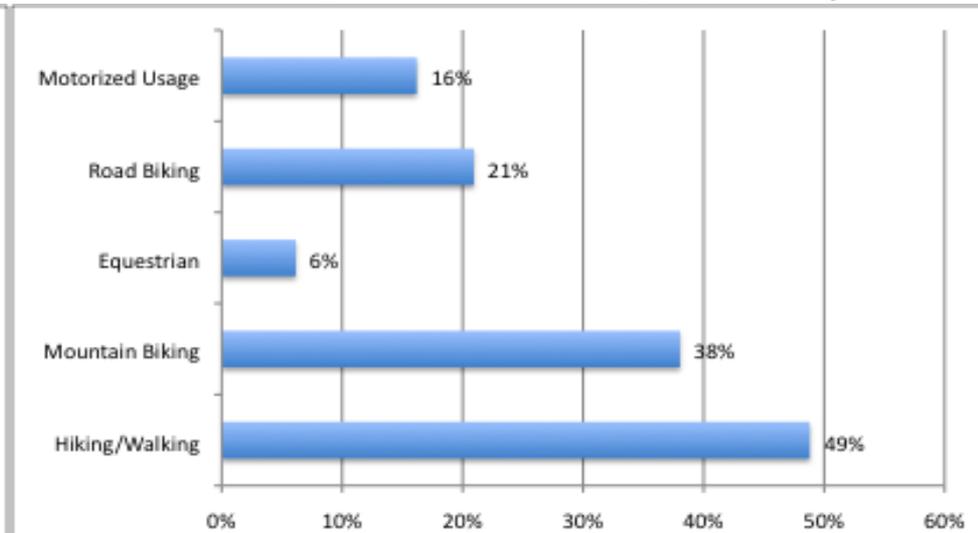
Visitor Reported Usage



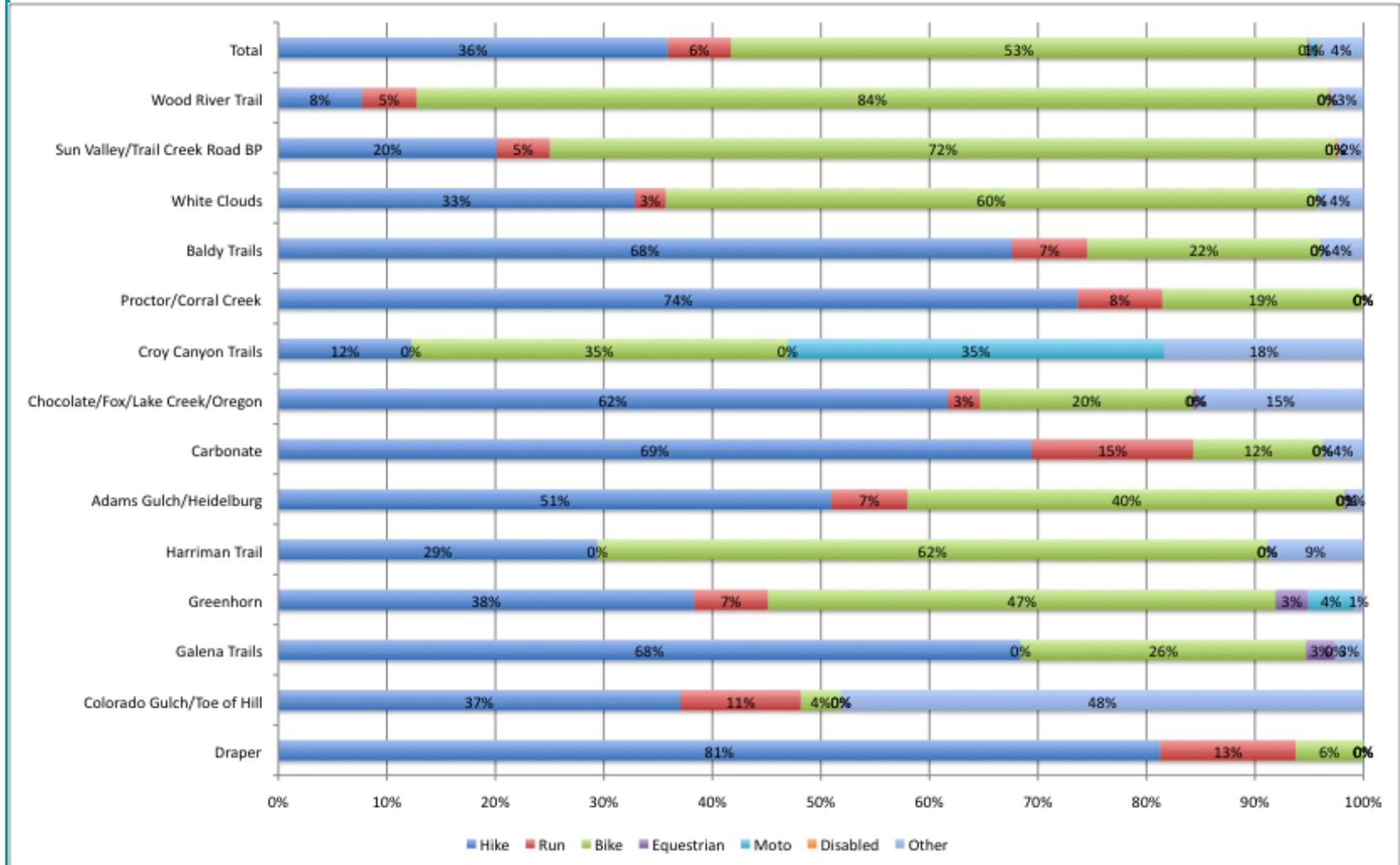
Total Observed Usage-Trail Type



Locals Reported Most Frequent Usage

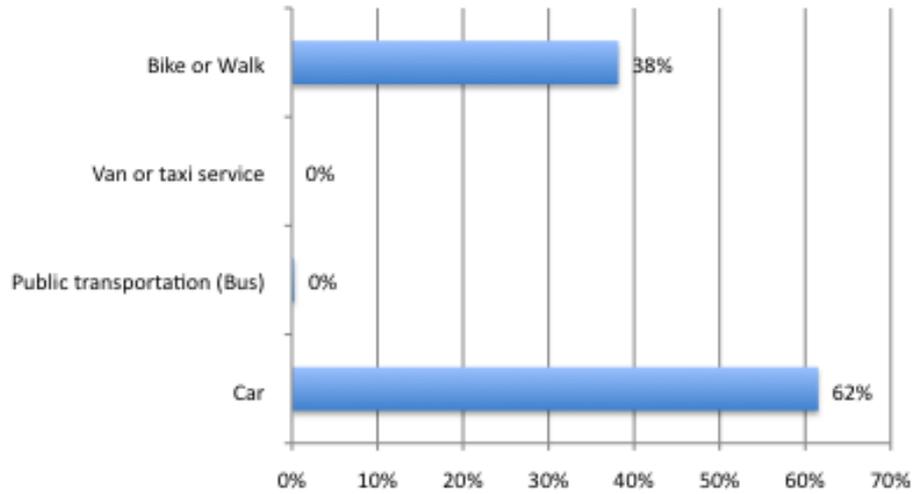


Type of Use Observed Usage by Trail System

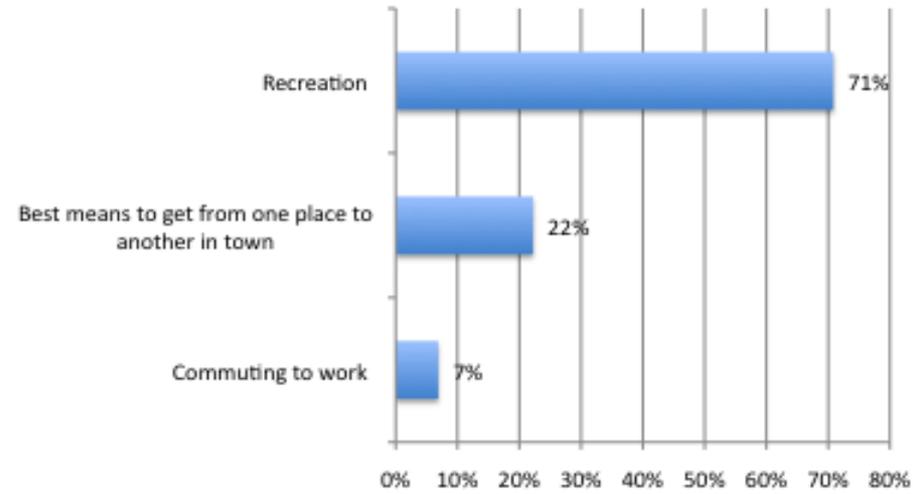


Access to Trail Locals Reported

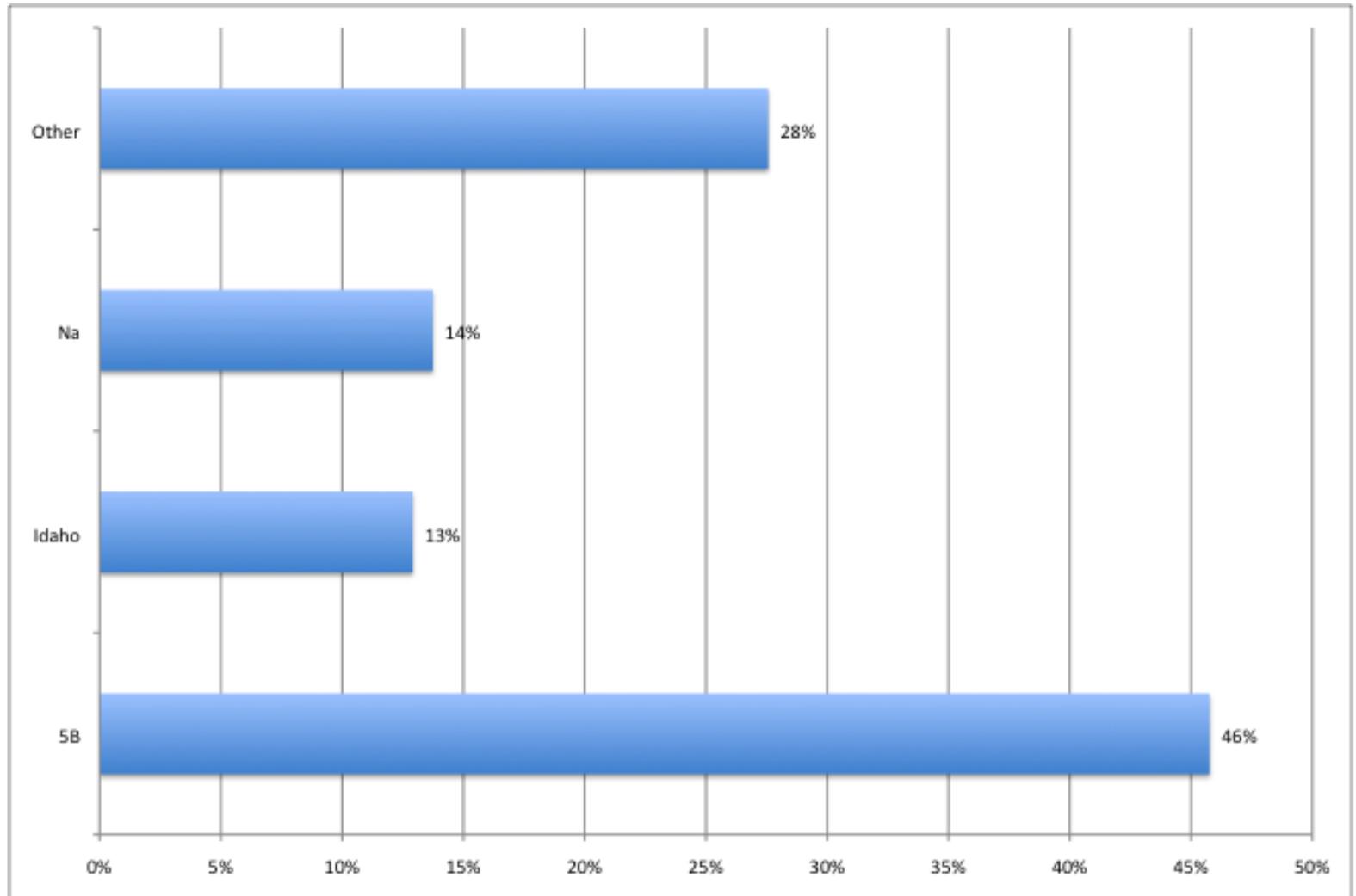
How Access Trails



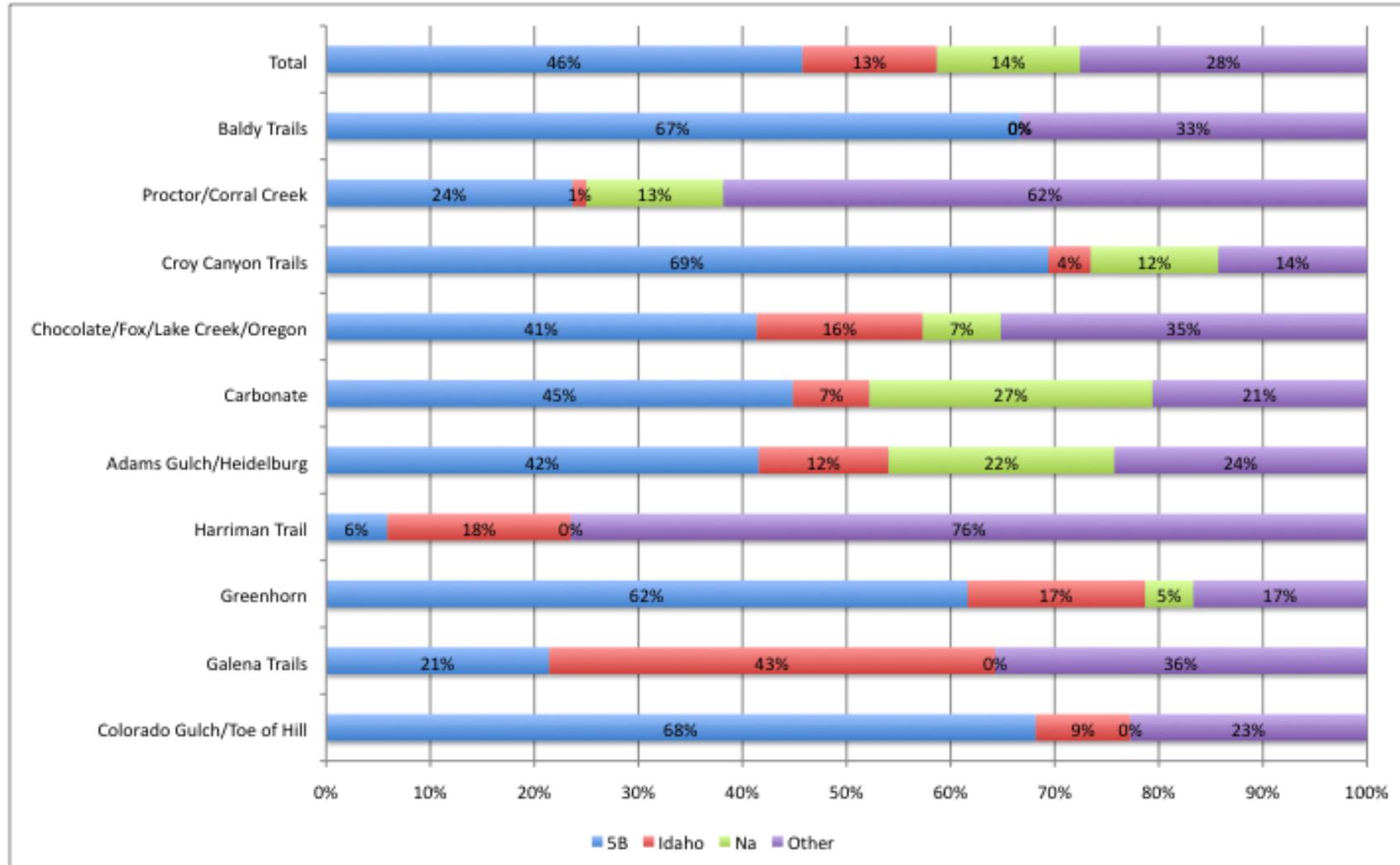
Why Access Trails



Visitor Information Observed Total Usage



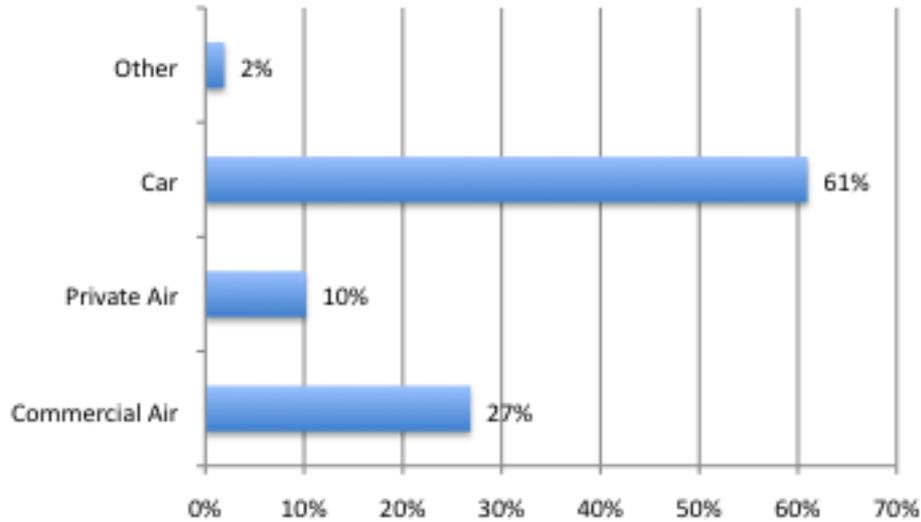
Visitor Information Observed Usage by Trail System



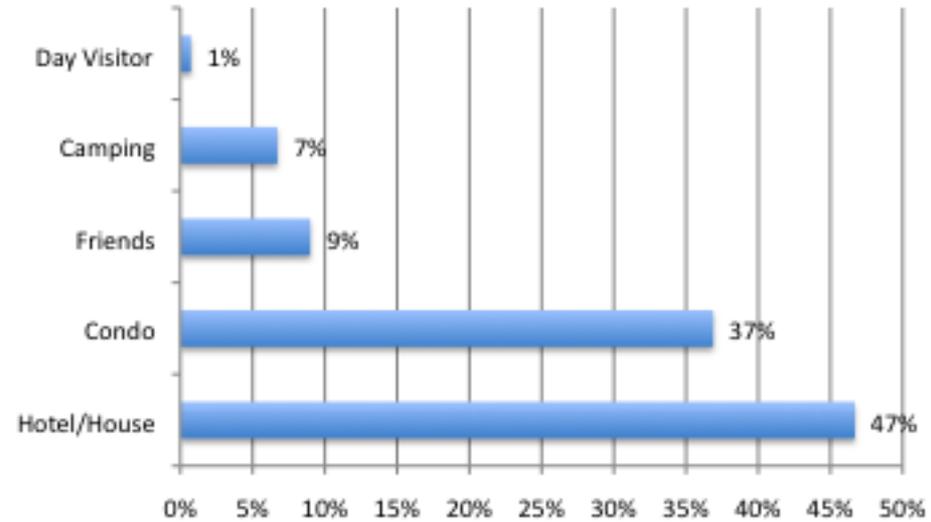
Visitor Information

Reported Access/Accommodation/Days Visited

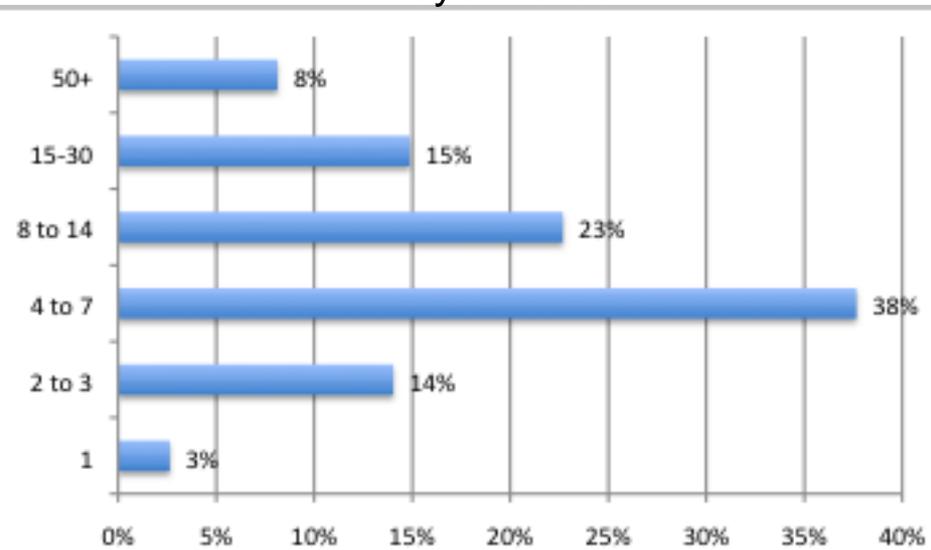
Access To Area



Accommodation

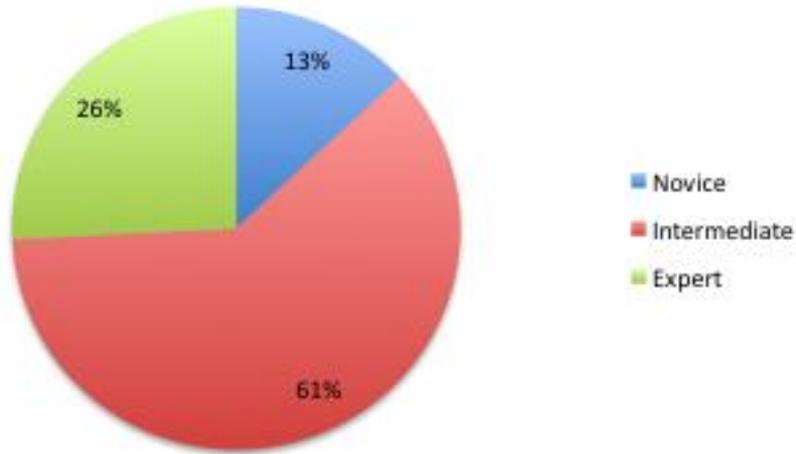


Days Visited

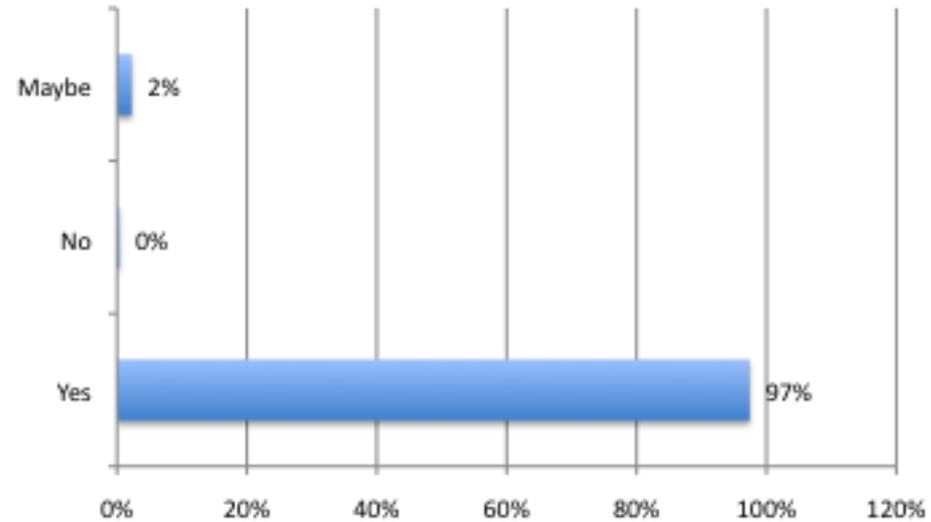


Visitor Information Other Visitor Inputs

Reported Skill Level

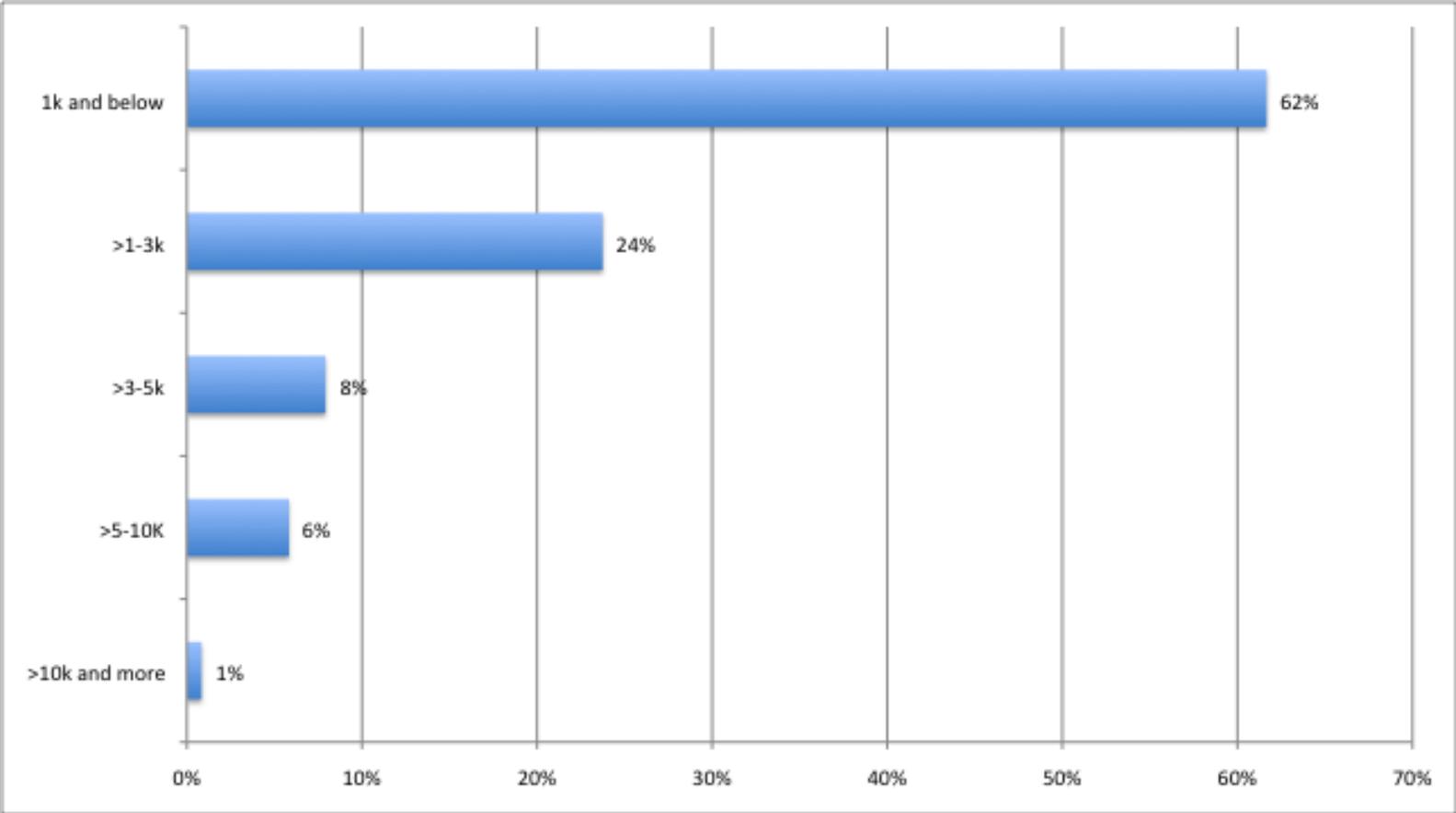


Will You Return

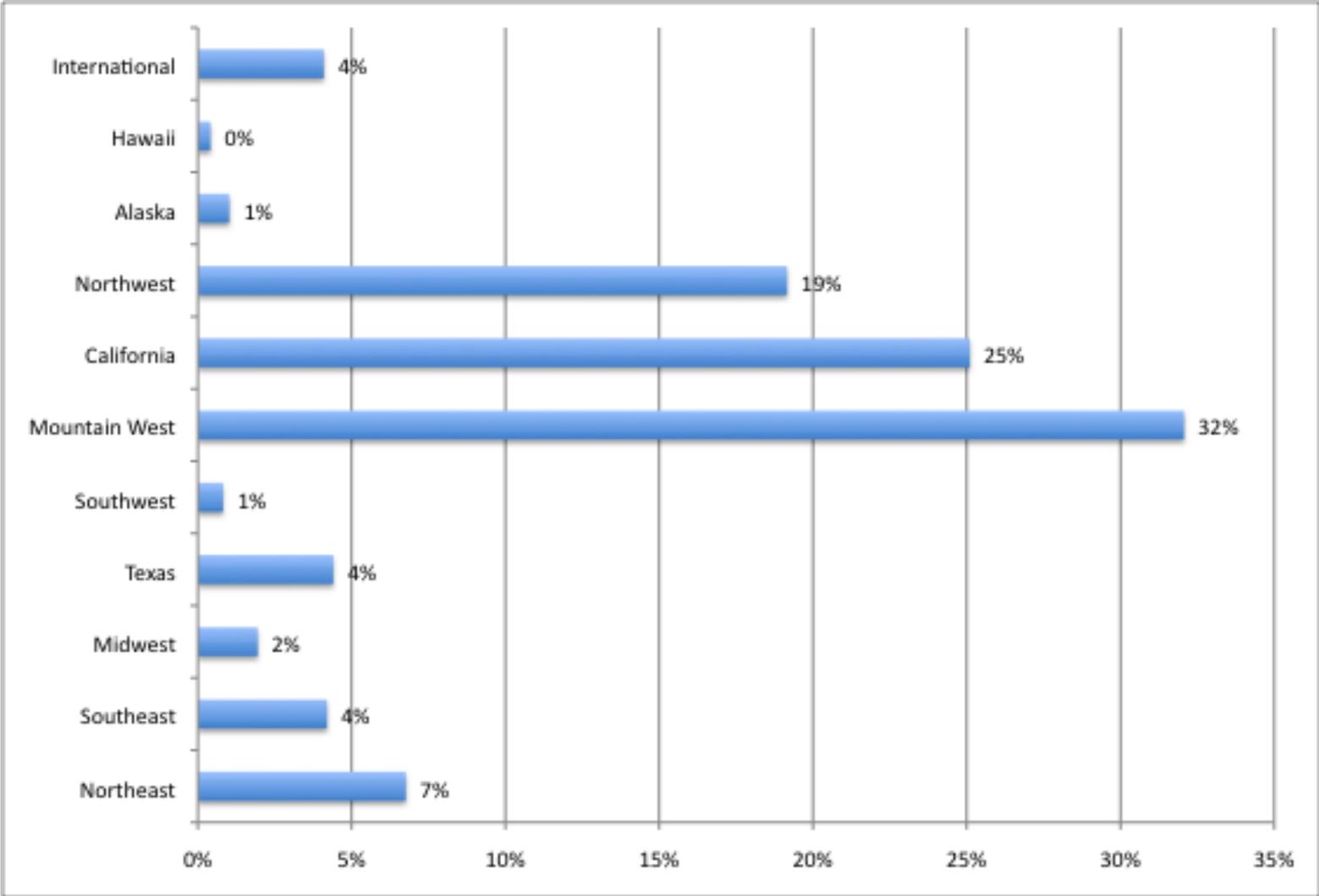


Visitor Information Reported Spend

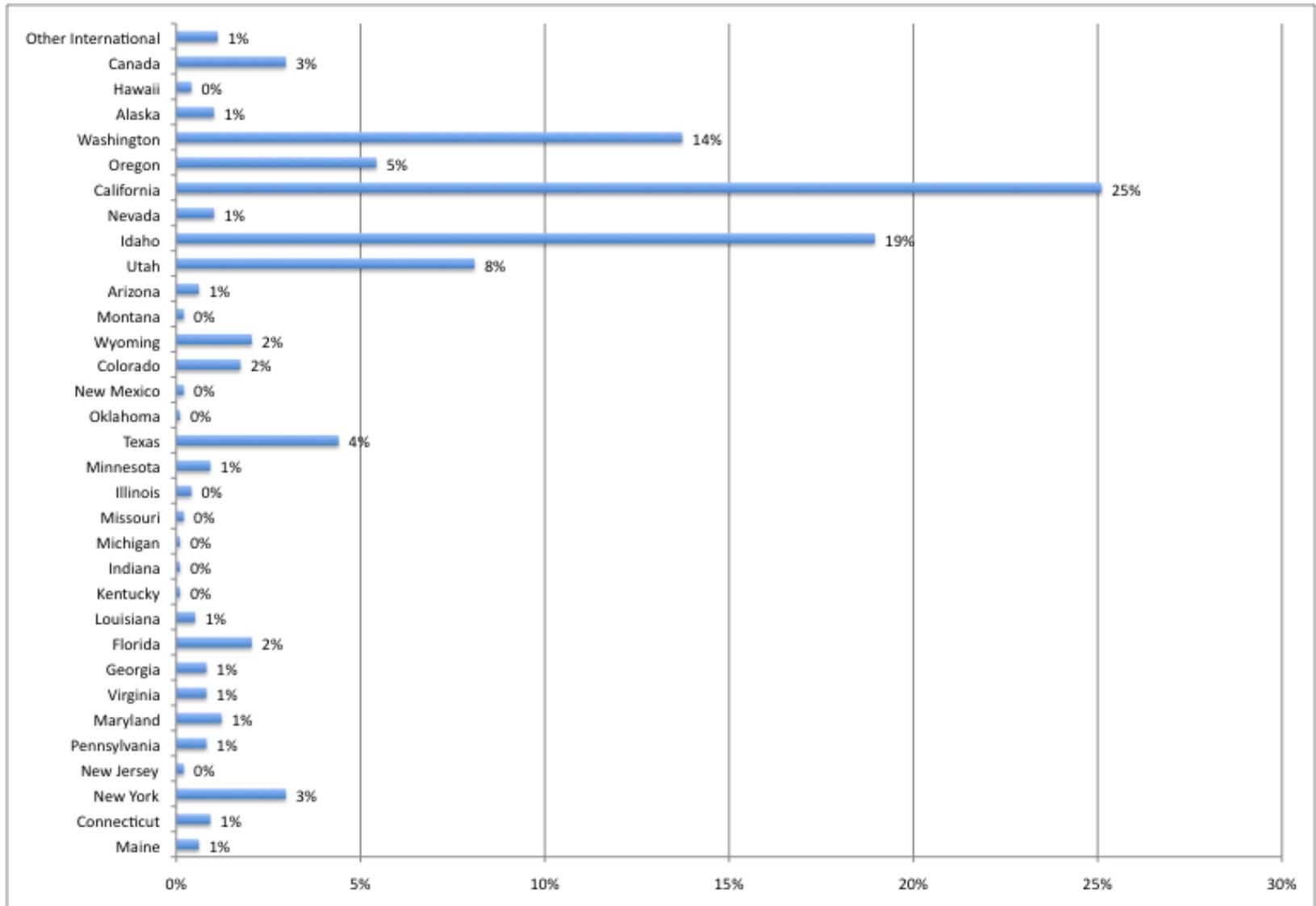
Average Reported Spend \$1,751



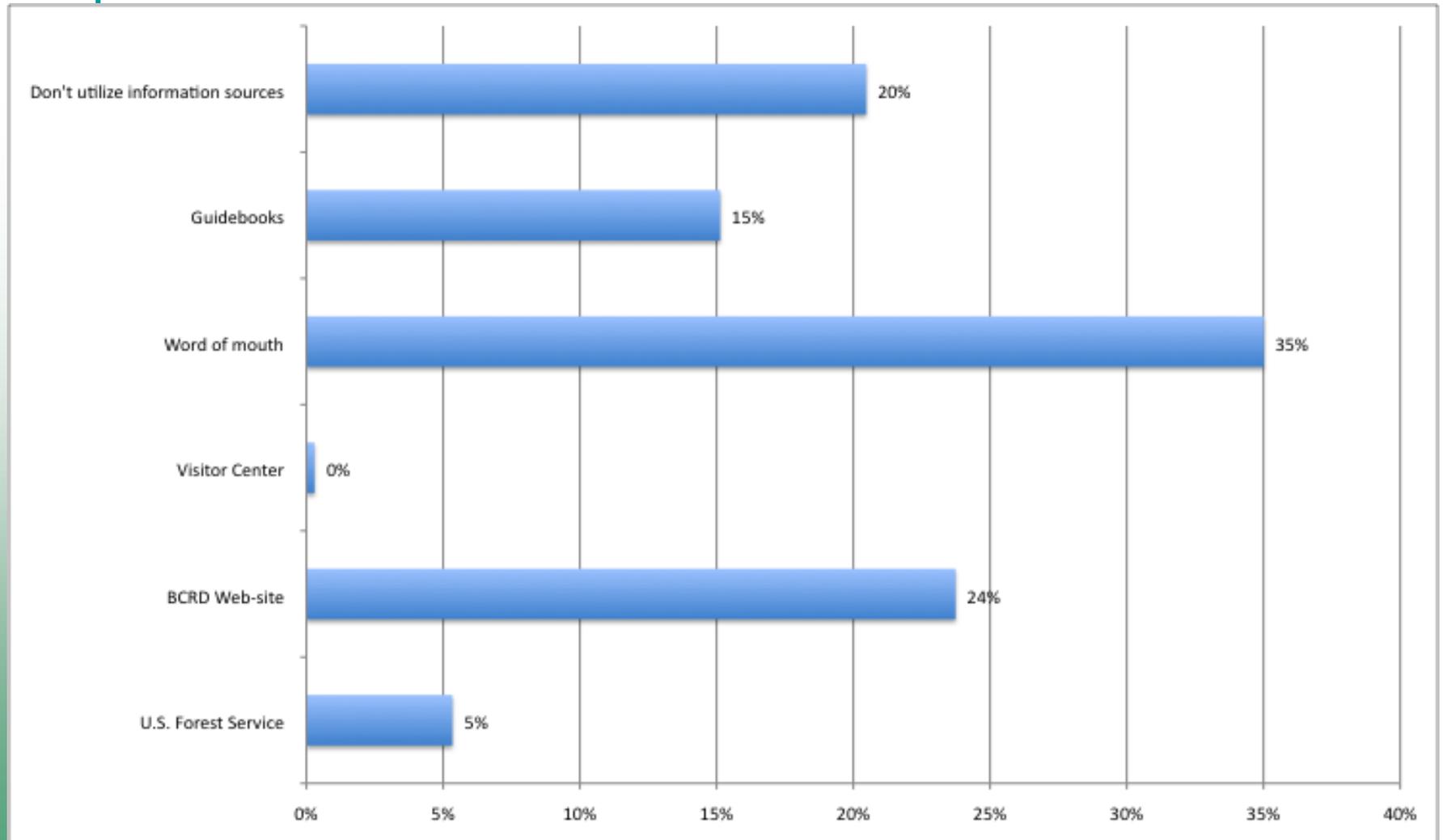
Visitor Information Reported Origin-Region



Visitor Information Reported Origin-State



Trail Information Locals Reported



Trail Experience/Improvement Assessment

1. Overall Reported Trail Experience
2. Trail Density
3. Experience Reported by Trail System
4. Reported Improvement Opportunities

Locals Survey Data:

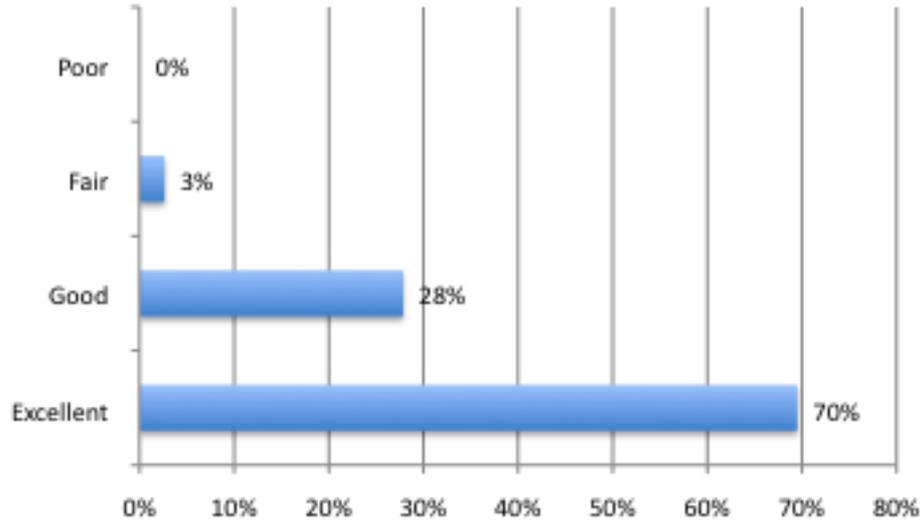
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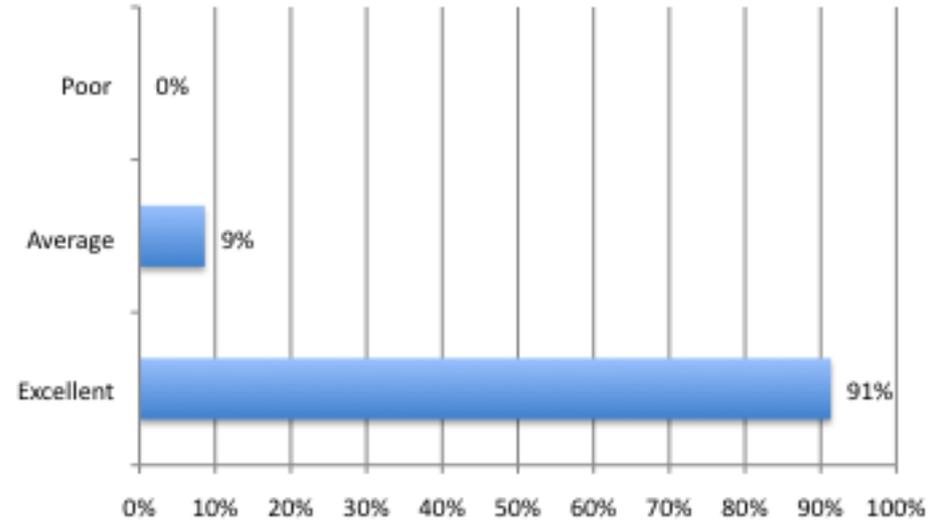
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Trail Experience Locals/Visitor Reported

Locals Trail Experience

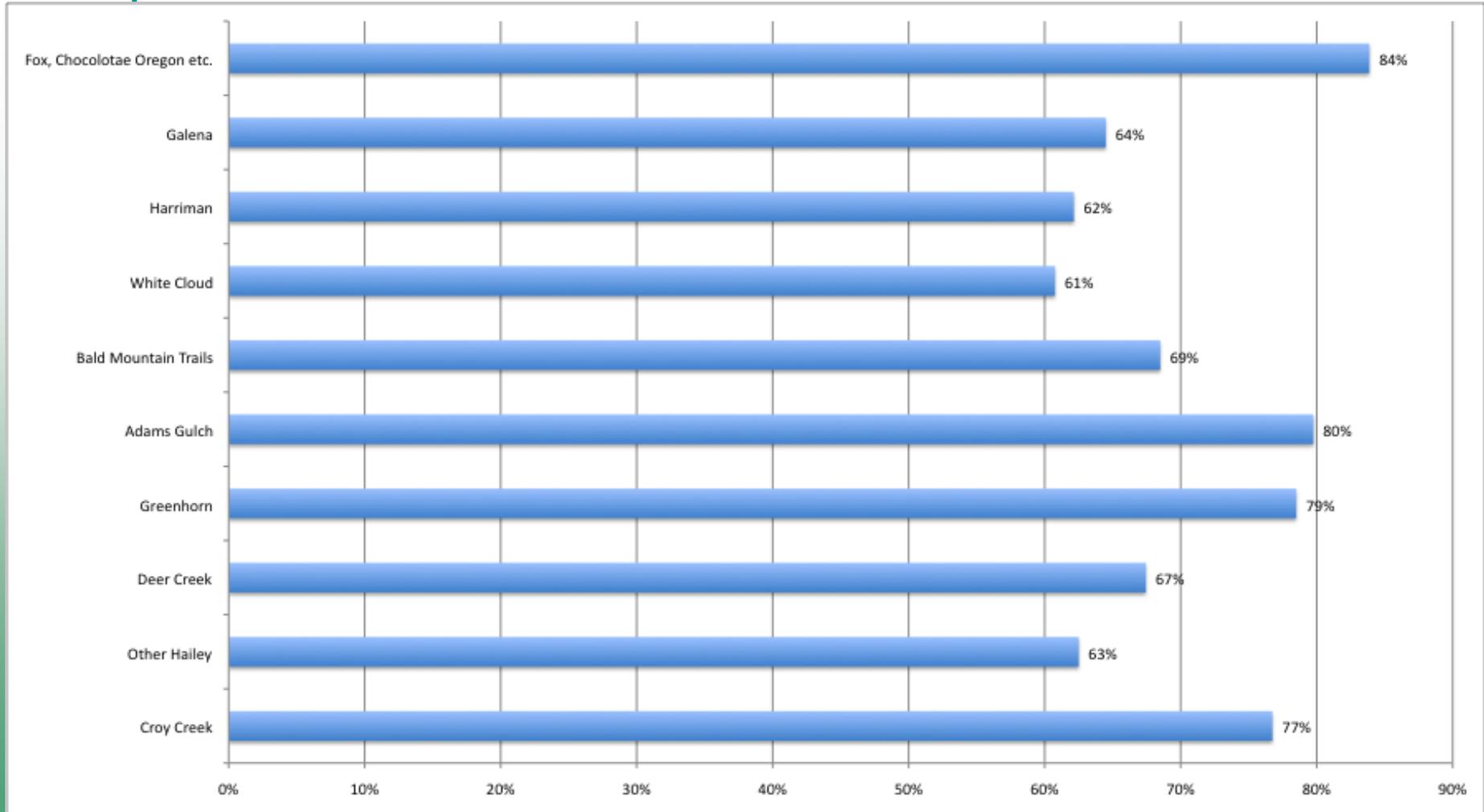


Visitor Trail Experience



Trail Experience Locals/ Reported by Trail System

% that Rated Each trail system either 1 or 2 out of possible 5
(1=most favorable; 5= least favorable)

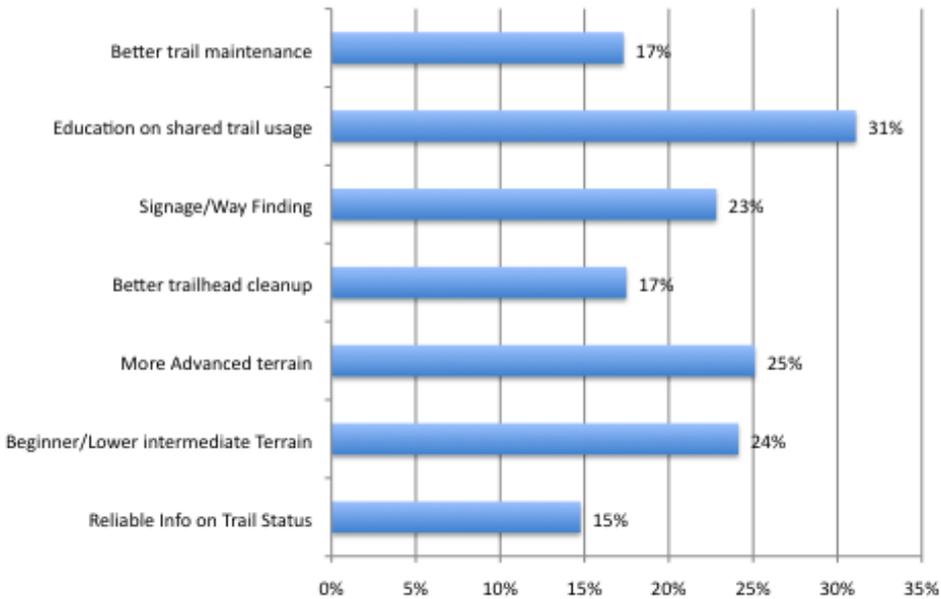


Trail Experience Locals Rated Potential Improvements

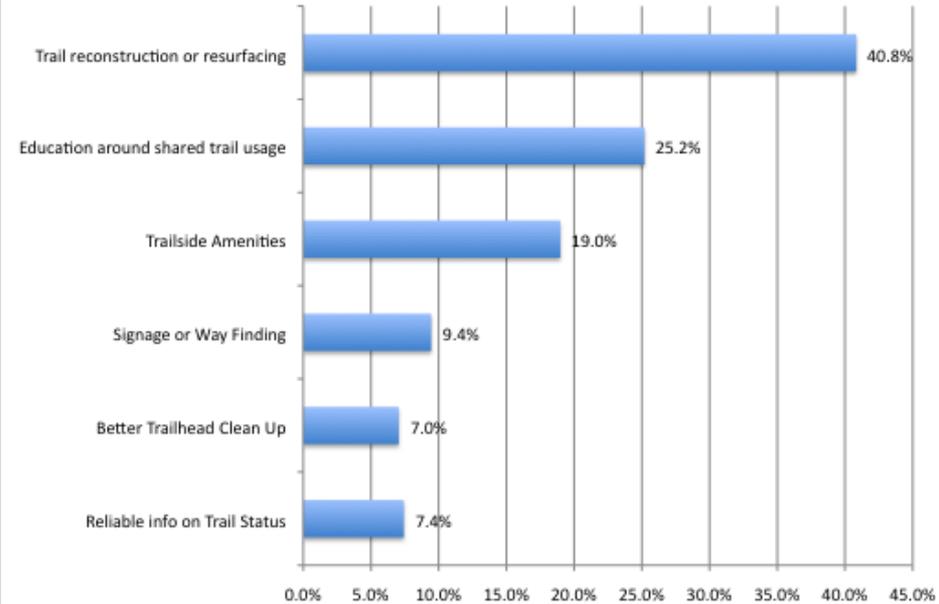
Singletrack/Backcountry

Multi-Use Paths (bike paths)

% Rated Significant Improvement Opportunity

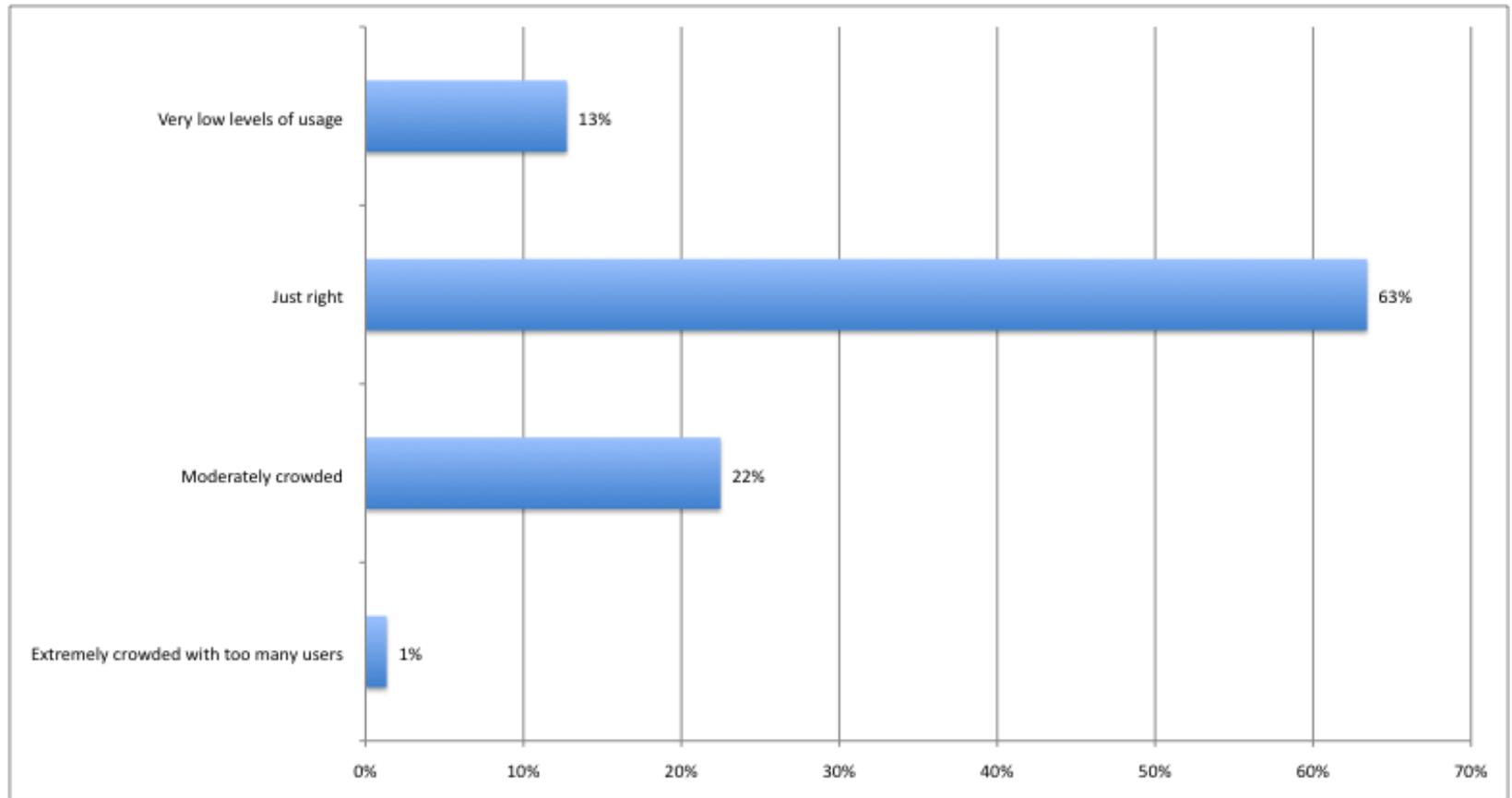


% Rated Significant Improvement Opportunity



Trail Experience Locals Reported Capacity/Traffic

How would you describe the overall usage levels on the Wood River Valley singletrack and backcountry trails?



Trail User Metrics

[Work in progress]

Appendices

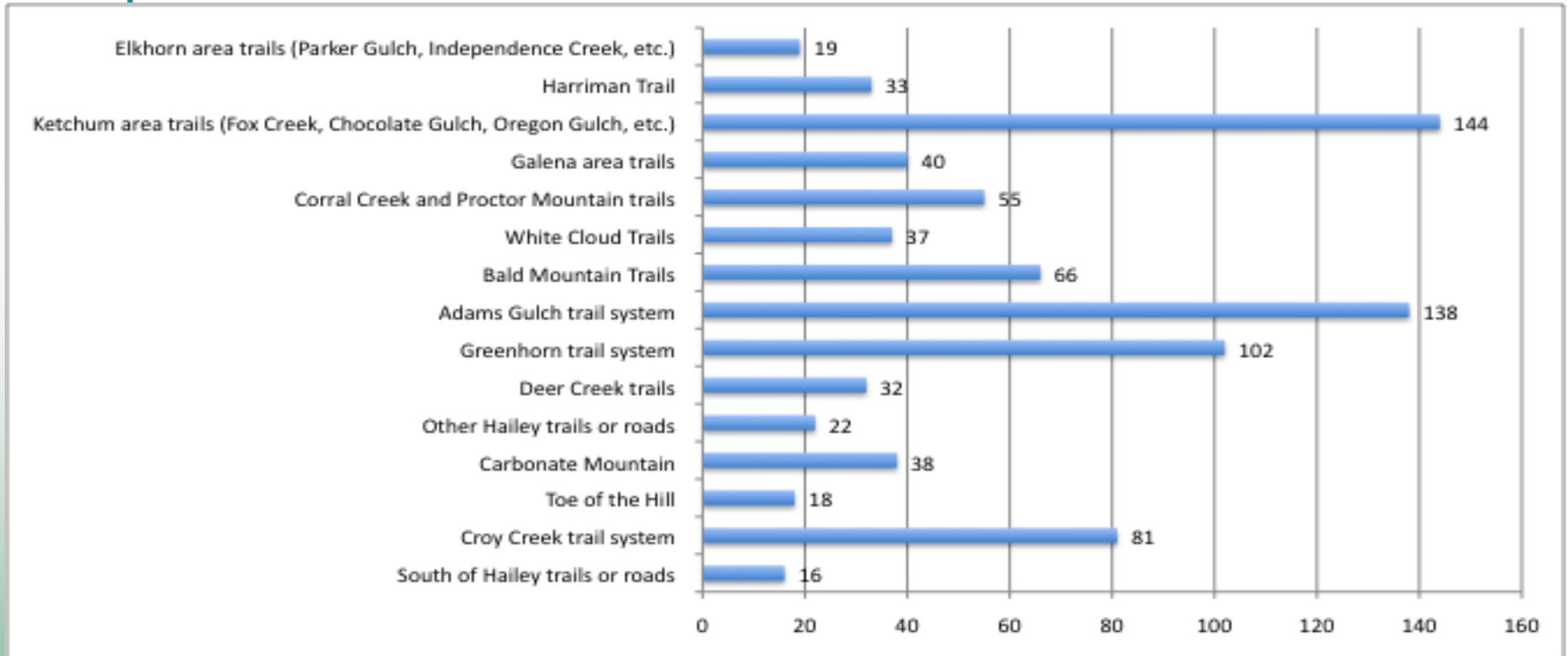
- A. 2012 Locals Trails Survey N=345
- B. 2012 Visitor Trails Survey N=372
- C. Captured Comments – Observation Research
- D. Captured Comments – Locals Observation Survey

BACKUP

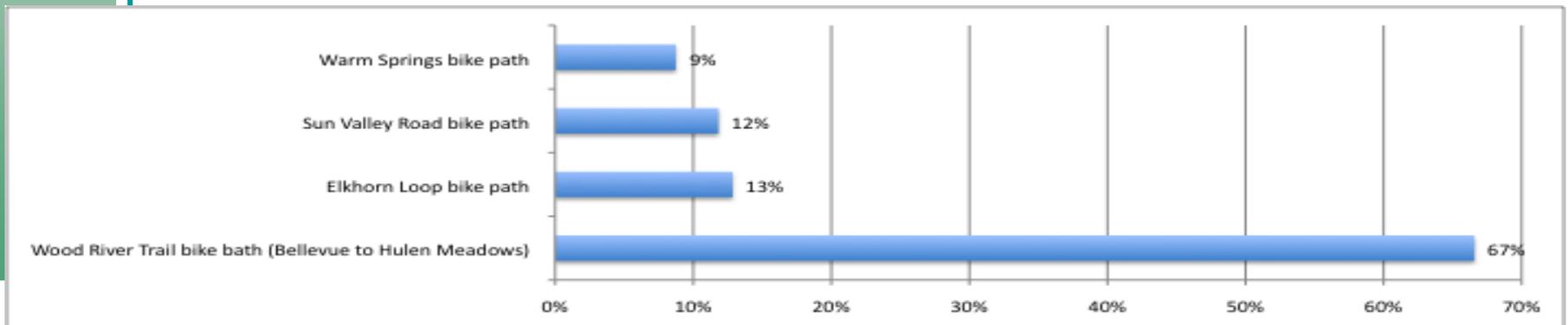
Usage by Demographics

Locals Reported Visits/Major Trail Frequency

Singletrack/Backcountry Trails



Multi-Use Paths/Trails



Usage by Demographics

Visitor Reported Visits/Major Trail Frequency

