

Ma & Pa Community Greenway Feasibility Study

*Red Lion Borough
Community Focus Group
April 28, 2009*

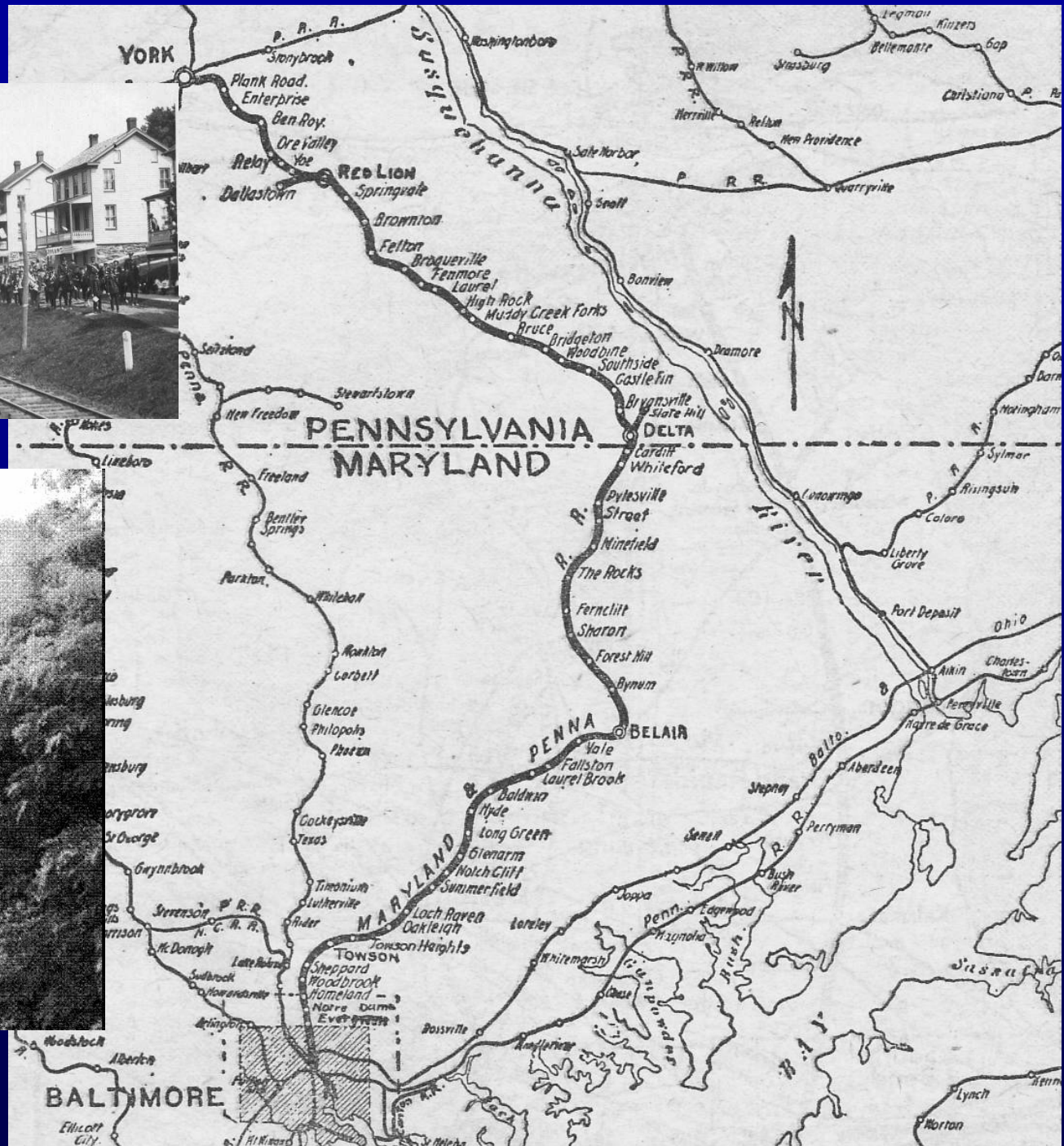
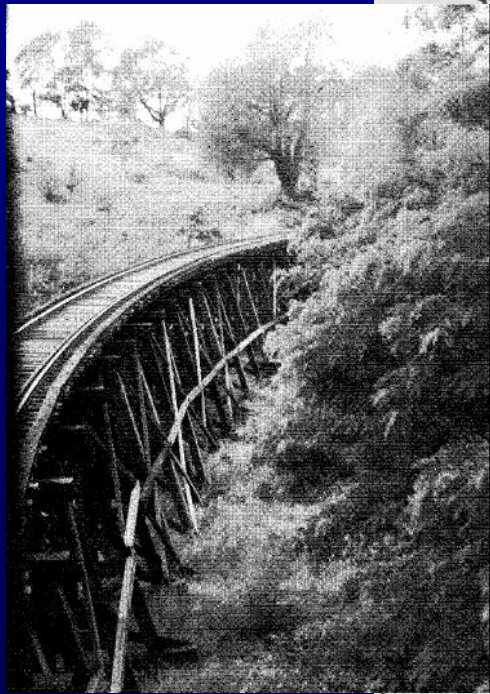
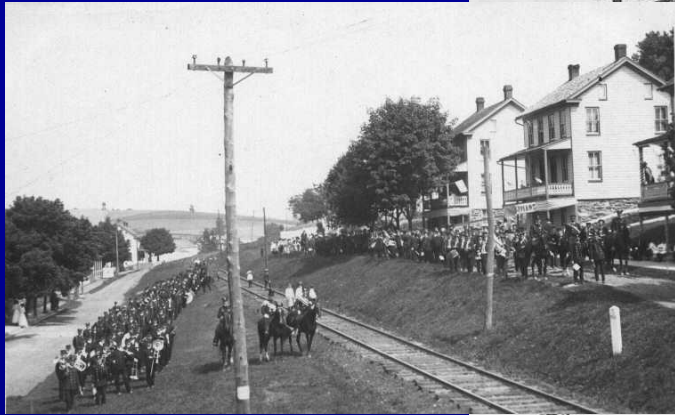


Feasibility Study Process

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

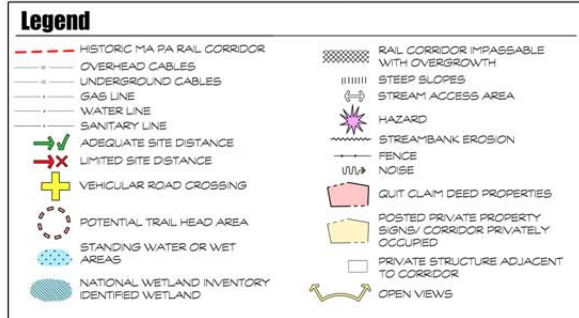
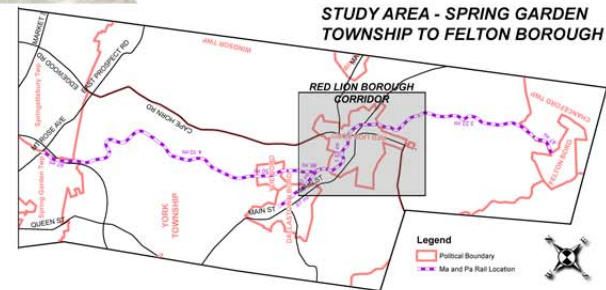
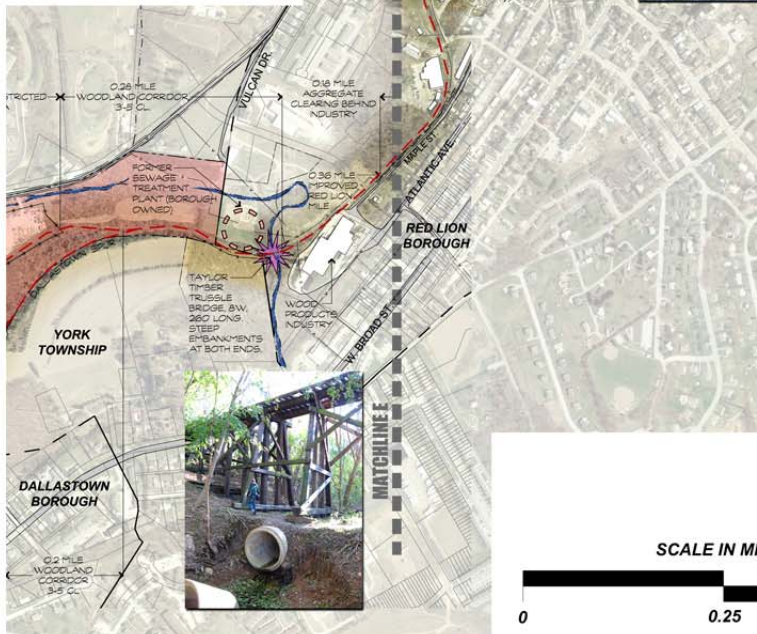
Public Participation

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



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Red Lion Borough Corridor





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



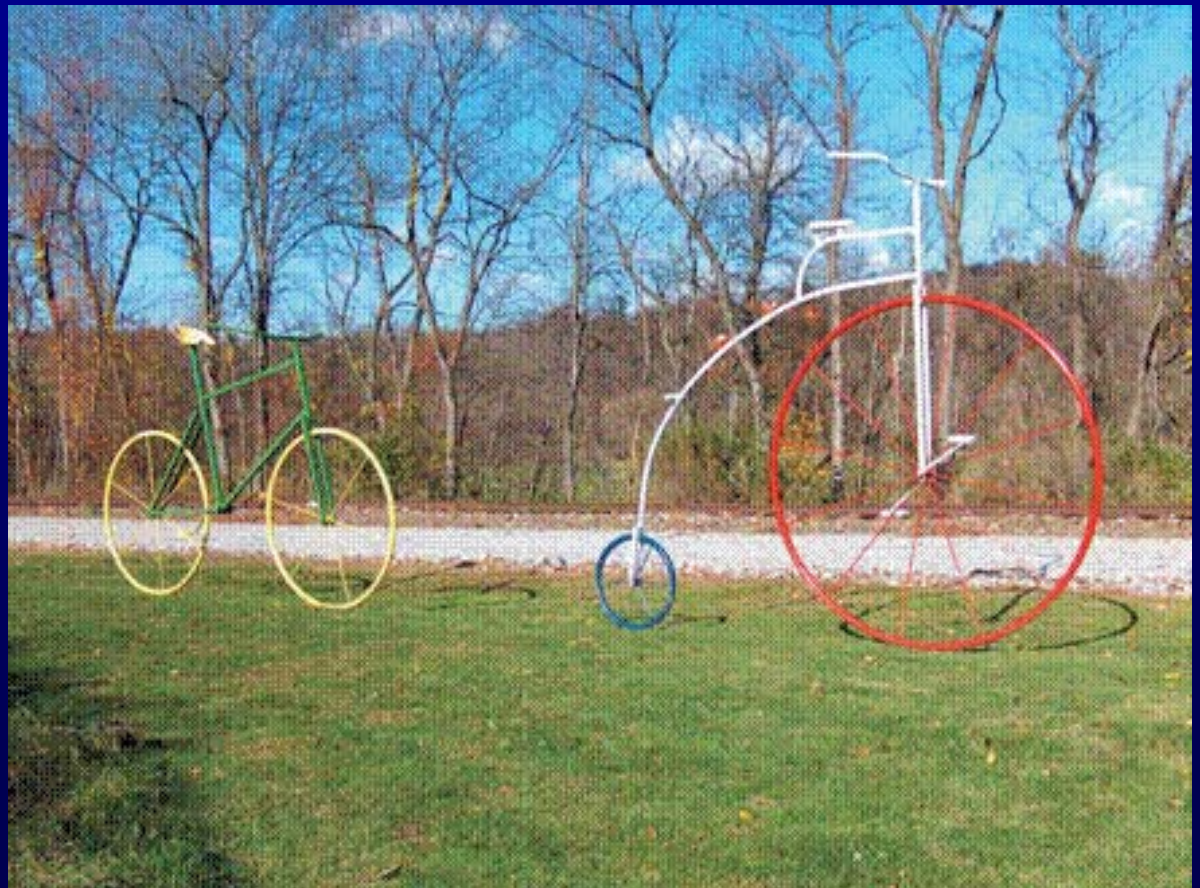
Reasons for Using the Trail

- 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



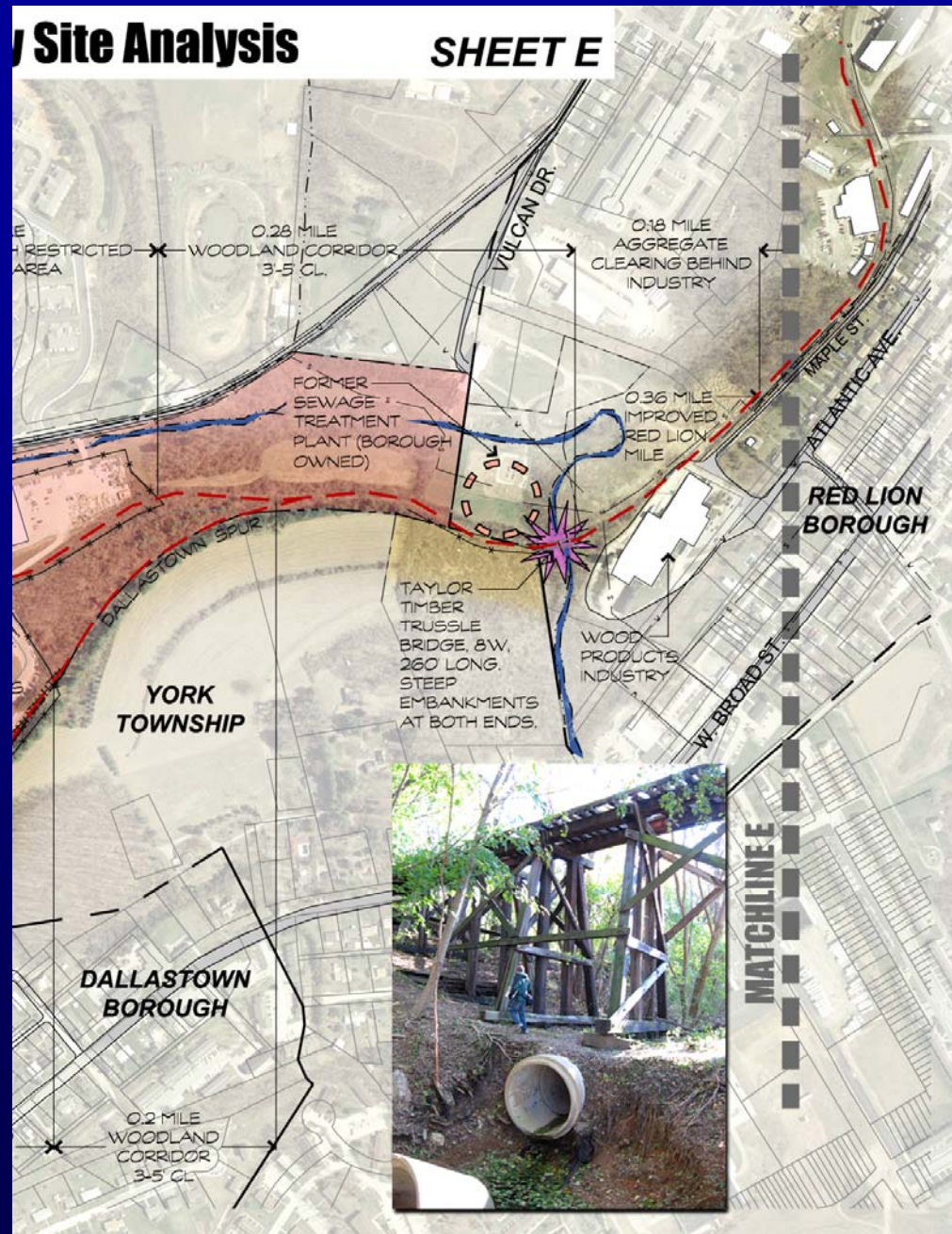
- 72% purchased soft goods (water, soda, candy) in conjunction with use of the trail
- Average expenditure per person per trip on soft goods – \$12.66





- Total economic impact in 2007 - \$6 million

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Ma & Pa Community Greenway Feasibility Study Site Analysis

