

Community Challenge / TIGER II Grant – Greenville, SC



connections

FOR SUSTAINABILITY

“Coming together is a beginning;
keeping together is progress;
working together is success.”

--Henry Ford

AREAS OF FOCUS

- ▶ Citywide planning
- ▶ West side planning
- ▶ Education and outreach
- ▶ Community involvement





West Side Fall Fair

November 2, 11am-2pm

Save the Date!
More information to come!



connections.greenvillesc.gov

864.467.4570

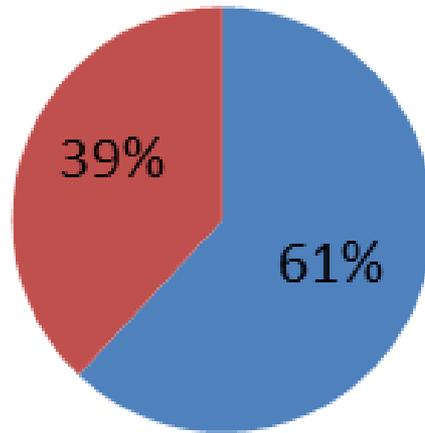




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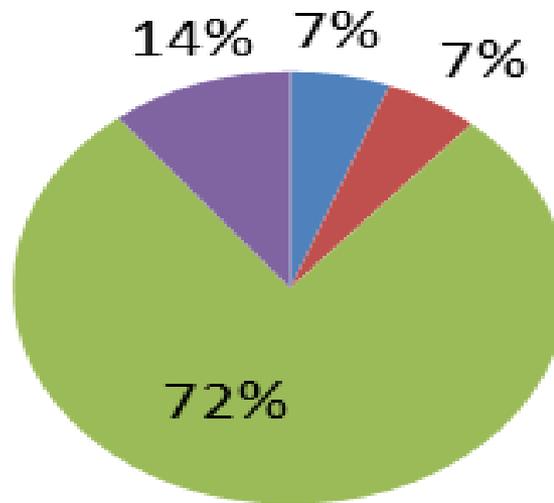
Percent of GHS SRT Users for Gender (Year 2)



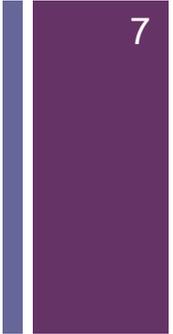
■ Male



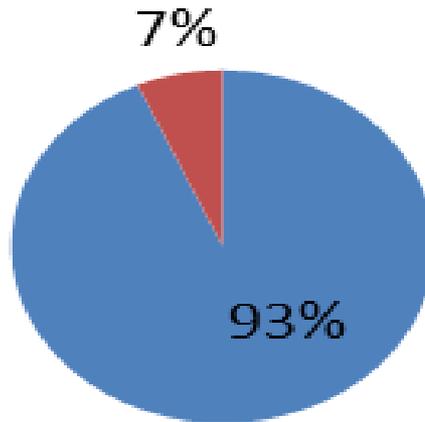
Percent of GHS SRT Users for Age (Year 2)



■ Child ■ Teen ■ Adult ■ Senior



Percent of GHS SRT Users for Ethnicity (Year 2)



■ White



Greenville Health System Swamp Rabbit Trail (DO)

- 83% of all males observed on the GHS SRT in Year 1 were bicyclists compared to 73% of all females. In Year 2, 82% of males were cyclists compared to 72% of all females.
- Nearly 15% of females were observed walking on the GHS SRT compared to 7.7% of males for Years 1 and 2.
- The greatest numbers of GHS SRT users in Year 1 were observed during the summer, however, in Year 2 most trail users were observed during the spring.
- The greatest numbers of trail users were observed when the temperatures were between 61-70 degrees in Year 1. However, in Year 2 a modest increase in users was observed between 71 to 80 degrees.

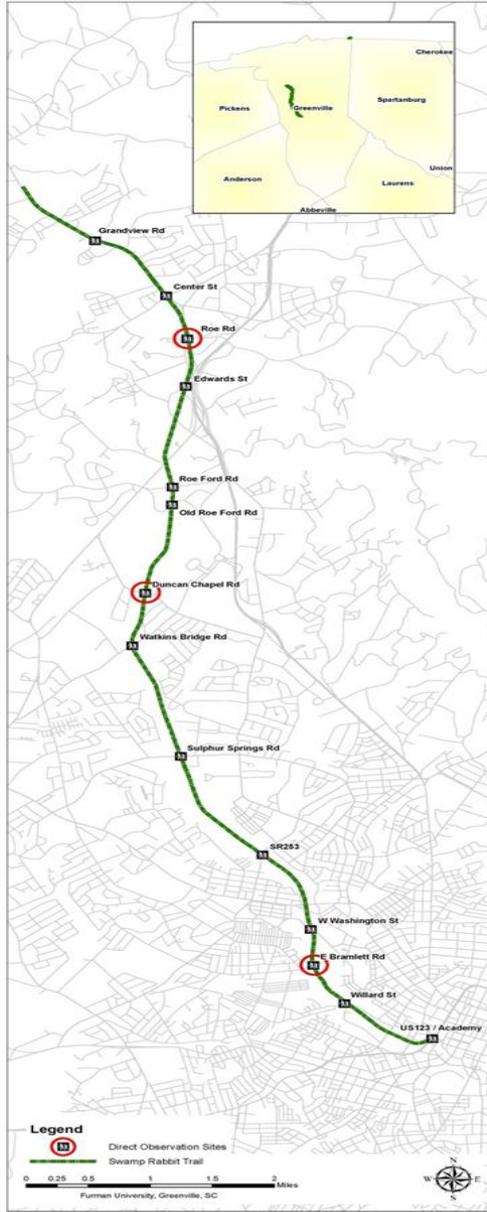


Greenville Health System Swamp Rabbit Trail (DO)

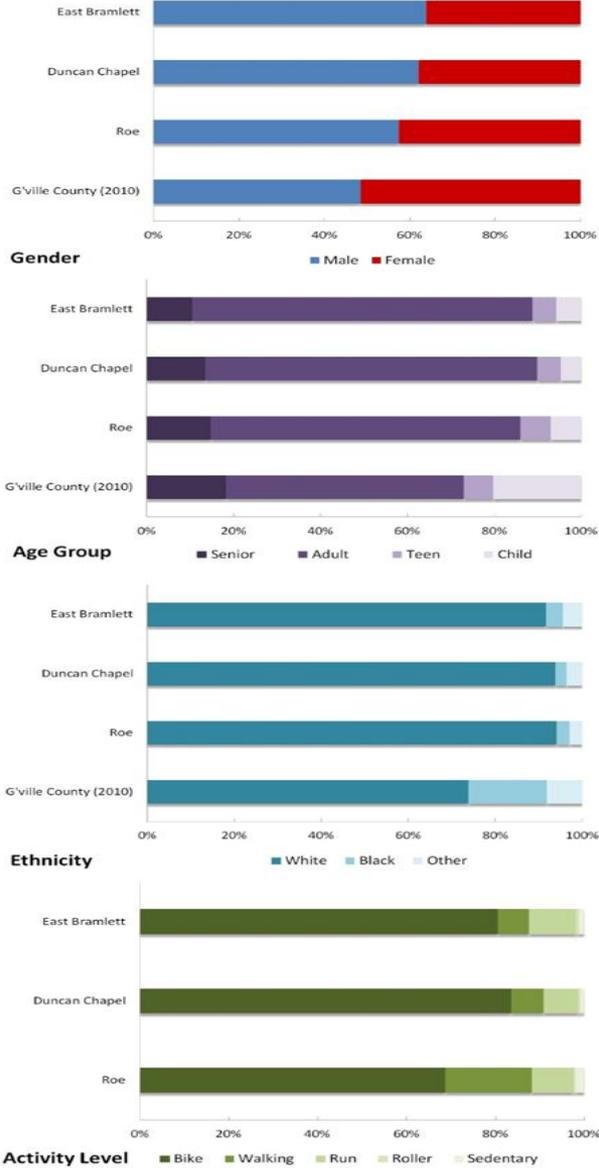
- GHS SRT users in Year 1 and Year 2 tended to use the trail more frequently in the early afternoon (i.e., between the hours 12-1:30pm).
- An overwhelmingly large number of GHS SRT users chose to visit the trail on weekends (primarily Saturdays) in Year 1. This trend continued in Year 2 with Saturday (34%) and Sunday (35%) combining for all trail users observed.
- The most frequently used access point on the GHS SRT in Year 1 was Duncan Chapel Road on the campus of Furman University. In Year 2, the most frequently used access point was E. Bramlett Road.
- In Year 2, approximately 46% of adult males were not wearing helmets compared to 56% of adult females failing to wear a helmet when bicycling on the trail.



GHS Swamp Rabbit Trail Access Points



Direct Observation Results





Greenville Health System Swamp Rabbit Trail (Intercept Surveys & RDD)

- Approximately 55% of female and 77% of male intercept survey respondents were bicycling when asked to complete the survey in Year 1. This finding was consistent with the direct observation findings. In Year 2, 64% of female and 78% of male intercept survey respondents were bicycling when asked to complete the survey.
- The majority of female (59%) and male (57%) respondents resided less than 15 minutes from the trail in Year 1. Similar trends were found in Year 2; 57% of females and 58% of males surveyed resided less than 15 minutes from the trail.

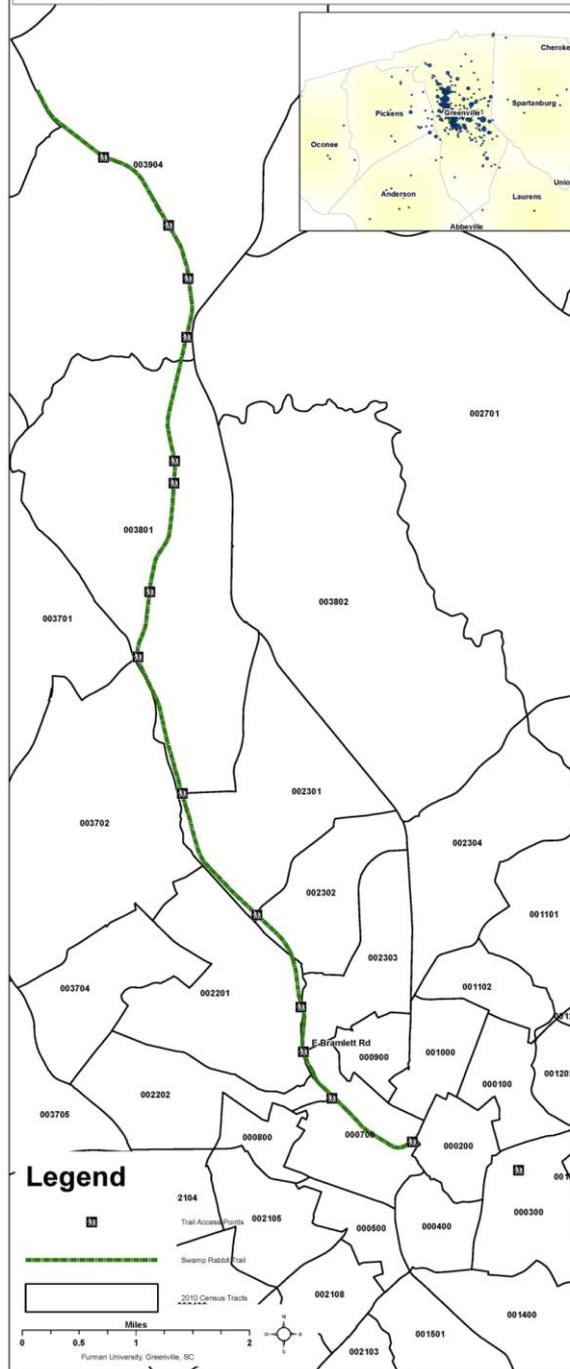


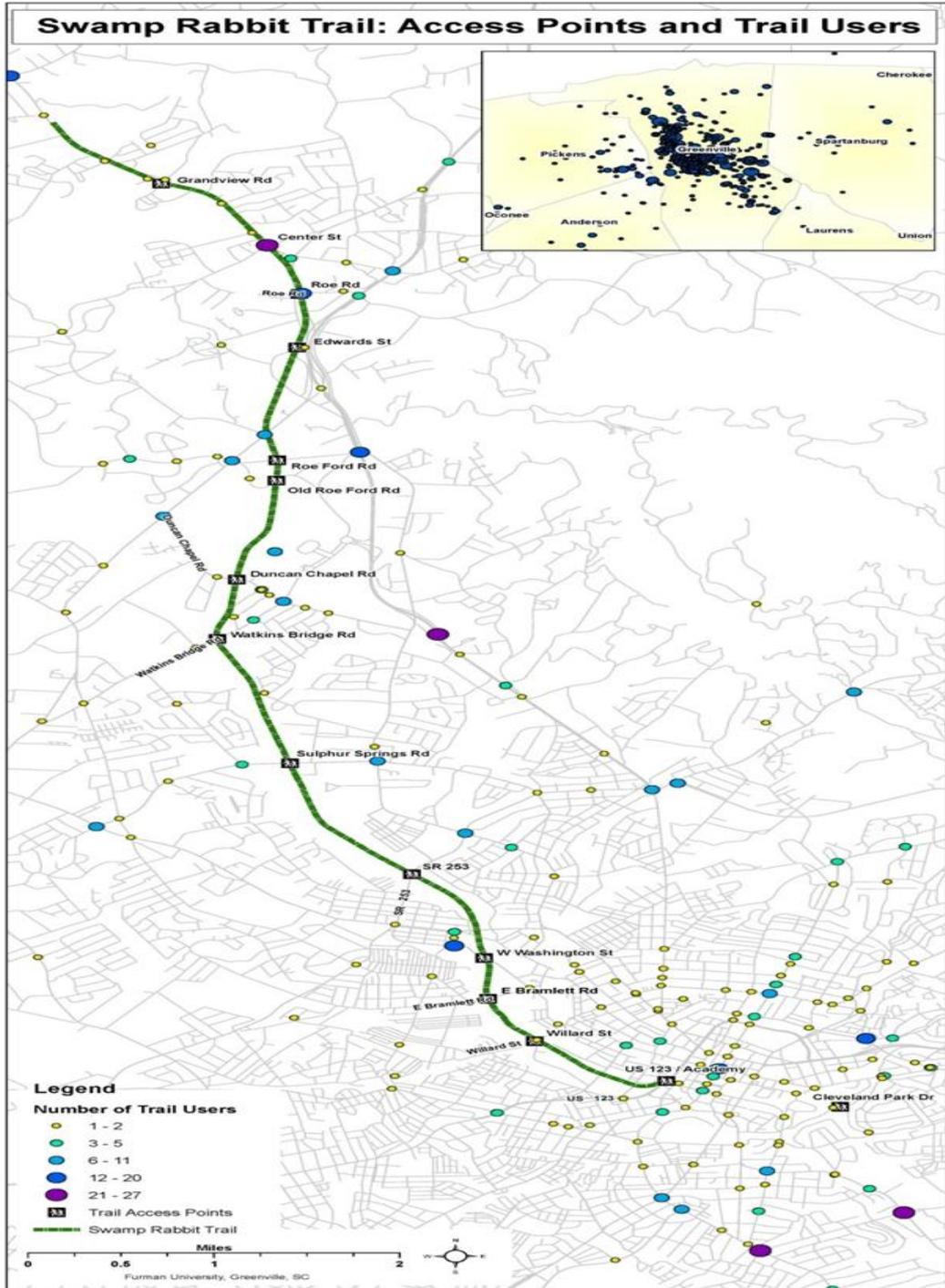
Greenville Health System Swamp Rabbit Trail (Intercept Surveys & RDD)

- The majority of female (64%) and male (56%) respondents used a motorized vehicle to access the trail in Year 1. The percentages of female (63%) and male (56%) respondents using a motorized vehicle to access the trail in Year 2 was similar to Year 1 findings.
- The majority of GHS SRT users tended to spend between 1 and 2 hours on the trail per visit when using it for recreation in Year 1 and Year 2.
- Approximately 71% of females and 68% of males reported the maintenance of the GHS SRT was 'excellent' in Year 1. In Year 2, a similar trend was observed with 74% of females and 67% of males reporting the maintenance of the trail as 'excellent'.

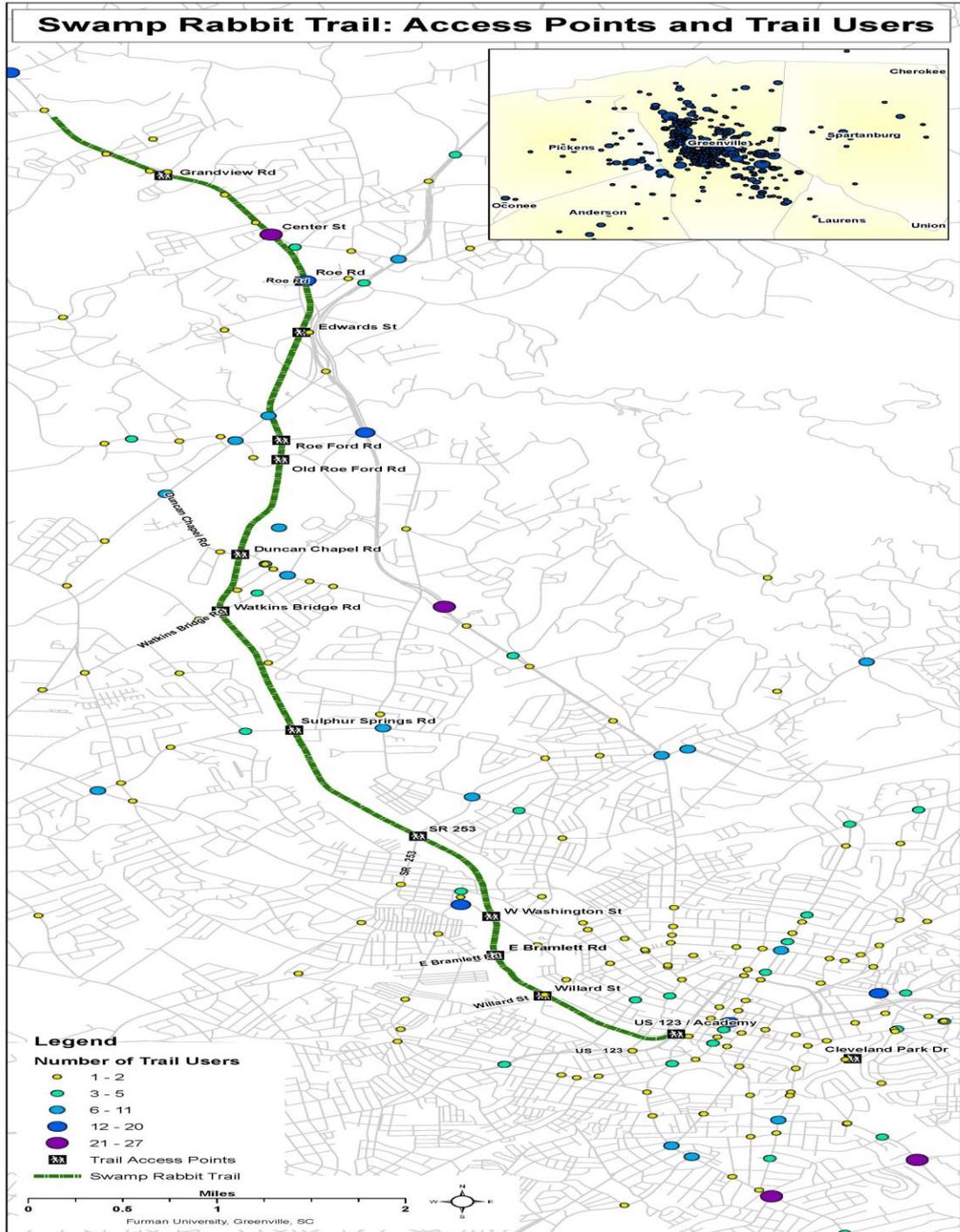


Swamp Rabbit Trail: Access Points and Trail Users





Swamp Rabbit Trail: Access Points and Trail Users



Legend

Number of Trail Users

- 1 - 2
- 3 - 5
- 6 - 11
- 12 - 20
- 21 - 27

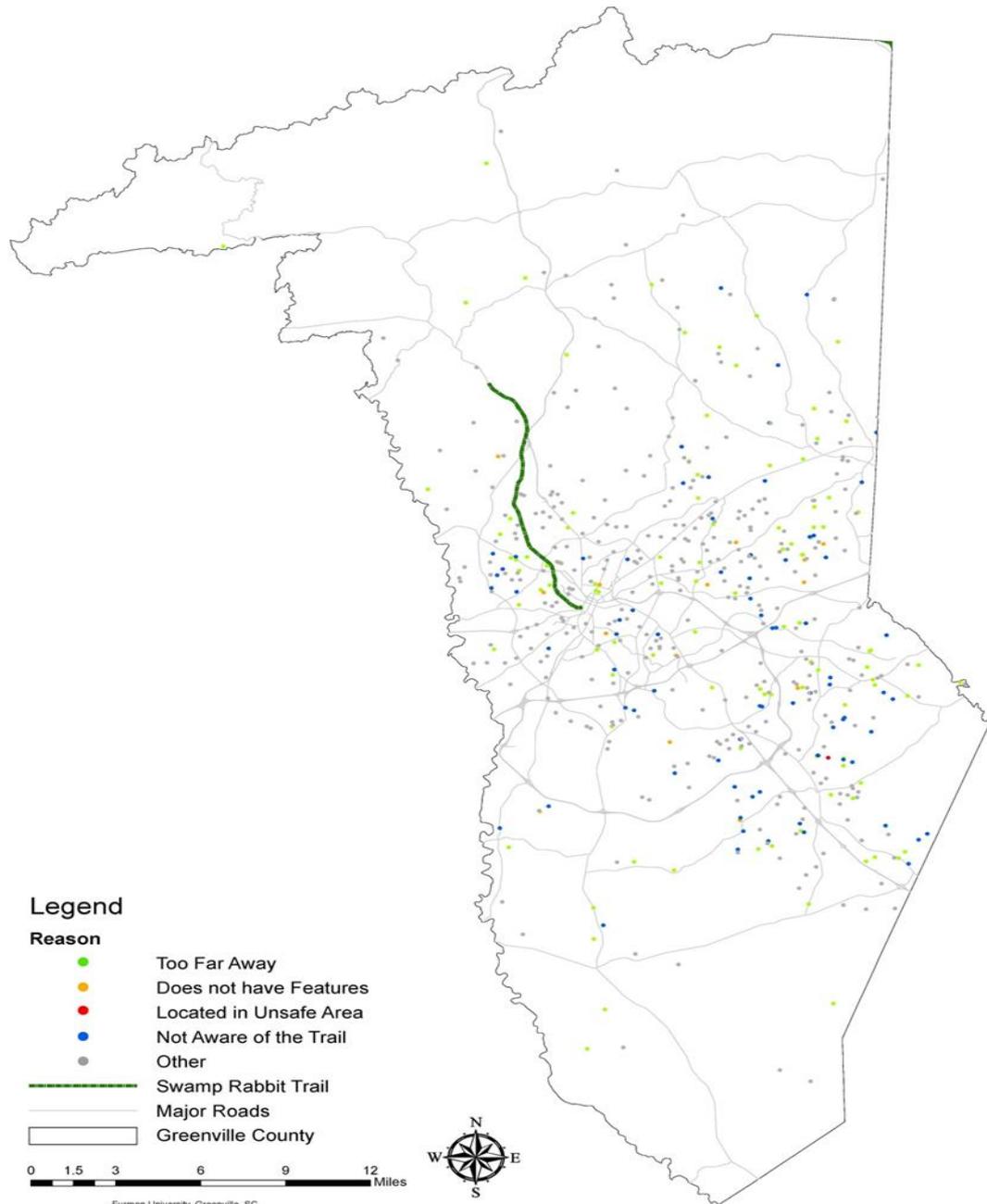
Trail Access Points

Swamp Rabbit Trail





GHS Swamp Rabbit Trail: Non-Users





Economic Impact of the Greenville Health System Swamp Rabbit Trail

- Year 2: *Has the formation of the GHS SRT had any impact on your business? In what ways? How much? Can you estimate the annual revenue from this group? (Categories of business: restaurants; general retail and specialty retail within 250 yards of access to trail; bike shops within City Limits)*
 - Most businesses reported increases in sales/revenue ranging from 5% to as high as 100% (avg. = 47%).
 - Multiple businesses decided to open as a result of the trail being built.
 - Multiple business reported changing location because they desired to be closer to the trail and observed a 30% to 50% increase in sales.
 - Annual Revenue from trail users ranged from \$50,000 to \$400,000 (avg. = \$111,250).