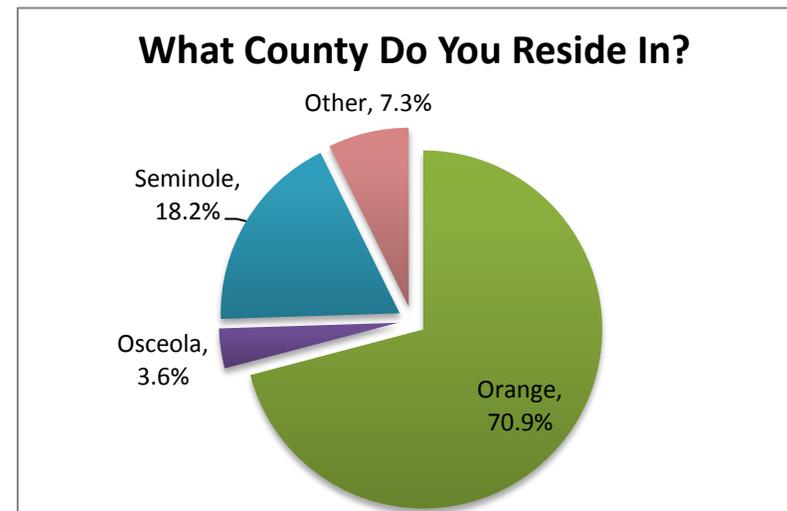


## Cady Way

From October through November, 55 physical, face-to-face surveys were conducted along the Cady Way Trail. The following section addresses each question on the survey and analyzes the results.

Question 1: What County do you reside in?		
Answer Options	Response Percent	Response Count
Orange	70.9%	39
Osceola	3.6%	2
Seminole	18.2%	10
Other	7.3%	4
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>

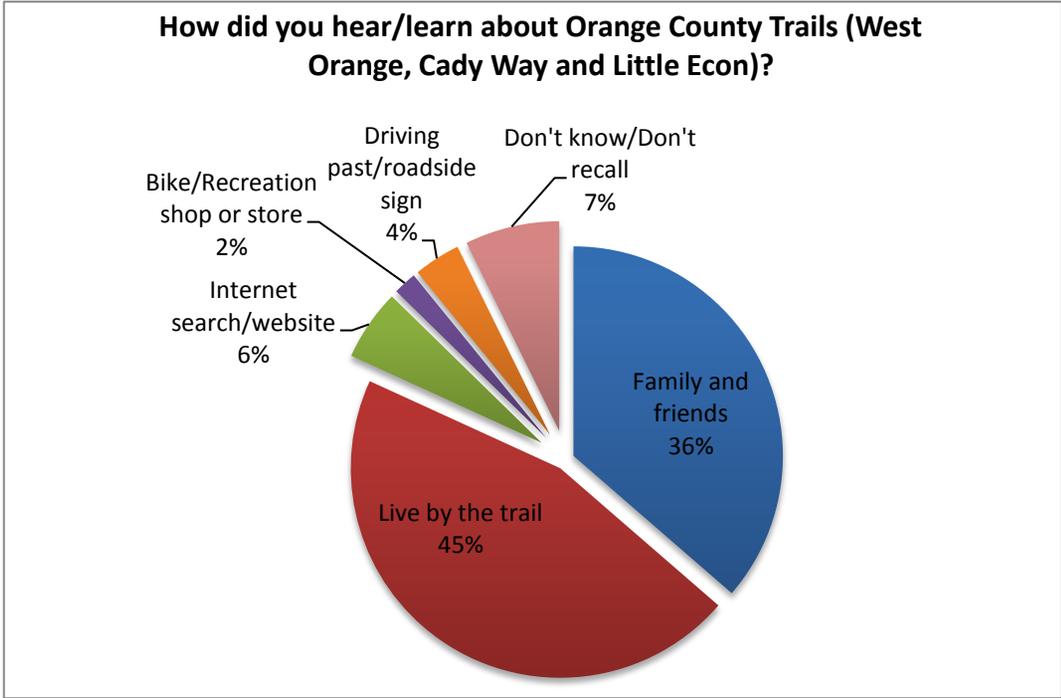


While the majority (71%) of the Cady Way Trail users surveyed resides in Orange County, Osceola and Seminole County residents account for 22% of those surveyed. This could be due, in part, to the trail connectivity between the counties, especially for Seminole County where there is a connection with the Cross Seminole Trail. Of those surveyed, 7% were visitors from outside the region and even the state, including Providence, RI; Madison, WI and Miami-Dade County, FL. Geographic Information Systems was used to analyze zip code responses.

**Question 2: Enter your zip code of your residence.** Zip codes were analyzed to determine trail proximity to user residents. See maps on pages 19- 20.

**Question 3: How did you hear/learn about Orange County Trails (West Orange, Cady Way and Little Econ)?**

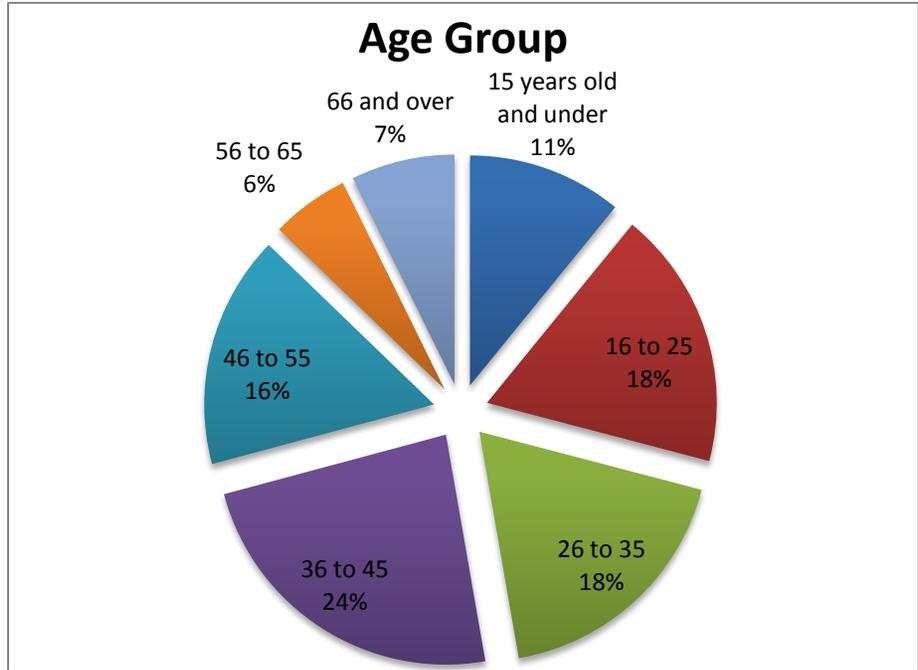
Answer Options	Response Percent	Response Count
Family and friends	36.4%	20
Live by the trail	45.5%	25
Internet search/website	5.5%	3
Bike/Recreation shop or store	1.8%	1
Newspaper	0.0%	0
Driving past/roadside sign	3.6%	2
Magazine	0.0%	0
Don't know/Don't recall	7.3%	4
Other	0.0%	0
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>



Location of the Trail to places of residency and word of mouth are currently the most effective methods of marketing the Cady Way Trail, according to those surveyed. Over 80% of those surveyed indicated that they learned about the Trail through family and friends or as a result of living near the Trail. With only 5.5% learning about the trails from the Internet and another 3.6% who become aware of them from signs or driving by, there is clearly value to be had in improving marketing strategies in these areas. It was noted during the surveying period that recognizing the Cady Way Trail (CWT) or finding access to the Trail as a novice CWT visitor was difficult due to lack of signage and directions to the Trail.

**Question 4: Please check your age group.**

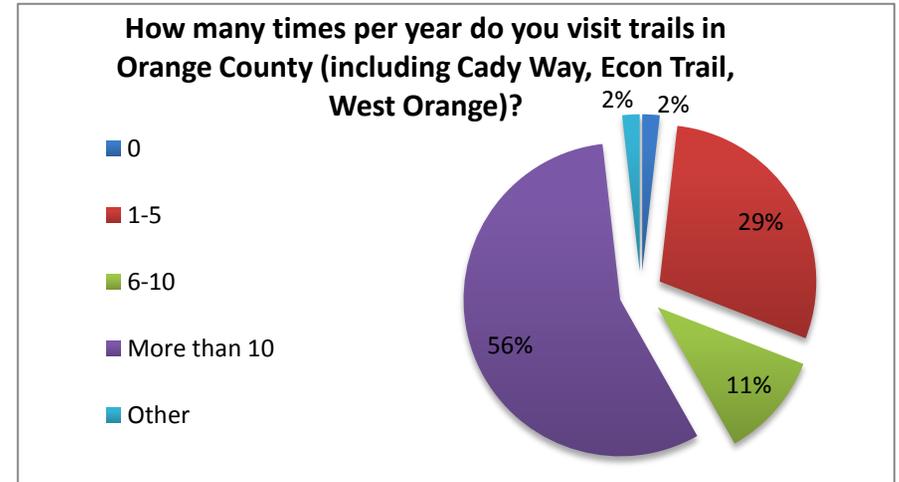
Answer Options	Response Percent	Response Count
15 years old and under	10.9%	6
16 to 25	18.2%	10
26 to 35	18.2%	10
36 to 45	23.6%	13
46 to 55	16.4%	9
56 to 65	5.5%	3
66 and over	7.3%	4
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>



Survey responses concerning age are not considered drastically different. The majority of those surveyed are between the ages of 16 to 55. Again, it should be noted that the data obtained from this question pertains to the individual answering the survey, not every individual in the group. Therefore, the numbers of those under 15 may actually increase as families are not reflected in this analysis. The Cady Way Trail’s location relative to residential neighborhoods, schools, and multi-family housing, as well as its urban nature, could explain the higher number of trail users under the age of 15. The Trail creates greater connectivity of neighborhoods, parks, schools and other facilities, giving younger trail users the ability to visit these places without the use of a car.

**Question 5: How many times per year do you visit trails in Orange County (including Cady Way, Econ Trail, West Orange)?**

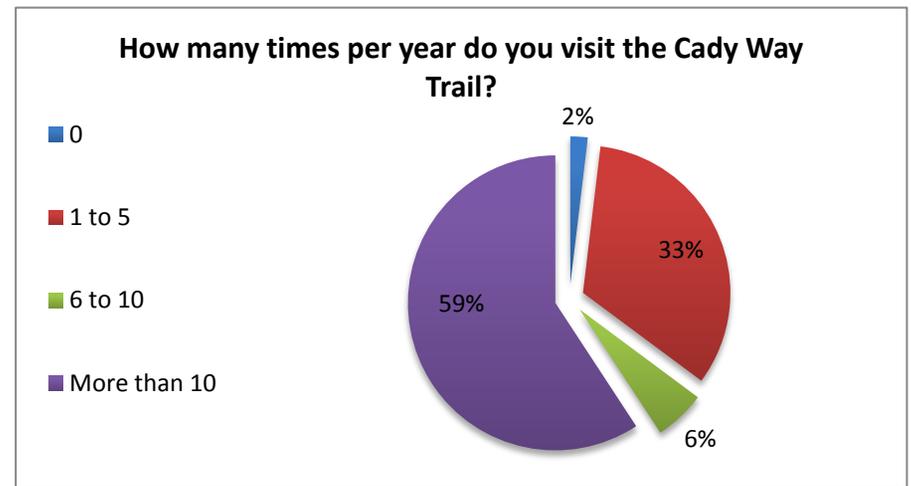
Answer Options	Response Percent	Response Count
<b>0</b>	1.8%	1
<b>1-5</b>	29.1%	16
<b>6-10</b>	10.9%	6
<b>More than 10</b>	56.4%	31
<b>Other</b>	1.8%	1
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>



Over 56% of those surveyed are avid trail users, utilizing the trails more than 10 times per year. Almost 30% of the respondents use the Orange County Trail system one to five times per year and 11% visit six to ten times per year.

**Question 6: How many times per year do you visit the Cady Way Trail?**

Answer Options	Response Percent	Response Count
0	1.9%	1
1 to 5	33.3%	18
6 to 10	5.6%	3
More than 10	59.3%	32
<i>answered question</i>		<b>54</b>
<i>skipped question</i>		<b>1</b>

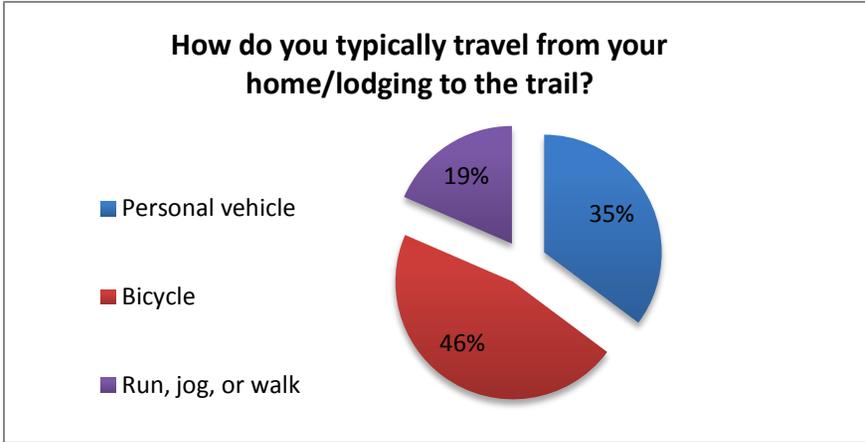


Almost 60% of those surveyed use the Cady Way Trail, specifically, more than ten times per year. During interviews with some of the trail users, they indicated that they use the Trail daily to take their children to school or for their route to work, which would indicate they use the Trail approximately 5 times per week. 33% visit the Cady Way Trail from 1 to 5 times per year.

**Question 7: Where did you get on the trail today?**

Respondents wrote in the location in which they accessed the Little Econ Greenway. Blanchard Park was the overwhelming location, while others indicated they got on the trail in Oviedo (Cross Seminole Trail), or their residence.

Question 8: How do you typically travel from your home/lodging to the trail?		
Answer Options	Response Percent	Response Count
Personal vehicle	35.2%	19
Bicycle	46.3%	25
Transit (LYNX, carpool)	0.0%	0
Run, jog, or walk	18.5%	10
Other	0.0%	0
<i>answered question</i>		<b>54</b>
<i>skipped question</i>		<b>1</b>

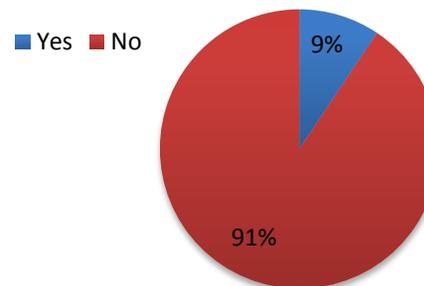


The fact that over 65% of those surveyed travel to the trail by bike or foot is a great indicator that location plays an essential part in trail use and travel. Those who live by the trail do utilize it. As expected, a large percentage (35%) travels to the trail using personal vehicles. Transit received no responses on this survey, despite the urban nature and transit service available in Orlando and Orange County. However, as noted by one respondent, the existing transit stops and routes do not encourage use of the Trail system; therefore, better planning and outreach efforts between neighborhoods, apartment complexes, trailheads or crossings, and other core stops would encourage more residents to take advantage of other forms of transportation to the trails.

**Question 9: In conjunction with your trip to the trail today, will/did you stay overnight?**

Answer Options	Response Percent	Response Count
Yes	9.4%	5
No	90.6%	48
<i>answered question</i>		<b>53</b>
<i>skipped question</i>		<b>2</b>

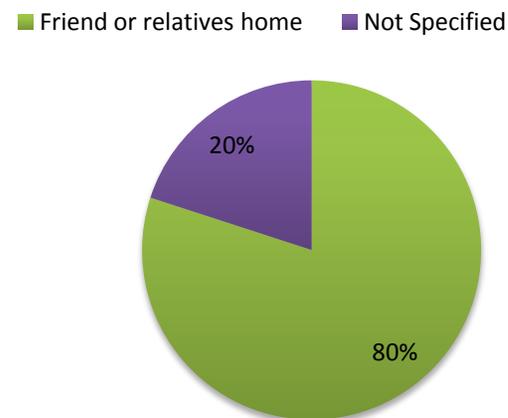
**In conjunction with your trip to the trail today, will/did you stay overnight?**



**Question 10: If you answered yes to the previous question, what type of accommodation did you stay/or do you plan on staying in?**

Answer Options	Response Percent	Response Count
Campground	0.0%	0
Motel/Hotel/Bed and breakfast	0.0%	0
Friend or relatives home	80.0%	4
Not Specified	20.0%	1
<i>answered question</i>		<b>5</b>
<i>skipped question</i>		<b>50</b>

**If you answered yes to the previous question, what type of accommodation did you stay/or do you plan on staying in?**



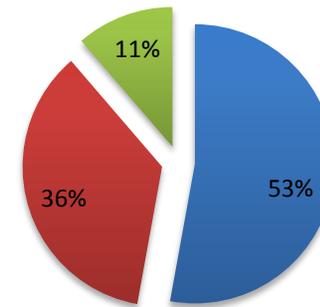
Of the 9% (5 respondents) who indicated they stayed overnight in conjunction with their trail visit, 80% (4) stayed at a friend's or relative's home. This could suggest that more effort be placed on tourism-oriented development along the trail, such as marketing strategies aimed at hotels or bed and breakfast establishments.

**Question 11: What is your primary reason for using Orange County trails?**

Answer Options	Response Percent	Response Count
<b>Recreational activity</b>	52.8%	28
<b>Health and/or fitness</b>	35.8%	19
<b>Transportation</b>	11.3%	6
<i>answered question</i>		<b>53</b>
<i>skipped question</i>		<b>2</b>

**What is your primary reason for using Orange County trails?**

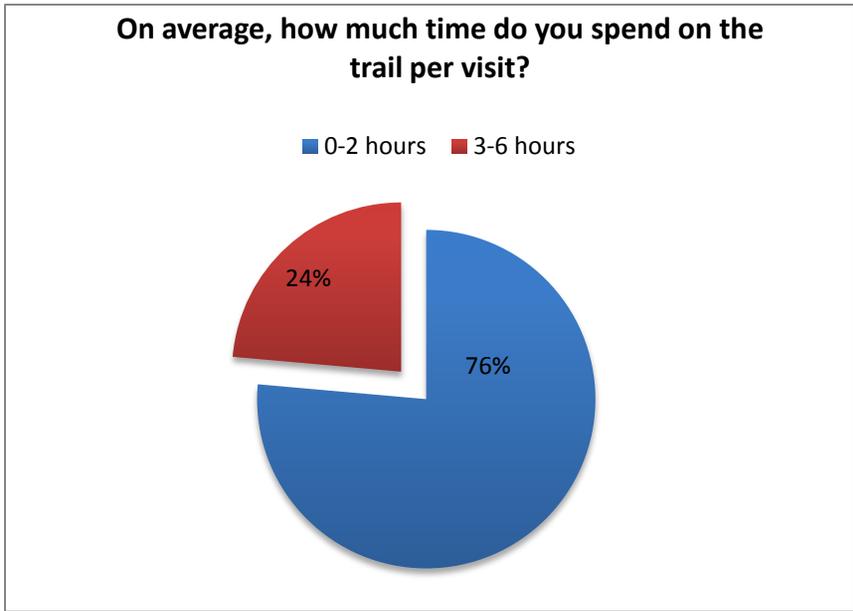
■ Recreational activity ■ Health and/or fitness ■ Transportation



Over 52% of those surveyed use the Orange County Trail system for recreational activity, followed by almost 36% for purposes of health and/or fitness. 11% of respondents indicated that transportation was their primary reason for using the trail. This would include transportation to school, work or for other daily needs.

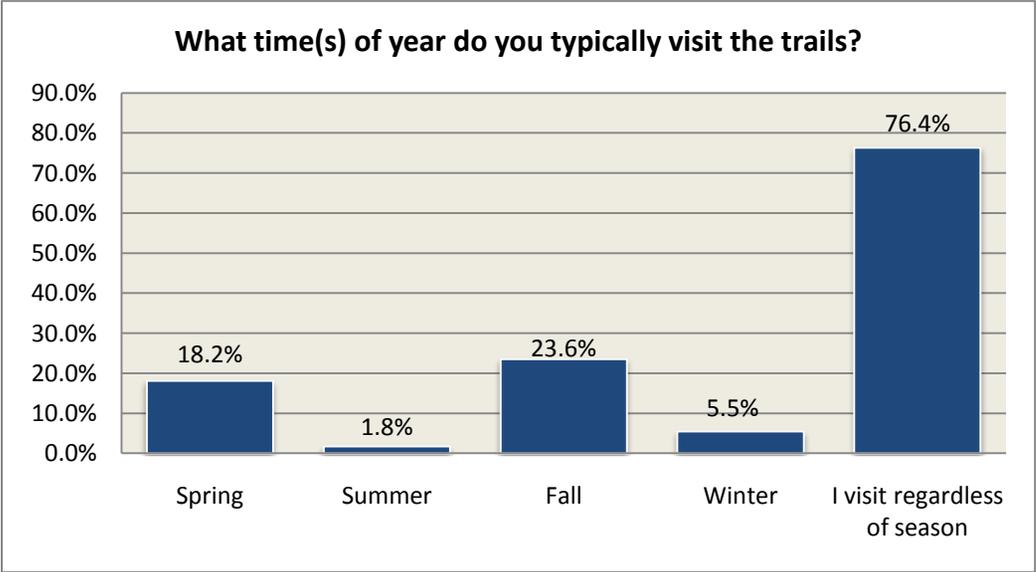
**Question 12: On average, how much time do you spend on the trail per visit?**

Answer Options	Response Percent	Response Count
0-2 hours	76.4%	42
3-6 hours	23.6%	13
More than 1 day	0.0%	0
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>



Over 75% of respondents generally spend, on average, 0-2 hours on the Cady Way Trail, with just under 25% spending 3-6 hours. The relatively short length of the Trail may affect the time spent there. One could anticipate that when the connection is made between the Little Econ and the Cady Way Trails, the amount of time spent on the trail could increase. responses are lower than that of the West Orange Trail, which had closer to a 50/50 split between the two categories. This could be attributed to the length of the trail or the accessibility of facilities such as Downtown Winter Garden and other stops along the trail.

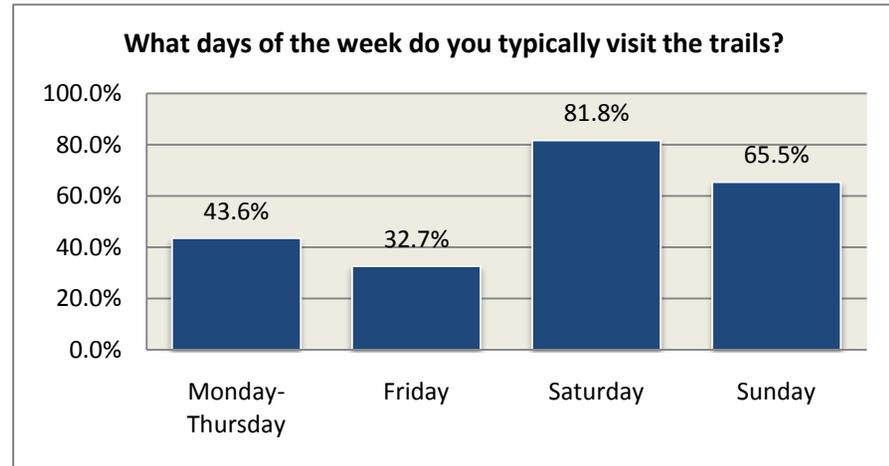
<b>Question 13: What time(s) of year do you typically visit the trails?</b>		
Answer Options	Response Percent	Response Count
<b>Spring</b>	18.2%	10
<b>Summer</b>	1.8%	1
<b>Fall</b>	23.6%	13
<b>Winter</b>	5.5%	3
<b>I visit regardless of season</b>	76.4%	42
<b><i>answered question</i></b>		<b>55</b>
<b><i>skipped question</i></b>		<b>0</b>



According to survey responses, central Florida’s climate does not play a major role in keeping users from the Trail as over 76% of respondents visit the trail regardless of season. Among the respondents who noted one particular time of year, the transitional seasons, fall and spring, have the highest number of trail visits. Summer has the fewest visitors as less than 2% indicated that they typically visit the trails at this time of year.

**Question 14: What days of the week do you typically visit the trails?**

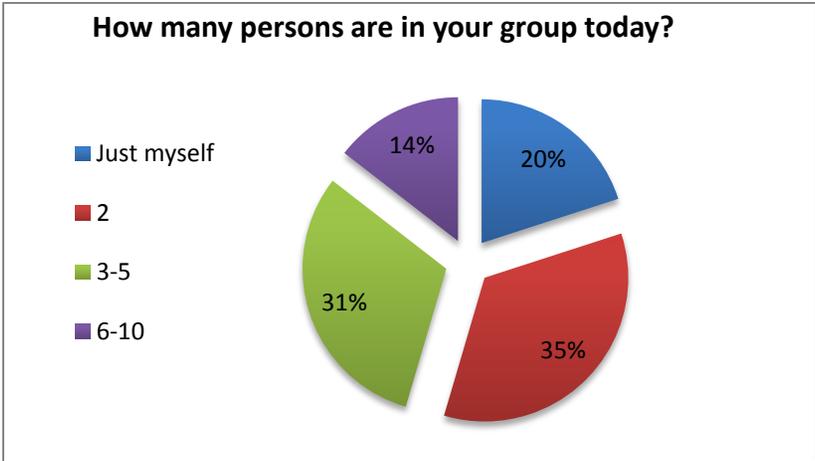
Answer Options	Response Percent	Response Count
Monday-Thursday	43.6%	24
Friday	32.7%	18
Saturday	81.8%	45
Sunday	65.5%	36
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>



As would be expected, Saturday and Sunday were ranked as the highest use days. Percentages total over 100% due to the fact that some respondents apparently use the Cady Way Trail daily and noted multiple choices as their typical day to visit the Trail. It is evident that many trail users visit the trail almost every day of the week, or any chance they get, regardless of the day.

**Question 15: How many persons are in your group today?**

Answer Options	Response Percent	Response Count
Just myself	20.0%	11
2	34.5%	19
3-5	30.9%	17
6-10	14.5%	8
More than 10	0.0%	0
<i>answered question</i>		<b>55</b>
<i>skipped question</i>		<b>0</b>

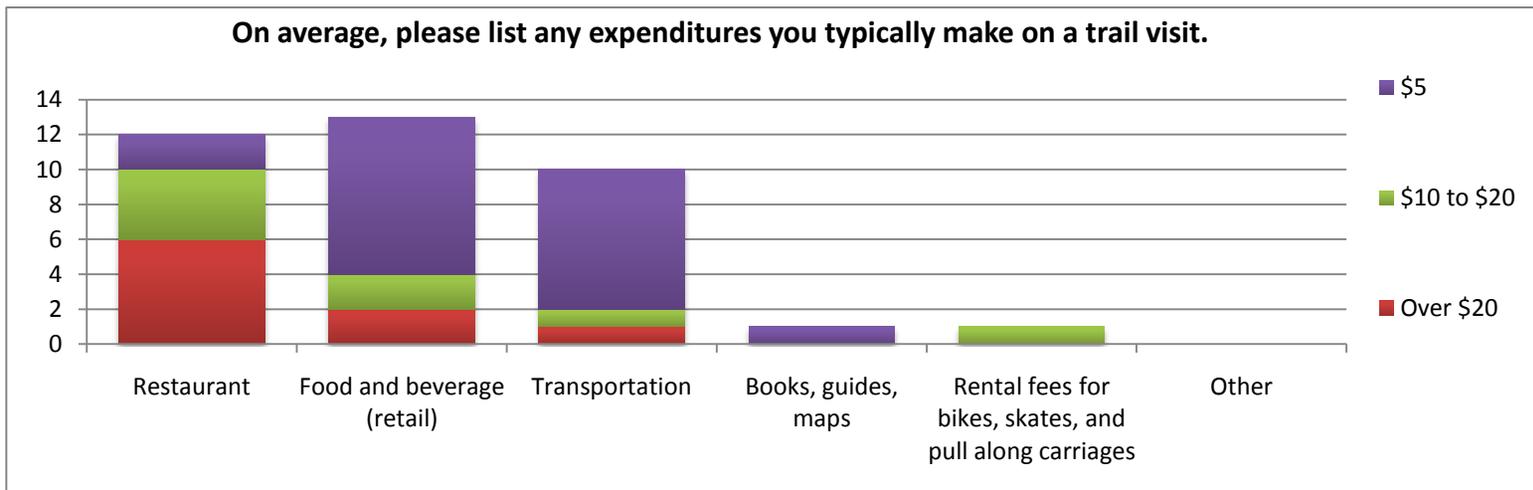


Of those surveyed, no great variation was noted between the numbers in each group. However, unlike the surveys completed for the West Orange Trail, no respondent indicated there were more than 10 individuals in the group on the trail. Large bike groups do not appear to frequent the Cady Way Trail as they seemingly prefer longer trails, such as the West Orange Trail.

**Question 16: On average, please list any expenditures you typically make on a trail visit.**

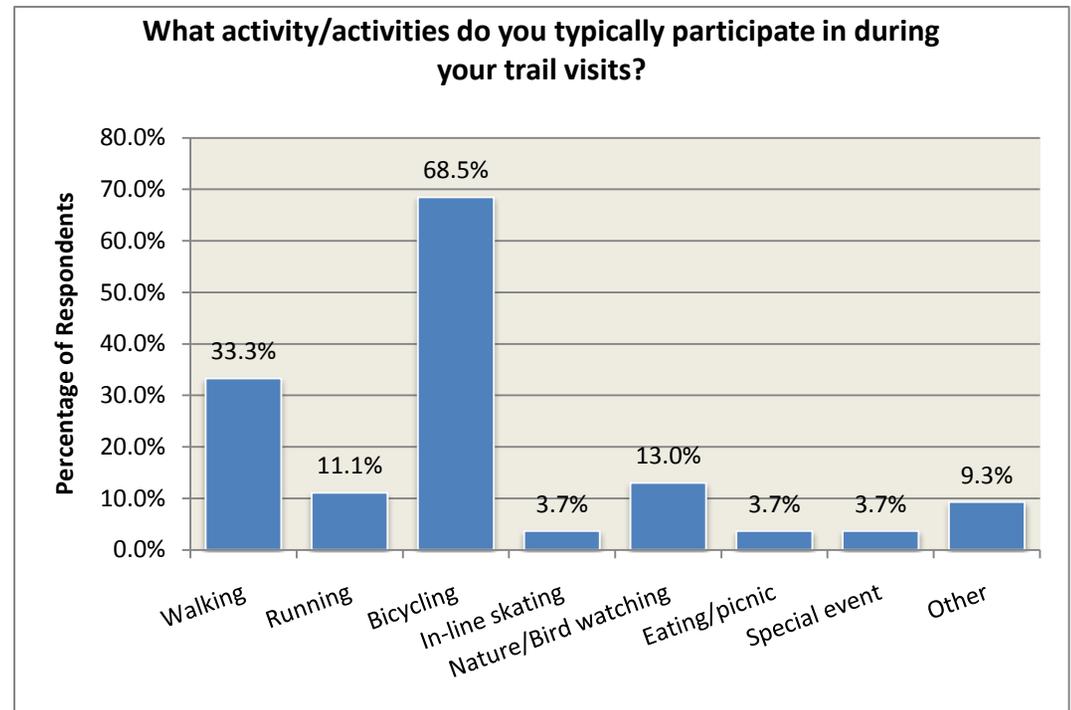
Answer Options	\$0	\$5	\$10 to \$20	Over \$20	This was spent in Orange County	Response Count
Restaurant	26	2	4	6	4	38
Food and beverage (retail)	24	9	2	2	2	37
Transportation	28	8	1	1	7	38
Books, guides, maps	32	1	0	0	0	33
Rental fees for bikes, skates and pull-along carriages	32	0	1	0	0	33
Other	12	0	0	0	0	12
<i>answered question</i>						55
<i>skipped question</i>						0

According to survey responses, the retail food and beverage expenditures made up the highest category of expenditures by trail users, as thirteen respondents indicated they spend at least \$5 in this category per trip. However, as would be expected, restaurant visits account for the greatest number of respondents (6) who spent over \$20. As noted on the comment section of the survey, one family generally spends more than \$20 for ice cream when they travel on the Trail to Baldwin Park. Survey comments included suggestions that mobile vendors be located along the trail for the sale of beverages or snacks. In order to access stores, restaurants and retail areas near the Cady Way Trail, trail users must exit the trail, which some find undesirable due to distance, accessibility or safety issues.



**Question 17: What activity/activities do you typically participate in during your trail visits?**

Answer Options	Response Percent	Response Count
Walking	33.3%	18
Running	11.1%	6
Bicycling	68.5%	37
Inline skating	3.7%	2
Nature/Bird watching	13.0%	7
Eating/picnic	3.7%	2
Special event	3.7%	2
<i>answered question</i>		<b>54</b>
<i>skipped question</i>		<b>1</b>

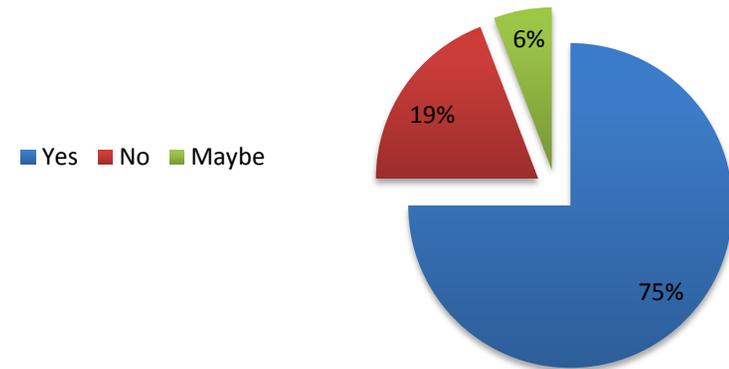


Bicycling was noted as the typical activity on the Cady Way Trail by 69% of those surveyed. 33% of the respondents primarily walk the Trail. Percentages totaled over 100% due to some respondents indicating a variety of activities they typically take part in while on the Trail. Additional activities noted included visiting playgrounds and using child non-motorized scooters.

**Question 18: Would you be more likely to purchase goods and/or services from local stores/vendors during your trail visit if you had coupons for these services?**

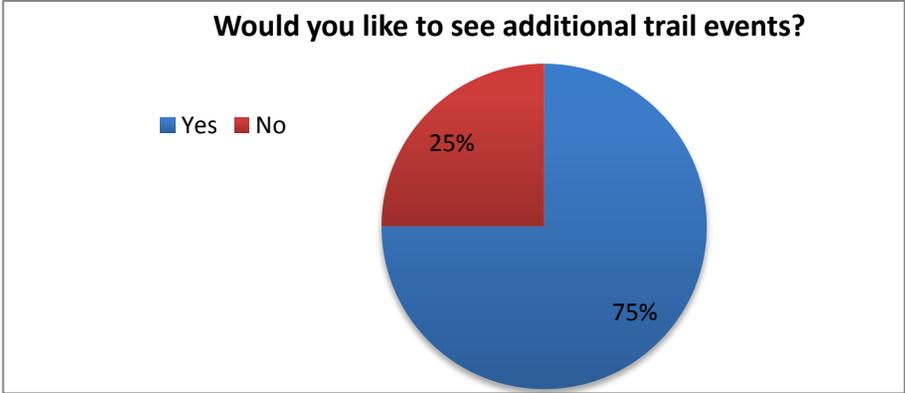
Answer Options	Response Percent	Response Count
Yes	75.0%	39
No	19.2%	10
Maybe	5.8%	3
<i>answered question</i>		<b>52</b>
<i>skipped question</i>		<b>3</b>

**Would you be more likely to purchase goods and/or services from local stores/vendors during your trail visit if you had coupons for these services?**



According to survey results, 75% would be more likely to purchase goods or services during their trail visit if coupons were offered, while 6% indicated “maybe.”

<b>Question 19: Would you like to see additional trail events?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Yes</b>	75.0%	36
<b>No</b>	25.0%	12
<b><i>answered question</i></b>		<b>48</b>
<b><i>skipped question</i></b>		<b>7</b>

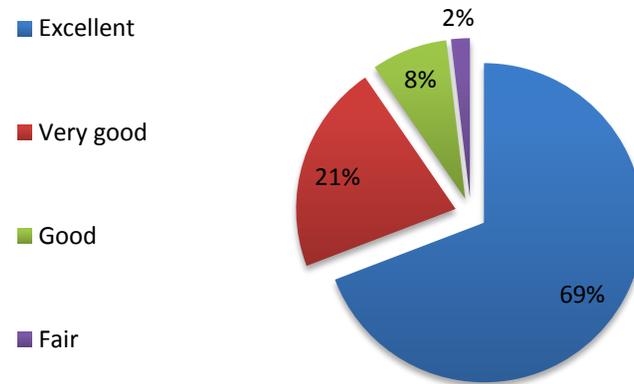


While 75% of respondents would like to see additional trail events, 25% responded no. There were no additional comments made as to the nature of events or explanation of negative responses.

**Question 20: How do you rate your overall Orange County trail experiences?**

Answer Options	Response Percent	Response Count
<b>Excellent</b>	69.2%	36
<b>Very good</b>	21.2%	11
<b>Good</b>	7.7%	4
<b>Fair</b>	1.9%	1
<b>Poor</b>	0.0%	0
<i>answered question</i>		<b>52</b>
<i>skipped question</i>		<b>3</b>

**How do you rate your overall Orange County Trail experiences?**



Almost 70% of respondents indicated an “Excellent” trail experience, followed by the response of “Very Good” at 21%.

### Comments from Cady Way surveys:

- Generally spend \$18-20 on Cady Way in Baldwin Park on ice cream. Didn't spend today because went in opposite direction. Last weekend spent \$24 on West Orange Trail.
- Need more vendors along the trail.
- Keep the trail going. I love it! Post signs that display mileage to a specific major intersection.
- No restroom at Chickasaw. Need more facilities. Location Map.
- Take Cady Way to Baldwin Park to buy ice cream.
- We would like to see more continuity between trails or at least signs marking the way to continue.
- We use the Cady Way Trail for school transportation. Orange County Cady Way should have mobile vendors on the trails selling drinks and maybe some food instead of having to leave the trail.
- The Trail is Great!
- Really enjoy the trail. Wish it was connected to go around the city to access it anywhere. Love it!
- This is my first trip and I thoroughly enjoyed it. I will definitely be back.
- Stop! The bicyclist on this Trail! I am sorry but it is difficult to express my dismay!! The cyclist using this path are arrogant, self-serving and act as though we runners are un-important! And almost run us over! You must separate we runners/walkers from them!!
- The bicycle people need to learn etiquette around pedestrians. It would be helpful if there were some small signs that read "alert approach speak:"ring" your bell, Slow down for pedestrians, watch for children, be courteous. Bicycle etiquette should be taught in school much like drivers of vehicles should be too.
- Beautiful Trail.
- Thank you for excellent upkeep of the trail. Maintenance workers are always courteous & stop machinery as cyclists pass by.
- Keep up the great work!
- The addition of recycling containers along the trail would be a value added feature!
- More rest rooms.
- More rest rooms on the trail.
- I love the Cady Way.
- Bike Trails are good. Keep and expand them.
- Great Trail!
- Cleaner trail.