



# Lackawanna River Heritage Trail

## 2009 Trail User Survey and Economic Impact Analysis

# Contents



Executive Summary . . . . .	4
Historical Perspective . . . . .	7
Locational Analysis . . . . .	9
Trail Map . . . . .	10
Community Programs . . . . .	11
Area Demographics . . . . .	12
2009 Survey Results . . . . .	13
Methodology & Analysis . . . . .	17
Trail User Estimates . . . . .	19
Economic Impact . . . . .	22
Appendix A - Copy of Survey . . . . .	24



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All photos are courtesy of the Lackawanna Heritage Valley National and State Heritage Area.

Cover photo caption: A family enjoys the Heritage Explorer Bike Tour on the Lackawanna River Heritage Trail.

# Lackawanna River Heritage Trail

## 2009 Trail User Survey and Economic Impact Analysis

### Prepared for

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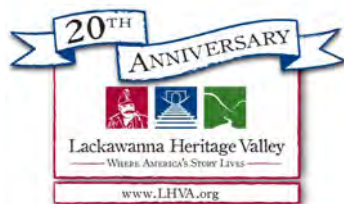
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The survey was conducted in association with the Rail Trail Council of Northeastern Pennsylvania

### Report Issued October 2011



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# Executive Summary



The Lackawanna River Heritage Trail (LRHT) and its companion, the Delaware and Hudson (D&H) Rail-Trail, combine to create the longest land trail system in Northeastern Pennsylvania. The trail travels more than 70 miles from the New York State border to the river's confluence with the Susquehanna River at Pittston, Pennsylvania. It runs through 30 municipalities, including the cities of Carbondale, Scranton, and Pittston. The majority of the trail system is located in the Lackawanna Heritage Valley National and State Heritage Area (LHV), with the northern portion extending into the Endless Mountains State Heritage Region.

Of the 70+ miles in the Lackawanna River Heritage Trail system, 56 miles are open to the public. Seventeen of these miles are rail-trails surfaced with paving or crushed stone, and 39 miles travel through municipalities, using sidewalks, streets, flood control levees, utility access roads, and municipal parks. The remaining 18 miles of the trail system are under development, and they currently are not open to the public.

The Lackawanna Heritage Valley National and State Heritage Area (LHV) develops and manages the Lackawanna River Heritage Trail in conjunction with the Rail-Trail Council of Northeastern Pennsylvania. Both organizations work closely with the municipalities along the trail for planning, design, construction, and maintenance of the trail system, as well as other projects and programs.

## Trail User Survey

In 2009, the Lackawanna Heritage Valley National and State Heritage Area initiated a large-scale planning initiative, *The Lackawanna Greenway Plan and the Lackawanna River Heritage Trail Feasibility Study*. One component of this study was a survey of the people who use the Lackawanna River Heritage Trail to better

understand the number of users and their characteristics. LHV administered two different surveys - a counter survey and an intercept survey - to capture this data.

The analysis of the data gathered from these surveys estimated 128,000 annual user visits to the Lackawanna River Heritage Trail, resulting in a direct economic impact of approximately \$28,251,862.

For the counter survey, staff members were deployed with counters during 12 sessions at six different locations on various improved portions of the Lackawanna River Heritage Trail to take actual counts of trail users. The surveys were conducted on different days of the week at various times of the day from early August through early October 2009. The counting sessions calculated a total of 658 users.

LHV administered the intercept survey for the Lackawanna River Heritage Trail to understand trail users in terms of origin, age, activity preferences, and spending habits associated with their use of the trail. This data was used to determine the economic impact of the LRHT. LHV used an intercept survey developed by the Rails-to-Trails Conservancy, adding questions regarding the safety and cleanliness of specific LRHT sections.

LHV placed the survey in a self-mailer in all trailhead locations, at local businesses, and at nine libraries around Lackawanna County. The survey was mailed with a return envelope to a list of more than 500 LHV Ambassadors. It also was posted on the organization's website, [www.LHVA.org](http://www.LHVA.org), as an electronic survey through the email marketing service, Constant Contact. A total of 500 users responded to the survey.

## Trail User Characteristics

The vast majority of survey respondents reside in

# Executive Summary Continued



Lackawanna County (82.2%). Another 11.2% originate from counties adjoining or near Lackawanna County (Luzerne, Susquehanna, Wyoming, Wayne, Monroe, and Pike counties), and 6.6% reside in other counties in Pennsylvania, as well as in New York, New Jersey, and Ohio.

More of the trail users were men (54.8%) than women (45.2%), which is typical of comparative trail user studies. The majority of respondents (55.9%) were 46 years of age or older, with more in the 46-55 year-old group. Children under 15 years of age accounted for less than 2% of trail users. Based on these numbers, users of the LRHT are slightly older than those in other trail studies.

Most of the respondents (82%) had heard of the Lackawanna Heritage Valley and, of those trail users, 63.7% were familiar with the LRHT. Many people had learned about the trail by word of mouth (41%), and the remainder learned about the trail either by driving past trailheads, or from the newspaper, the Lackawanna River Corridor Association, or a rails-to-trails organization.

## Condition of Trail Sections

A significant number of the respondents (66.5%) reported that they had used some segment of the LRHT in the past 12 months. When asked which sections they used most often, 41.5% said that they used the Mid-Valley Ontario & Western (O&W) section from Archbald to Blakely, 17.8% used the Delaware and Hudson (D&H) trail from Union Dale to Simpson, 14.1% used the New York Ontario and Western (NY O&W) section in Mayfield, and 10.6% used the Central New Jersey (CNJ) trail in Scranton.

The Mid-Valley O&W Rail-Trail received slightly higher marks regarding maintenance. More than 38% of its users reported that the trail is in excellent condition. Other "excellent" responses

ranged from a high of 33.5% for the NY O&W trail to a low of 13.8% for the CNJ trail. Most people (58.2%) felt that the LHRT's safety and security were rated as "good."

## Trail Usage

While 22.5% (which is the highest percentage) of respondents indicated that they use the trail 3 to 5 times per week, another 22.2% also indicate that they only use the trail a few times a year. Just under 3% use the trail once a month, and 4% were using the trail for the first time when interviewed. The majority of respondents (63.4%) reported that they use it on both weekdays and weekends. Another 21.4% said that they generally use the trail on weekdays, and 15.1% use it on weekends exclusively.

The primary activity on the Lackawanna River Heritage Trail is walking or hiking (60.3%), followed by biking (40%), jogging (29.1%), and walking with a child or pet (20.3%). The average round trip distance on the trail traveled by recreational users is 6.43 miles for each visit.

The primary use of the trail is for health and exercise (65.5%), followed by recreation (51.3%), fitness training (21.4%), and socializing (8%).

Only 2.6% use it for commuting, and the average distance traveled by commuters is 3.88 miles. Just over 21% of the respondents reported that children under age 15 use the trail. Of those children, most use it for recreation, health/exercise, or both. None said that they use the trail to get to school.

## Annual Fee

More than half (54.8%) of the respondents indicated that they would be willing to pay an annual usage fee to help maintain the trail. The average suggested was \$23.19 annually.

## Economic Impact

Slightly more than 27% of the respondents

# Executive Summary Continued



reported that they purchased soft goods (sundries or consumables) on their trip to the trail. The average amount spent on these items during trail users' most recent trip was \$8.87. A large number of trail users (69.5%) reported that they had bought an item related to trail usage. The average amount spent on these items was \$313.08 annually, yielding almost \$27.9 million economic impact from these purchases.

Some trail users (8%) stayed overnight in conjunction with their visit to the trail. More than half of those respondents (4.6%) stayed with a friend or relative, with the remaining trail users using a campground, state park, motel/hotel, or bed and breakfast. Overnighters stayed an average of 2.43 nights and spent an average of \$55.75 per night.

Taking the combined results of the purchases of soft goods and hard goods, as well as overnight accommodations, the total economic impact of the Lackawanna River Heritage Trail in 2009 was

approximately \$28,251,862.

The U.S. Department of Commerce uses a formula to measure the dollars needed to create one job from heritage preservation/tourism funding in each state. Based on this formula, the economic impact of the Lackawanna River Heritage Trail was the creation and/or retention of 1,259.45 full-time jobs with an average annual wage of \$22,432.



*Cyclists enjoy the Lackawanna River Heritage Trail as part of the annual Heritage Explorer Bike Tour.*

# Historical Perspective



The story of the Lackawanna Valley is unique, yet distinctly American. The region's anthracite coal, railroads, and iron works contributed to the nation's massive industrial expansion. Its people, the thousands of immigrants who came here to build a new life, ended up building a new nation.

Millions of years ago, natural forces laid down the rich, black beds of coal and the intervening layers of rock. These beds folded, eroded and, in a rare twist of fate, thrust near the surface. Native Americans pulverized the hard anthracite coal for use as a color pigment,

and it is likely that they were aware of its flammable nature. A hot, clean-burning fuel source, anthracite was put to good use in 1808 when Jesse Fell, a blacksmith, forged a free-standing iron grate to hold chunks of coal over a log fire. People came to see Fell's simple invention, and from there, an industry was born.

William and Maurice Wurts, brothers from Philadelphia, heard about the unique properties of anthracite. In 1822, they founded the village of Carbondale, and they sought their fortune by mining and transporting anthracite to Philadelphia and New York City. They formed the Delaware & Hudson Canal Company (D&H), which became America's first million-dollar company. The D&H soon established a working gravity railroad to transport coal from its

Lackawanna mines to the D&H canal at Honesdale. Carbondale became a boom town.

In the late 1830s, iron-maker William Henry and members of the Scranton family established an iron furnace farther south in the Lackawanna

Valley in the small settlement of Slocum Hollow, later called Scranton. The fledgling company rolled railroad rails, T-rails. This was the first site in America produce T-rails on a large scale. Eventually known as Lackawanna Iron and Coal, the enterprise became so



*The DL&W's Cayuga Breaker in Scranton, circa 1905.*

successful that by the time of the Civil War, it was the second largest iron manufacturing center in America employing thousands of people.

As the ironworks expanded, so did the other industries in the Lackawanna Valley. Anthracite coal mining was the dominant industry. However, railroading and railroad building, electric trolleys, steel manufacturing, large-scale fabrication, printing, textiles, glass making, ice production, and mass education all played a vital role in the region's growth.

By the mid to late 1800s, several railroad companies ran through Scranton to transport iron and coal products from the Lackawanna Valley to northern and eastern markets. The Delaware, Lackawanna and Western (DL&W) Railroad, the Delaware and Hudson (D&H) Railroad Company,

# Historical Perspective Continued



the Erie Railroad, the Central Railroad of New Jersey (CNJ), and the New York, Ontario and Western Railway (NY O&W) had major lines running in and around the valley.

By 1900, the Lackawanna Valley had attracted a population of over 250,000. The forty-mile long valley had 110 collieries - large self-contained mining operations - along its length. World War I created a great demand for energy that was satisfied by expanded mining operations throughout the area. After the war, however, coal lost favor to oil and natural gas as a heating source. While some U.S. cities prospered in the post-war boom, the fortunes and population of Northeastern Pennsylvania began to diminish. Coal production and rail traffic declined rapidly throughout the 1950s. The Knox Mine Disaster of January, 1959, all but ended the mining industry in the region. As a result, several railroad companies went bankrupt and ceased operations. They abandoned the rail lines and pulled up the tracks. The area was scarred by abandoned collieries, strip mines, massive culm dumps, and a polluted Lackawanna River.

The region began to revitalize in the 1980s after decades of hardship. In 1991, the Lackawanna Heritage Valley (LHV) was created as a state heritage area. It attained its National Heritage Area status in 2001. One of its first major projects was the development of a rails-to-trails system using many of the abandoned rail lines in the area.

After years of planning, site acquisition, and design, the Lackawanna River Heritage Trail became a reality in 1999 with the construction of the Central New Jersey (CNJ) section in Scranton, and a section of trail in Carbondale. In 2001, the Ontario and Western (O&W) section was built between Archbald and Peckville. The New York Ontario and Western (NY O&W) in Mayfield was completed in 2007. As LHV

developed the southern components of the trail system, the Rail-Trail Council of Northeastern Pennsylvania (RTC) was building the northern sections. Since 1991, the RTC has acquired 38 miles of the historic D&H rail bed, obtained an easement to use eight miles of the parallel Ontario & Western (O&W) rail bed as a recreational trail, and it has constructed ten miles of trail from Union Dale to Simpson.

The LHV and the RTC continue to develop the Lackawanna River Heritage Trail. In 2012, LHV anticipates three construction projects and two design projects that will fill critical gaps in the trail. In addition, it is working to obtain site control for a number of additional sections. The RTC has a major construction project planned, with more miles of trail in the design phase.

The Lackawanna River Heritage Trail links the communities along the Lackawanna River just as the railroads once did. The railroads were a vital conduit for materials and coal that brought economic stability and opportunities for growth to small patch towns, as well as to larger urban centers. Today, the trail serves these purposes, bringing thousands of trail enthusiasts to walk, run, bike, or socialize. These trail users are an important part of the economic revitalization of local communities.



*A DL&W Locomotive and its crew.*

# Locational Analysis



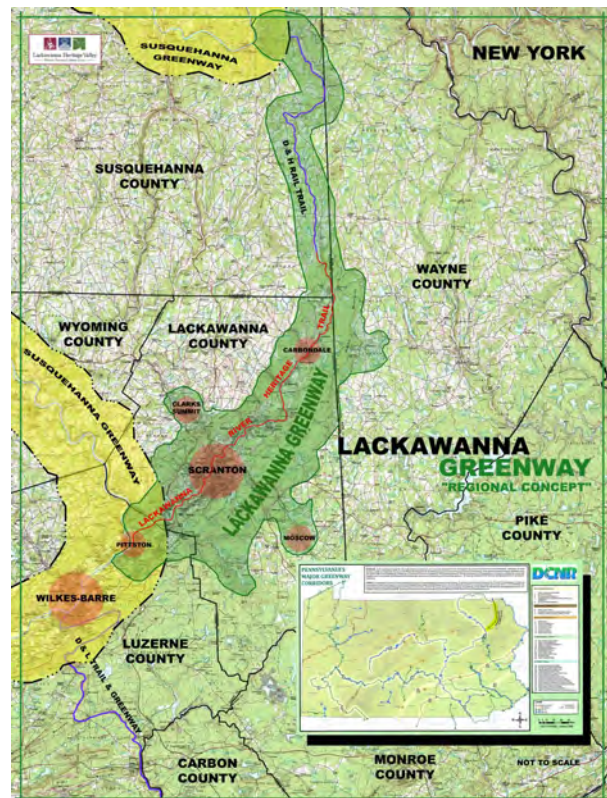
The Lackawanna River Heritage Trail and its companion trail, the Delaware and Hudson (D&H) Rail-Trail, create the longest land trail system in Northeastern Pennsylvania, covering more than 70 miles in Lackawanna, Luzerne, Susquehanna and Wayne counties. The trail follows the Lackawanna River from above its headwaters near the New York State border to the river's confluence with the Susquehanna River in Pittston, Pennsylvania. The trail travels through 30 municipalities, including the cities of Carbondale, Scranton, and Pittston.

The majority of the trail system is located in the Lackawanna Heritage Valley National and State Heritage Area (LHV), with the northern portion extending into the Endless Mountains Heritage Region. The trail uses abandoned railroad corridors and former coal mining lands, access roads, flood control levees, municipal parks, public sidewalks, and streets.

The Lackawanna River Heritage Trail system is the "spine" of the Lackawanna Greenway. The Greenway is a corridor of land and water in Northeastern Pennsylvania that encompasses abundant natural resources, the Lackawanna River, numerous outdoor recreational opportunities, authentic historical and cultural sites, ethnic communities, and thriving urban centers. It is, in essence, a massive linear park for recreation and interpretation.

The Lackawanna Greenway connects to the Susquehanna Greenway, Pennsylvania's largest greenway, at both Great Bend and Pittston creating a 250 mile "greenway loop." Additionally, the Lackawanna River Heritage Trail parallels the Governor Robert P. Casey Scenic Byway for 19 miles in the Lackawanna Valley, providing an opportunity for byway travelers to access local historic, cultural, recreational, and natural resources and amenities.

Currently, 56 miles of the Lackawanna River Heritage Trail system are open to the public, including 17 miles of rail-trails surfaced with paving or crushed stone, and 39 miles that use sidewalks and streets, flood control levees, utility access roads, and municipal parks. There are significant gaps between several of the rail-trail segments. Most of these sections are short, only ½ to 3 miles in length, with one longer section (8.6 miles) north of Carbondale. The remaining 18 miles of the trail system are in the planning and design phases of development. They are not open to the public.



A map showing the Lackawanna River Heritage Trail as the spine of the Lackawanna Greenway.

# Trail Map

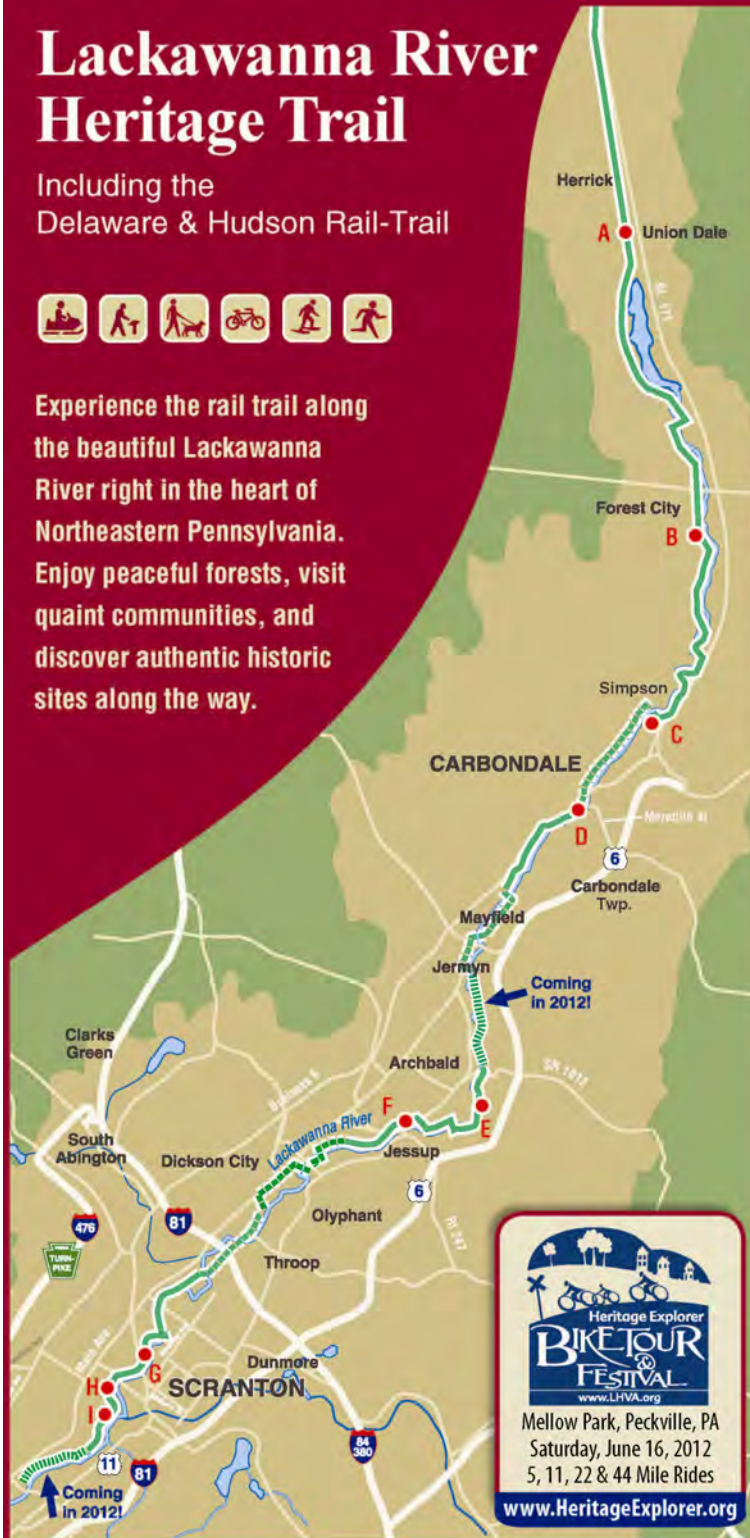


## Lackawanna River Heritage Trail

Including the Delaware & Hudson Rail-Trail



Experience the rail trail along the beautiful Lackawanna River right in the heart of Northeastern Pennsylvania. Enjoy peaceful forests, visit quaint communities, and discover authentic historic sites along the way.



### Location of Trailheads

The sections listed are improved rail trails that connect to local communities. All trailheads have free parking and are located near amenities.

**Delaware & Hudson Rail-Trail - 11.7 miles.**  
www.nepa-rail-trails.org

- A. Union Dale Trailhead: Intersection of S. Main Ave. and Skyline Dr., Union Dale. Lat 41°42'49.00"N, Long 75°29'32.05"W
- B. Forest City Trailhead: Forest City Industrial Park off Commerce Blvd. Lat 41°38'44.99"N, Long 75°27'46.11"W
- C. Simpson Trailhead: Homestead St. off intersection of N. Main Ave. and Reservoir Rd. Lat 41°35'37.19"N, Long 75°29'01.27"W

**LRHT: Meredith St., Carbondale Twp., to Old Plank Rd., Mayfield - 0.7 miles.**  
www.LHVA.org

- D. Meredith St. Trailhead: Meredith St. between Business Rt. 6 and Gov. Robert P. Casey Hwy/US Rt. 6. Lat 41°33'06.23"N, Long 75°31'39.74"W

**LRHT: Gilmartin St., Archbald to Condella Park, Olyphant - 4.3 miles.** www.LHVA.org

- E. Laurel St. Trailhead: End of Laurel St., Archbald. Lat 41°29'15.60"N, Long 75°32'30.84"W
- F. Depot St. Trailhead: Depot St., Blakely, at intersection of Bridge and River Sts. Lat 41°28'42.37"N, Long 75°34'35.11"W

**LRHT: Dean St. to Elm St., Scranton - 4.1 miles.**  
www.LHVA.org

- G. Olive St. Trailhead: Olive St. between 7th Ave. and Gordon Ave. Lat 41°24'58.00"N, Long 75°39'50.59"W
- H. 7th Ave. Trailhead: 7th Ave. between Lackawanna Ave. and Emmett St. Lat 41°24'35.50"N, Long 75°40'29.56"W
- I. Broadway St. Trailhead: Broadway St. between 3rd Ave. and S. Washington Ave. Lat 41°24'15.17"N, Long 75°40'22.29"W

### Legend



**Lackawanna Heritage Valley National and State Heritage Area**  
538 Spruce Street, Suite 516, Scranton, PA 18503  
(570) 963-6730 ext. 8200  
www.LHVA.org



Heritage Explorer  
**BIKE TOUR FESTIVAL**  
www.LHVA.org

Mellow Park, Peckville, PA  
Saturday, June 16, 2012  
5, 11, 22 & 44 Mile Rides  
www.HeritageExplorer.org

# Community Programs



The Lackawanna River Heritage Trail is a valued community asset. It is a massive linear park that stretches across four counties, and touches thousands of people. The LRHT enhances the quality of life not only by its natural beauty, offering opportunities for health, wellness, recreation, socialization, and alternative transportation, but also by its interpretation of significant historic, cultural and industrial sites along the trail.



*Scout troops often earn badges by learning about the trail.*

Local residents enjoy and regularly use the trail that runs through their communities. The trail has become such an integral part of their lives that many of the residents take it for granted, and they are unaware of the complexities of its development or maintenance. Whether walking with friends on the rail trail section, riding their bikes on the abandoned railroad bed along the Lackawanna River, or exercising their dog on the footpath around a park, they simply consider it to be “our trail.”

A number of municipalities, nonprofit groups, and service organizations use the trail throughout the

year for events, public programs, and fitness activities. Cycling events, such as the Heritage Explorer Bike Tour and Festival and the Tour de Scranton attract bicyclists from the tri-state area. Runners flock to the region every October for the annual Steamtown Marathon, and local running clubs use the trail weekly as part of their training programs. Several 5K run/walk benefit events are held every year on the Mid-Valley trail section, drawing hundreds of supporters. The Lackawanna River is the center point of Riverfest, an annual event hosted by the Lackawanna River Corridor Association in May, when boaters take to the water in canoes and kayaks. Scout troops, service clubs, environmental organizations, and school groups regularly participate in clean-up events on the trail.

The Lackawanna Heritage Valley is developing an active volunteer program called Ambassadors in Action. Many volunteers are regular users of the trail who have taken it upon themselves to keep the trail safe, clean, and usable. They have become active partners, staying in touch with LHV, notifying the Trail Manager of any issues that arise, and actively participating in the annual Heritage Explorer Bike Tour and other LHV events.

LHV and the Rail Trail Council of Northeastern Pennsylvania continue to fill in the gaps in the Lackawanna River Heritage Trail, connecting sections, installing signage, and placing amenities such as benches and pet stations along the trail. Each improvement expands the trail’s capacity. In summer 2010, LHV opened the newest section of the LRHT, the Downtown Scranton Riverwalk. A new store for running shoes and equipment opened in 2010 adjacent to this trail section to capitalize on its popularity. They host a running club that holds regular training runs, benefit events, and races on the Riverwalk.

# Area Demographics



The Lackawanna River Heritage Trail system is located in the Lackawanna Heritage Valley National and State Heritage Area. The trail travels through Lackawanna, Luzerne, Susquehanna, and Wayne counties. Based on 2008 estimated census figures, the population of these four counties is 614,238.

These counties are the heart of Northeastern Pennsylvania, a ten county region with three major cities - Scranton, Wilkes-Barre, and Hazleton. The entire region has a population of approximately 1 million people, with the majority of residents living in the Scranton/Wilkes-Barre urban corridor. Thirty miles of the Lackawanna River Heritage Trail, from the City of Carbondale south to Pittston, travel through this densely populated area. The trail from Carbondale north to the New York State border is in the rural Endless Mountains Region.

Northeastern Pennsylvania is located within a 500-mile radius of nearly half the population of the entire United States. The area is a two-hour drive from both New York City and Philadelphia, and approximately a five-hour drive from Pittsburgh, Boston, Buffalo, NY, Cleveland, OH, and Washington, DC. Its convenient highway system (six major interstate highways intersect the region) makes it perfectly situated to serve the Northeast Corridor and into the Mid-West.

Northeastern Pennsylvania lags behind the population in Pennsylvania in several key economic indicators. The median household income is significantly below the state average of



Image Courtesy of the King's College Marketing and Planning Center.

\$50,702. Many of the communities in the trail corridor are considered economically disadvantaged, with between 40.3% to 60.8% of the region's population considered low- and moderate-income (LMI) persons. Nonetheless, the region's economic indicators have shown steady improvement over the past fifteen years as local and regional revitalization efforts take hold. It is expected that the area's economic base will continue to strengthen as a result of new and ongoing economic development projects, the influx of new residents to the region from the metro New York/New Jersey market, as well as the economic impact of natural gas drilling.

# 2009 Survey Results



## Origin of Respondents

- 82.2% Lackawanna County
- 11.2% Counties Immediately Surrounding Lackawanna County (Susquehanna, Wayne, Pike, Monroe, Luzerne, Wyoming)
- 6.6% Respondents from Beyond Surrounding Counties, including other Pennsylvania Counties, West Virginia, New York, New Jersey, and Ohio.

## Question 1

### What is your gender?

- 54.8% Male
- 45.2% Female

## Question 2

### Please identify your age group.

- 1.6% 15 and Under
- 8.6% 16 to 25
- 15.6% 26-35
- 18.2% 36-45
- 23.4% 46-55
- 22.3% 56-65
- 10.2% 66 or older

## Question 3

### Have you participated in any of the following activities in Northeastern Pennsylvania in the last 12 months? Check all that apply.

- 77.4% Outdoor Recreation and Sports
- 65.5% Fitness Activities
- 30.2% Sports/Games/Events
- 62.4% Historic Sites/Attractions/Museums
- 71.1% Festivals/Community Events
- 54.4% Cultural Events/Art Shows

## Question 4

### Have you used any trails or parks in the ten counties of Northeastern Pennsylvania in the last 12 months?

- 83.8% Yes
- 16.2% No

## Question 5

### Have you heard about the Lackawanna Heritage Valley Authority (LHVA)?

- 82.0% Yes
- 18.0% No

## Question 6

### If yes, do you know what LHVA does?

- 63.7% Yes
- 36.3% No

## Question 7

### Are you familiar with the Lackawanna River Heritage Trail (LRHT)?

- 87.1% Yes
- 12.9% No

## Question 8

### If yes, how did you find out about the LRHT?

#### Check all that apply.

- 41.0% Word of Mouth
- 23.3% Driving Past
- 15.1% Roadside Signage
- 24.2% Newspaper
- 17.4% Internet
- 25.6% Lackawanna R. Corridor Assoc.
- 3.8% Parks Department
- 4.0% Bike Shop
- 21.6% Rails-to-Trails Group
- 5.5% Visitors Bureau
- 1.1% Other

## Question 9

### Have you used the LRHT (including the D&H Rail-Trail) in the past 12 months?

- 66.5% Yes
- 33.5% No

## Question 10

### How often do you use the D&H Rail-Trail (Simpson to Union Dale)?

- 17.8% Often
- 36.0% Sometimes
- 46.2% Never

# 2009 Survey Results Continued



## Question 11

Please rate the condition of the D&H Rail-Trail:

- 25.0% Excellent
- 54.7% Good
- 17.0% Fair
- 3.3% Poor

## Question 12

How often do you use the NY O&W Rail-Trail (Meredith St./Route 6 to Mayfield)?

- 14.1% Often
- 31.1% Sometimes
- 54.8% Never

## Question 13

Please rate the condition of the NY O&W Rail-Trail:

- 33.5% Excellent
- 51.4% Good
- 12.7% Fair
- 2.3% Poor

## Question 14

How often do you use the Mid-Valley O&W Rail-Trail (Blakely/Jessup/Archbald)?

- 41.5% Often
- 30.5% Sometimes
- 28.0% Never

## Question 15

Please rate the condition of the Mid-Valley O&W Rail-Trail:

- 38.3% Excellent
- 51.6% Good
- 9.0% Fair
- 1.2% Poor

## Question 16

How often do you use the CNJ Rail-Trail (Elm Street to 7th Avenue, Scranton)?

- 10.6% Often
- 27.0% Sometimes
- 62.4% Never

## Question 17

Please rate the condition of the CNJ Rail-Trail:

- 13.8% Excellent
- 51.4% Good
- 25.4% Fair
- 9.4% Poor

## Question 18

Do you use other sections of the trail along the river?

- 29.9% Yes
- 70.1% No

## Question 19

Please rate the overall safety and security of the LRHT:

- 18.6% Excellent
- 58.2% Good
- 19.5% Fair
- 3.7% Poor

## Question 20

In general, how often do you use the LRHT?

- 15.1% Daily
- 22.5% 3 to 5 Times/Week
- 14.2% 1 to 2 Times/Week
- 3.4% Once a Week
- 15.7% Few Times a Month
- 2.8% Once a Month
- 22.2% Few Times a Year
- 4.0% First Time

## Question 21

Generally, when do you use the trail?

- 21.4% Weekdays
- 15.1% Weekends
- 63.4% Both

## Question 22

How much time do you spend on the trail each visit?

- 6.7% Less than 30 Minutes
- 40.3% 30 Minutes to 1 Hour
- 43.5% 1 to 2 Hours
- 9.6% More than 2 Hours

# 2009 Survey Results Continued



## Question 23

**What is your primary activity on the LRHT? Check all that apply.**

- 60.3% Walking/Hiking
- 40.0% Biking
- 29.1% Jogging
- 20.3% Walking with Child or Pet
- 4.0% XC Skiing/Snowshoeing
- 0.9% Rollerblading
- 0.0% Other

## Question 24

**What is your approximate round trip mileage on the trail each visit?**

- 6.43 Average Mileage

## Question 25

**What do you consider your primary use of the trail to be? Check all that apply.**

- 51.3% Recreation
- 7.9% Socializing
- 2.6% Commuting
- 65.5% Health and Exercise
- 21.4% Fitness Training
- 1.0% Other

## Question 26

**If commuting, how many miles?**

- 3.88 Average Mileage

## Question 27

**Do any children under the age of 15 in your household use the trail?**

- 21.3% Yes
- 78.7% No

## Question 28

**If yes, what do they use the trail for? Check all that apply.**

- 71.2% Recreation
- 0.0% Travel to School
- 5.5% Travel to Friends/Store
- 50.7% Health and Exercise
- 1.4% Other

## Question 29

**How do you usually travel to the trail?**

- 39.0% Walk/Jog/Bike from Home
- 1.3% Walk/Jog/Bike from Work
- 1.0% Walk/Jog/Bike from School
- 0.0% Use Public Transportation
- 52.9% Drive from Home
- 5.5% Drive from Work
- 0.0% Drive from School
- 0.3% Other

## Question 30

**Would you be willing to pay an annual usage fee to help maintain the trail?**

- 54.8% Yes
- 45.2% No

## Question 31

**If yes, how much annually?**

- \$23.19 Average Amount

## Question 32

**During your most recent trip to the trail, did you purchase any of the following? Check all that apply.**

- 20.6% Water/Beverages
- 6.2% Candy/Snack Foods
- 9.3% Meals at a Restaurant
- 3.4% Sandwiches
- 4.4% Ice Cream
- 72.6% None of These
- 1.6% Other

## Question 33

**Approximately how much did you spend per person on these items on your most recent visit?**

- \$8.87 Average Amount

# 2009 Survey Results Continued



## Question 34

Has your use of the LRHT influenced your purchase of:

- 14.9% Bike
- 11.0% Bike Supplies
- 27.1% Footwear
- 14.7% Clothing
- 1.3% Auto Accessories
- 0.2% Rollerblades
- 30.5% Nothing
- 0.2% Other

## Question 35

Approximately how much did you spend per person on these items on your most recent visit?

\$313.08 Average Amount

## Question 36

Did your visit to the trail involve an overnight stay in one of the following?

- 92.0% Did Not Stay Overnight
- 4.6% Friend/Relative's Home
- 1.5% Campground/State Park
- 0.8% Motel/Hotel
- 0.4% Bed & Breakfast
- 0.8% Other

## Question 37

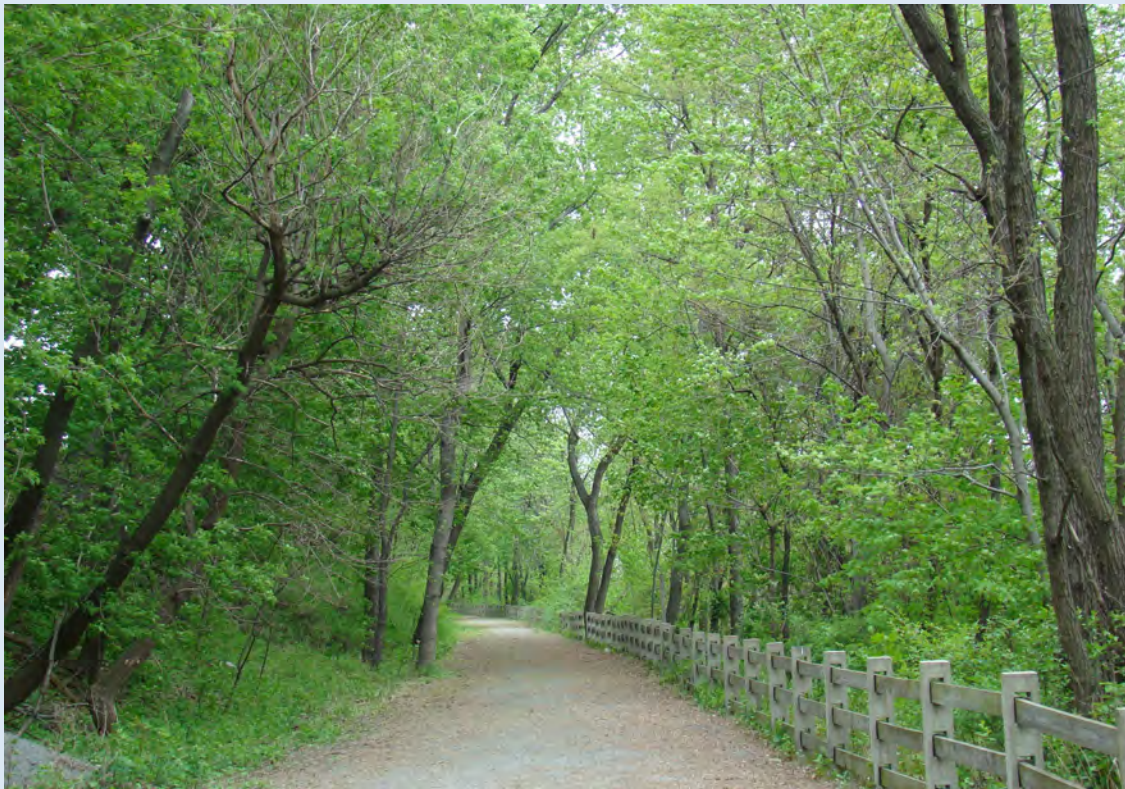
How many nights did you stay there?

2.43 Average Amount

## Question 38

Approximately how much did you spend on overnight accommodations per night?

\$55.75 Average Amount



*The South Scranton/Central New Jersey (CNJ) section of the Lackawanna River Heritage Trail looking north.*

# Methodology and Analysis

In the fall of 2009, the Lackawanna Heritage Valley National and State Heritage Area conducted an intercept survey for users of the Lackawanna River Heritage Trail's (LRHT) along various existing segments from Scranton to Union Dale. The purpose was to understand trail users in terms of origin, age, activity preferences, and spending habits associated with their use of the trail. This data was used to determine the economic impact of the LRHT.

LHV used the intercept survey developed by the Rails-to-Trails Conservancy, as well as additional in questions regarding the safety and cleanliness of specific LRHT sections. LHV placed the survey as a self-mailer in all trailhead locations, at local businesses, and at nine libraries around Lackawanna County. The survey was mailed with a return envelope to a list of more than 500 LHV Ambassadors. It also was posted on the organization's website, [www.LHVA.org](http://www.LHVA.org), as an electronic survey through the email marketing service, Constant Contact.

A total of 500 users responded to the survey. Several questions called for multiple responses and some survey respondents did not answer all of the questions. Therefore, the percentages presented in this analysis are based on the total number of responses to each individual question, not all 500 surveys.

First, survey results were organized by the total universe of all 500 respondents in order to gain an understanding of each user. Results were then organized by geography, separating respondents by origin outside of Lackawanna County and surrounding counties; by residents of counties surrounding Lackawanna County; and by residents of Lackawanna County, including residents who access the trail from work or school; and residents who access the trail from home, both by walking and by car.

## Trail User Characteristics

The vast majority of all survey respondents reside in Lackawanna County (82.2%). Another 11.2% originate from counties near to or adjoining Lackawanna County, including Luzerne, Susquehanna, Wyoming, Wayne, Monroe, and Pike Counties. According to survey respondents, only 6.6% reside in counties beyond those adjacent to Lackawanna County. These locations include other counties in Pennsylvania, as well as communities in New York, New Jersey, Ohio, and even Africa.

The gender breakdown of trail users favors men 54.8% to 45.2% women, which is fairly typical of other trail user studies. The age profile of those users indicates that 55.9% of respondents were 46 years of age or older. The largest cohort is the 46-55 year-old group, represented by 23.4% of all users surveyed. This is followed closely by the 56-65 group, at 22.3%. Children under 15 years of age account for less than 2% of trail users. Based on these numbers, users of the LRHT are slightly older than those examined in other trail studies across Pennsylvania and nationally.

Users of the LRHT are more participatory in nature than spectator, with 77% indicating that they have participated in outdoor recreation in Northeastern Pennsylvania in the past 12 months. Similarly, 65.5% have participated in fitness activities. At the same time, only 30.2% indicated that they attended a sporting event in the past year. Furthermore, an overwhelming majority – 83.8% – have used a trail or park in Northeastern Pennsylvania in the past 12 months.

The vast majority of respondents (82%) have heard of the Lackawanna Heritage Valley, and of those trail users, 63.7% are familiar with the LRHT. Most of those who have heard of the trail found out about it by word of mouth (41%). The remainder learned about the trail either by driving

# Methodology and Analysis Continued



past trailheads, or from the newspaper, the Lackawanna River Corridor Association, or a rails-to-trails organization.

## Condition of Trail Sections

Trail usage and impression of trail condition varies fairly significantly by trail segment. Overall, 66.5% of the respondents reported that they used some segment of the LRHT in the past 12 months. The most popular segment among users surveyed is, by far, the Mid-Valley O&W Rail-Trail that connects Blakely, Jessup, and Archbald. For that section, 41.5% of respondents indicated that they use it often, and 30.5% use it sometimes. Alternatively, only 17.8% of trail users indicated that they use the D&H Rail-Trail from Simpson to Union Dale often, 14.1% use the NY O&W Rail Trail often, and 10.6% use the CNJ Rail Trail often through Scranton. The Mid-Valley O&W Rail-Trail received slightly higher marks regarding maintenance. More than 38% of its users reported that the trail is in excellent condition, while 51.6% say it is in good condition. For the other trail segments, “excellent” responses ranged from a high of 33.5% for the NY O&W Rail-Trail to a low of 13.8% for the CNJ Rail-Trail. The majority of respondents – 58.2% – rated the LRHT’s safety and security as “good.”

## Trail Usage

While 22.5% (the highest percentage) of respondents indicated that they use the trail 3 to 5 times per week, another 22.2% indicated that they use the trail only a few times a year. Just under 3% use the trail once a month, and 4% were using the trail for the first time when interviewed. When they use the trail, 63.4% of the respondents reported that they use it on both weekdays and weekends. Another 21.4% said that they generally use the trail on weekdays, and 15.1% use it on weekends exclusively. A total of 84% said that they use the trail between 30 minutes and two hours at a time, just over half

of whom use it for one to two hours. Almost 10% use the trail for more than two hours.

The primary activity on the Lackawanna River Heritage Trail is walking or hiking, favored by 60.3% of the respondents. This is followed by biking (40%), jogging (29.1%), and walking with a child or pet (20.3%). Recreational users reported an average round trip distance on the trail of 6.43 miles for each visit. The primary use of the trail for 65.5% of the respondents is health and exercise, followed by recreation at 51.3% and fitness training at 21.4%. About 8% use the trail for socializing, and only 2.6% use it for commuting. Of those commuters, the average distance traveled is 3.88 miles. Just over 21% of the respondents reported that children under age 15 use the trail. Of those children, most use it for recreation, health/exercise, or both. None said that they use the trail to get to school.

The means by which trail users get to the LRHT is an important consideration for determining potential economic impacts of the trail, particularly in regard to activities undertaken or dollars spent in conjunction with the use of the trail. Of all trail users, 52.9% drive from home, while another 39% typically walk, jog, or bike from home. Another 1.3% do the same from work, 1% from school, and 5.5% drive to the trail from work, most likely on their way home.

## Annual Fee

More than half (54.8%) of the respondents indicated they would be willing to pay an annual usage fee to help maintain the trail. Of these users, the average that they would be willing to pay is \$23.19 annually.

# Trail User Estimates



From early August through early October 2009, the Lackawanna Heritage Valley National and State Heritage Area deployed several staff people with counters along various existing portions of the Lackawanna River Heritage Trail on a variety of different days of the week.

There were 12 separate counting sessions at six different locations on several different dates in August, September, and October, 2009. This survey garnered a total of 658 users. Of the users counted, 63% were male compared to 37% female; 15.3% were under 16, 73.9% were between the ages of 17 and 59, and 10.9% were over 60; and 32% were walking while using the trail, compared to 24% jogging or running and 28.7% biking. The table on the following page describes the methodology used to apply the sample of users counted at each location on each date toward creating a total estimate of yearly trail usage along its entirety.

## Methodology

Using the counts gathered, the average was determined for weekday and weekend users per hour for each of the six counting locations (see table on next page). Then, to determine the gross utilization on weekdays and weekends at each location, the per-hour unit was multiplied by 13 (representing the number of hours per day of usage during the peak season), and by five for weekdays and two for weekend days. The result is a peak season weekly total estimate for only the locations where counting occurred.

To calculate this usage estimate for the entire trail, the average mileage traveled on the trail was determined for each user counted by using the LRHT survey, which indicated the origin of users and their average mileage traveled. It was assumed that each trail user counted at each of the six locations had accessed the trail at a location close to their homes. This determined the number of users across a number of miles

## TRAIL USER COUNTING SESSIONS

Staff counted trail users on the following dates at the following locations:

- The Laurel Street trailhead in Archbald on Saturday, August 1, between 11:00 a.m. and 4:00 p.m.
- Behind St. Rose Academy in Mayfield on Wednesday, August 5, between 7:00 a.m. and 6:00 p.m.
- The Laurel Street trailhead in Archbald on Thursday, August 6, between 6:30 a.m. and 6:30 p.m.
- The Broadway trailhead in Scranton on Friday, August 7, between 6:30 a.m. and 5:00 p.m.
- The Forest City trailhead in Forest City on Saturday, August 15, between 7:00 a.m. and 6:30 p.m.
- The Laurel Street trailhead in Archbald on Tuesday, August 18, between 7:00 a.m. and 9:30 a.m.
- Decker's Bridge in Blakely on Tuesday, August 18, between 10:00 a.m. and 7:00 p.m.
- Decker's Bridge in Blakely on Wednesday, August 19, between 6:00 a.m. and 1:00 p.m.
- The Forest City trailhead in Forest City on Tuesday, August 25, between 7:00 a.m. and 7:00 p.m.
- The 7<sup>th</sup> Avenue trailhead in Scranton on Saturday, August 29, between 9:00 a.m. and 6:30 p.m.
- Decker's Bridge in Blakely on Saturday, September 12, between 8:00 a.m. and 6:30 p.m.
- The Broadway trailhead in Scranton on Saturday, October 3, between 7:30 a.m. and 5:00 p.m.

# Trail User Estimates Continued



## TRAIL SURVEY COUNTS

<u>Count Location</u>	<u>Weekday Average/hr.</u>	<u>Weekend Average/hr.</u>	<u>Gross # Users Weekdays</u>	<u>Gross # Users Weekends</u>	<u>Weekly Total Estimate</u>	<u>Average Mileage Per Visit</u>
Forest City	1.8	3.2	117.0	83.2	200.2	9.7
Gap in Count					117.8	1.5
St. Rose Academy	5.5	4.2	357.5	108.8	466.3	3.4
Laurel Street	7.8	5.9	504.2	153.4	657.6	4.3
Decker's Bridge	11.1	11.1	719.8	288.6	1008.3	5.4
Gap in Count					227.7	2.2
7 <sup>th</sup> Avenue	1.5	1.9	99.8	49.4	149.2	7.8
Broadway Street	4.2	5.2	273.0	135.2	408.2	5.3
Gap in Count					268.0	3.5
<b>Total</b>					<b>3503.3</b>	

associated with each counting station along the entire trail. It also revealed gaps in a few locations where there were no users because these locations extended beyond the typical distance traveled from the given counting location or connectivity was absent. These gaps occurred between the Forest City counting location and St. Rose Academy in Mayfield, between Decker's Bridge in Blakely and 7th Avenue in Scranton, and between Broadway Street in Scranton and the trail's end in Pittston.

To estimate users in these gaps on the trail, a ratio averaged from the segments on each side of the gap (from the average mileage per visit) was applied, calculating a weekly total estimate for the gap locations. The result is a weekly total

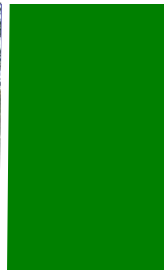
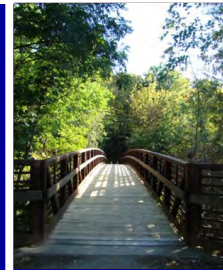
estimate of users along the entire LRHT, amounting to approximately 3,503.

### Seasonal Factors

Another factor that must be taken into account to determine total trail usage is time of year. Considering the climate of Northeastern Pennsylvania, it was determined that there are three "seasons" of usage – prime, winter, and shoulder.

Visitation projections compiled for the Perkiomen Trail in Montgomery County, located between Allentown and Philadelphia, Pennsylvania, served as a guide (as described in the "Perkiomen Trail 2008 User Survey and Economic Impact Analysis," prepared by the

# Trail User Estimates Continued

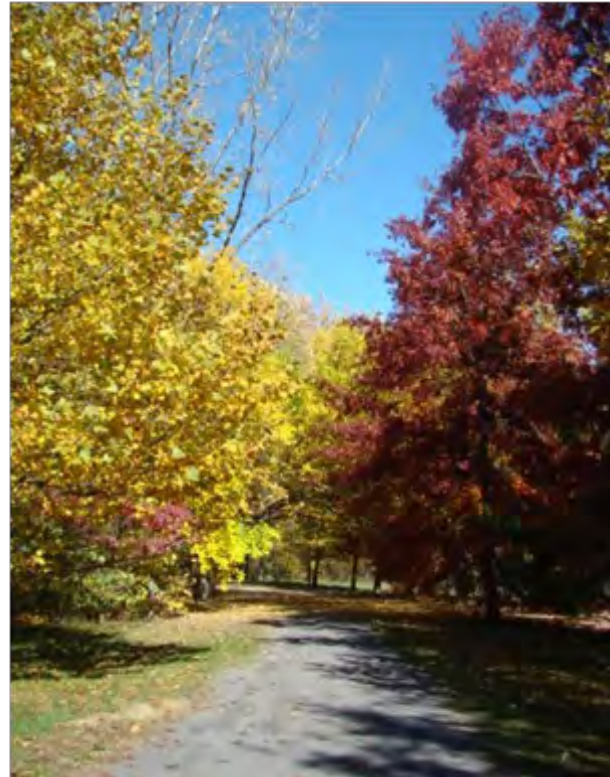


Rails-to-Trails Conservancy). The seasonal usage as a ratio of total yearly usage was calculated and a multiplier or usage unit for the LRHT seasons was created (see table below).

This multiplier was then divided by the prime season multiplier (using the prime season as a base since that is the season when counts were taken), resulting in season-to-prime season ratios. It is assumed that a logical prime season is from mid-April to the late October, or approximately 28 weeks, and winter season is mid-November to mid-March, or approximately 18 weeks. The remaining shoulder, or in-between season, is approximately 6 weeks from late October to mid-November and from mid-March to mid-April.

## Trail User Estimate

Multiplying the ratio to prime season by the weekly estimated users (determined from the surveys) by the LRHT season in weeks results in approximately 128,000 users of the Lackawanna River Heritage Trail annually.



The South Scranton/Central New Jersey (CNJ) section of the Lackawanna River Heritage Trail shows off its fall colors.

## SEASONAL USAGE CALCULATIONS

<u>Season</u>	<u>Ratio of Seasonal Perkiomen Trail Usage to Total</u>	<u>Multiplier for LRHT Seasons</u>	<u>Ratio to Prime Season for LRHT Usage</u>	<u>Weekly Total Estimated Users</u>	<u>LRHT Season in Weeks</u>	<u>Total LRHT Users</u>
Winter Season	.1	.03	0.299145	3,503	18	18,864
Shoulder Season	.12	.06	0.538462	3,503	6	11,318
Prime Season	.78	.11	1	3,503	28	98,082
<b>Annual Total</b>						<b>128,274</b>

# Economic Impact



Trail use has a significant impact on spending behavior. The economic impact of the Lackawanna River Heritage Trail is comprised of several elements: the purchases of hard goods (bikes, bike accessories, apparel, footwear, etc.), the purchases of soft goods (water, soda, snacks, ice cream, meals, etc.), and the costs of overnight accommodations.

## Consumable, Soft Goods

While 72.6% of the respondents reported that they did not purchase any soft goods (sundries or consumables) on their trip to the trail, several trail users reported purchasing sundries in conjunction with their visit to the Lackawanna River Heritage Trail.

The average amount spent on these items during trail users' most recent trip was \$8.87. This resulted in purchases of soft goods totaling \$311,089 in 2009.

### Survey Question 32: During your most recent trip to the trail, did you purchase any of the following?

Water/Beverages	20.6%
Candy/Snack Foods	6.2%
Meals at a Restaurant	9.3%
Sandwiches	3.4%
Ice Cream	4.4%
None of These	72.6%
Other	1.6%

## Non-Consumable, Hard Goods

Use of the trail impacts the purchase of larger-ticket items as well. A large number of trail users (69.5%) reported that they had purchased a non-consumable item related to trail usage.

These purchases amounted to an average of \$313.08 among respondents, leading to an economic impact of hard good purchases of \$27,851,597.

### Survey Question 34: Has your use of the LRHT influenced your purchase of the following?

Bike	14.9%
Bike Supplies	11.0%
Footwear	27.1%
Clothing	14.7%
Auto Accessories	1.3%
Rollerblades	0.2%
Nothing	30.5%
Other	0.2%

# Economic Impact Continued



## Lodging

Overnight accommodations currently do not play a significant role in the economic impact of the Lackawanna River Heritage Trail. It is anticipated, however, that this number will increase as more visitors travel to Northeastern Pennsylvania to enjoy the trail as it is further developed.

Those who sought accommodations stayed an average of 2.43 nights and spent an average of \$55.75 per night.

A calculation performed in the Lackawanna Greenway Plan report determined that a total of 800 room nights were actually attributed to the LRHT in 2009. The average nightly room rate in the region for this period was \$111.47. Multiplying this nightly rate by 800 room nights results in an impact from hotel rooms attributable to the LRHT of \$89,176.

### Survey Question 36: Did your visit to the trail involve an overnight stay in one of the following?

Did Not Stay Overnight	92.0%
Friend/Relative's Home	4.6%
Campground/State Park	1.5%
Motel/Hotel	0.8%
Bed & Breakfast	0.4%
Other	0.8%

## Total Economic Impact

Taking the combined results of the purchases of soft goods (\$311,089), hard goods (\$27,851,597), and overnight accommodations (\$89,176), the total economic impact of the Lackawanna River Heritage Trail in 2009 was approximately \$28,251,862.

## Impact on Area Job Market

The U.S. Department of Commerce uses a formula to measure the dollars needed to create one job from heritage preservation/tourism funding in each state. The formula divides the total economic impact figure by the average annual wage by state to determine the number of jobs created or retained at that wage. LHV has applied this formula to the economic impact generated by the Lackawanna River Heritage Trail:

$$\frac{\$28,251,862 \text{ total economic impact}}{\$22,432 \text{ average wage in PA per job}} = 1,259.44 \text{ jobs}$$

Based on this formula, the total economic impact of the trail has created and/or retained 1,259 in Northeastern Pennsylvania. This calculation does not include any jobs associated with the development or construction of the trail.

# Appendix A - 2009 Survey Form



**Lackawanna Heritage Valley Authority**  
 A National & State Heritage Area  
 538 Spruce Street, Suite 516, Scranton, PA 18503  
[www.LHVA.org](http://www.LHVA.org)  
 Contact: Stephanie Milewski, Trail Manager  
 Email: [smilewski@LHVA.org](mailto:smilewski@LHVA.org) or Phone: (570) 963-6730 x6203

Internal Use Only
Dist. Code EXPO
Entered _____

## TRAIL AND GREENWAY SURVEY

**WE NEED YOUR INPUT** to help develop the Lackawanna River Heritage Trail and the Lackawanna Greenway! Please complete this survey so we know what is important to you. All responses will remain confidential, and no contact information is required. Only one survey per person, but feel free to pass it along to friends, family, and co-workers.

**FOR YOUR CONVENIENCE, THIS SURVEY CAN BE COMPLETED ELECTRONICALLY.** Visit [www.LHVA.org](http://www.LHVA.org) and click on the survey link to get started. Thank you for your help!

### SECTION A. GENERAL INFORMATION

- What is your zip code? \_\_\_\_\_
- What is your gender?  Male  Female
- Please identify your age group. (check one)  
 15 and under  36-45  66 or older  
 16 to 25  46-55  
 26-35  56-65
- Have you participated in any of the following activities in Northeastern Pennsylvania in the last 12 months? (Check all that apply)  
 Outdoor Recreation, Sports & Games  
 Outdoor Health & Fitness Activities  
 Historic Sites, Attractions & Museums  
 Festivals & Community Events  
 Cultural Events, Art Shows & Exhibits
- Have you used any trails or parks in the ten counties of Northeastern Pennsylvania in the last 12 months?  
 Yes - Where? \_\_\_\_\_  
 No
- Have you heard about the Lackawanna Heritage Valley Authority (LHVA)?  Yes  No
- If Yes, do you know what LHVA does?  Yes  No
- Are you familiar with the Lackawanna River Heritage Trail (LRHT)?  Yes  No
- If Yes, how did you find out about the LRHT? (check all that apply)  
 Word of Mouth  Parks Department  
 Driving Past  Bike Shop  
 Roadside Signage  Rails-to-Trails Group  
 Newspaper  Visitors Bureau  
 Internet  
 Lackawanna River Corridor Association  
 Other \_\_\_\_\_
- Have you used the LRHT (including the D&H Rail-Trail) in the last 12 months?  
 Yes - Please continue with questions on page 2.  
 No - Please continue with Section C.

Please continue survey on page 2. →

**Survey Form - Page 1**  
 The hard copy survey was designed as a 11" x 17" self-mailer. It was placed in brochure racks on the trail, at local businesses, and at libraries in Lackawanna County.

**Lackawanna Heritage Valley Authority**  
 A National & State Heritage Area  
 538 Spruce Street, Suite 516, Scranton, PA 18503  
[www.LHVA.org](http://www.LHVA.org)  
 Info: Stephanie Milewski, Trail Manager  
 Email: [smilewski@LHVA.org](mailto:smilewski@LHVA.org) or Phone: (570) 963-6730 x6203

**We Want to Hear From You!**  
**TRAIL & GREENWAY SURVEY**  
 Please Take This Quick Survey About the Lackawanna River Heritage Trail and the Lackawanna Greenway.

Lackawanna Heritage Valley Authority  
 538 Spruce Street, Suite 516  
 Scranton, PA 18503

Place Stamp Here to Help Our Trail/Greenway Efforts!

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

# Appendix A - 2009 Survey Form

## SECTION B. USING THE LACKAWANNA RIVER HERITAGE TRAIL (LRHT)

Page 2

Survey Form - Page 2

For questions 11-20, please tell us how often you use each section of the Lackawanna River Heritage Trail (LRHT), and your opinion of each section's condition.

11. How often do you use the **D&H Rail-Trail** (Simpson to Union Dale)?  
 Often  Sometimes  Never
12. Please rate the condition of the **D&H Rail-Trail**.  
 Excellent  Good  Fair  Poor
13. How often do you use the **NY O&W Rail-Trail** (Meredith Street & Route 6, Mayfield)?  
 Often  Sometimes  Never
14. Please rate the condition of the **NY O&W Rail-Trail**.  
 Excellent  Good  Fair  Poor
15. How often do you use the **Mid-Valley O&W Rail-Trail** (Blakely-Jessup-Archbald)?  
 Often  Sometimes  Never
16. Please rate the condition of the **Mid-Valley O&W Rail-Trail**.  
 Excellent  Good  Fair  Poor
17. How often do you use the **CNJ Rail-Trail** (Elm St. to 7th Ave., Scranton)?  
 Often  Sometimes  Never
18. Please rate the condition of the **CNJ Rail-Trail**.  
 Excellent  Good  Fair  Poor
19. Do you use **other sections of the trail along the river**?  
 Yes  No
20. If yes, which sections do you use?  
 \_\_\_\_\_
21. Please rate the overall safety and security of the LRHT.  
 Excellent  Good  Fair  Poor
22. In general, how often do you use the LRHT? (check one)  
 Daily  Few Times a Month  
 3 to 5 Times/Week  Once a Month  
 1 or 2 Times/Week  Few Times a Year  
 Once a Week  First Time
23. In general, when do you use the trail? (check one)  
 Weekdays  Weekends  Both
24. How much time do you spend on the trail each visit? (check one)  
 Less than 30 minutes  1 to 2 hours  
 30 minutes to 1 hour  More than 2 hours
25. What is your primary activity on the LRHT? (check all that apply)  
 Walking/Hiking  Walking with Child or Pet  
 Biking  XC Skiing/Snowshoeing  
 Jogging/Running  Rollerblading  
 Other \_\_\_\_\_

26. What is your approximate round trip mileage on the trail each visit? \_\_\_\_\_
27. Do you consider your use of the trail primarily as ... (check one)  
 Recreation  Health and Exercise  
 Socializing  Fitness Training  
 Commuting - Approx. Mileage \_\_\_\_\_  
 Other \_\_\_\_\_
28. Do any children under the age of 15 in your household use the trail?  Yes  No  
 If yes, what do they use the trail for?  
 (check all that apply)  
 Recreation  Travel to Friends/Store  
 Travel to School  Health & Fitness  
 Other \_\_\_\_\_
29. How do you usually travel to the trail?  
 Walk/Jog/Bike from Home  Drive from Home  
 Walk/Jog/Bike from Work  Drive from Work  
 Walk/Jog/Bike from School  Drive from School  
 Use Public Transportation  
 Other (describe): \_\_\_\_\_
30. Would you be willing to pay an annual usage fee to help maintain the trail?  Yes  No
31. If Yes, how much annually? \_\_\_\_\_
32. During your most recent trip to the trail, did you purchase any of the following? (check all that apply)  
 Water/Beverages  Sandwiches  
 Candy/Snack Foods  Ice Cream  
 Meals at a Restaurant  None of These  
 Other \_\_\_\_\_
33. Approximately how much did you spend, per person, on these items on your most recent visit? \$ \_\_\_\_\_
34. Has your use of the LRHT influenced your purchase of? (check all that apply)  
 Bike  Auto Accessories  
 Bike Supplies  Rollerblades  
 Footwear  Other \_\_\_\_\_  
 Clothing  Nothing
35. Approximately how much did you spend on the items above in the past year? \$ \_\_\_\_\_
36. Did your visit to the trail involve an overnight stay in one of the following? (check one)  
 Did Not Stay Overnight  Motel/Hotel  
 Friend/Relatives' Home  Bed & Breakfast  
 Campground / State Park  
 Other \_\_\_\_\_
37. How many nights did you stay there? \_\_\_\_\_
38. Approximately how much did you spend on overnight accommodations per night? \$ \_\_\_\_\_

COMMENTS/SUGGESTIONS \_\_\_\_\_

## SECTION C: SUBMIT THE SURVEY & SIGN UP FOR MORE INFORMATION

**THANK YOU** for taking the time to complete this survey. Your input is very important to us!

### TO RETURN SURVEY:

- Return survey to a collection box at LRHT trailheads, Lackawanna County libraries, or local retailers.
- Re-fold survey on the original creases so return address shows, tape the edges, affix postage stamp (\$.44), and drop in any mail box.
- Fax survey (both sides!) to: (570) 963-6732

An electronic version of this survey is available at [www.LHVA.org](http://www.LHVA.org)

**FILL IN THE INFORMATION BELOW** to receive updates on the Lackawanna River Heritage Trail and the Lackawanna Greenway! Please print clearly.

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Email \_\_\_\_\_ @ \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

**CONTACT ME** about volunteer opportunities!



**Lackawanna Heritage Valley National and State Heritage Area**

**538 Spruce Street, Suite 516**

**Scranton, PA 18503**

**(570) 963-6730 x 8200**

**(570) 963-6732**

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