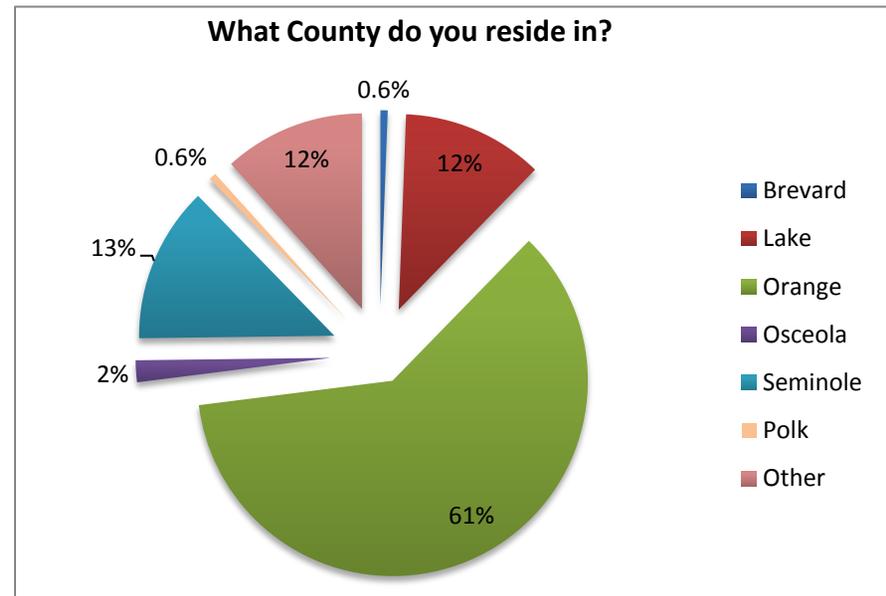


West Orange Trail

From October through November, 163 physical, face-to-face surveys were conducted along the West Orange 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
Brevard	0.6%	1
Lake	11.7%	19
Orange	60.7%	99
Osceola	1.8%	3
Seminole	12.9%	21
Polk	0.6%	1
Other	11.7%	19
<i>answered question</i>		163
<i>skipped question</i>		0

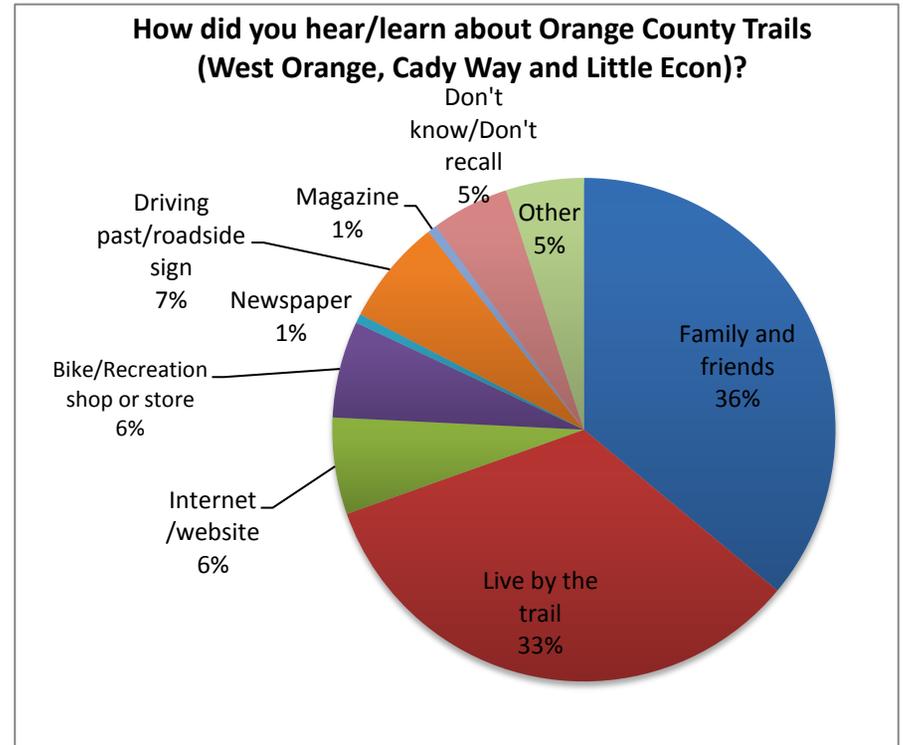


While the majority of the West Orange Trail users surveyed reside in Orange County, Lake and Seminole County residents account for 24% of those surveyed. This could be in part due to the trail connectivity between the counties, especially for Lake County. Of those surveyed 11% were visitors from outside the region or the state. Respondents from outside the region who specified their locations noted their places of residence as Tulsa, OK; Georgia; Alaska and Marion 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.

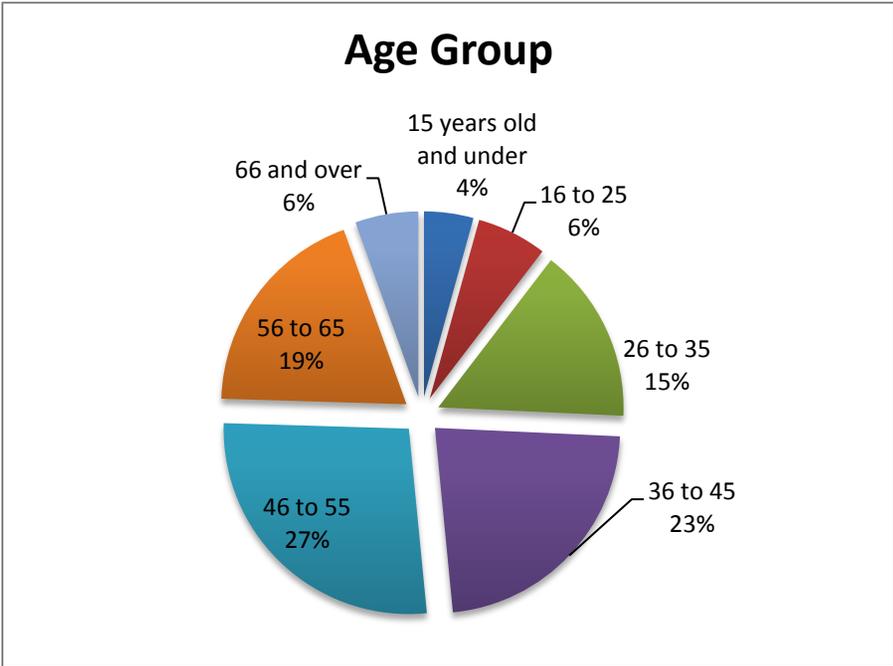
Question 3: How did you hear/learn about Orange County Trails (West Orange, Cady Way and Little Econ)?

Answer Options	Response Percent	Response Count
Family and friends	36.0%	58
Live by the Trail	33.5%	54
Internet search/website	6.2%	10
Bike/Recreation shop or store	6.2%	10
Newspaper	0.6%	1
Driving past/roadside sign	6.8%	11
Magazine	0.6%	1
Don't know/Don't recall	5.0%	8
Other	5.0%	8
<i>answered question</i>		161
<i>skipped question</i>		2



Of those surveyed, almost 70% learned about the Orange County Trail system from family or friends or due to the proximity of their homes to the Trails. With over 18% of respondents learning about the Trail through web searches, outdoor retail stores, lodging accommodations or by driving through the area, it is evident that these marketing strategies are effective. Additional and more aggressive marketing and partnerships may increase the percentage of visitors who come from outside Orange County and the region.

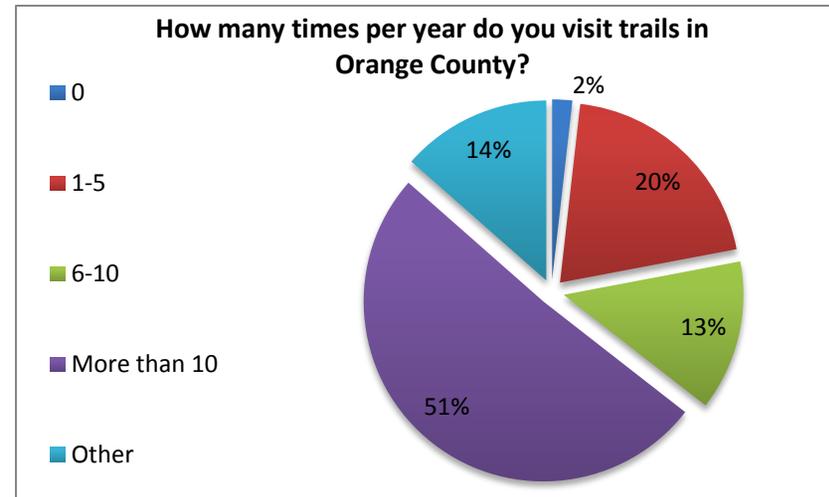
Question 4: Please check your age group.		
Answer Options	Response Percent	Response Count
15 years old and under	4.3%	7
16 to 25	6.1%	10
26 to 35	15.3%	25
36 to 45	22.7%	37
46 to 55	27.0%	44
56 to 65	19.0%	31
66 and over	5.5%	9
<i>answered question</i>		163
<i>skipped question</i>		0



Of those surveyed, the largest age groups represented were the 36 to 45 years and 46 to 55 years, making up almost 50% of respondents. The survey responses are descriptive of only those who completed the survey, not all of the individuals in a given group which, in some instances, included more children.

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

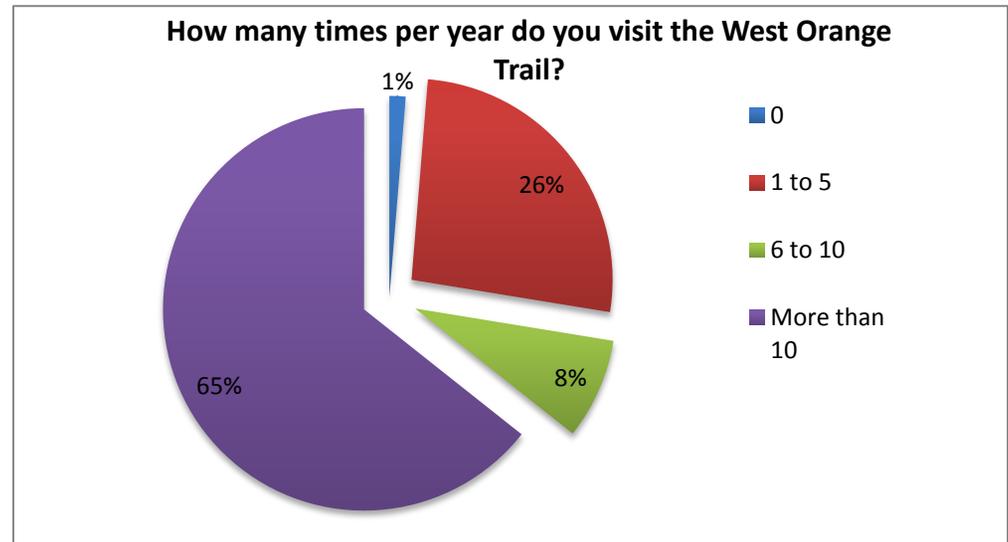
Answer Options	Response Percent	Response Count
0	1.8%	3
1-5	20.2%	33
6-10	13.5%	22
More than 10	50.9%	83
Other	13.5%	22
<i>answered question</i>		163
<i>skipped question</i>		0



Over 50% of the respondents indicated that they visit Orange County Trails more than 10 times per year. In fact, many visitors noted that they visit the trail every weekend, every day, and even twice for daily commutes to work or school. These users are assumed to encompass the 13.5% considered under “other.”

Question 6: How many times per year do you visit the West Orange Trail?

Answer Options	Response Percent	Response Count
0	1.3%	2
1 to 5	26.3%	42
6 to 10	8.1%	13
More than 10	64.4%	103
<i>answered question</i>		160
<i>skipped question</i>		3

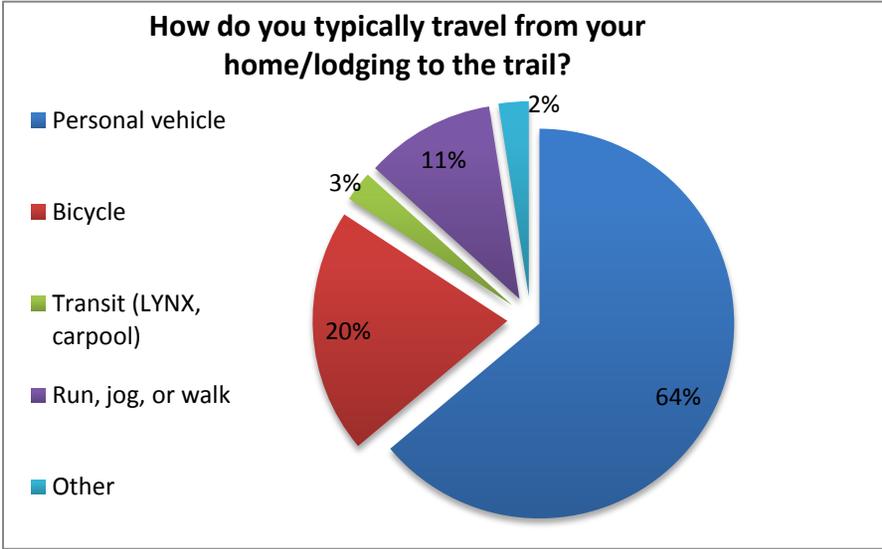


When looking at the West Orange Trail specifically, 64% use the Trail more than 10 times per year. When compared to question 5, the same assumption can be made that a portion of those indicating “more than 10” actually use the Trail on a daily or weekly basis. In future surveys, it is recommended that “weekly use” be an optional survey response.

Question 7: Where did you get on the Trail today?

The majority of respondents indicated accessing the Cady Way Trail at the Cady Way Park Trailhead. The Fashion Square Mall Trailhead was also a very popular access point. A few respondents specified Baldwin Park, Ranger Blvd., Forsythe Rd., and Lakemonte Ave as being their access points.

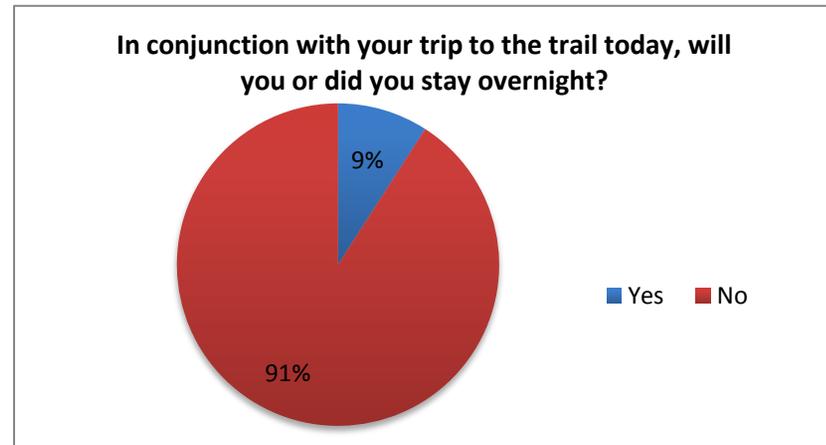
Question 8: How do you typically travel from your home/lodging to the trail?		
Answer Options	Response Percent	Response Count
Personal vehicle	63.9%	101
Bicycle	20.3%	32
Transit (LYNX, carpool)	2.5%	4
Run, jog, or walk	10.8%	17
Other	2.5%	4
<i>answered question</i>		158
<i>skipped question</i>		5



The most commonly used form of transportation from home to the Trail is by personal vehicle. Many users stated that, due to construction, dangerous roadways or no safe travel route, they have no alternative but to drive a personal vehicle to a trailhead. However, in noting that 30% of those surveyed already do access the Trail by bike or on foot and, based on comments from those interviewed, there is reason to believe that personal vehicle use would decline if there were better connectivity between trails and neighborhoods and/or increased transit routes—not only for access to trails, but also to destinations and areas of employment. Responses under “other” included travel by taxi and rollerblading.

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

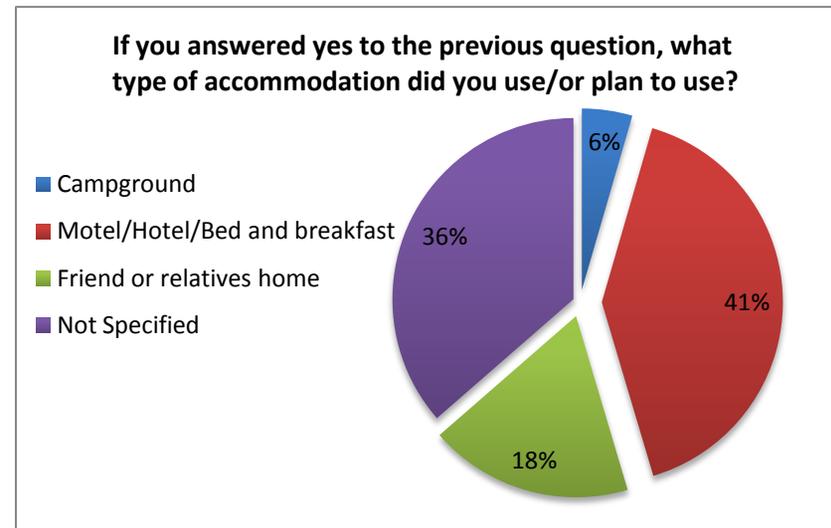
Answer Options	Response Percent	Response Count
Yes	9.1%	14
No	90.9%	140
<i>answered question</i>		154
<i>skipped question</i>		9



While the responses indicate the majority of those surveyed are local residents, who live within a day’s drive of the Trail, approximately 10% of those surveyed did spend at least one night in accommodations other than their homes, thus bringing money directly into the regional economy. Question 10 below describes the accommodation breakdown for those who answered “yes” to question 9.

Question 10: If you answered yes to the previous question, what type of accommodation did you use/or plan to use ?

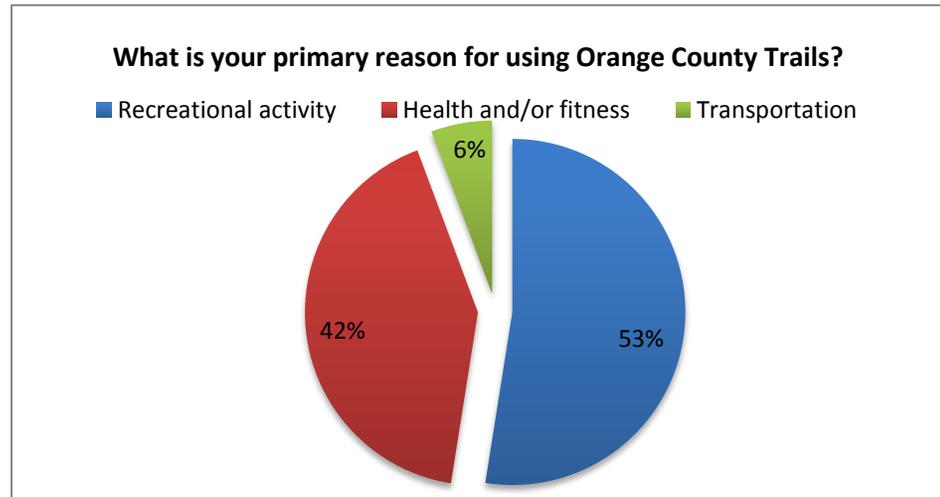
Answer Options	Response Percent	Response Count
Campground	4.5%	1
Motel/Hotel/Bed and breakfast	40.9%	9
Friend or relatives home	18.2%	4
Not Specified	36.4%	8
<i>answered question</i>		22
<i>skipped question</i>		141



41% of those surveyed were staying in a motel/hotel/bed and breakfast, followed by 18% who were visiting and staying with friends or family. While 36% did not identify the type of accommodation they used, this number may reflect the survey-takers who failed to answer question 9.

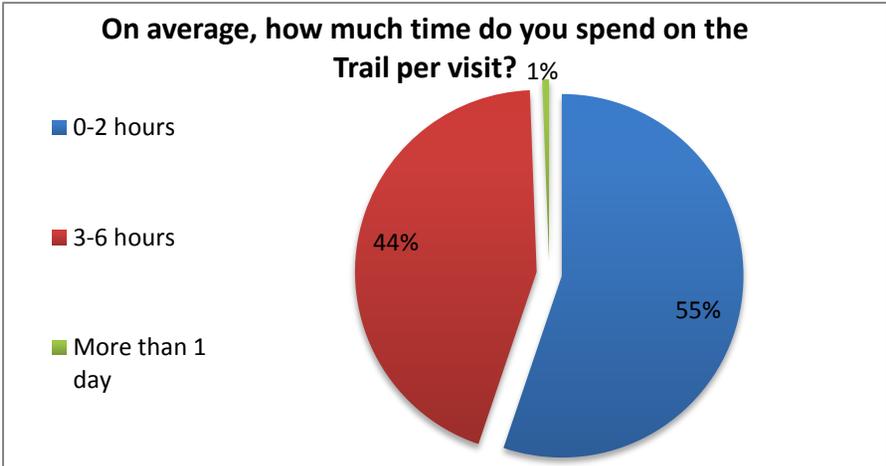
Question 11: What is your primary reason for using Orange County Trails?

Answer Options	Response Percent	Response Count
Recreational activity	52.5%	83
Health and/or fitness	41.8%	66
Transportation	5.7%	9
<i>answered question</i>		158
<i>skipped question</i>		5



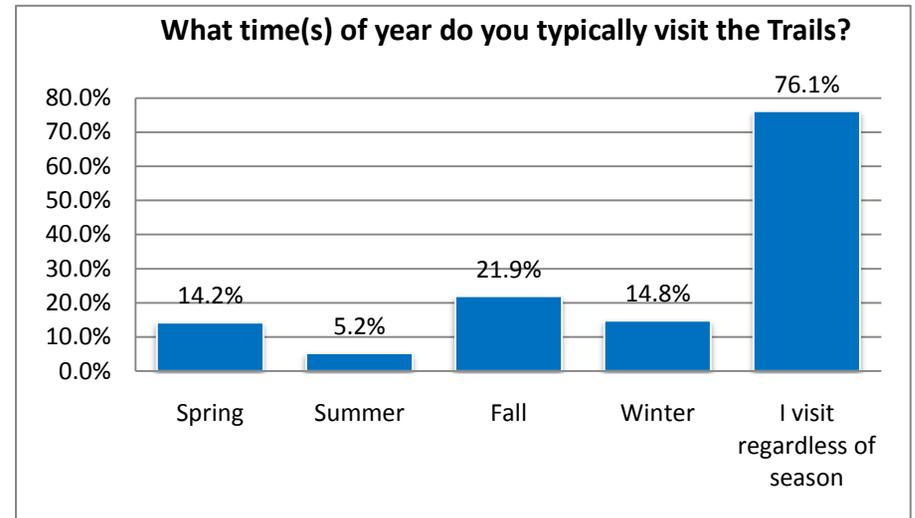
According to those surveyed along the West Orange Trail, Orange County Trails are used primarily for recreation, followed closely by health and/or fitness. The West Orange Trail is a suburban trail which runs through a trail town and does not truly connect major employment areas. Therefore, the use of this particular trail for transportation may be limited due to the types of residential areas it connects. However, it was noted that the Trail is utilized for transportation to and from school, local shops and stores and places of employment.

Question 12: On average, how much time do you spend on the trail per visit?		
Answer Options	Response Percent	Response Count
0-2 hours	55.2%	90
3-6 hours	44.2%	72
More than 1 day	0.6%	1
<i>answered question</i>		163
<i>skipped question</i>		0



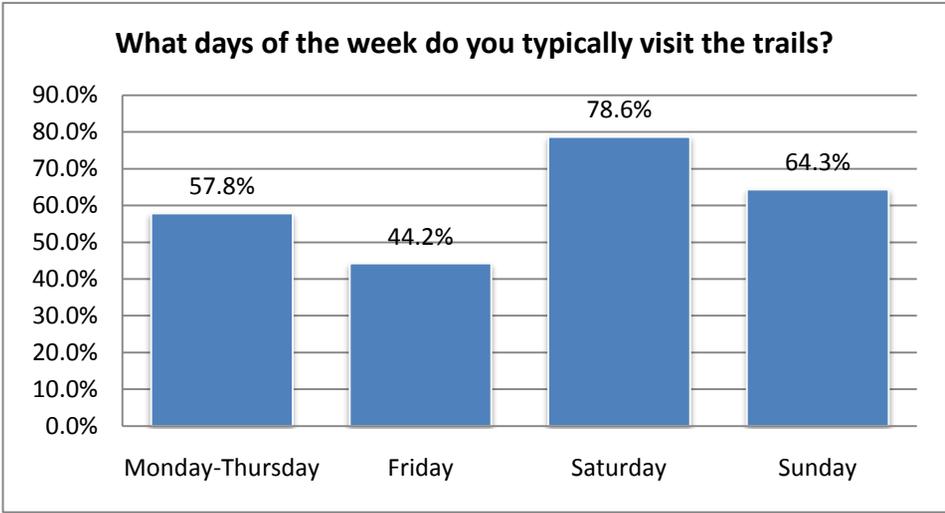
Over 55% of those surveyed generally spend 0-2 hours on the West Orange Trail per visit. However, with 44% spending 3-6 hours on the Trail, this would indicate that some users approach the Trail as a full day’s activity. A visit of more than one day would indicate that this user most likely approached the Trail from the aspect of a “trip,” meaning that overnight expenditures and facilities were used expressly in conjunction with the Trail visit.

Question 13: What time(s) of year do you typically visit the Trails?		
Answer Options	Response Percent	Response Count
Spring	14.2%	22
Summer	5.2%	8
Fall	21.9%	34
Winter	14.8%	23
I visit regardless of season	76.1%	118
<i>answered question</i>		155
<i>skipped question</i>		8



Though the summer season has the least visitation of the year (5%) compared to cooler months, central Florida’s climate does not play a major role in keeping users from the trails. Over 75% of respondents say that they visit the trails regardless of season.

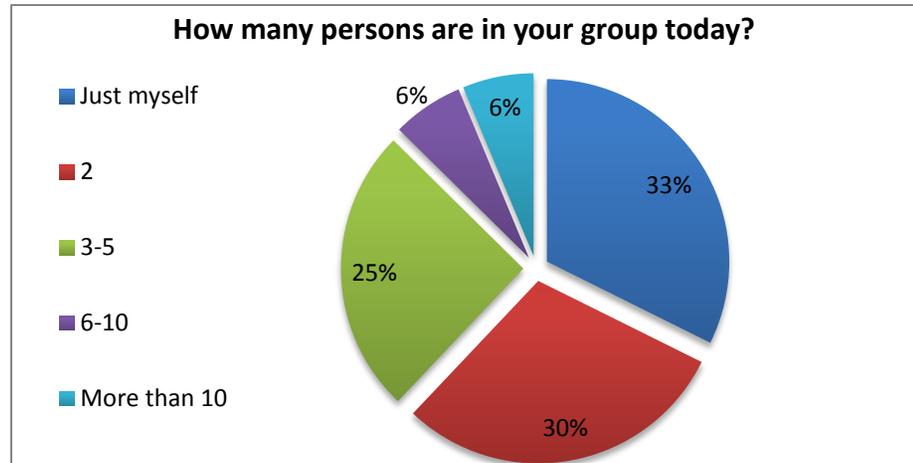
Question 14: What days of the week do you typically visit the trails?		
Answer Options	Response Percent	Response Count
Monday-Thursday	57.8%	89
Friday	44.2%	68
Saturday	78.6%	121
Sunday	64.3%	99
<i>answered question</i>		154
<i>skipped question</i>		9



As would be expected, Saturday and Sunday were ranked as the highest use days. However, with only a 20% point differential between the Saturday and the Monday--Thursday periods, 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. Percentages total over 100% due to some respondents noting each choice as a typical trail day due to daily usage.

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

Answer Options	Response Percent	Response Count
Just myself	32.3%	51
2	29.7%	47
3-5	25.3%	40
6-10	6.3%	10
More than 10	6.3%	10
<i>answered question</i>		158
<i>skipped question</i>		5

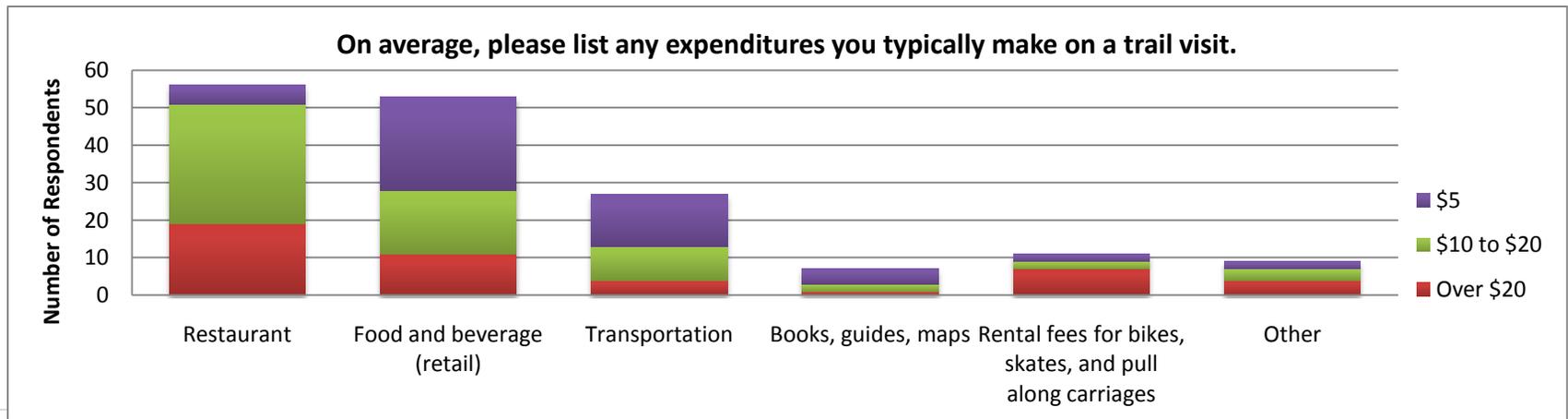


On the day the survey was taken, the majority of respondents (32.3%) had visited the trail as an individual. Slightly less than 30% were in groups of two, with 25% visiting in larger groups of 3-5. Large bike rides along the West Orange Trail often occur on weekends, as well as during the week. 6% of those surveyed were in groups of more than 10, which may represent the larger bike rides.

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

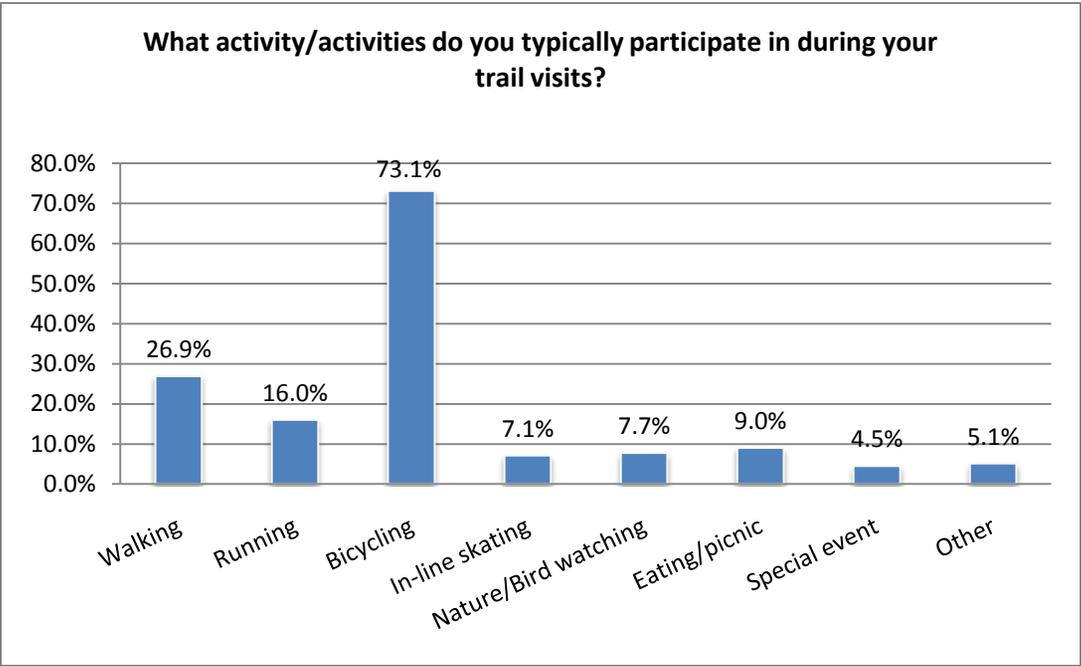
Answer Options	\$0	\$5	\$10 to \$20	Over \$20	This was spent in Orange County	Response Count
Restaurant	56	5	32	19	31	112
Food and beverage (retail)	51	25	17	11	24	104
Transportation	56	14	9	4	9	83
Books, guides, maps	71	4	2	1	2	78
Rental fees for bikes, skates and pull-along carriages	71	2	2	7	5	82
Other	43	2	3	4	6	52
<i>answered question</i>						163
<i>skipped question</i>						0

According to survey responses, the majority of expenditures by trail users are for restaurant services and food and beverages in retail stores. As would be expected, restaurant visits account for most of the expenditures in the higher levels of spending: “over \$20” and “\$10-20.” Food and beverage (retail) followed with 25 respondents spending as much as \$5 on their trail visit. According to responses indicated through “Other,” many respondents were traveling to or from bike shops in order to obtain parts for their bikes or spending for bike repairs up to \$100. One respondent indicated that she had just purchased, on that particular visit, a pair of running shoes for \$215, while another was using the trail for transportation purposes in order to purchase a new computer battery. A visitor staying in the Disney area noted expenditures of \$100 for the trail visit, ranging from taxi fares to bike rentals. The Farmers Market was another location where trail users reported spending money. One trail user commented in an interview that “real (economic) impact is people seeing how Downtown has grown...new and good restaurants and so they will return on and off bikes to Downtown.”



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

Answer Options	Response Percent	Response Count
Walking	26.9%	42
Running	16.0%	25
Bicycling	73.1%	114
In-line skating	7.1%	11
Nature/Bird watching	7.7%	12
Eating/picnic	9.0%	14
Special event	4.5%	7
Other	5.1%	8
<i>answered question</i>		156
<i>skipped question</i>		7



Bicycling was determined to be the number one activity on the West Orange Trail (73%), followed by walking at 27%. Other activities such as skating, nature watching and picnicking accounted for 33% of responses, indicating visitors use the trail for a variety of reasons beyond biking. Response total over 100% because some respondents indicated more than one activity in which they participated in during that visit.

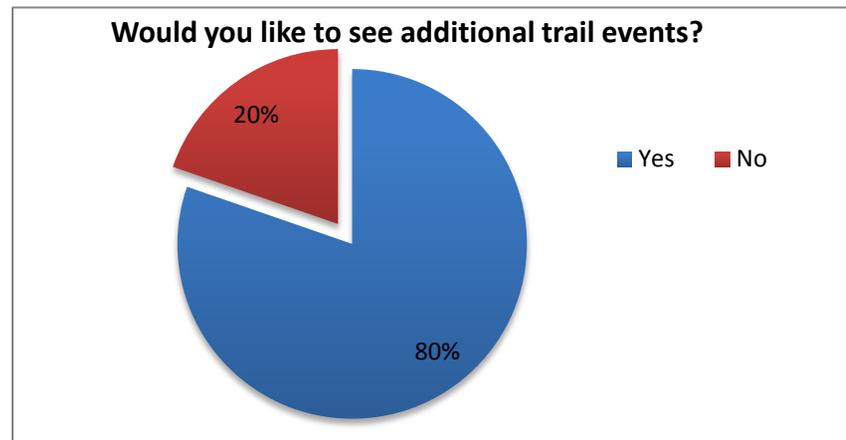
Question 18: Would you be more likely to purchase goods and/or services from local stores/vendors during your trail visit if you had coupons for these services?

Answer Options	Response Percent	Response Count
Yes	64.7%	99
No	30.1%	46
Maybe	5.2%	8
<i>answered question</i>		153
<i>skipped question</i>		10



Almost 70% of those surveyed indicated they would or may be more likely to purchase goods or services from stores during their trail visit if they had coupons from these vendors.

Question 19: Would you like to see additional trail events?		
Answer Options	Response Percent	Response Count
Yes	80.3%	110
No	19.7%	27
<i>answered question</i>		137
<i>skipped question</i>		26

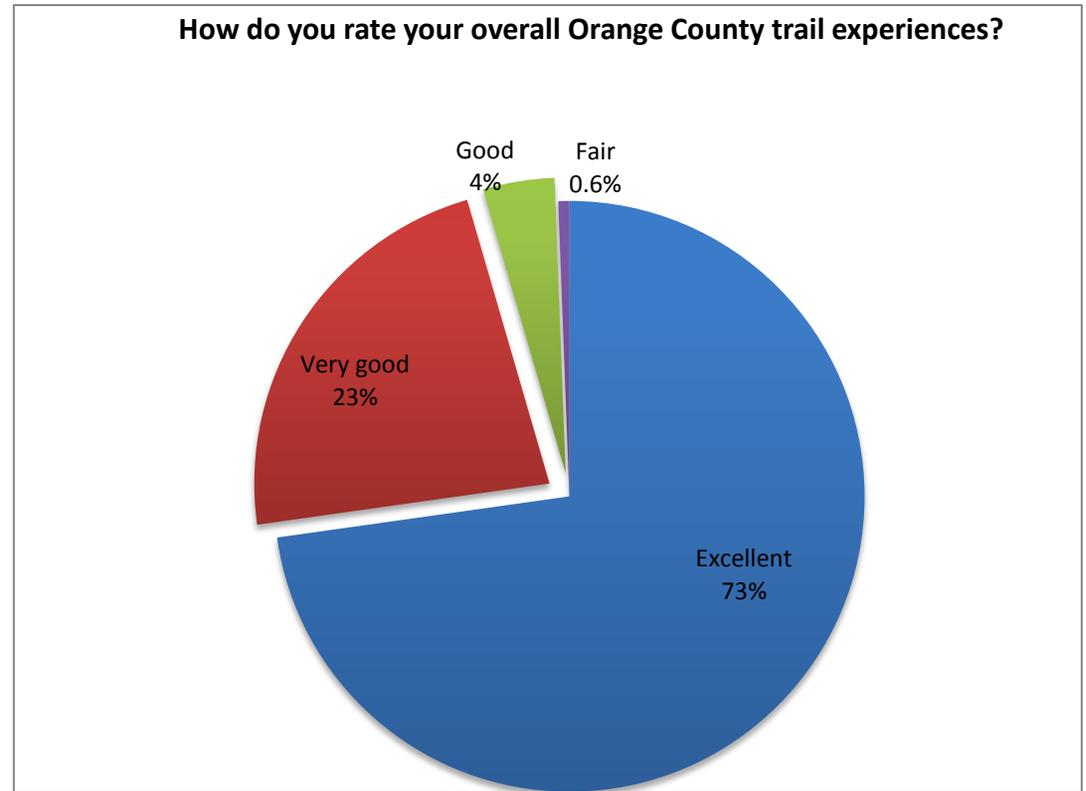


80% of survey respondents indicated that they would like to see additional trail events along the West Orange Trail, as well as on other trails in Orange County. Through some of the verbal responses, recommendations were made that large events should be limited to a few weekends per year.

In addition, events which promote the serenity and environmental aspects of the trail would also be welcomed. However, the suggestions were made that even these events should be limited so as not to take away from the personal “experience” of visiting a trail.

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

Answer Options	Response Percent	Response Count
Excellent	72.7%	112
Very good	22.7%	35
Good	3.9%	6
Fair	0.6%	1
Poor	0.0%	0
<i>answered question</i>		154
<i>skipped question</i>		9



Overall, 95% of those surveyed rated their trail experience as very good to excellent, while no respondents indicated a poor experience. Twenty-three additional comments were provided and can be found in the appendix of this report.

Comments from West Orange Trail Survey:

- We love the trail for rollerblading biking running and walking. We love that it is SAFE. It is SAFE for a woman alone - I have been coming here over 15 years. Also love how CLEAN it is.
- Would like to ride after night with lights on
- Awesome job on maintaining the trail for safety and enjoyment. I've lived in Orange County for almost 40 years and have never been to Winter Garden until I started using trails. We have had great times!
- Need nighttime hours and lighting
- Bought house because of closeness to the trail
- Need bike racks in the downtown
- Thank you for giving me an opportunity to fill this out.
- More trails please :)
- Enjoy nice clean and safe bathrooms
- Enjoy clean and pot hole free walkways
- All the road crosses (crossings) are a concern. I like the trails going through small towns or downtown areas. It is nice to stop and have a bite or drinks. I also enjoy the shade on the trails.
- Better enforcement by Apopka on street traffic speed at crossing
- Orange County trails are some of the best. Need to keep support going; We have been all over the country.
- We would like to volunteer to help patrol class to ID violators; Have a number to call in when we view bad behavior on the trail.
- I like the bike trail, it's very refreshing, relaxing, and calming. Oh, and also the cold weather is excellent.
- The real impact is people seeing how Downtown has grown; New and good restaurants and so they will return on and off bikes to downtown.
- I'm a Rail-To-Trail contributor and love to ride.
- Some spots on the trail need to be cleaned off a little more often of debris.
- Having destinations or parks along trails or at trailheads are great when biking with families. We generally only start/finish where there is stuff for kids.
- Additional water stops would be nice.
- We enjoy the safety and tranquility offered at the trails.
- Bathrooms should be open before 7:00.

- More port a potty and toilet paper.
- Need to keep up on the bathrooms - portajohn out of toilet paper. Bathrooms need to be open earlier.
- I use the trail for marathon training, and like to run here because the trail has 1/2 mile markers, and I rarely have to cross roads. My wife and I use the trail several times per week to walk our dog.
- I like the Killarney part of the trail best. I use Killarney but Mon.-Thurs., I do Winter Garden because of my sons school. I don't like Winter Garden only because there's way to much dog poop on the walkway; needs to be cleaned up that's gross.
- Taxi \$60 Disney; \$10/hour bike rental x3 hours.