# Ma & Pa Community Greenway **Feasibility Study**

Yoe Borough **Community Focus Group** June 22, 2009



















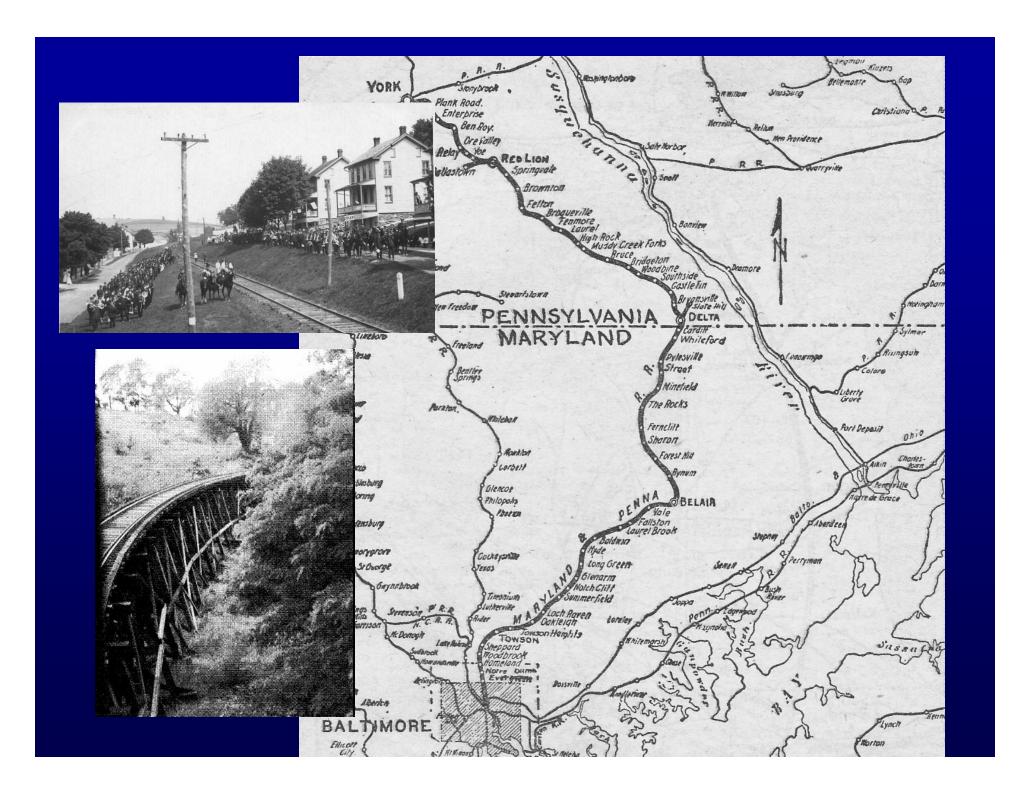


### Feasibility Study Process

- Public participation
- Corridor analysis
  - Physical
  - Legal
  - Financial
- Concept plan
- Cost analysis
- Operations and maintenance analysis

## Public Participation

- Study Committee
- Information Dissemination
- Community and Municipal Surveys
- Key Person Interviews
- Community Focus Group Meetings
- Public Meetings
- Open House













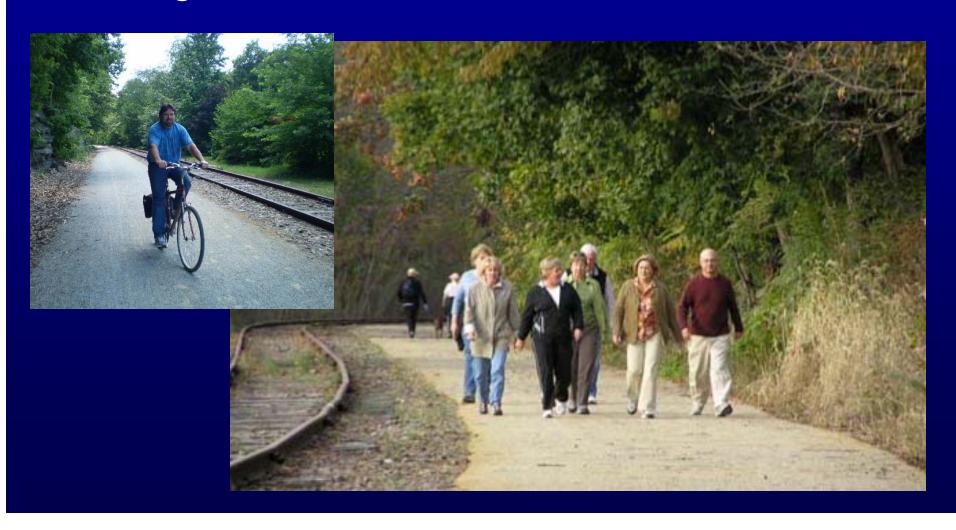
### Who Uses the Trail?



- 60.8% York County residents
- 25.7% MD/DC/VA area residents
- 3.6% Lancaster County
- 2.2% Harrisburg area



- 80% of users are over the age of 35
- 38% of users are between 36 55 years of age

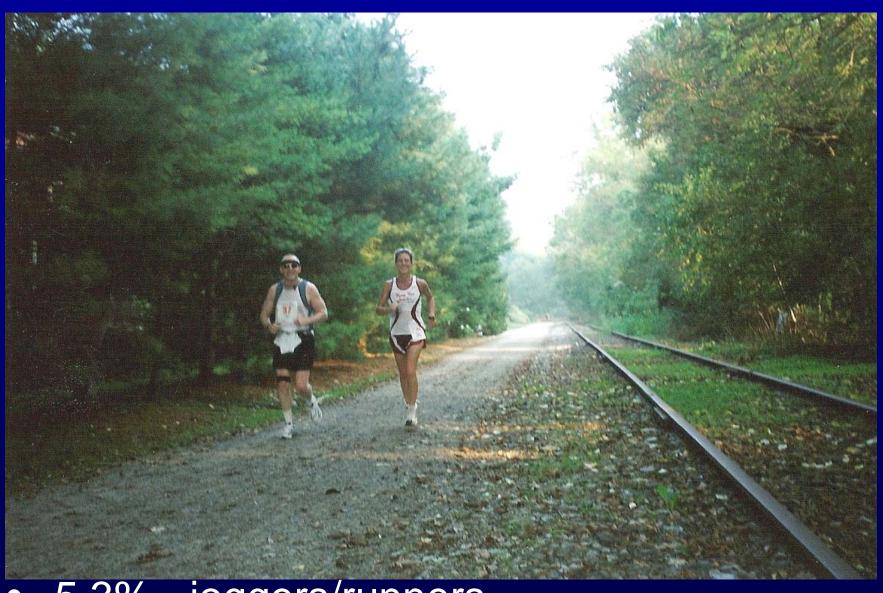




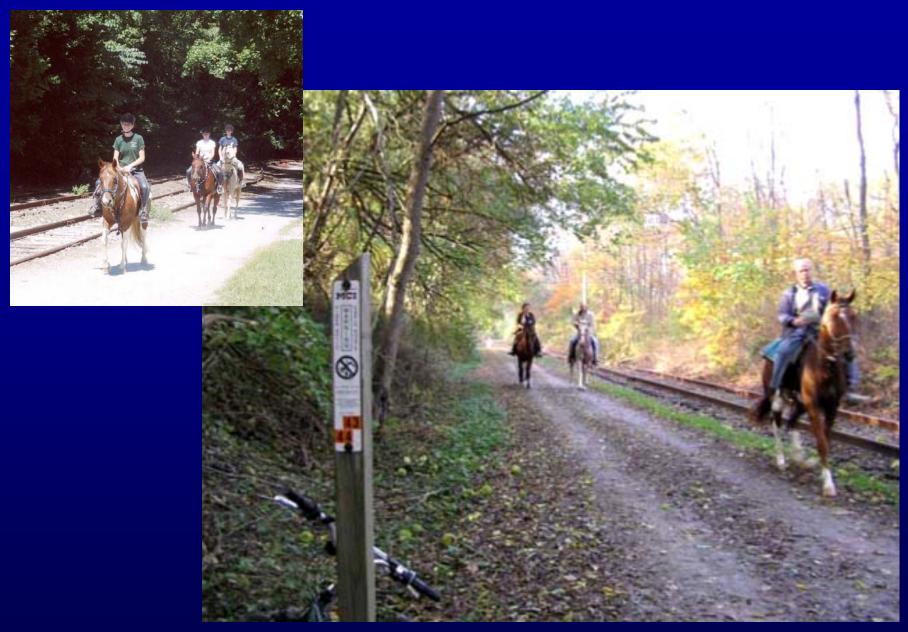
• 71.7% - cyclists



• 18.0% - walkers



• 5.3% - joggers/runners



• 0.8% - equestrians

#### When is the Trail Used?

- 56.1% weekends
- 43.95 weekdays
- 40.7% mornings
- 30.7% afternoons
- 12.9% evenings



56% use once a week

## Reasons for Using the Trail

- 44.8% health and exercise
- 38.2% recreational
- 10.0% fitness and training
- 1.2% commuting



#### Cleanliness

93.6% rated trail cleanliness as excellent or good



## Safety and Security

 91.6% rate safety and security of trail as excellent or good

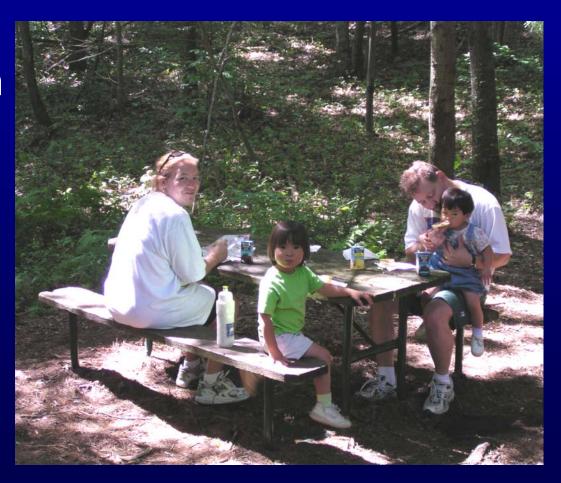


## **Economic Impact**

- 85% purchased hard goods (bikes and bike accessories) in conjunction with use of the trail
- Average spending on hard goods -\$367



- 72% purchased soft goods (water, soda, candy) in conjunction with use of the trail
- Average expenditure per person per trip on soft goods – \$12.66







Total
economic
impact in
2007 - \$6
million

