2019

Trail User Report

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

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Chapter 1: Background

The City of Janesville would like to acknowledge the contribution of Janesville citizens in collecting data for this report. The City would like to thank the Rock Trail Coalition, VELO Club, and the Ice Age Trail Association. This report would not be possible without the generous support of Janesville volunteers.

Summary

This report documents the City's effort to count and survey users of the trail system that runs throughout Janesville. In 2010, 2013, 2016, and 2019, the City undertook counts and surveys with the intent to gauge trail user preferences and patterns and document the amount of annual use. Key findings of the 2019 survey include:

2019 Annual Usage	Trail Satisfaction	Trail Safety
296,091	98%	96%
"TRIPS"	"VERY GOOD" OR "GOOD"	"VERY SAFE" OR "SAFE"

- Staff counted 757 trail users between June 18th and June 30th. Twenty-five percent of observed adults (18+), or 143 trail users, were interviewed. Thirteen abbreviated surveys were submitted online, mailed to City Hall, or filled out at Michael's Cycles – a local cycle shop.
- Bicycling represented the plurality of observed trail use, at 48% of total observed use. However, this number shows a 12% decrease from 2016.
- The 2019 Trail User Survey observed that 56% of trail users were adults (18-64), 19% were teens, and 18% were seniors. Women represented 43% of observed trail users, while men represented 56%.
- Similar to the past two surveys, about half of the people (50%) surveyed in 2019 use the trails between three to six times per week in the summer. The majority of those surveyed (55%) rarely use the trail during the winter.

Image 1: An observed trail user skateboarding on Ice Age Trail near Wright Road Crossing

- City of Janesville residents represent 85% of surveyed trail users. Of the surveyed trail users, 74% travel less than three miles to access the trails. Additionally, 51% of trail users travel six miles or more while on City trails.

- There is interest in trail expansion north to Milton, south to Beloit, and connecting the trail network through northwest Janesville. These desires are appropriately reflected in the Janesville Area Metropolitan Planning Organization's *2015-2050 Long Range Transportation Plan* in future off-road improvements.

Background

Located in southcentral Wisconsin, the City of Janesville is the largest municipality in Rock County and serves as the County Seat with a population of approximately 64,565 in 2018[1]. Janesville has a moderate climate typical of the greater Midwest. The average high temperature in July is 83 degrees, while the average January low is 11 degrees. These temperatures are both markedly higher than in 2016. Average annual rainfall is 35 inches and average annual snowfall is 36 inches.

Janesville is home to thirty miles of paved, off-road, multi-use trails, which radiate throughout the City. The trails follow the Rock River in many areas, and extend along the City's lineal Greenbelt System, which connects many of the City's parks and natural features.

The City constructed the first 2.4-mile trail segment in 1993-1994 along the Spring Brook Corridor. Since then, a combination of local, state, and federal funds was used to build 25 additional miles of exclusive off-road trail throughout Janesville. A number of groups such as the Rock Trail Coalition and the local chapter of the Ice Age Trail Association have contributed vital volunteer assistance to sustaining and expanding the City's trail network.

Image 2: Ice Age Trail at East Milwaukee Street Crossing

The trails are most often used for bicycling, walking, running, and skating, as well as for various winter activities including snowshoeing and cross-country skiing. The trails are free to the public throughout the year. Portions of the trails, including the Ice Age Trail through Palmer Park near Mercy Hospital and Peace Trail, are plowed by volunteers during the winter months.

There are five primary trail segments of the trail system that radiate from the central trail hub (just south of Downtown) like spokes on a wheel. [2]

[1] U.S. Census Bureau, Population and Housing Unit Estimates, 2018.

[2] A map of all off-road bike paths may be found in Appendix F

Seven locations were chosen to be surveyed and counted[3]:

1. The crossing at East Milwaukee Street
2. The crossing at Wright Road
3. Palmer Park
4. South of West Court Street along the Rock River
5. Monterey Park
6. Fisher Creek trail access off of Afton Road
7. Briarcrest Park

Process and Methodology

The process and methodology adopted for the trail survey was identical to that used in 2016. The survey took place from June 18th – June 30th. The schedule was as follows:

Tuesday - Thursday June 18th - June 27th.

Survey times: 7am - 9am, 12pm - 2pm, and 5pm - 7pm.

Saturday June 22nd and Sunday June 23rd; Saturday June 29th and Sunday June 30th.

Survey times: 8am - 10am, 10am – 12pm, 12pm - 2pm.

Each location was observed at least five different times. None of the sites were observed more than twice a day. A total of eighty hours of trail use was observed.

Staff chose a different location for the Downtown segment of the Trail System than previous surveys due to construction along the Rock River temporarily rerouting that portion of the Ice Age Trail. In previous years, staff and volunteers conducted surveys along the Ice Age Trail segment east of North River Street and west of the Rock River. In 2019, Downtown data was collected on the Ice Age Trail segment just south of West Court Street and west of the Rock River, near the JTS (Janesville Transit System) Transfer Center and immediately southwest of the newly-minted "Town Square."

City staff and volunteers from the community served as trail counters and surveyors. Volunteers contributed eighteen hours of trail observation. All volunteers and City staff participated in survey training or met individually with MPO staff. Staff provided volunteers with tally and survey forms, along with a set of instructions indicating procedures for collecting data, as well as a map showing survey locations. Surveyors kept a continuous tally of one-way (southbound) trail users. Consistent with past trail observations, this was done to prevent "double-counting" of trail users, as many of the trail users take "out and back" trips, passing a survey point twice.

[3] *A map of survey locations may be found in Appendix A.*

Trail observers administered a survey questionnaire to every third trail user that passed by. Signs were placed at each survey location advising trail users that a survey was in progress and to be prepared to stop. Trail users frequently stopped on their own accord and volunteered to fill out the survey. Survey post cards were available for trail users to take home and mail in, however most survey respondents elected to complete the survey on-site.

The completed surveys and tally forms were returned to MPO staff, who compiled the results into spreadsheets to analyze the data.[4]

Image 3: Ice Age Trail at the Wright Road crossing

[4] *The tally form and questionnaire can be found in **Appendix B**.*

Chapter 2: Trail Usage & Demographic Profile of Users

The 2019 Trail Count was designed to collect demographic data of observed trail users. As described in **Chapter One**, all one-way (southbound) trail traffic was counted, as well as observed user age, gender, and mode of transportation in order to count and determine who trail users are, and how they are using the trails. Staff and volunteers observed a total of 757 trail users during the two-week count.

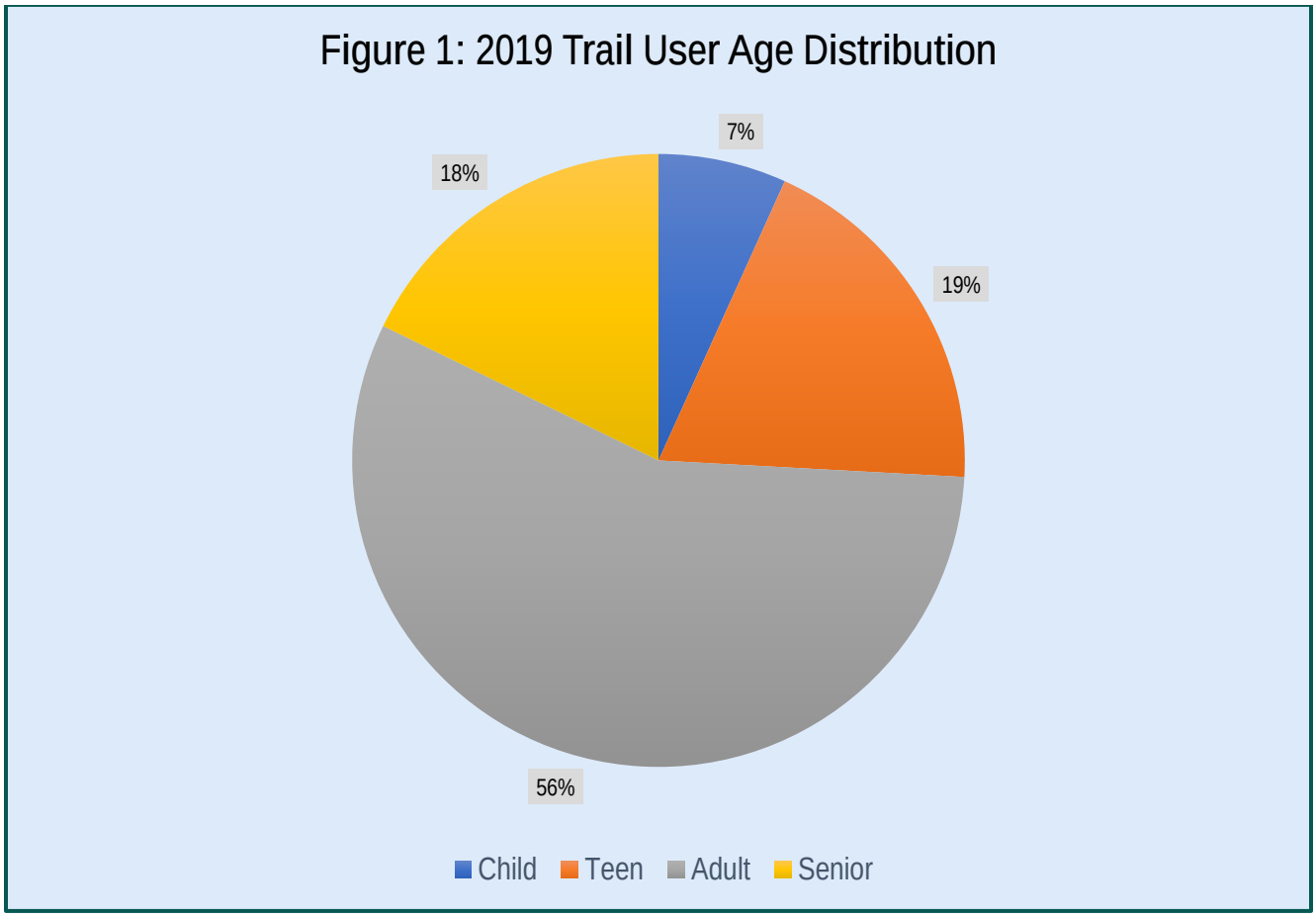
Acknowledged Limitations

Although staff and volunteers exercised caution to avoid double counting a user by only counting one-way traffic, it is technically possible that a trail user was recorded during the same survey shift at multiple survey locations, slightly altering the final trail count. However, it is unlikely that this would meaningfully influence the annual traffic figures attained through the *National Bicycle and Pedestrian Documentation Project Model* [5]. This model will be discussed in further detail later in this report.

Chapter One previously acknowledged the construction that temporarily rerouted the Ice Age Trail segment in Downtown Janesville during the 2019 survey period. It should also be noted that construction and expansion of Interstate Highway 39/90 closed a portion of the Ice Age Trail from Ruger Avenue to Mohawk Road for the duration of the survey and count. It is possible that this construction may have reduced observed trail use at the Palmer Park and Wright Road observation points.

[5] *National Bicycle and Pedestrian Documentation Project Model; http://bikepeddocumentation.org/*

Demographic Profile of Users Counted

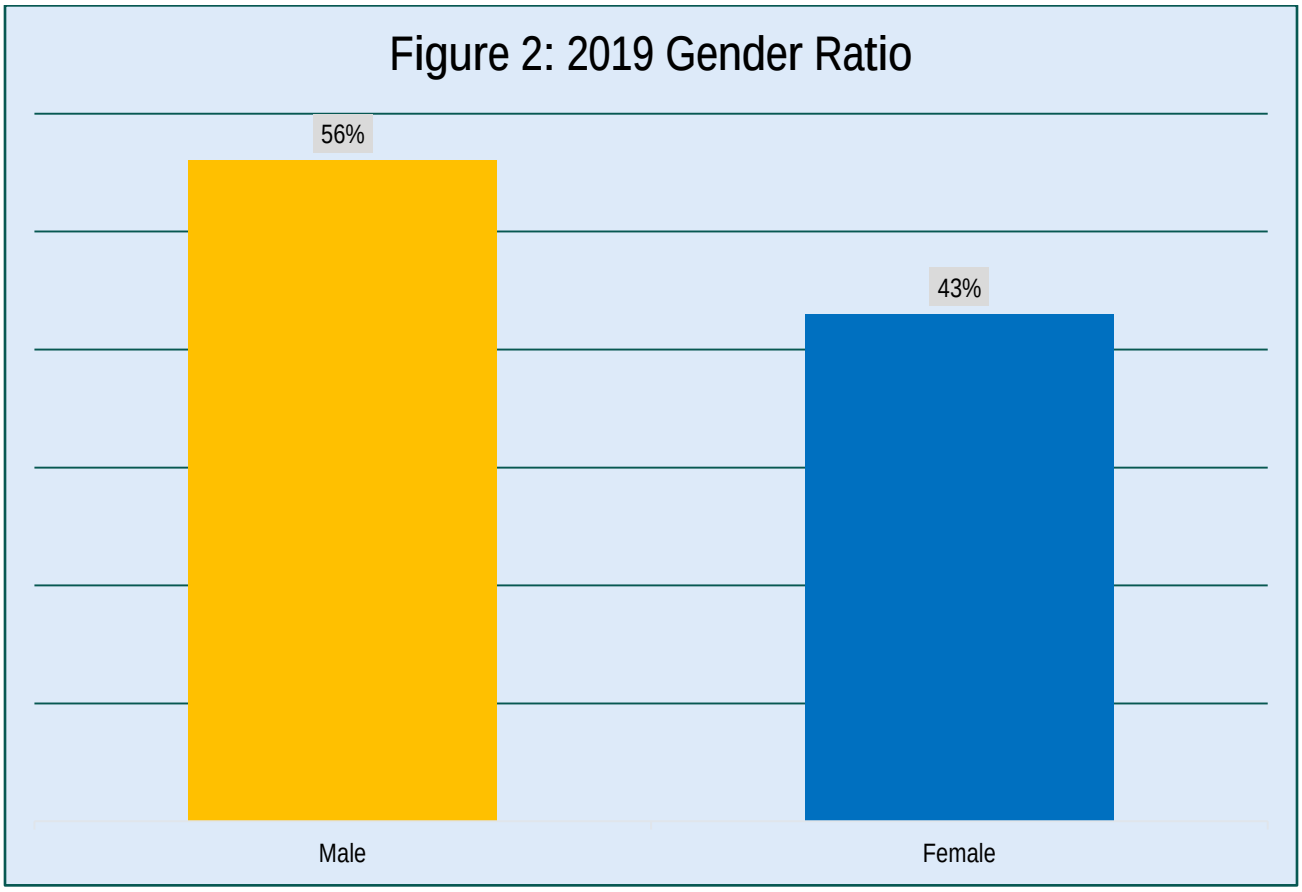


In 2019, adults (ages 18-64) were the most common age group observed on City trails, comprising 56% of observed trail users. This is a decrease from 2016, when 65% of observed trail users were identified as adults. Additionally, 19% of trail users were teens, an increase from 10% in 2016.

The proportion of observed seniors increased from 14% of trail users in 2016 to 18% of trail users in 2019 while the proportion of children [6] decreased from 12% of trail users in 2016 to 7% of trail users in 2019. It should be noted that designation as a child, teen, adult, or senior was based solely on observation, and actual age was only ascertained while surveying individuals.

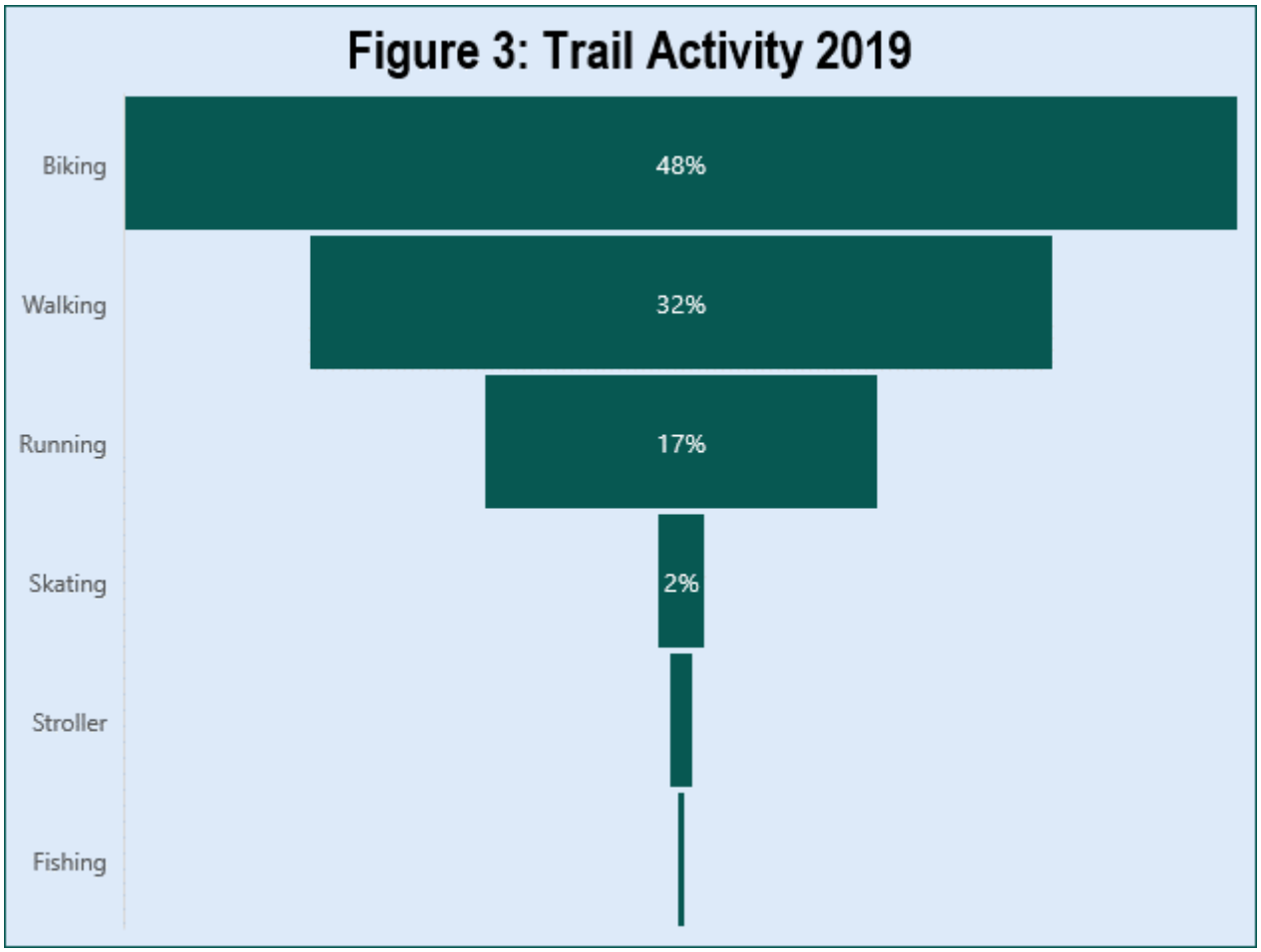
[6] *For purposes of this survey, "Children" are ages less than 13 years old*

Observed Gender Ratio



Staff observed more men using the trails than women during the 2019 survey period. This may be attributed to a perception that the trails are not as safe for women to use, which will be discussed in depth further in the report. However, the percentage of women observed using the trails did increase by 3% in 2019 compared to 2016.

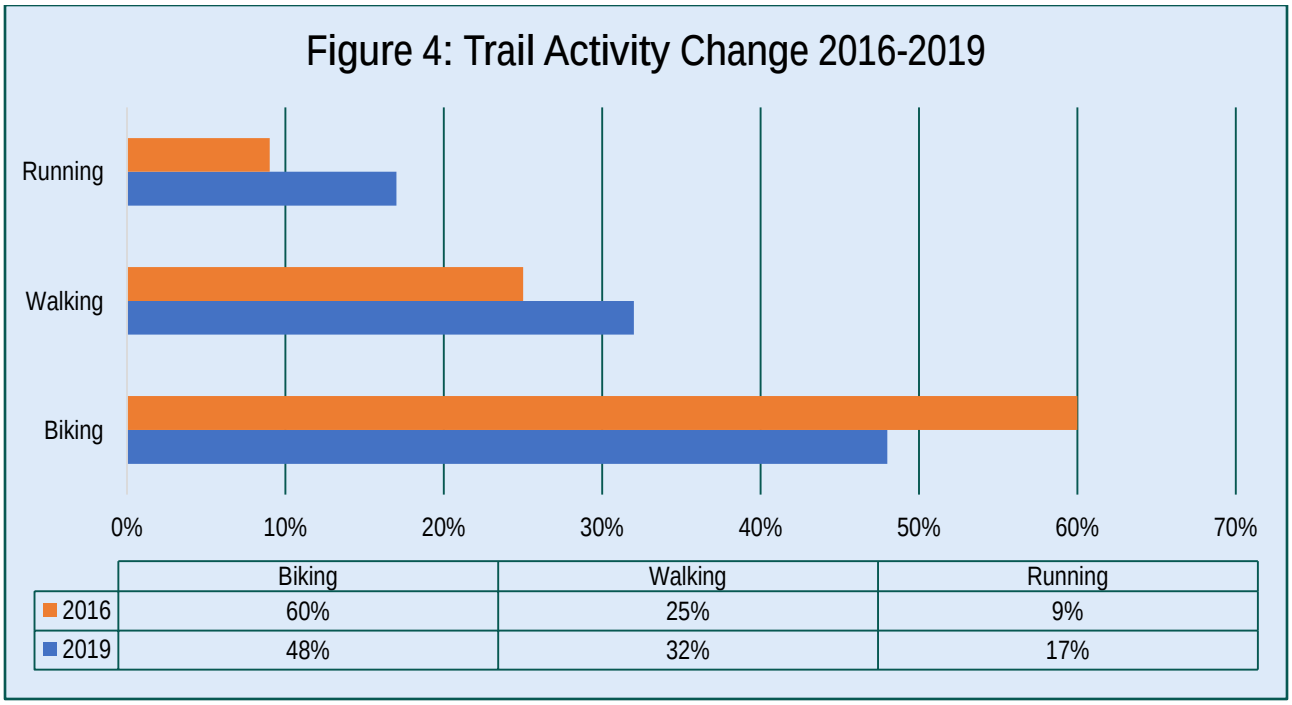
The 1% discrepancy between the two measurements in the chart represents uncertainty in guessing the gender of children in strollers.



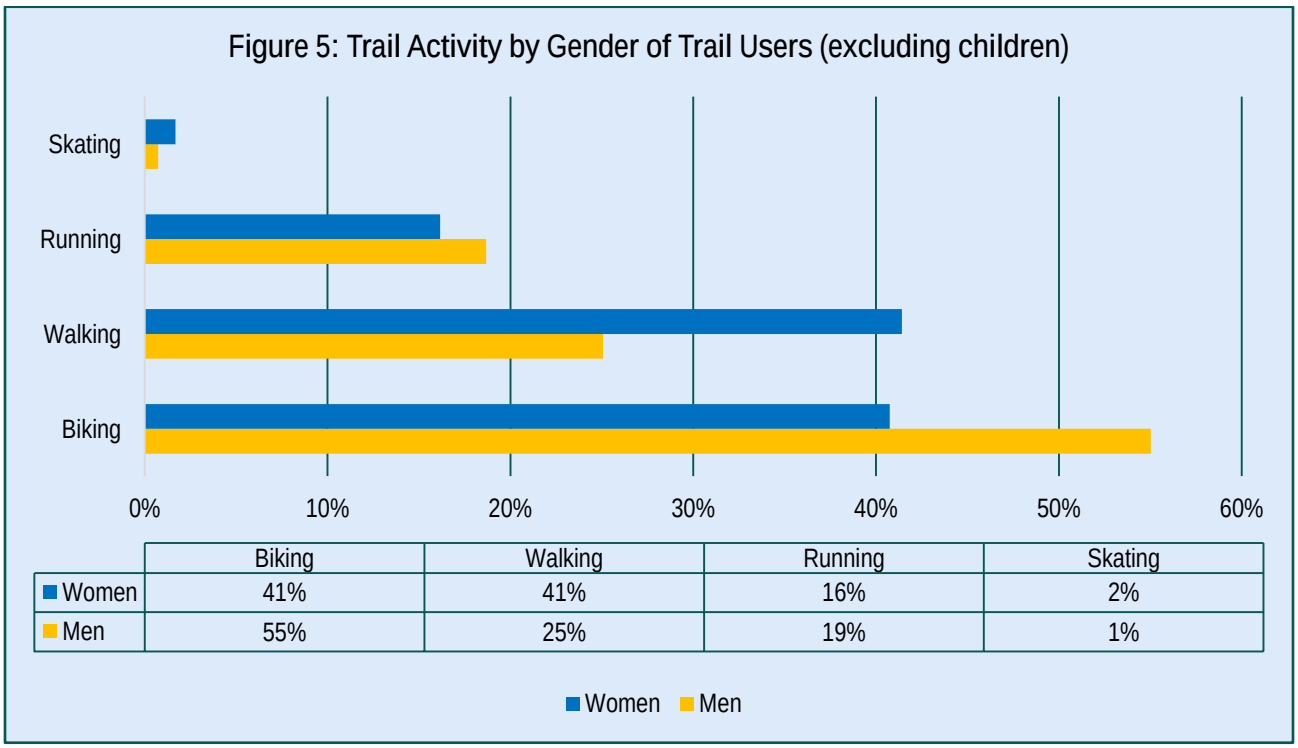
Survey results indicate that biking is the dominant mode of trail activity at 48%. This is a significant decrease from the 60% observed in 2016.

Additionally, walking and running combined made up 49% of observed trail usage in 2019. This is a significant increase from the 34% observed in 2016. Running overall increased from 9% in 2016 to 17% in 2019 while walking increased from 25% in 2016 to 32% in 2019.

The increase in observed running can partially be explained by the popular use of the Palmer Park trail by cross country and running teams, as explained by **Figure 9**.



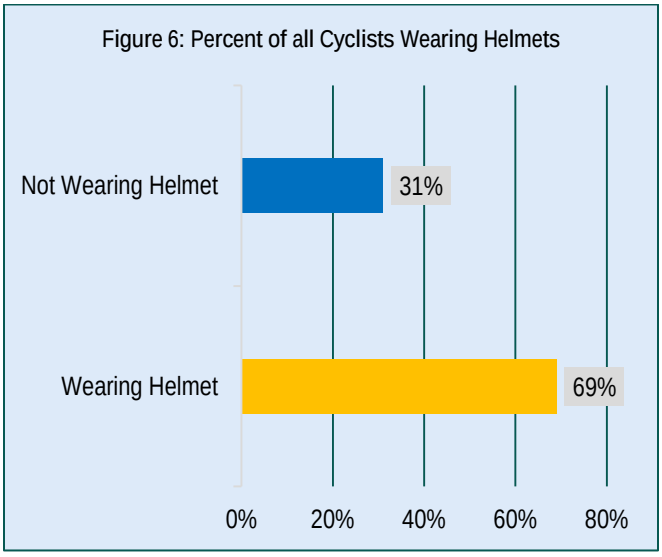
	Biking	Walking	Running
2016	60%	25%	9%
2019	48%	32%	17%

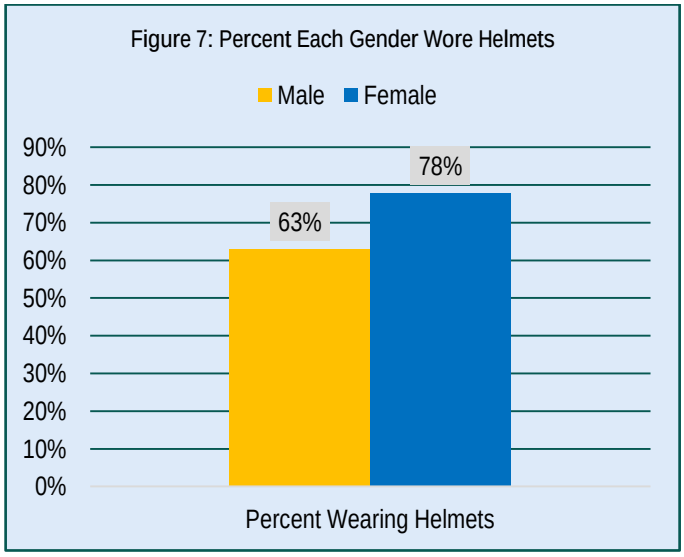


	Biking	Walking	Running	Skating
Women	41%	41%	16%	2%
Men	55%	25%	19%	1%

Staff broke down the trail activity of all trail users by their gender (excluding children). The survey results illustrate differences in the type of activity most common among specific genders. Staff observed that women on the trail were equally likely to be cycling as walking, while men were over twice as likely to be cycling instead of walking on the trail.

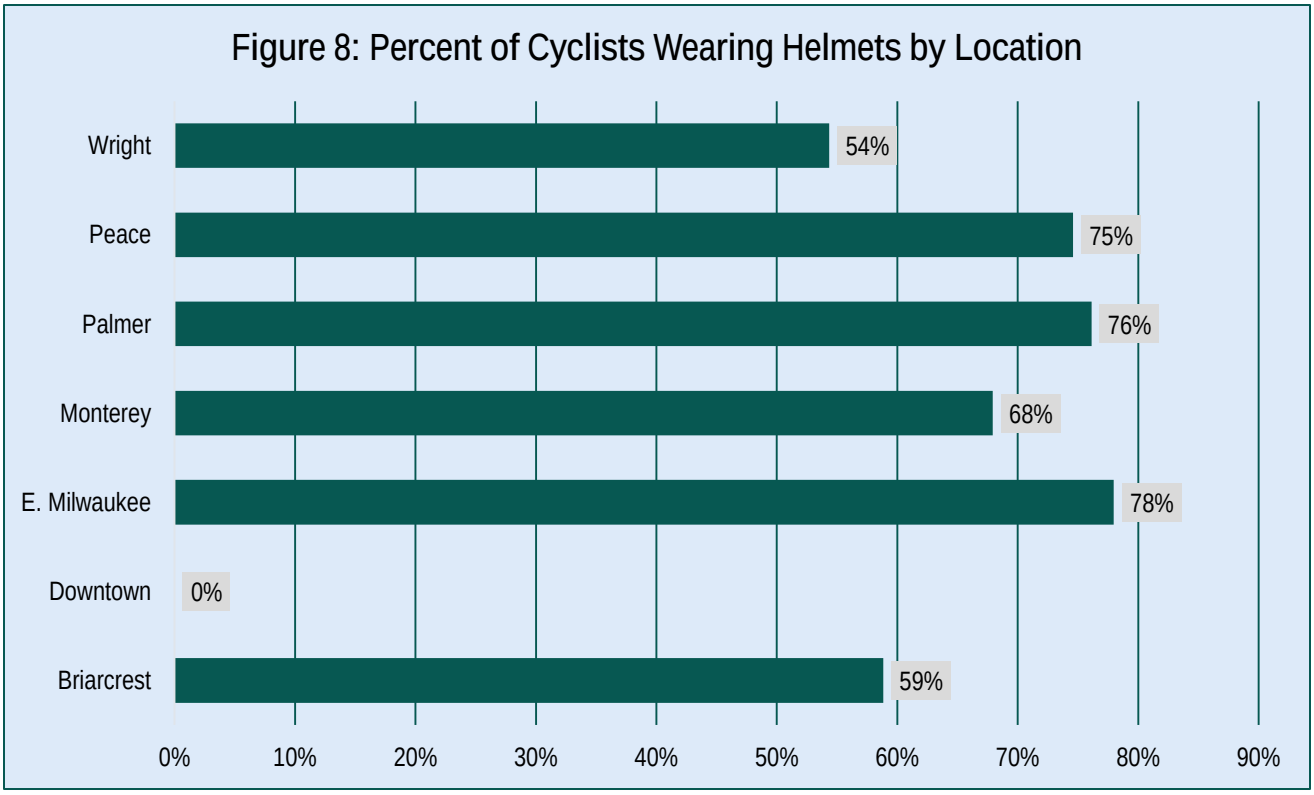
Bicycle Helmet Use





Seven in ten observed cyclists (69%) wore a helmet. The percentage of observed cyclists who wore helmets dramatically increased from 2016 (23%).

Four out of five observed female cyclists (78%) wore a helmet while only three out of five observed male cyclists (63%) wore a helmet.



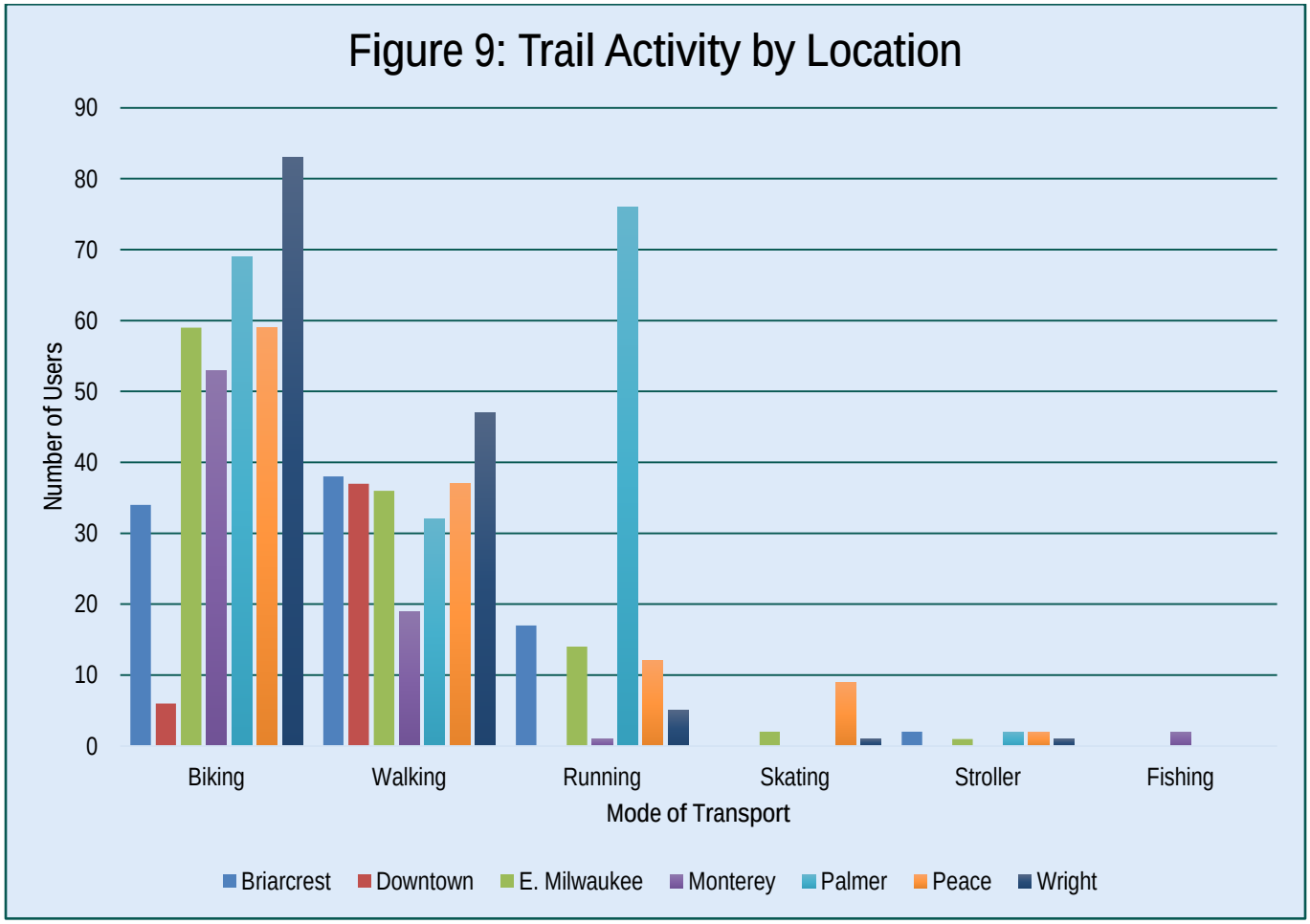
The proportion of observed cyclists wearing a helmet substantially increased at every trail location. Staff observed the highest percentage of helmet usage of 78% at the E. Milwaukee Street location. This

is a significant increase from 2016 (28%). Users surveyed at this location frequently mentioned that they felt unsafe using the street crossing.

Staff observed that no cyclists at the Downtown location wore helmets, however staff observed just six total cyclists at this location over the two-week period. This figure may be anomalous, because nearby construction of this section of the Ice Age Trail rerouted cyclists.

Image 4: Ice Age Trail through Palmer Park

Tally Results by Location

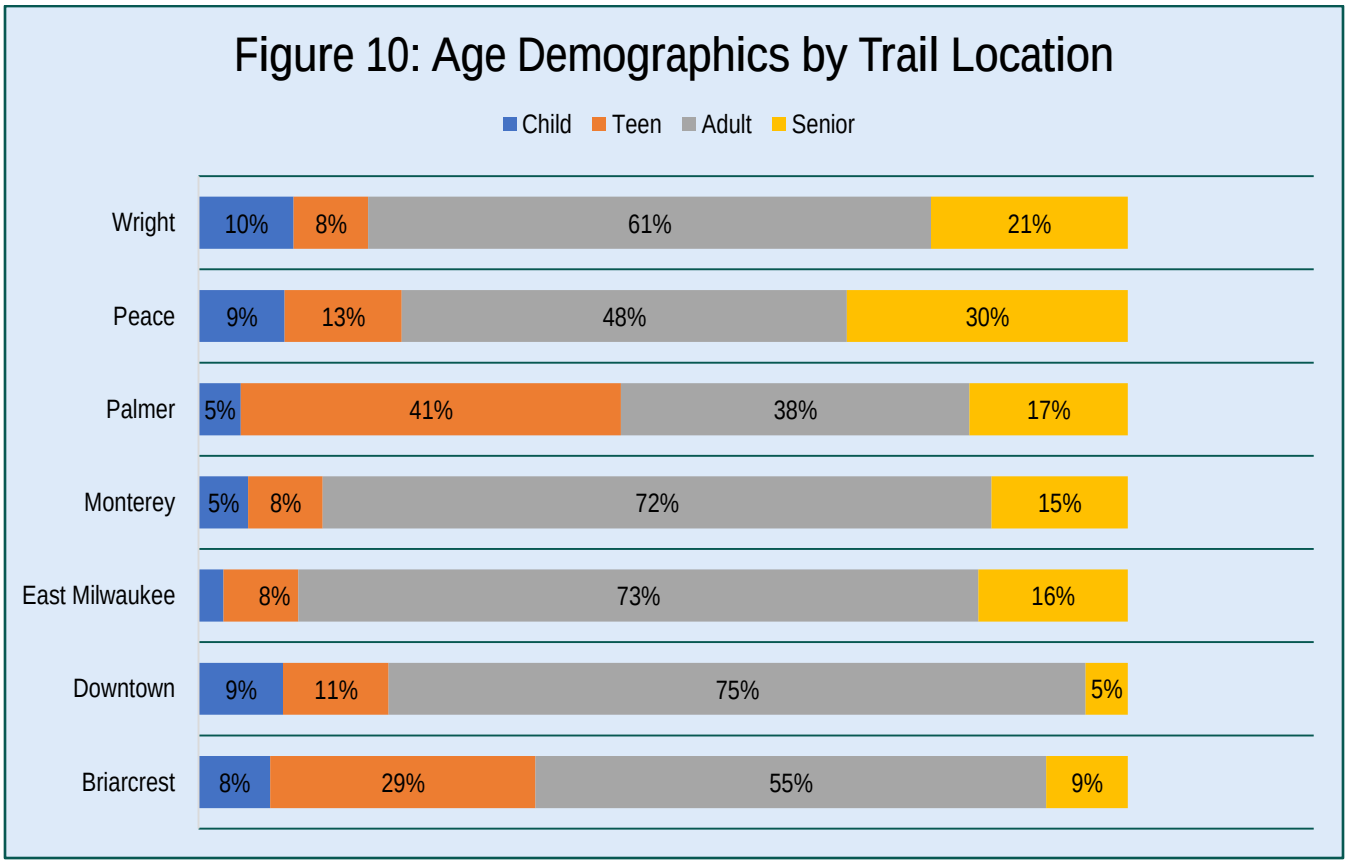


Biking remains the dominant activity at most trail locations. The two exceptions are Downtown, where staff observed 86% of trail users walking, and Palmer Park, where staff observed 42% of trail users running. Additionally, staff witnessed similar numbers of trail users at Briarcrest biking and walking.

The percentage of observed users running dramatically increased in Palmer Park from 2016 (8%). This difference can be explained by the observed use of the trail location by cross country and running teams during the hour's surveyed.

The Wright Road location experienced more pedestrians than any other site. Staff observed 75% of all individuals who were observed skating at the Peace Trail. Monterey Park was the only location where trail users were observed as using the trail to access a location for fishing.

Age Demographics of Trail Locations

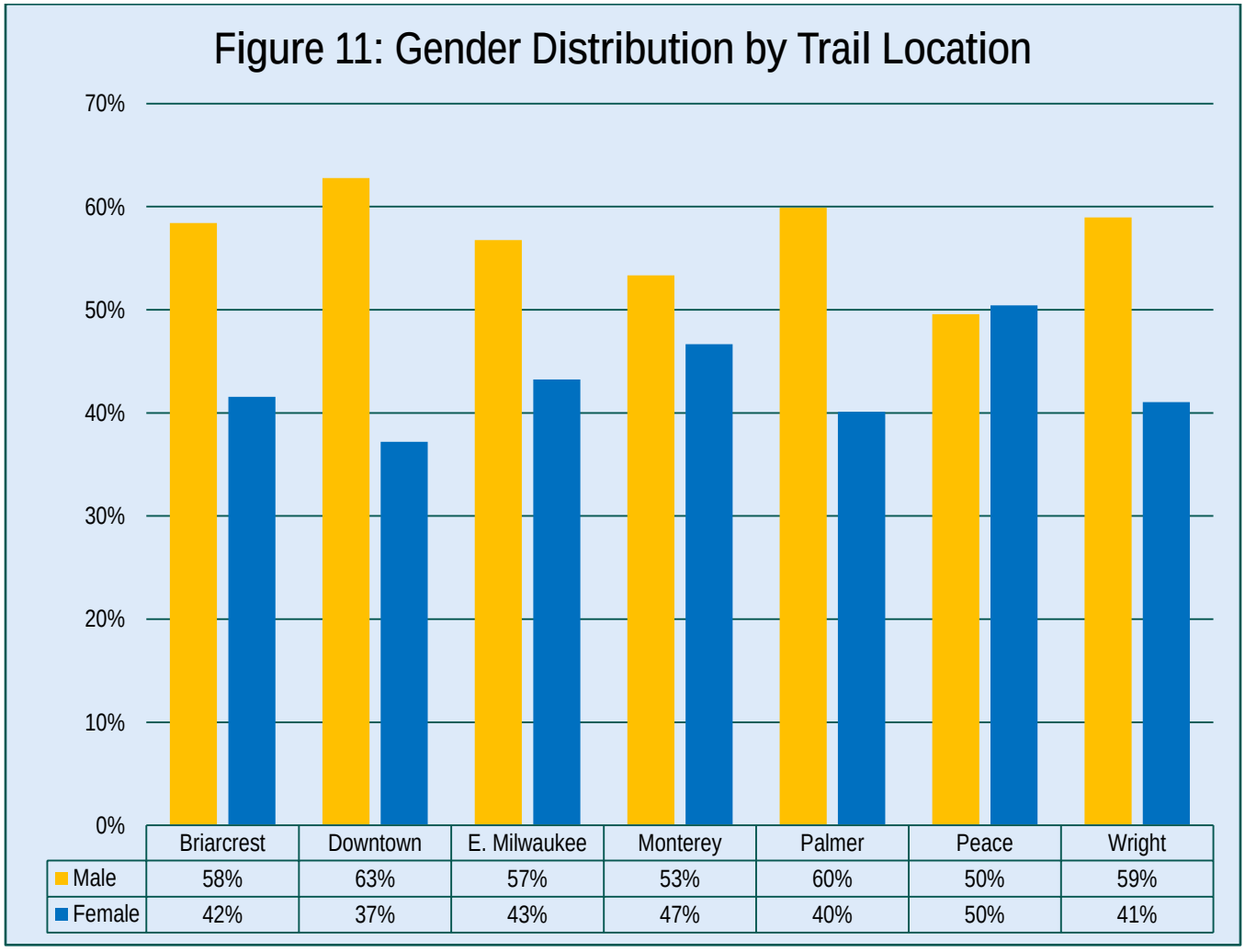


Staff observed more adults at each of the seven surveying locations except Palmer Park, where teenagers use the trail for cross country and running activities during some observation shifts. Staff observed the second largest percentage of teenagers at Briarcrest Park.

Staff observed the largest percentage of children at Wright Road, likely due to the large number of neighborhoods and single-family homes surrounding the trails near Wright Road. In 2016, staff observed the largest percentage of children at the E. Milwaukee Street location.

Staff observed the largest percentage of seniors at Peace Trail, followed by Wright Road. In 2016, staff observed the largest percentage of seniors at Briarcrest and Downtown. The cause for this change is likely the construction along the Rock River during the survey period. In 2016, the Downtown survey location was located near Riverplace, an apartment community for seniors, likely inflating the number of seniors counted in 2016.

Gender Distribution by Trail Location



	Briarcrest	Downtown	E. Milwaukee	Monterey	Palmer	Peace	Wright
Male	58%	63%	57%	53%	60%	50%	59%
Female	42%	37%	43%	47%	40%	50%	41%

Staff observed the highest percentage of female trail users on the Peace Trail (50%). In 2016, staff observed the highest percentage of female trail users at Briarcrest Park. Staff observed the lowest proportion of female trail users at the Downtown location (37%).

Staff advised surveyors to leave the gender portion blank if an observed child was very young and gender was hard to determine, so these percentages do not include children whose gender was not determined.

Count Totals

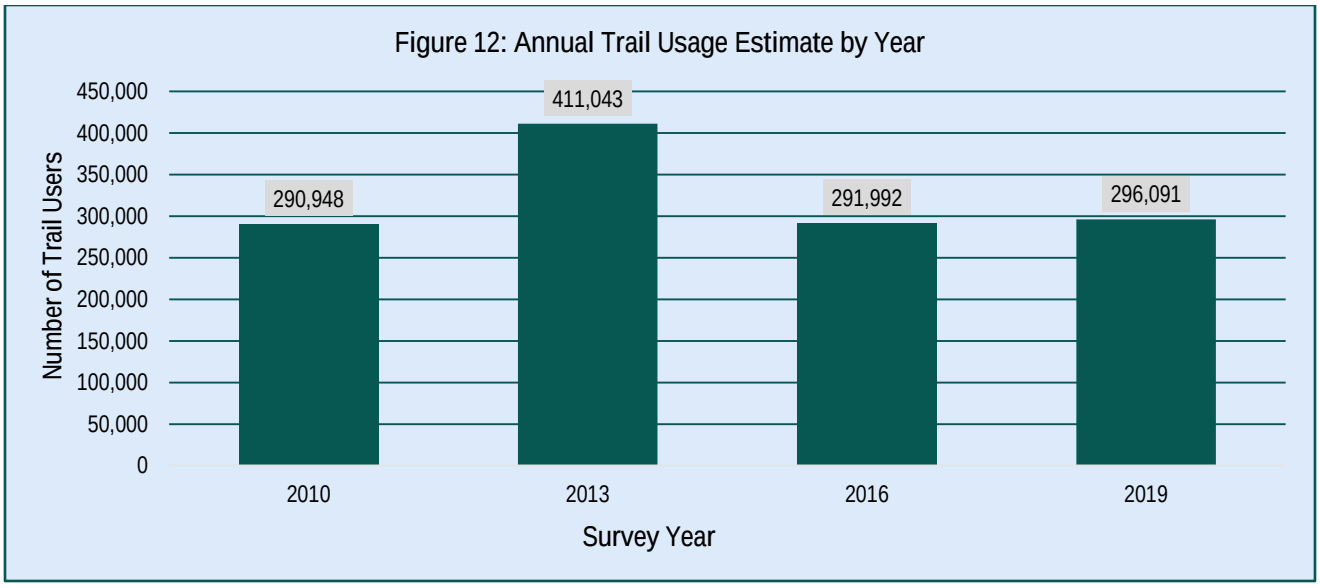
Table 1: Counts Per Location			
Location	Count Total	Number of Counts	Two-hour Average
Downtown	44	5	9
E. Milwaukee	112	6	19
Peace Trail	119	5	24
Monterey Park	75	6	13
Briarcrest Park	91	6	15
Wright Rd.	137	6	23
Palmer Park	179	6	30
TOTAL	757	40	19

In 2019, staff observed the greatest amount of trail use at Palmer Park. This is different than in 2016 when staff observed the greatest amount of trail use at the Peace Trail location. Similar to 2016, staff observed the least amount of trail use at the Downtown location.

Estimated Annual Usage

In 2019, MPO staff used the National Bicycle and Pedestrian Documentation Project [7] (NBPD) model for estimating annual traffic based on short term traffic counts. This model is generally recognized by state and federal agencies as one of the most accurate models available. It is based on a regression analysis of data taken at continuous monitoring sites across the country. Cities ranging from Portland, OR to Minneapolis, MN have used it. Using this model as a calculator, staff generated estimates based on Janesville trail counts from 2010, 2013, and 2016. Our model generates estimates of 290,948 (2010), 411,043 (2013), 291,992 (2016), and 296,091 (2019) trips annually.

[7] *National Bicycle and Pedestrian Documentation Project; http://bikepeddocumentation.org/*



These figures are calculated by individually applying various adjustment factors to every two-hour traffic count. First, a count is multiplied by 1.05 as a scaling factor. Then, the date, and time are used to find the appropriate hour to day adjustment factors. The scaled count is first multiplied by an Hour to Day adjustment factor, this results in a daily figure.

Figure 13: Hour to Day Adjustment Factor Table

Table 1: Hour to Day

(6AM - 10PM = 95% OF ALL USAGE)

	APR-SEP 6am - 9pm				OCT-MAR 6am - 9pm			
	---- Path------		-Street/Sidewalk--		---- Path------		-Street/Sidewalk-	
	wkdy	wkend	wkdy	wkend	wkdy	wkend	wkdy	wkend
Hour	X							
600	2%	1%	1%	1%	2%	0%	1%	0%
700	4%	3%	2%	1%	4%	2%	2%	1%
800	7%	6%	4%	3%	6%	6%	3%	2%
900	9%	9%	5%	3%	7%	10%	5%	4%
1000	9%	9%	6%	5%	9%	10%	6%	5%
1100	9%	11%	7%	6%	9%	11%	8%	8%
1200	8%	10%	9%	7%	9%	11%	9%	10%
1300	7%	9%	9%	7%	9%	10%	10%	13%
1400	7%	8%	8%	9%	9%	10%	9%	11%
1500	7%	8%	8%	9%	8%	10%	8%	8%
1600	7%	7%	7%	9%	8%	8%	7%	7%
1700	7%	6%	7%	8%	7%	5%	6%	6%
1800	7%	5%	7%	8%	6%	3%	7%	6%
1900	5%	4%	7%	8%	4%	2%	7%	6%
2000	4%	3%	7%	8%	2%	1%	6%	6%
2100	2%	2%	6%	8%	2%	1%	5%	5%

The daily figure is then multiplied by a Day to Week adjustment factor, this results in a weekly figure. The weekly figure is multiplied by the number of weeks in the count month. June has 4.29 weeks (Days in the month /7). This gives the monthly activity figure.

Figure 14: Day to Week Adjustment Factor Table

Table 2: Day to Week		
DAILY ADJUSTMENT FACTORS		
SUN	18%	
MON	14%	
TUES	13%	
WED	12%	
THURS	12%	
FRI	14%	
SAT	18%	
Note: Holidays use weekend rates		

The monthly figure is extrapolated to the annual figure by selecting the appropriate climate and count-month adjustment factor. In this case, the count was taken in June in Janesville which has long winters and short summers – similar to Minneapolis. Finally, the annual estimate is arrived at by dividing the monthly activity estimate by 12%.

Figure 15: Region and Month Adjustment Factor Table

Table 3: Region and Month			
MONTHLY ADJUSTMENT FACTORS			
CLIMATE REGION	Long Winter Short Summer	Moderate Climate	Very Hot Summer Mild Winter
JAN	3%	7%	10%
FEB	3%	7%	12%
MAR	7%	8%	10%
APR	11%	8%	9%
MAY	11%	8%	8%
JUN	12%	8%	8%
JUL	13%	12%	7%
AUG	14%	16%	7%
SEP	11%	8%	6%
OCT	6%	6%	7%
NOV	6%	6%	8%
DEC	3%	6%	8%

This calculation was performed on every two-hour traffic count at each observation point. Staff took the annual estimates that were generated from the two-hour counts at each location and took their averages. By adding all seven [8] averages, staff was able to arrive at the system wide figure for each year.

[8] *Only six locations were surveyed in 2010. Our 2010 estimate was based on one less location then 2013-2019.*

Chapter 3: Questionnaire Analysis

In addition to counting trail users, staff and volunteers administered a questionnaire to a select number of trail users utilizing random convenience sampling. Surveyors stopped every third trail user; however, they were also advised that any trail user could stop voluntarily and request to complete a questionnaire. Staff provided surveyors with survey postcards to hand out if trail users wished to fill out a survey at their own convenience, however most respondents elected to complete the survey on site. An abbreviated version of the survey was available online or on postcards that were left at a local cycle shop in Janesville (Michael's Cycles). Staff aggregated all abbreviated survey results together and calculated and analyzed separately from the in-person questionnaire results.

Staff and volunteers observed 757 trail users, and 143 trail users were surveyed on the trail, resulting in a survey response of 25% of observed adults (18+). Thirteen of the abbreviated surveys were filled out either online or by postcard.

A breakdown of survey responses follows. Some of the analysis may include user comments; however, a complete listing of all user comments can be found in **Appendix D**. It is important to note **Questions 3-8 and 18** were the only included on the online and postcard survey, due to space constraints.

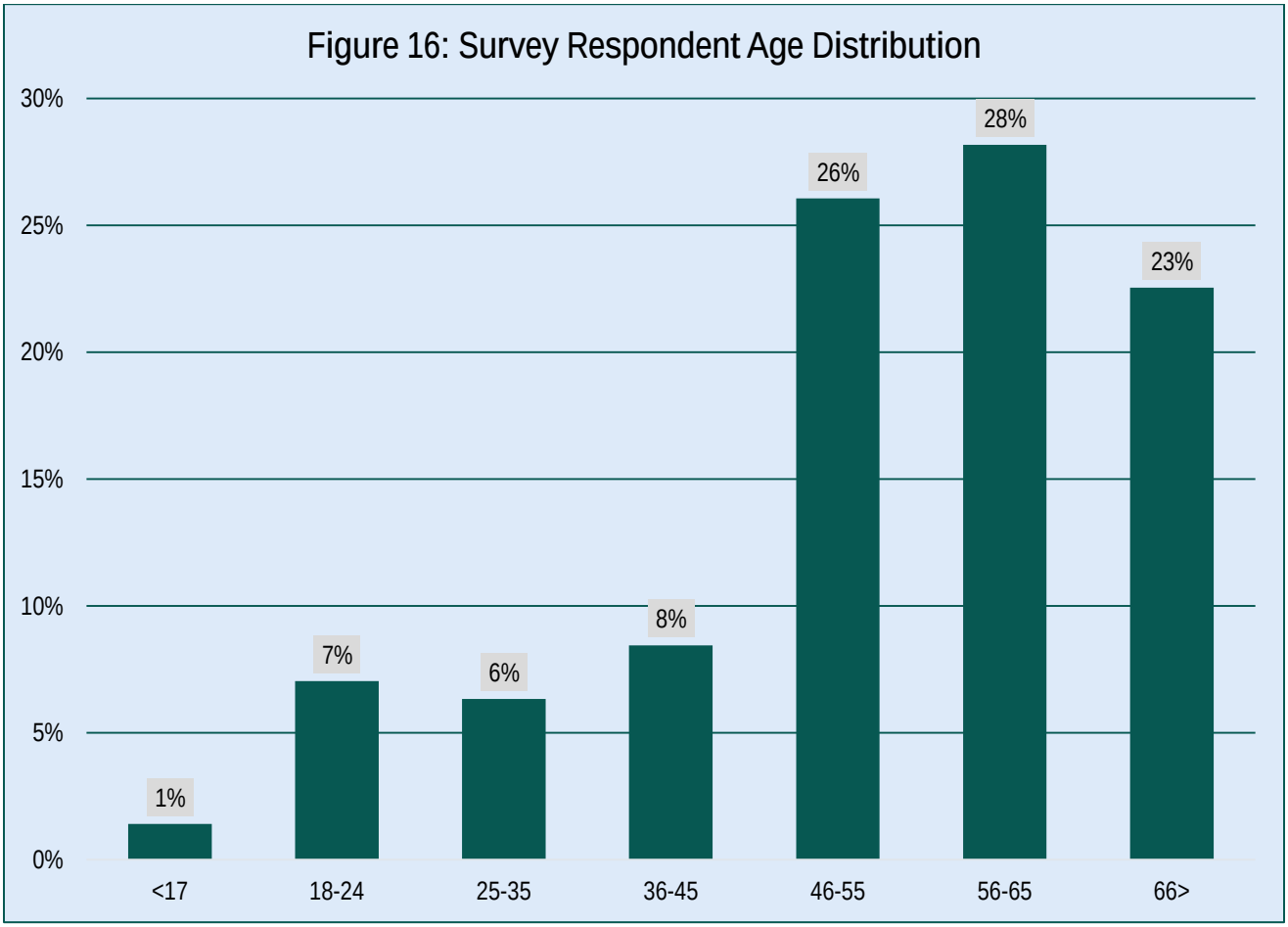
It is also important to note that this sample is an accurate representation of trail users, but does not necessarily represent the thoughts of Janesville residents as a whole. Notice was made through the local media that the survey would occur, but surveys were only administered to those using the trails and upon request

Image 5: View from Peace Trail observation off Afton Road

Questions from the 2016 questionnaire were slightly modified and additional questions were added for the 2019 version of the Questionnaire. [9] These modifications and additions were added based on a review conducted by the MPO staff.

[9] *A table of question additions and modifications can be found at Appendix E*

Question 1: Age

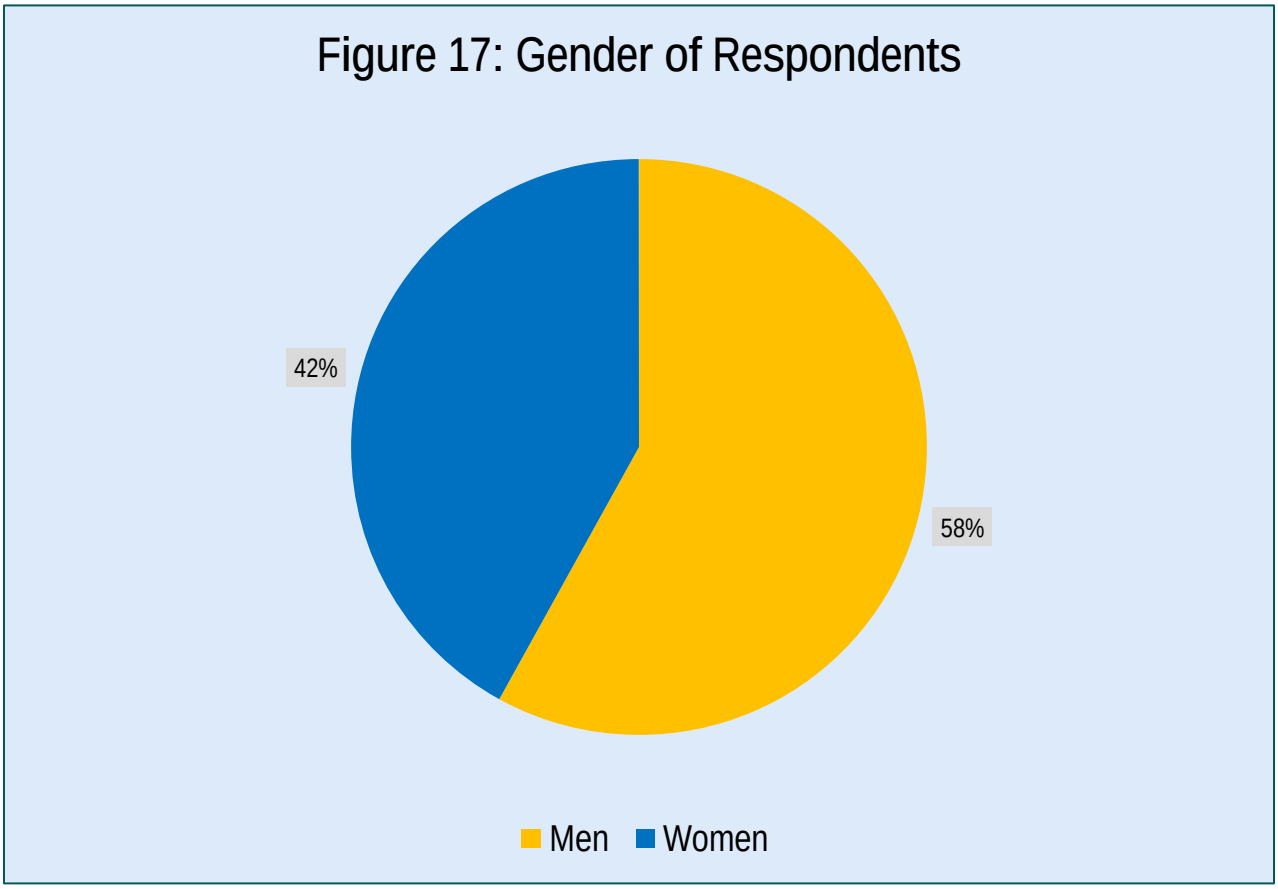


Similar to 2016, in 2019 individuals between the ages of 56-65 completed the majority of questionnaires. However, compared to 2016, the percentage of surveyed individuals in that age category decreased by 14% and the percentage of surveyed individuals age 66 or over increased by 14%.

It is important to note that the survey was designed to be answered by trail users aged sixteen and up, to avoid any parental concerns. Staff instructed those administering the trail user survey not to stop and question anyone that appeared under the age of sixteen that were unaccompanied by an adult, which may have a very minor effect on the survey results.

Question 2: Gender

In answering **Question 2**, 58% of respondents to the survey were men and 42% were women. The observation count showed trail use to be 56% and 44% women, so the survey sample is closely representative of the observed population on the trails as a whole.



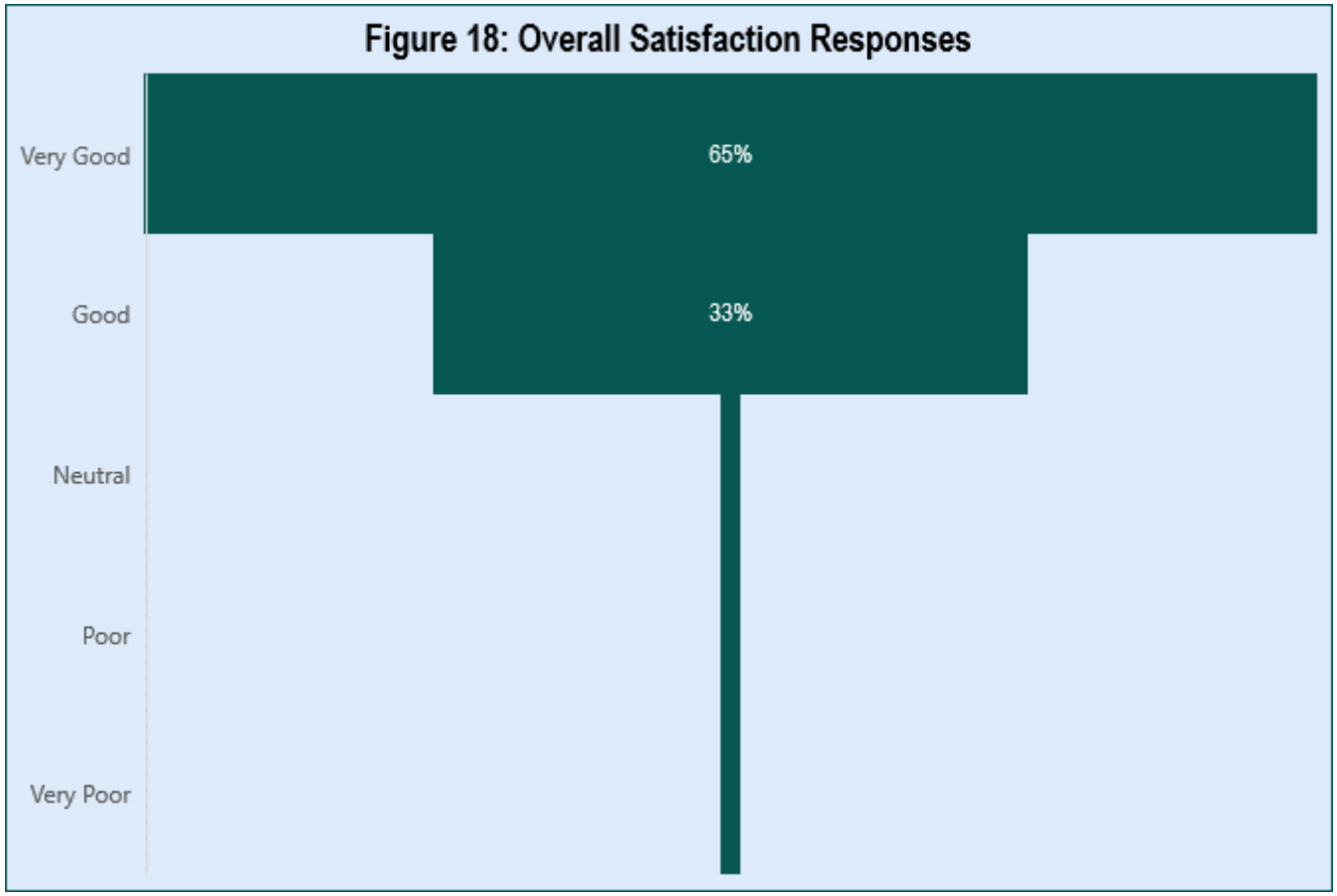
Question 3: Overall, how would you rate your satisfaction with the trail?

Question 3 indicates that 98% of trail users ranked the trail system as either “good” or “very good”.

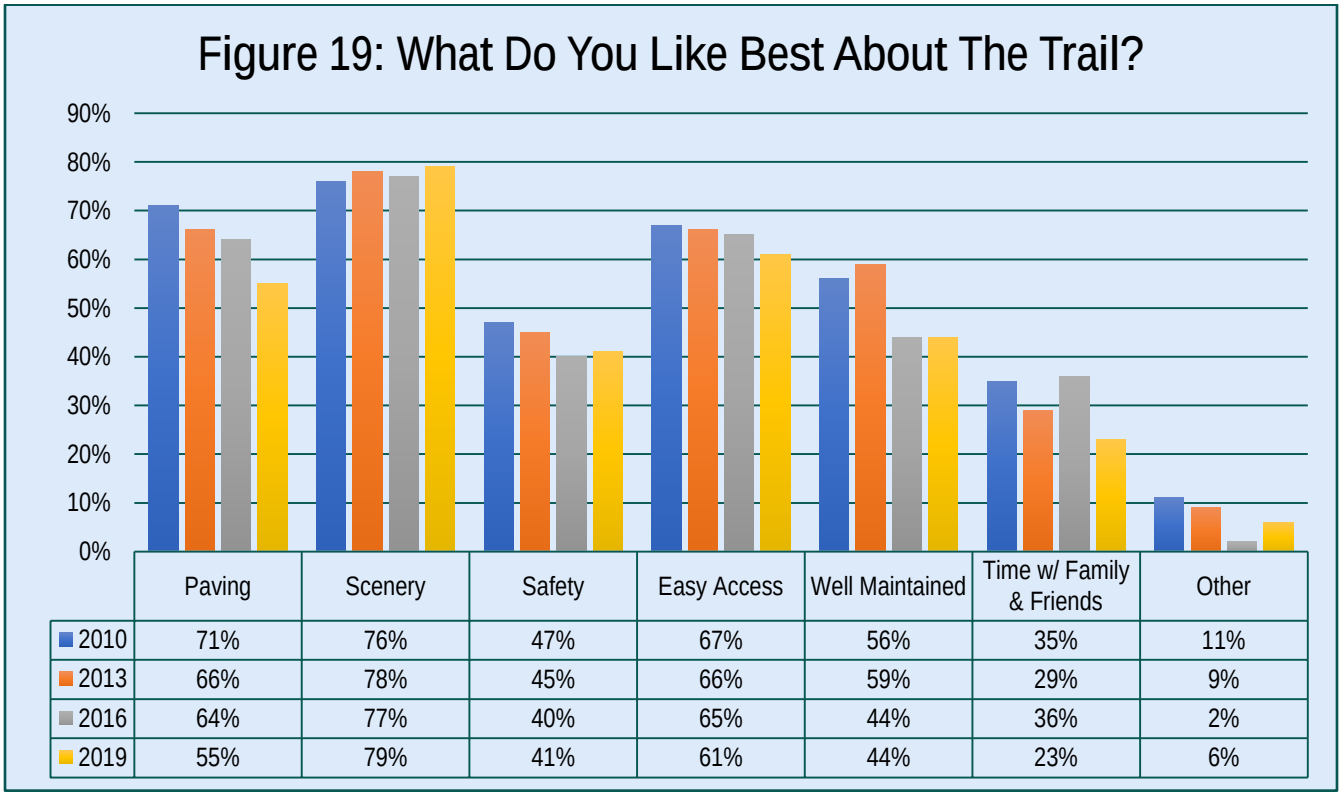
Only three surveyed trail users felt “neutral”, “poor”, or “very poor” about their level of satisfaction with the trail.

Likewise, in 2010, 2013, and 2016 over 98% of respondents rated their satisfaction with the trail system as “very good” or “good”.

Many positive comments were recorded regarding user’s level of satisfaction with the trails, including: *“We love the trail!”* and *“It is Janesville’s best asset!”*



Question 4: What do you like best about the trail?



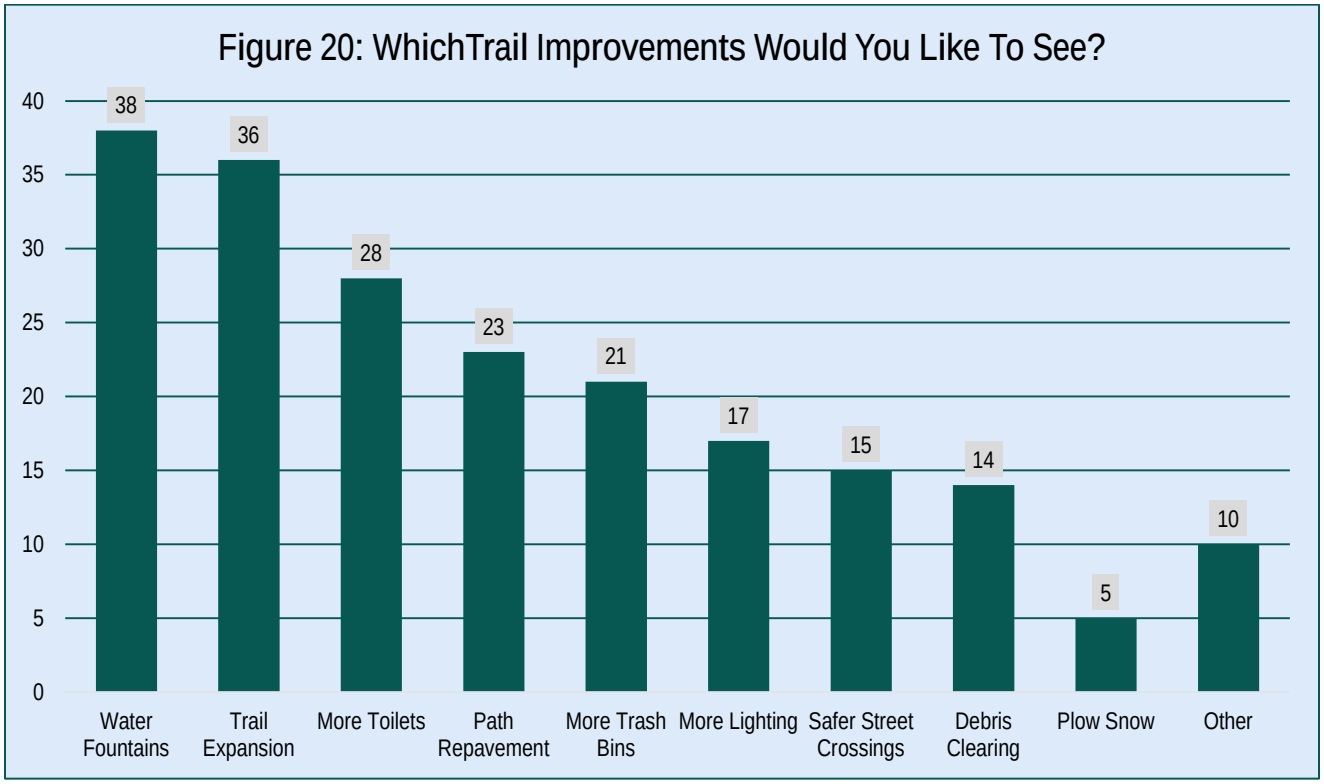
	Paving	Scenery	Safety	Easy Access	Well Maintained	Time w/ Family & Friends	Other
2010	71%	76%	47%	67%	56%	35%	11%
2013	66%	78%	45%	66%	59%	29%	9%
2016	64%	77%	40%	65%	44%	36%	2%
2019	55%	79%	41%	61%	44%	23%	6%

Trail users answering this question were allowed to list more than one response, resulting in a total that is greater than 100%.

Surveyed individuals most commonly chose scenery, easy access, and paving as the best features about the trail during every survey year. Consistently, surveyed individuals included scenery in what they liked best about the trails, however, it is clear that surveyed individuals are choosing paving and easy access less over time.

Responses for "*Other*" include: relaxing, dog walking, quiet, seclusion, animals, no cars, shady areas, waterfront.

Question 5: Which trail improvements would you like to see?

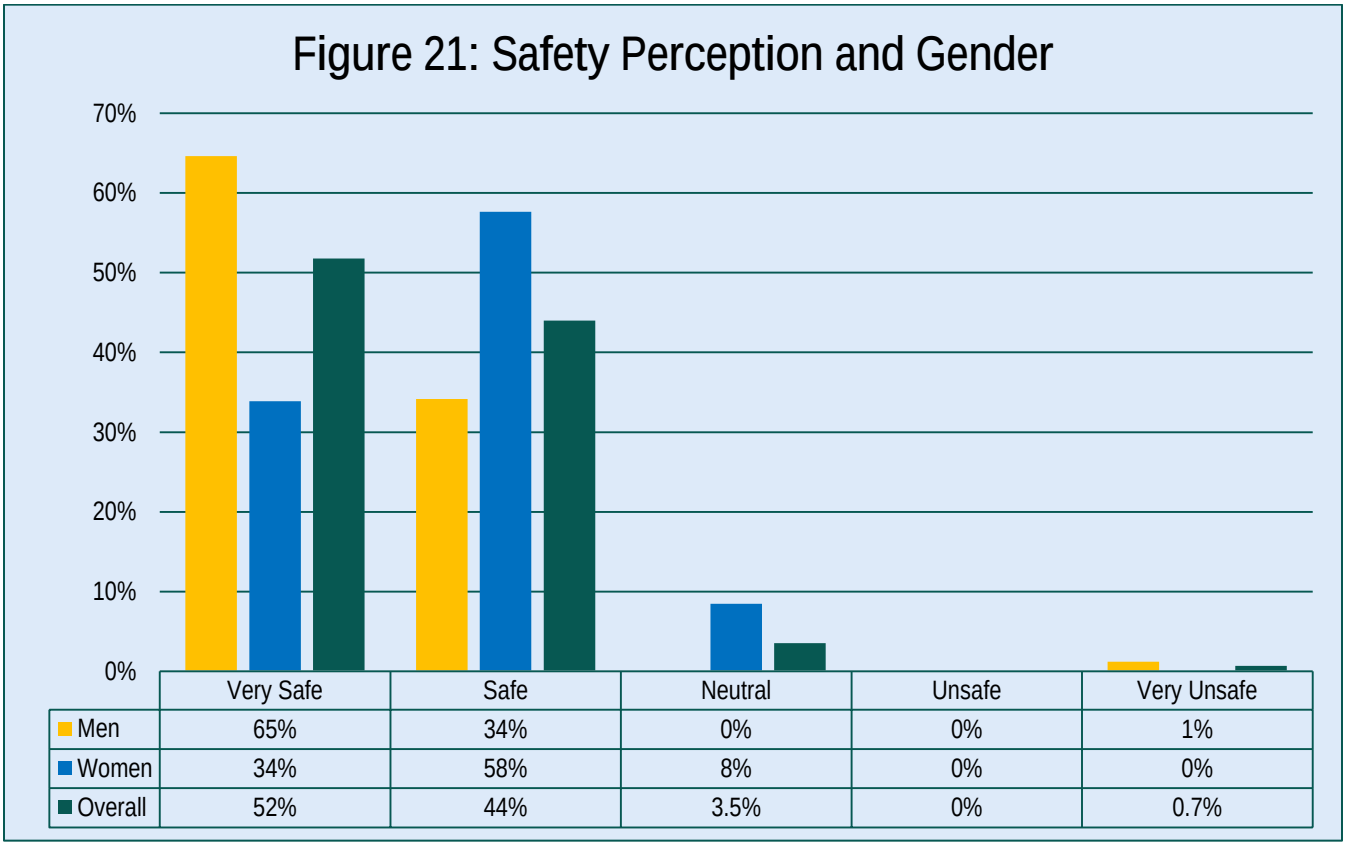


Staff used responses to **Question 5** as well as the "other comments" from **Question 18** to gauge the types of improvements trail users desire. Surveyed individuals most commonly recommended the addition of more fountains and expansion/extension of the trail system.

Trail expansion was emphasized in the 2016 survey, but the desire for water fountains showed an increase from the third most common improvement in 2016 to the most common improvement in 2019.

Additional improvements mentioned in the "*Other*" category were: dog waste bag dispensers, re-painting lane lines, more benches, signs for directions, prairie restoration, underground street crossings, and cleaning path pavement of geese waste.

Question 6: How safe do you feel using the trails?



	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Men	65%	34%	0%	0%	1%
Women	34%	58%	8%	0%	0%
Overall	52%	44%	3.5%	0%	0.7%

Question 6 indicates that 96% of respondents feel "*safe*" or "*very safe*" using the trail.

When responses are separated by gender, the aforementioned biases introduced by the gender balance of the survey sample become apparent as seen in the chart above. Since 58% of the respondents were men, the concerns of women are diminished in the overall statistics. When separated by gender, staff observed that 8% of surveyed women feel neutral about their safety. These safety concerns may be contributing to the skewed trail-user gender distribution.

Individuals that responded neutral or unsafe were asked, "*what would help you feel more comfortable on this section of trail?*"

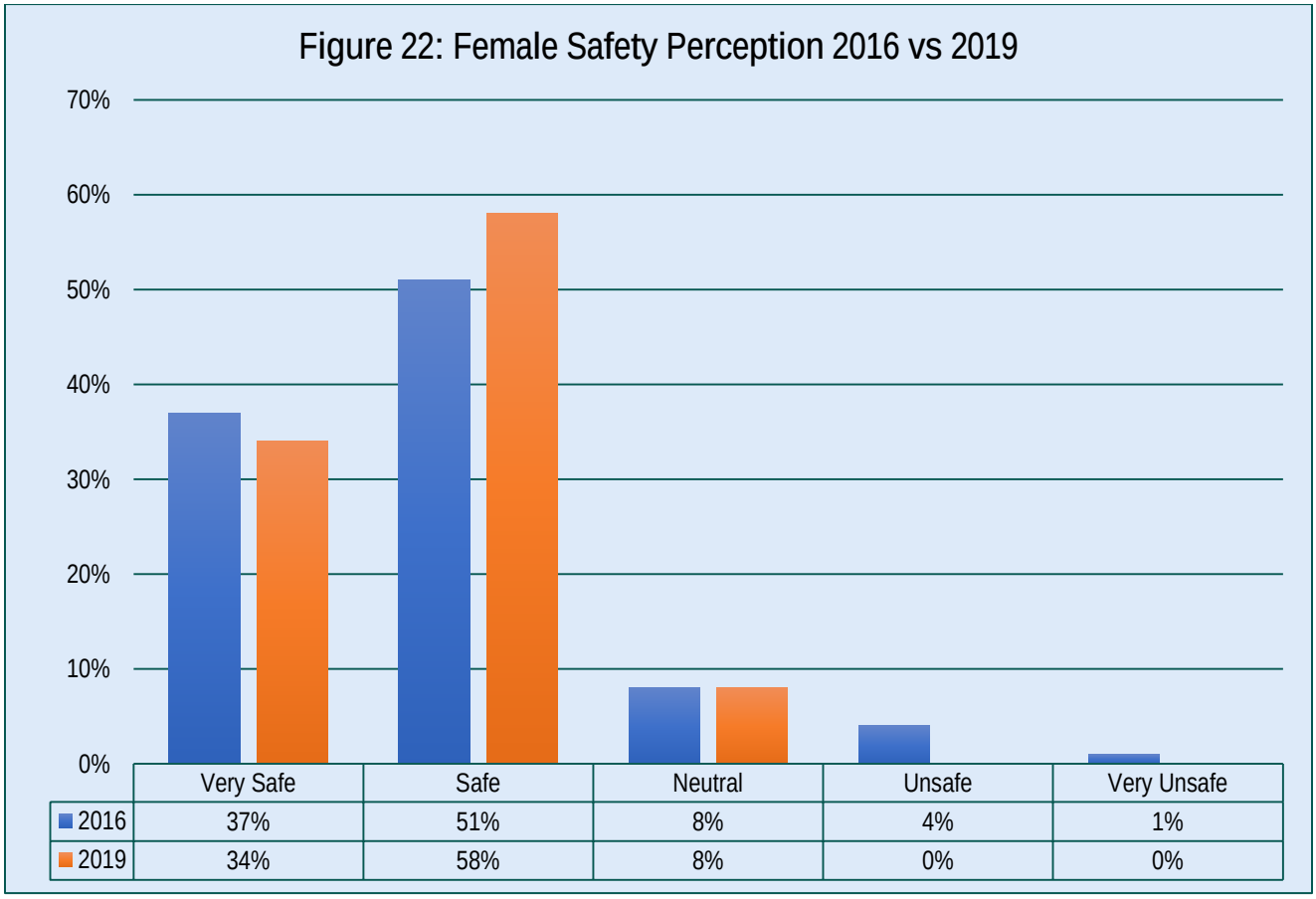
Only women responded to this question. Most felt very safe or safe in the daylight, but felt unsafe at night. Many women expressed that they feel safer when they are with another person (family or friend). A few women mentioned that certain news stories made them fear being alone on the trail. Women commonly suggested to increase the presence of police and the level of trail traffic. Individual women also suggested the installation of light fixtures and cameras.

These are quotes recorded by surveyors and the location the quote was recorded:

- *"Scary stories from the news make me feel un-safe on trial"* (East Milwaukee)
- *"Fear of being mugged. Cutting back of trees will increase visibility and safety."* (East Milwaukee)

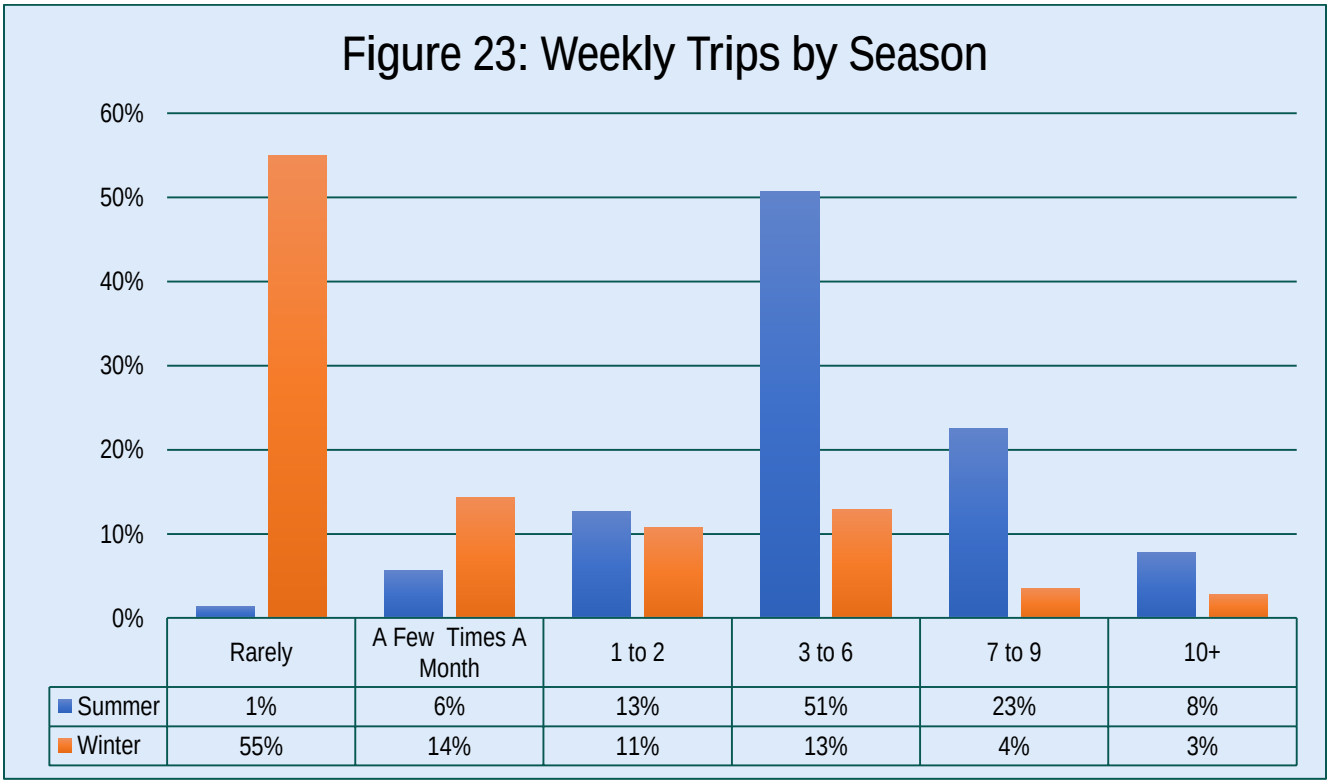
- *"Police Patrol, create housing for homeless to sleep"* (Downtown)
- *"I do not feel safe on the path under the Memorial Street bridge"* (Downtown)
- *"More lights and monitoring for loitering people"* (Online Survey)
- *"I feel unsafe on the trail when it's dark out"* (Wright Road)
- *"To feel safer, have more trail users. Overnight parking at Palmer Park"* (Wright Road)

No women who took the survey in 2019 stated they felt unsafe or very unsafe. This represents a decrease from 5% of women in 2016 who felt unsafe or very unsafe.



Lastly, since this survey uses a convenience sampling method that relies on self-selection, it is a distinct possibility that individuals who feel relatively safe are using the trails in the first place.

Questions 7 and 8: On average, how many times per week do you use the trail in the summer/winter?



	Rarely	A Few Times A Month	1 to 2	3 to 6	7 to 9	10+
Summer	1%	6%	13%	51%	23%	8%
Winter	55%	14%	11%	13%	4%	3%

Similar to the 2013 and 2016 surveys, 51% of respondents in 2019 indicated that they frequent the trails three to six times a week during the summer. Trail users frequenting the trail either seven to nine times per week during the summer had the next highest response rate at 23%. Of users that arrived to the trail by walking or running, 49% said they use the trail seven or more times a week in the summer while only 23% of those biking said they use the trail seven or more times a week in the summer.

The increase of pedestrians and runners mentioned in the next question (**Question 9**) may explain the increase of individuals using the trail seven or more times a week in the summer in 2019 (31%) compared to 2016 (23%).

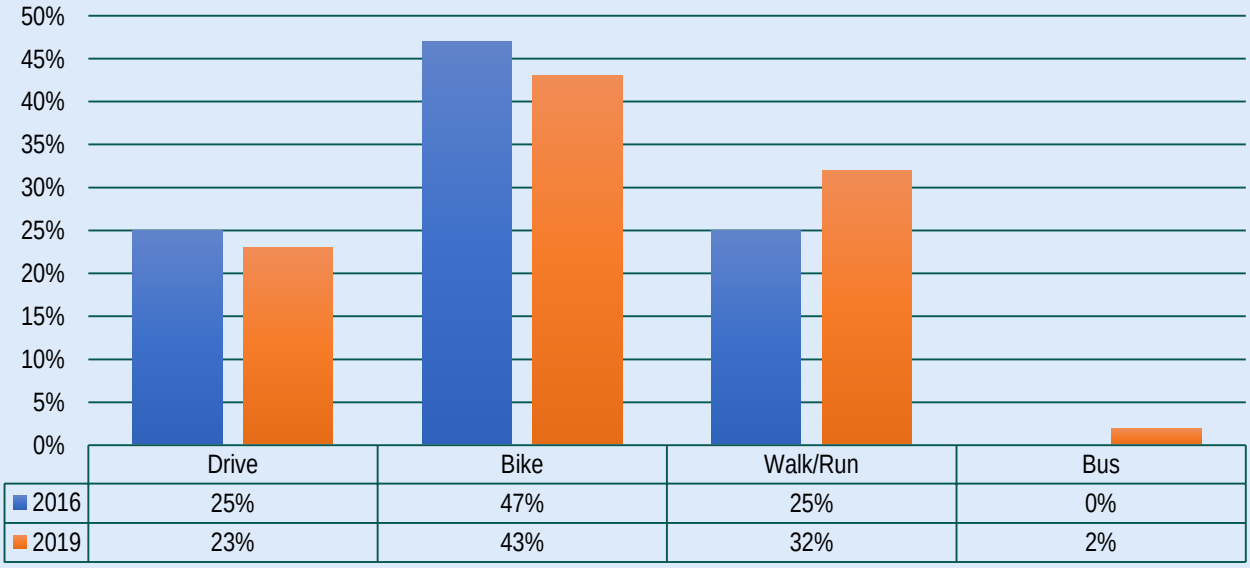
Winter trail usage, as in 2016, showed a marked difference from summer usage. The majority of trail users, 55%, reported that they "*rarely*", including never, use the trail during the winter months. However, that means 45% of users use the trails during the winter months to some degree, with 20% of users using the trails three or more times a week during the winter.

Many people reported they were happy that portions of the trails are plowed during the winter, but that their usage would increase if longer sections of the trails were plowed.

The responses to this question may not adequately represent total winter usage. This survey only collected responses from those people using the trail during the summer months. Therefore, the most comprehensive possible survey would need to be administered during the winter for the most accurate count and response possible.

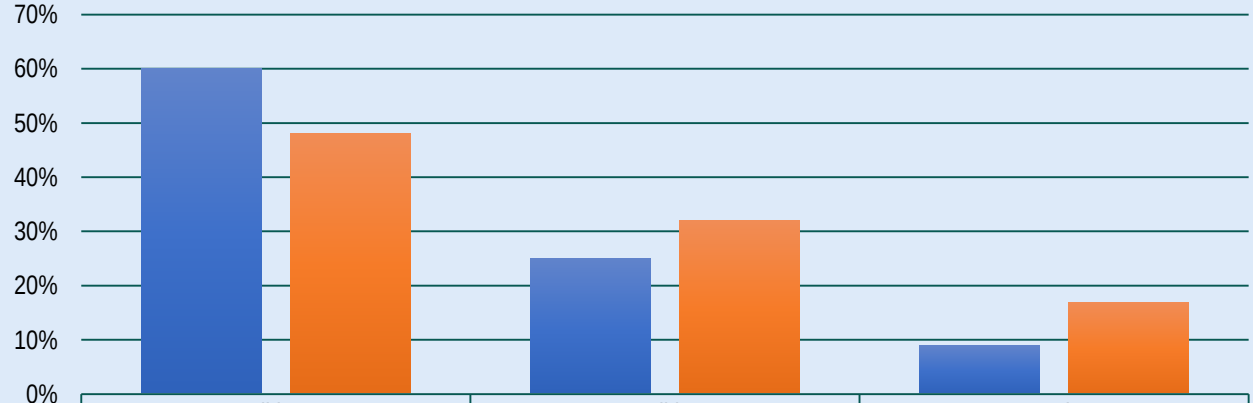
Question 9: How did you get to the trail today?

Figure 24: Mode of Transportation to Trail



	Drive	Bike	Walk/Run	Bus
2016	25%	47%	25%	0%
2019	23%	43%	32%	2%

Figure 25: Trail Count: Trail Activity



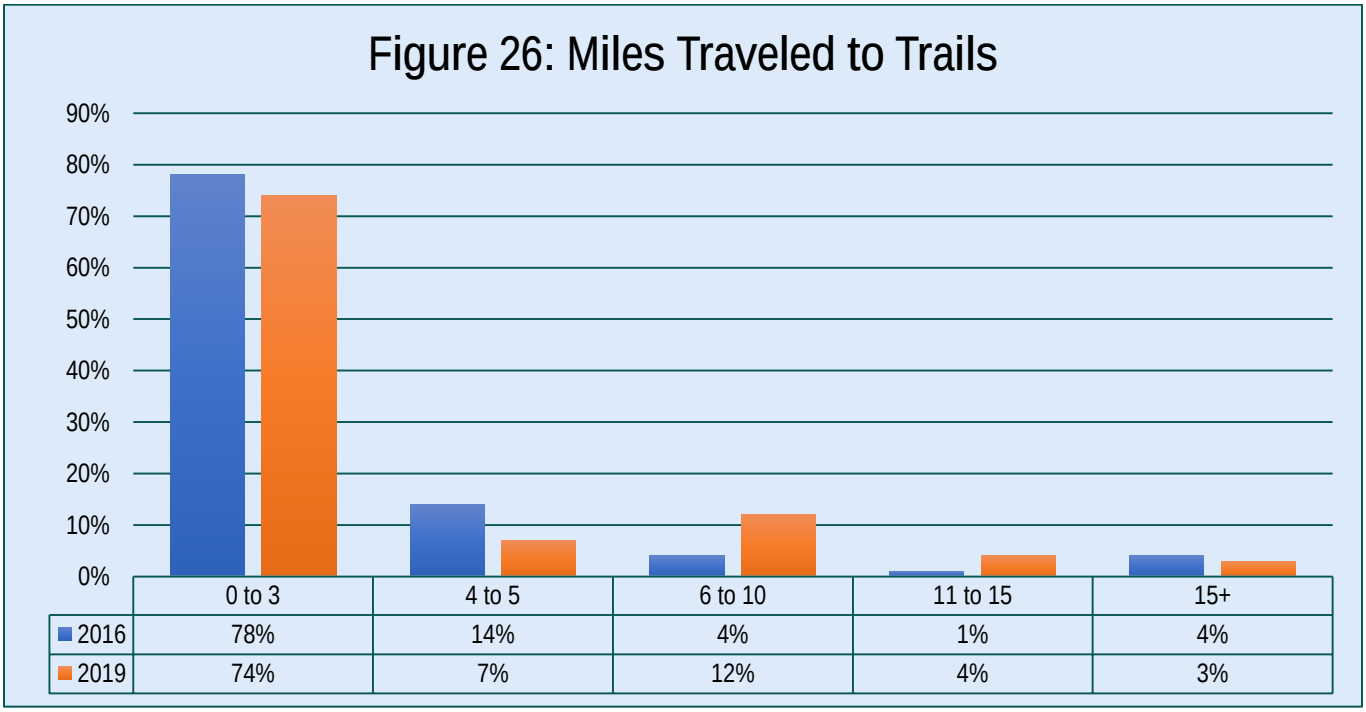
	Biking	Walking	Running
2016	60%	25%	9%
2019	48%	32%	17%

Staff compared the results of **Question 9** with observed trail activity found during the trail count. This comparison suggests that the majority of trail users use the same mode of transportation to get to the

trail as they use on the trail and that trail users are not often using public transportation to arrive at the trails.

Image 6: View from Palmer Park observation location along the Ice Age Trail

Question 10: How far did you travel to arrive at the trail?



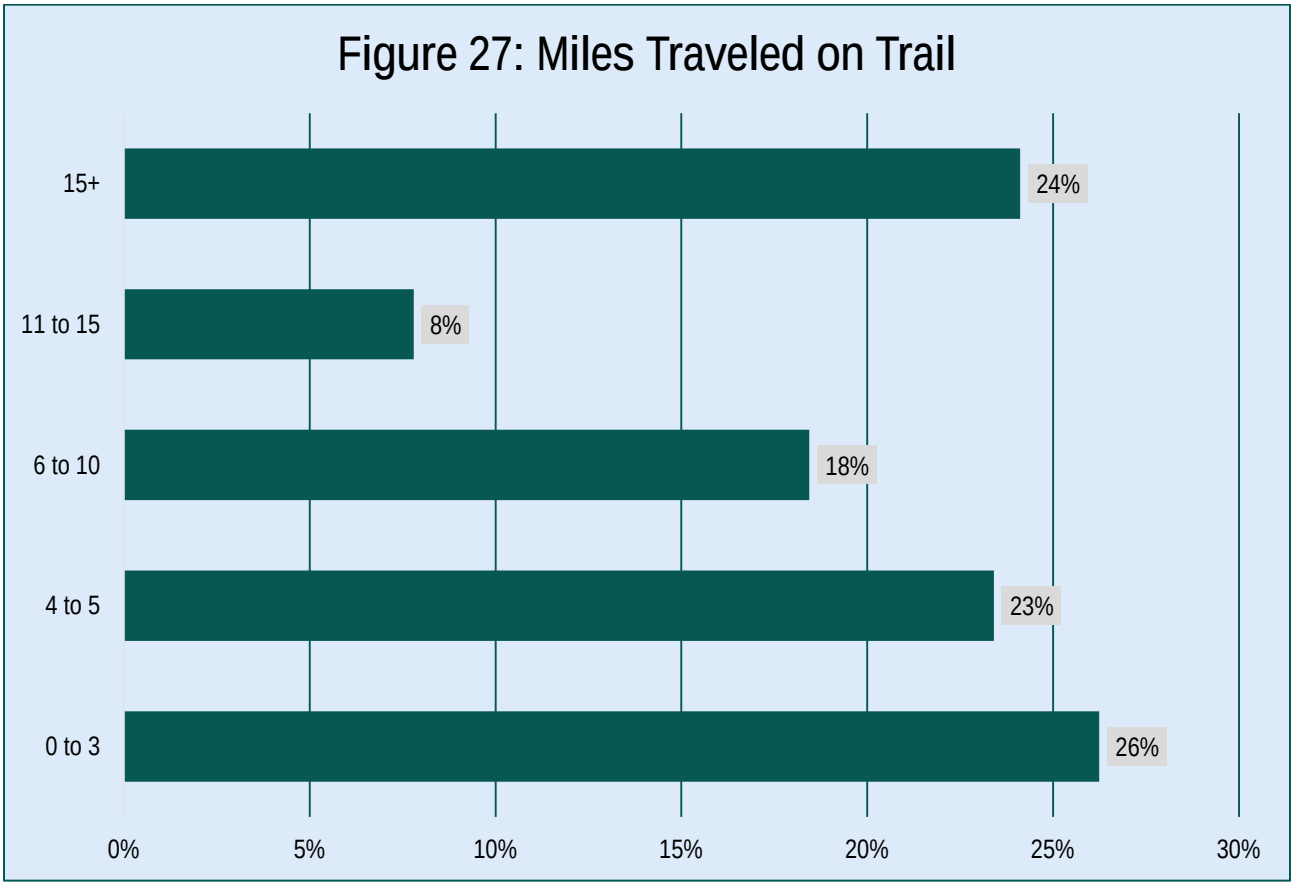
	0 to 3	4 to 5	6 to 10	11 to 15	15+
2016	78%	14%	4%	1%	4%
2019	74%	7%	12%	4%	3%

The results of **Question 10** clearly show that the vast majority of surveyed trail users (74%) traveled less than three miles to arrive at the trails.

The increase in users who traveled six to ten, and eleven to fifteen miles in 2019 compared to 2016 indicate a possible uptick in users willing to travel farther distances to access the trail. The high response rate of people traveling less than three miles to arrive at the trail is an indication that increasing access points may increase trail traffic. The high percentage of users indicating a preference for easy trail access from **Question 4** support these findings.

Of individuals who said they arrived by walking or running to the trail, 91% said they traveled less than three miles to arrive at the trail.

Question 11: How far do you usually travel while on the trail?

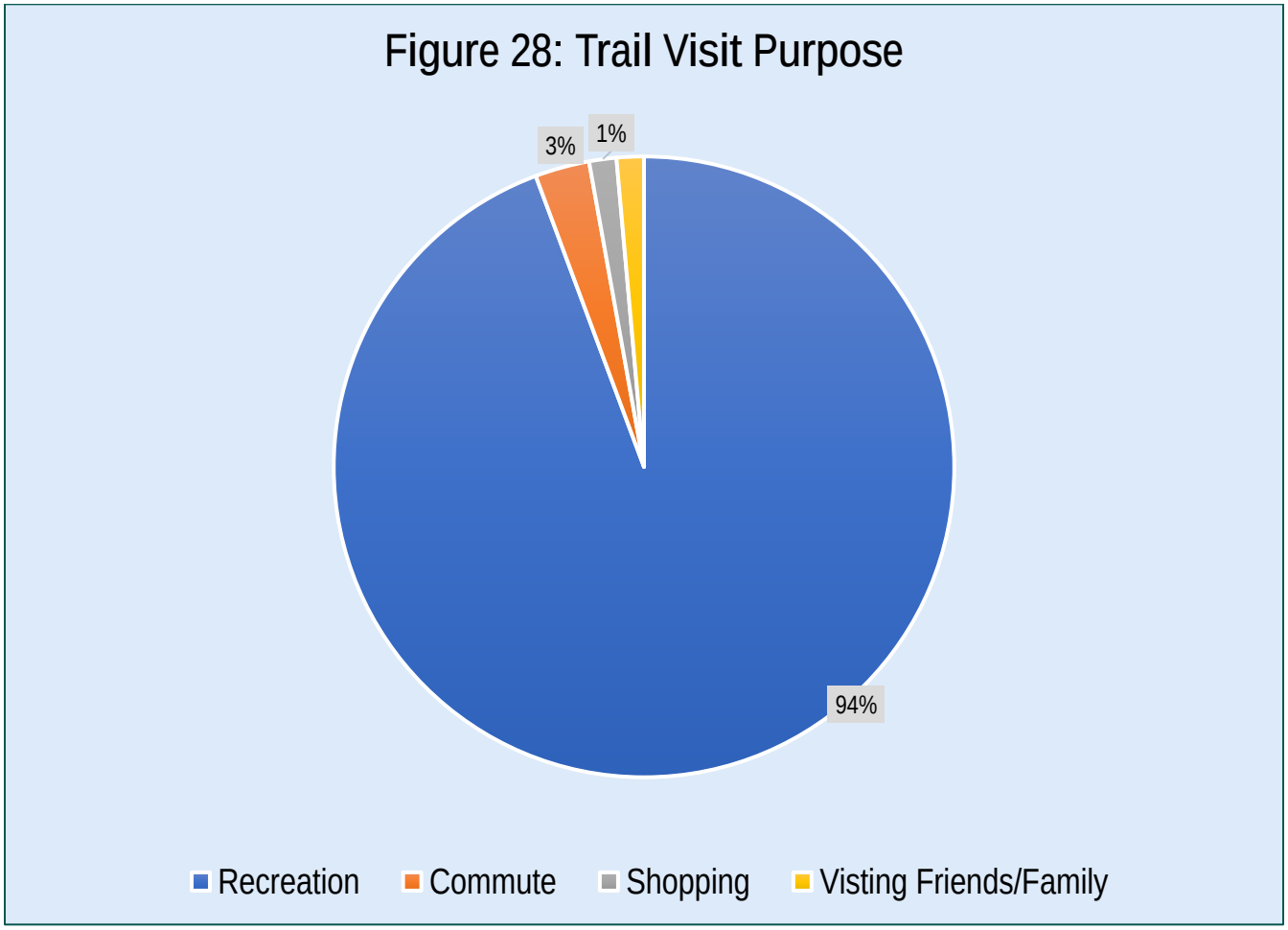


This graph demonstrates the average trip length respondents took. The greatest number of surveyed users reported that they travel between zero to three miles on average, with the second largest number of users travelling greater than fifteen miles on average.

Of the respondents that said they travel fifteen or more miles on average, 82% responded to **Question 9** as arriving to the trail by "*bicycle*".

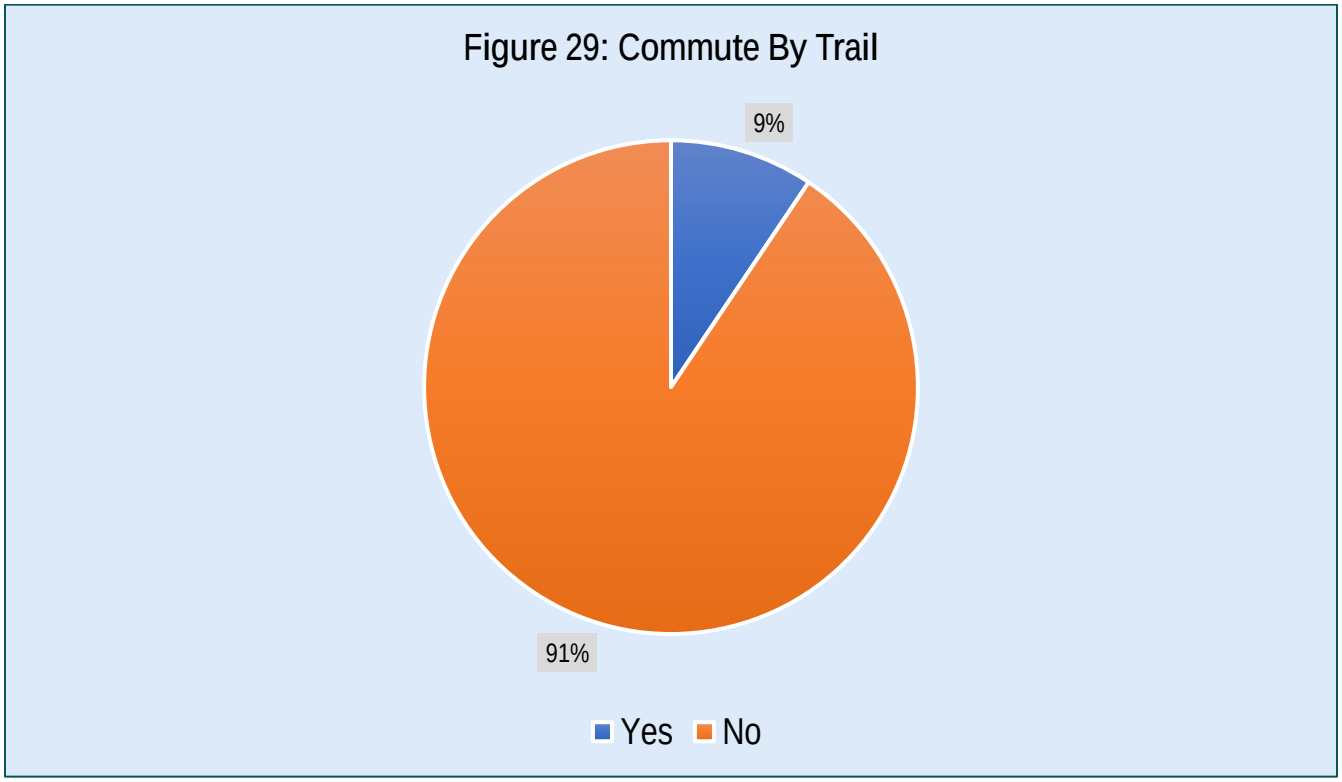
Of respondents who arrived to the trail by "*walking or running*", 78% said they traveled five miles or less on average while on the trails.

Question 12: What is the purpose of your trip today?



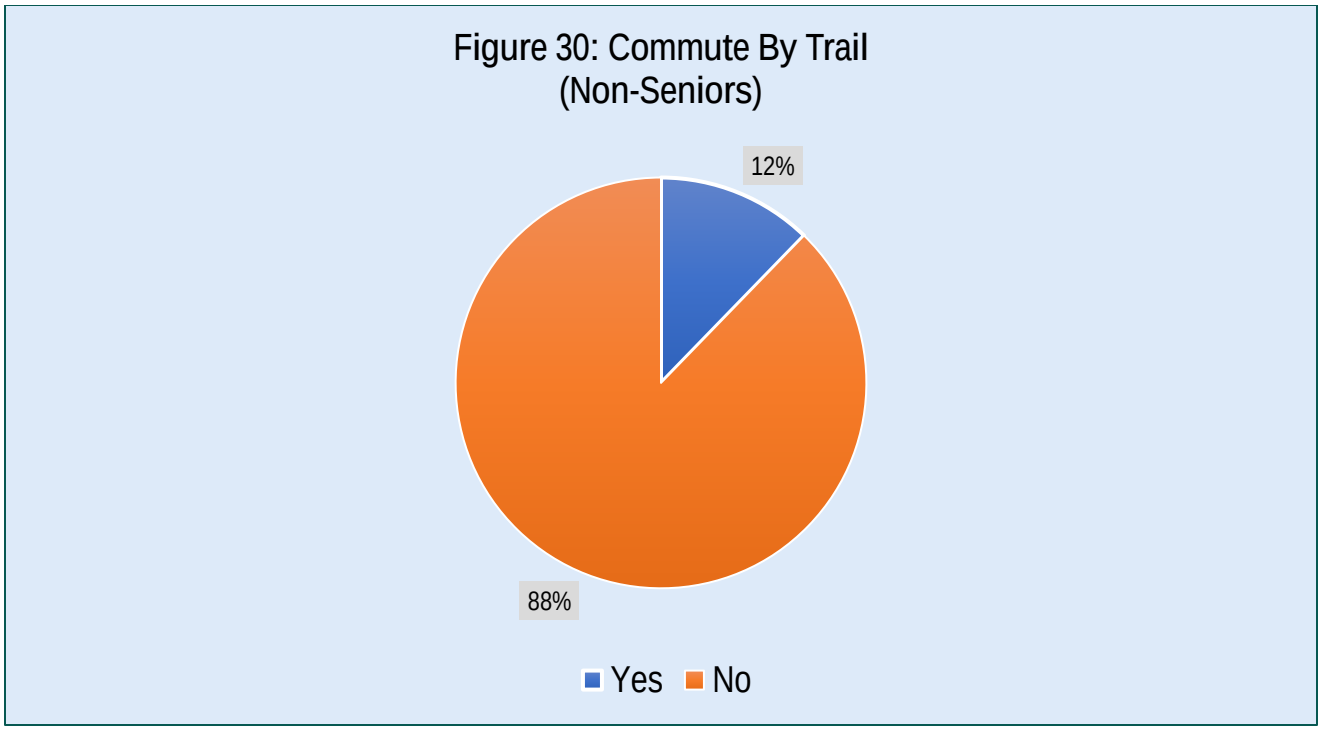
The vast majority of surveyed trail users stated that they were using the trail for "***recreation, exercise, and/or fitness training***" the day they responded to the questionnaire. This is similar to results received in past trail user surveys.

Question 13: Do you ever use the trail to commute to work/school?



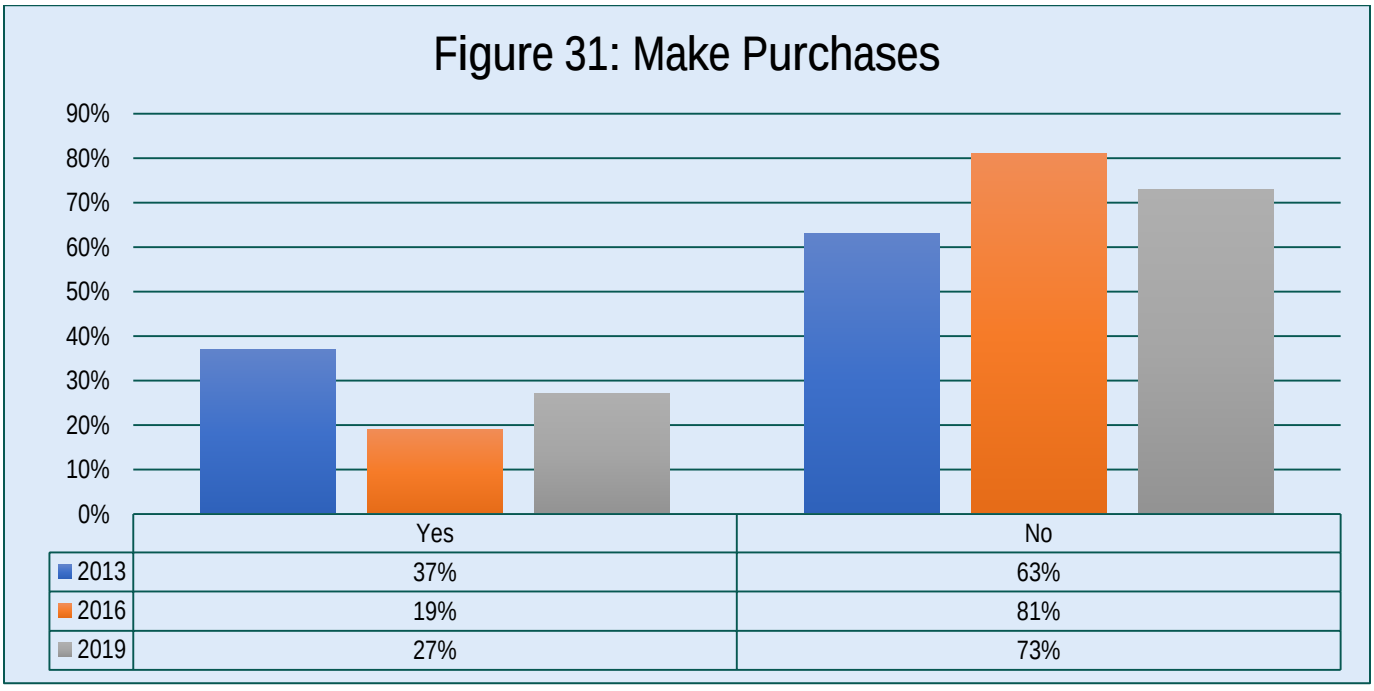
Question 13 is intended to gauge the number of individuals who use the trails (even if rarely or infrequently) to commute to work/school. The vast majority of surveyed trail users (91%) stated they do not use the trail to commute to work/school.

The 2019 Survey results show a decrease from the 2016 Survey of 3%, when 12% of respondents said they commuted by trail. However, many respondents included in their response to this question that they were retired and had no job to commute to. The decrease in the percentage of respondents who said they commute via the trail from 2016 to 2019 is expected because of the 14% increase in senior respondents to the 2019 Survey, demonstrated in **Question 1**.



Removing senior responses, 12% of trail users said they use the trail to commute, demonstrating a closer reflection of what proportion of the population uses the trails for commuting to work or school specifically.

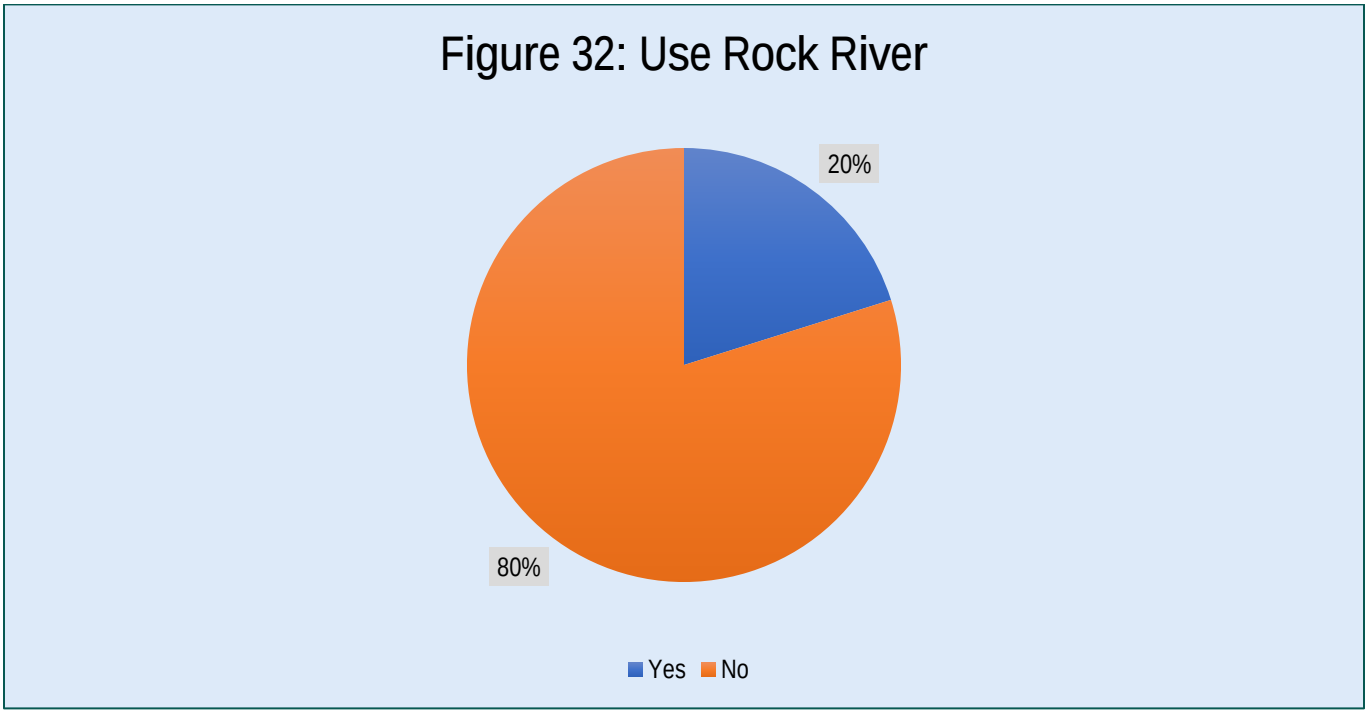
Question 14: When using the trail do you ever make any purchases?



Question 14 is intended to gauge the number of individuals who use the trails (even if rarely or infrequently) to make purchases.

Approximately one in four surveyed trail users (27%) indicated that they made a purchase while using the trail. This is an increase from 2016 when 19% of trail users made purchases, but well below 2013 when nearly two in five trail users (37%) made purchases. The most common response from users was that they liked to buy ice cream while on the trail.

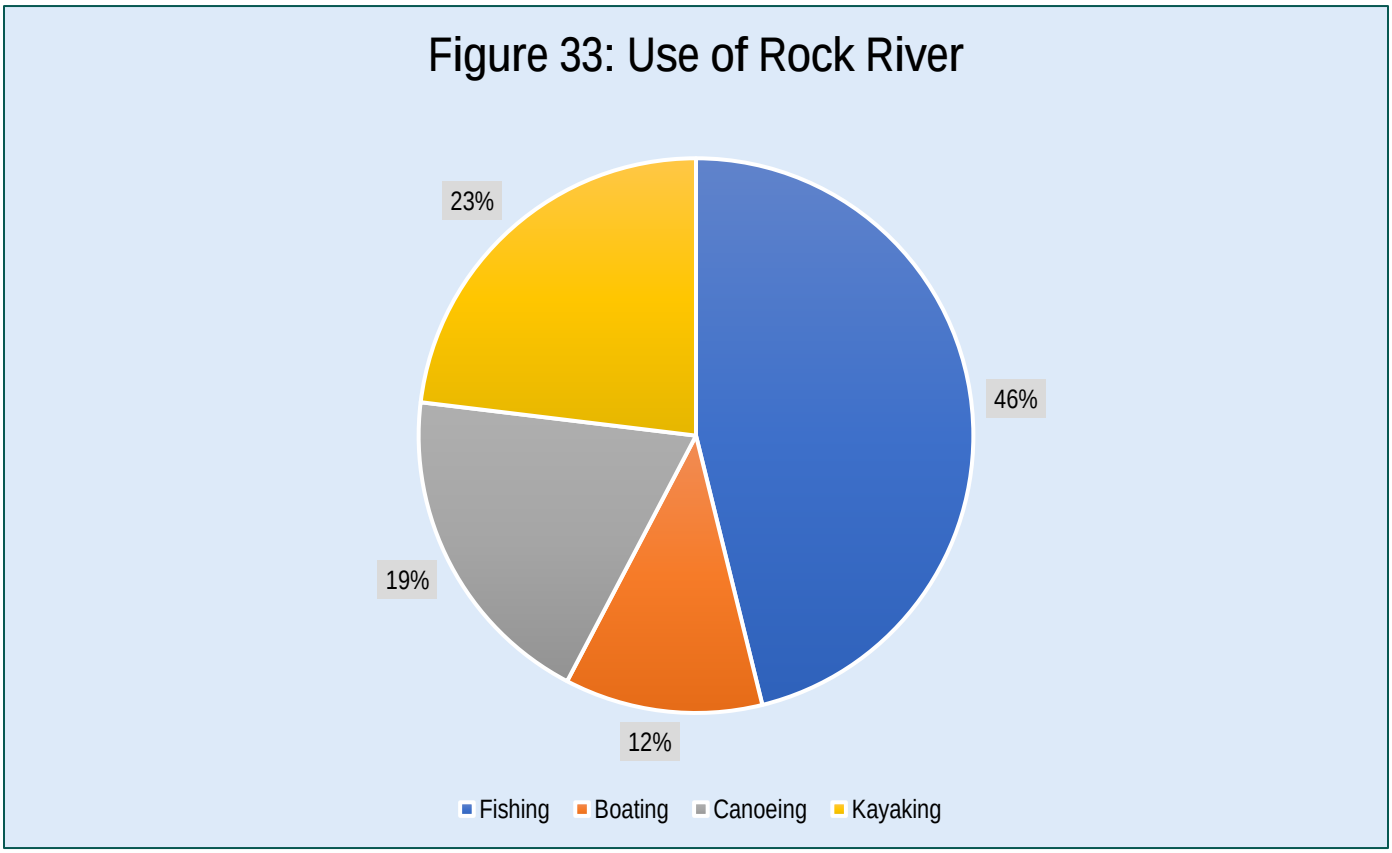
Question 15: Do you use the Rock River?



Question 15 is intended to gauge use of the Rock River by Janesville residents. The trail locations along the Ice Age Trail, Downtown, Monterey Park, and Peace Trail are all parallel to the Rock River.

Only one in five respondents (20%) said they use the Rock River. In 2016, approximately two in five respondents (37%) said they used the Rock River. Among a number of individuals, there is a perception that the Rock River is dirty and polluted.

Rock River Use

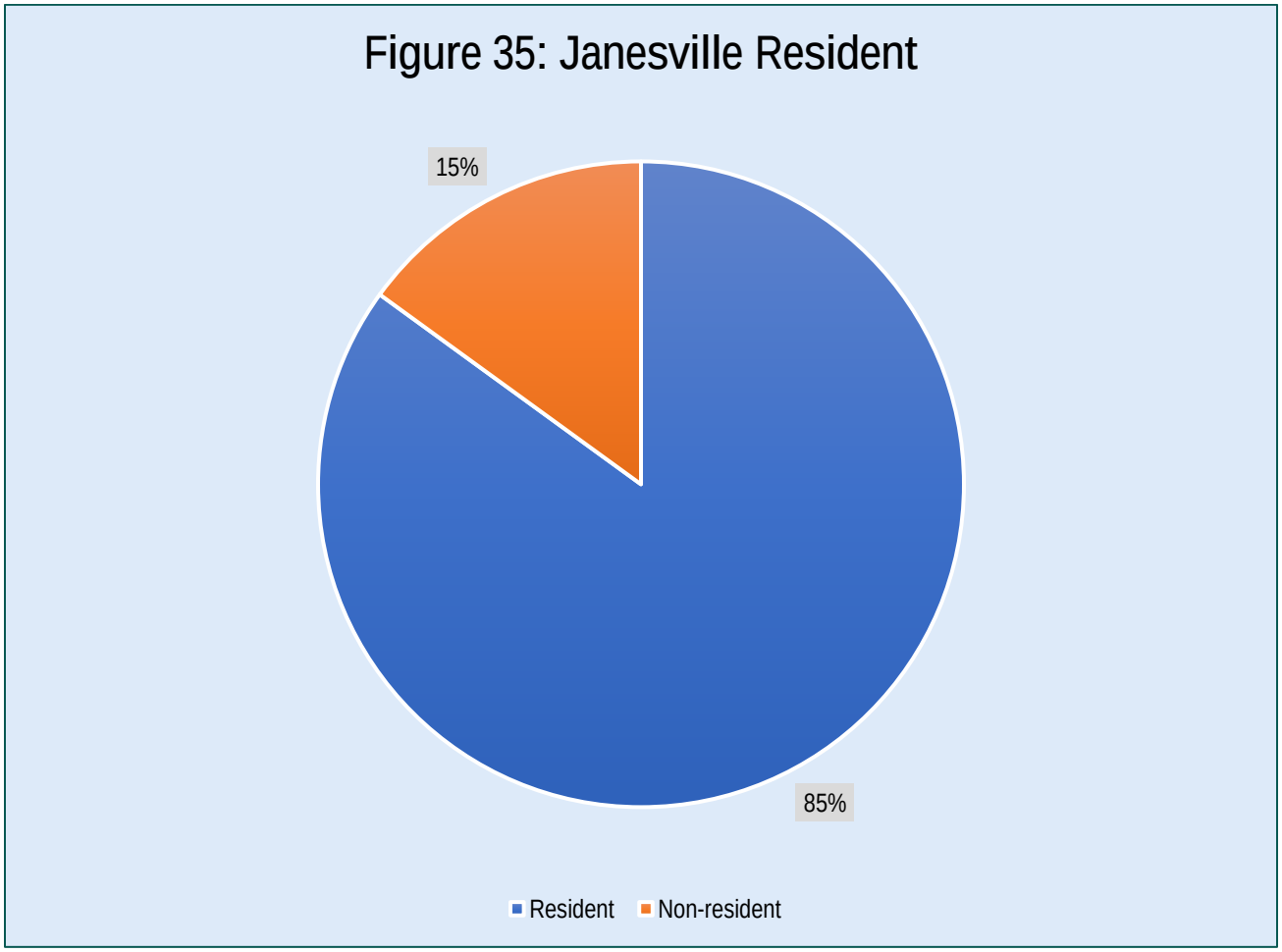


Twenty-six respondents indicated that they use the Rock River, with almost half (46%) using the Rock River for fishing. Kayaking, canoeing, and boating were other reported uses. No users of the Rock River stated they used the river for swimming.

Question 16: Are there any destination(s) you would like to see future trails serve?

This question was asked to determine where trail users would like to see an expansion in the paved trails system. The most popular destination reported was Milton with 24 surveyed trail users requesting that destination, followed by Beloit with 12 surveyed trail user responses.

Question 17: Are you a Janesville Resident?



In 2010, 10% of surveyed trail users were not Janesville residents. In 2013, 11% of surveyed trail users were not Janesville residents. In 2016, 14% of surveyed trail users were not Janesville residents. In 2019, 15% of surveyed trail users were not Janesville residents, signifying a continued increase in out of town visitors.

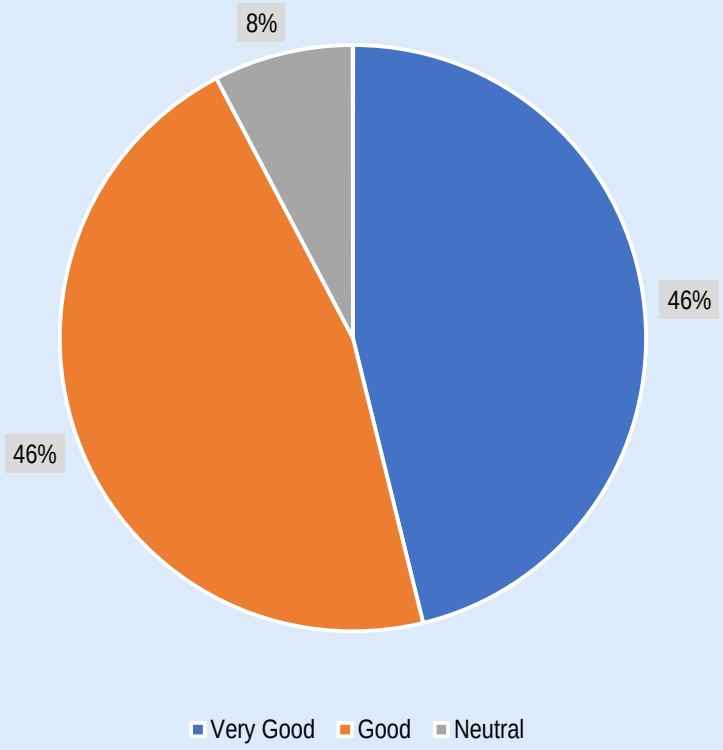
Given the results from **Question 10**, indicating how far users had to travel to arrive at the trails, the results of question seventeen are as expected. With 81% of surveyed trail users traveling less than five miles to arrive at the trail, it would be assumed that most of them would also be Janesville residents.

Chapter 4: Online & Post Card Results

Question 1: How would you rate your overall experience on the trail?

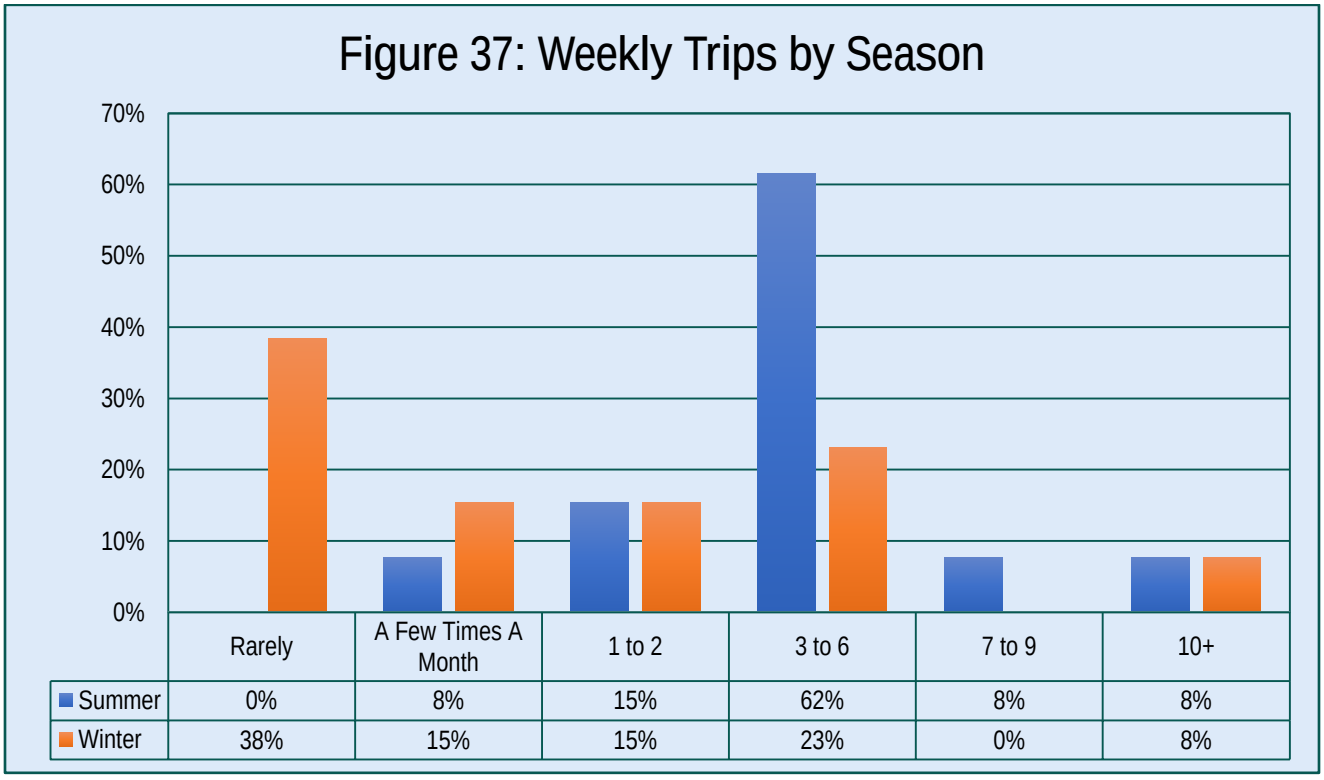
Forty-six percent of respondents replied that their experience was "*very good*" and 46% was "*good*". One respondent replied neutral. These respondents showed a higher percentage of individuals feeling "*good*" instead of "*very good*" compared to the in-person questionnaire.

Figure 36: Satisfaction w/ Trail System



Question 2 and 3: How many times per week do you use the trail in summer/winter?

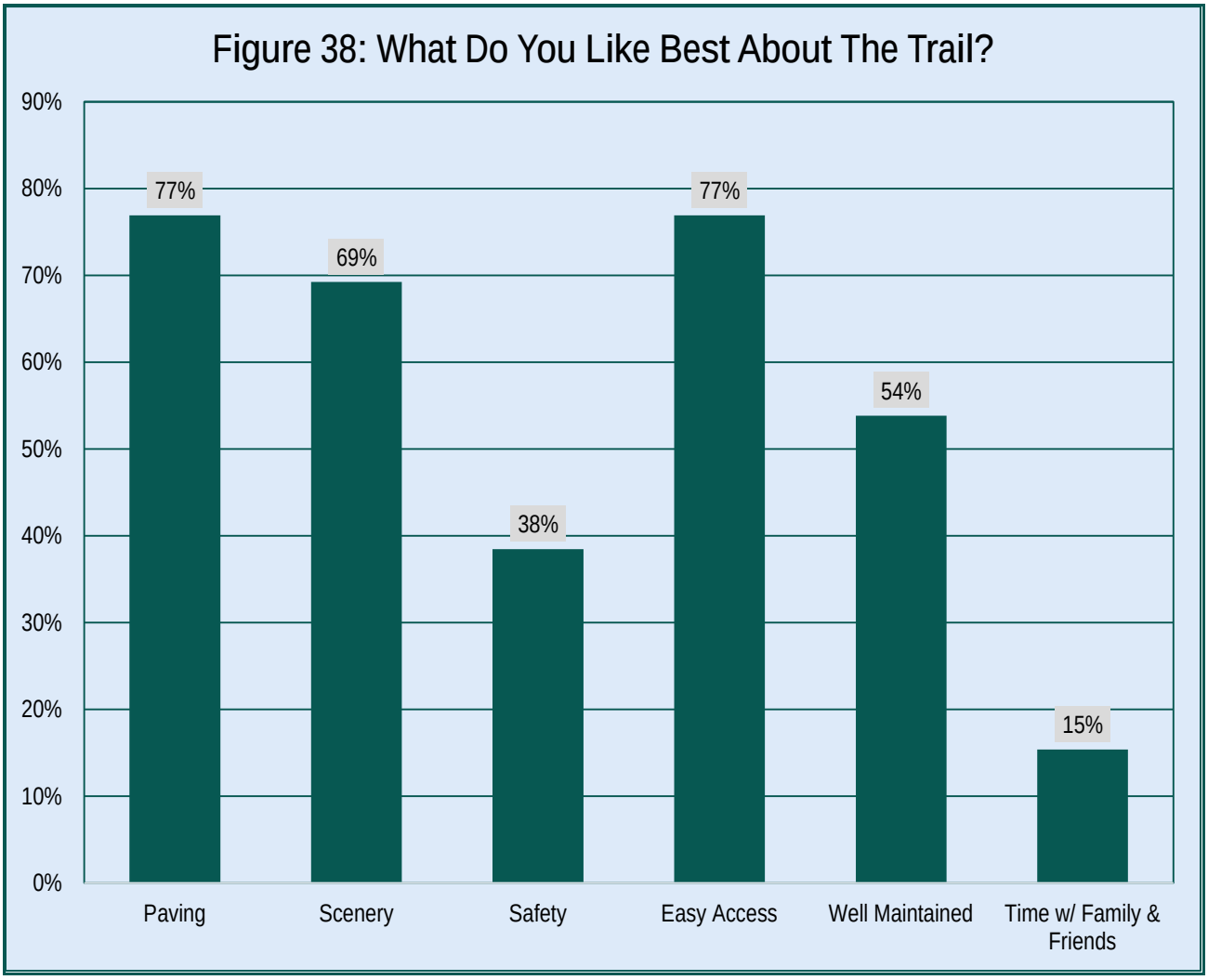
Responses to these questions were similar to the in-person surveys. Most respondents indicated that they use the trails three to six times a week in the summer months and rarely in the winter months.



	Rarely	A Few Times A Month	1 to 2	3 to 6	7 to 9	10+
Summer	0%	8%	15%	62%	8%	8%
Winter	38%	15%	15%	23%	0%	8%

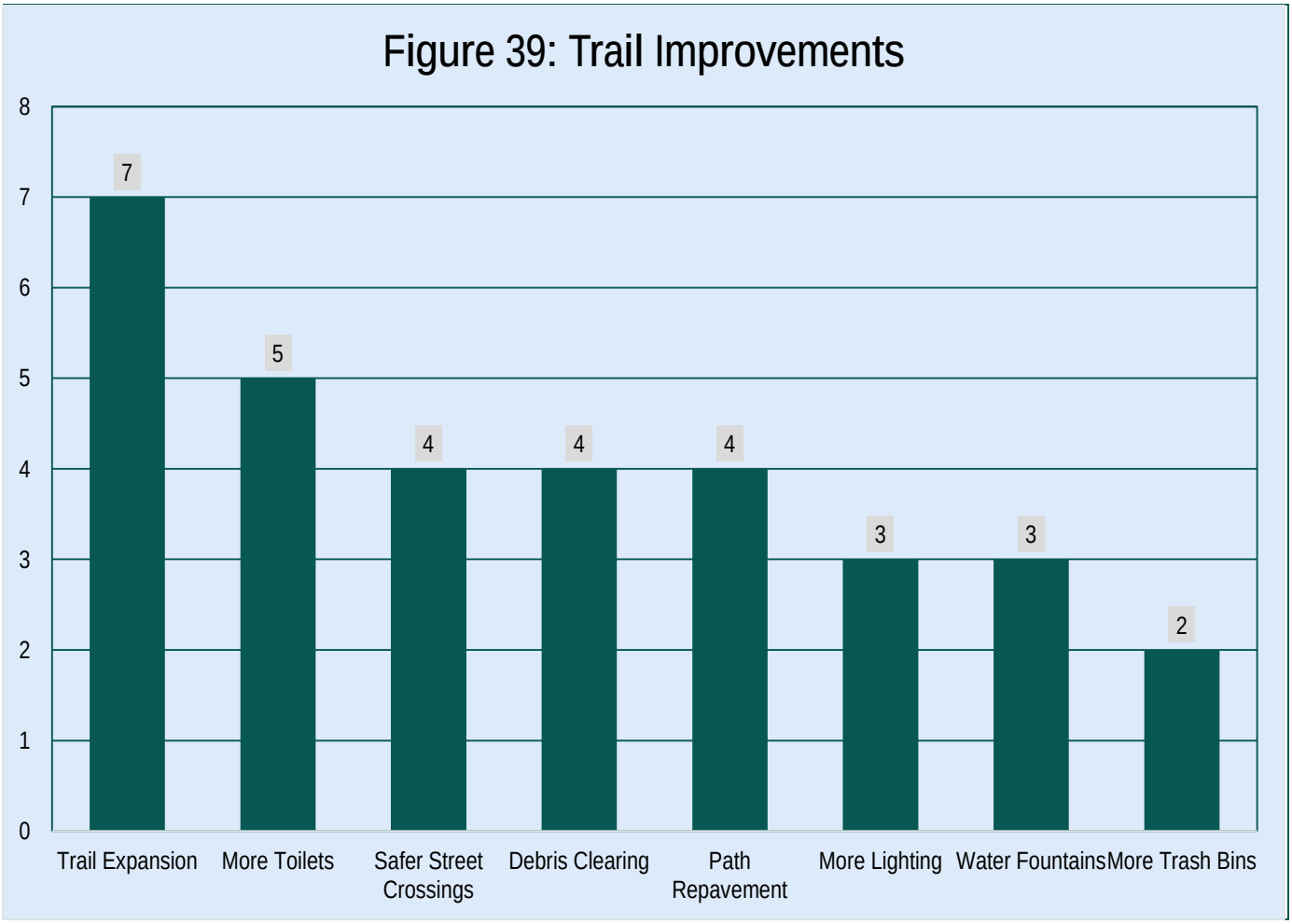
Question 4: What do you like best about the trails?

Question 4 followed a similar pattern to the in-person survey with a significant number of respondents replying that they liked the paving, scenery, and easy access to the trails the best. However, paving was 22% higher in online and postcard responses, potentially due to a higher concentration of bicyclists answering via postcard.



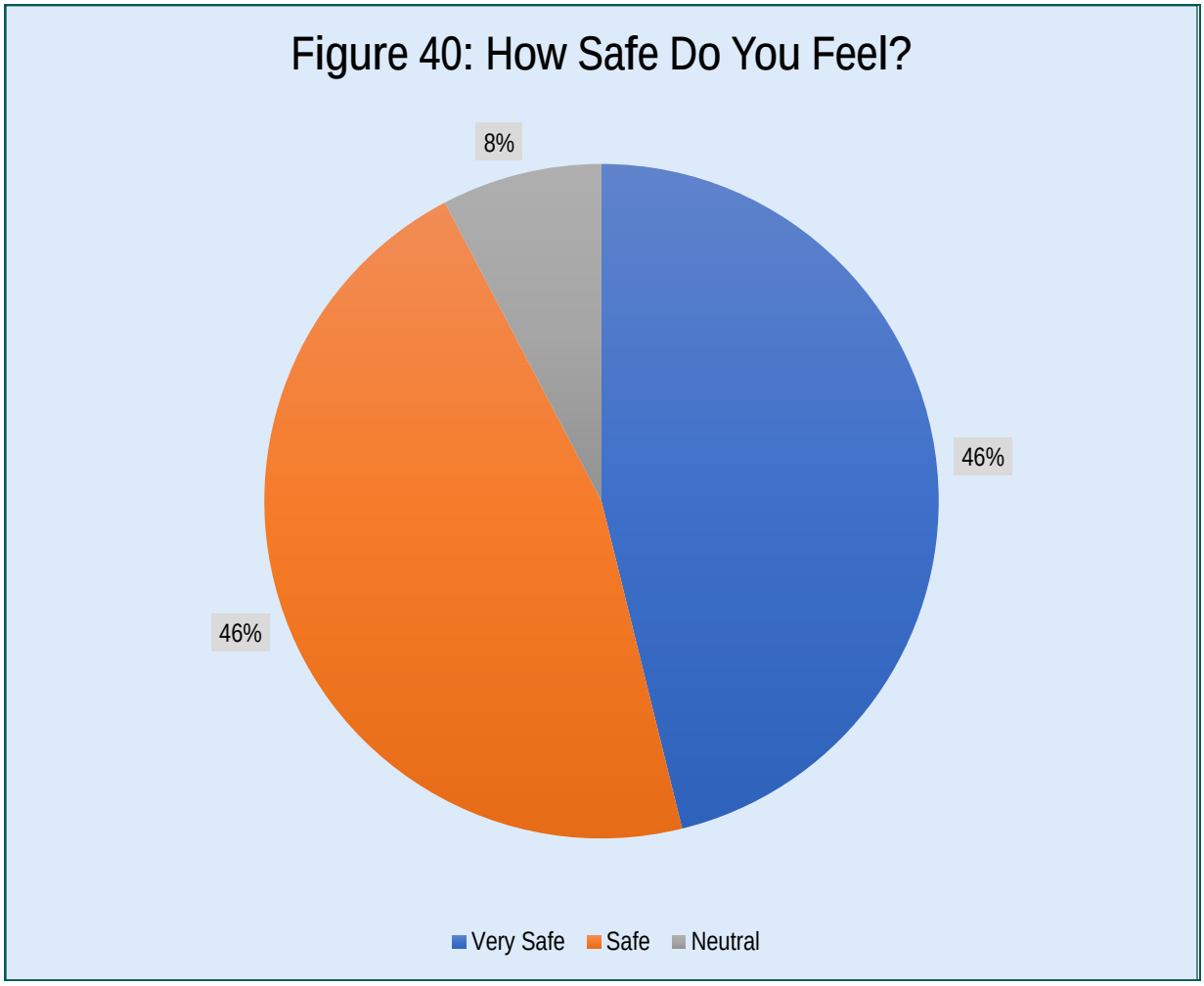
Question 5: What improvements would you like to see?

Similar to the in-person survey, many respondents recommended trail expansion/extension as well as the addition of more toilets. Respondents did not recommend water fountains to the degree that in-person survey respondents had.



Question 6: How safe do you feel on the trails?

The online and postcard responses to this question diverged from in-person survey responses. Only 46% replied "*very safe*", 46% answered "*safe*", and only one respondent said they felt "*neutral*". These respondents showed a higher percentage of individuals feeling safe instead of very safe compared to the in-person questionnaire.



Chapter 5: Conclusion & Observations

With the completion of the 2019 Trail User Survey, timely data on trail user demographics, preferences, and activity over the past decade exists that staff can utilize for the next three years.

Examining annual estimates of 291,992 (2016) and 296,091 (2019), it appears that trail use has slightly increased over the past three years. The following additional observations should also be noted.

- The observed number of seniors using the trails grew, but adults are still the majority of observed users.

- Men were observed to be the majority of users during the survey period, but 2019 showed a notable increase of women observed using the trails. The increase in the feeling of safety among women in 2019, which has been discussed as a barrier for female users since 2010, shows movement closer to gender parity amongst trail users in the City of Janesville.

- Observed walking and running on the trails have increased. Nine in ten surveyed users who walked or ran to the trails travelled three miles or fewer to arrive at the trails. Nearly eight in ten traveled five miles or fewer while on the trails and nearly half use the trails seven or more times a week in the summer months.

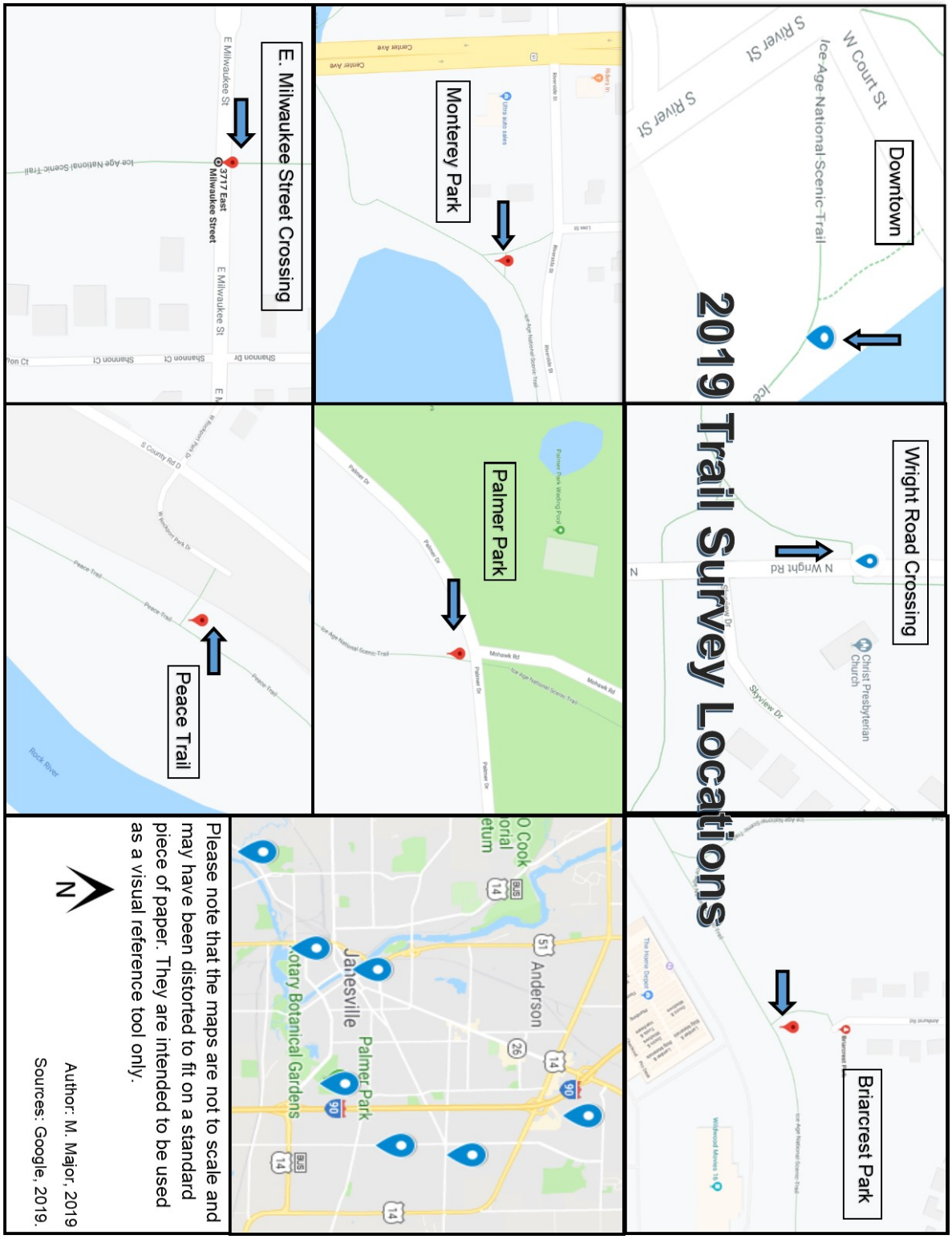
  This indicates that a growing portion of trail users use the trails every day for relatively short trips, arrive to the trails on foot, and live close to an access point.

  If the number of access points near residential areas increases, survey results indicate, that the number of frequent trail users could potentially increase.

  This would also help increase the amount of women trail users since women are much more likely to be walking on the trail compared to men (**Figure 5**). Increased trail traffic was also mentioned (**Question 6**) as a desired strategy by women as a way of increasing trail safety.

Image 7: Peace Trail

APPENDIX A: Trail Survey Locations



APPENDIX B: Survey Instruments

Janesville Trail User Observation Survey

M T W Th F Sa Su Date: Start Time: End Time:

Location: _____ Surveyor Name:_____ Page ___of____

Weather: Sunny Cloudy Rainy Windy

Count	Activity									Age				Gender	
#	Biking	Helmet? (Y/N)	Walking	Running/Jogging	Skating	Stroller (baby)	Fishing	Wheelchair	Other	Child	Teen	Adult	Senior	Man	Woman
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															

Count	Activity									Age				Gender	
#	Biking	Helmet? (Y/N)	Walking	Running/Jogging	Skating	Stroller (baby)	Fishing	Wheelchair	Other	Child	Teen	Adult	Senior	Man	Woman
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															

Observation: If surveying near Rock River did you see any boats, canoes, kayaks, or other watercraft in use?

_____

Notes:_____

_____

Janesville Trail User Survey 2019 Questionnaire

M T W Th F Sa Su Date: Time:

Location: _____ Surveyor Name:_____

"Excuse me, may I ask you a few questions? I am with [name of organization] assisting the City of Janesville with an effort to learn more about city trail users' habits and preferences, as well as suggestions for future trail improvements. This should take around a minute to complete and is anonymous and will be completely confidential. You may decline to answer any questions."

1) Age? _____

2) Gender: Man Woman Other

3) Overall, how would you rate your satisfaction with the trail?

Very Good Good Neutral Poor Very Poor

4) What do you like best about the trail? (Circle all that apply)

Paving Scenery Safety Easy Access Well Maintained

Time with family/friends Other_____

5) What type of trail improvements would you like to see? (Circle all that apply)

Path Repavement More Lighting Debris Clearing More Trash Bins

More Toilets Trail Expansion Safer Street Crossings

Water Fountains Other_____

6) How safe do you feel using the trails?

Very Safe Safe Neutral Unsafe Very Unsafe

*If neutral or unsafe, what would help you feel more comfortable on this section of trail?

_____

_____

7) On average, how many times per week do you use the trail in the summer months?

Rarely A few times a month 1-2 3-6 7-9 10 or more

8) On average, how many times per week do you use the trail in the winter months?

Rarely A few times a month 1-2 3-6 7-9 10 or more

9) How did you get to the trail today?

Drive Bike Walk/Run Bus Skate Other_____

10) How far did you travel to arrive at the trail?

0-3 miles 4-5 miles 6-10 miles 11-15 miles more than 15 miles

11) How far do you usually travel while on the trail?

0-3 miles 4-5 miles 6-10 miles 11-15 miles more than 15 miles

12) What is the purpose of your trip today? (circle all that apply)

Recreation/exercise/fitness training commuting to work/school shopping

13) Do you ever use the trail to commute to work/school? Yes No

14) When using the trail, do you ever make any purchases? Yes No

15) Do you use the Rock River? Yes No -if Yes (circle all that apply)

fishing swimming water sports boating canoeing kayaking

Other (specify):_____

16) Are there any destination(s) you would like to see future trails serve?

_____

17) Are you a Janesville Resident? Yes No

18) Other Comments (Optional)

_____

_____

"Thank you"

Any additional questions or comments can be directed to:

City of Janesville
Planning Division
Municipal Building
18 N. Jackson St.
PO Box 5005
Janesville, WI 53547 608.755.3154 or 608.755.3095

APPENDIX C: Trail Count Totals

Location	Date	7am-9am	Noon-2pm	5pm-7pm	8am-10am	10am-Noon	Noon-2 pm	Grand Total
Briarcrest								
	18-Jun	10		21				31
	19-Jun	7						7
	25-Jun			33				33
	27-Jun			5				5
	29-Jun					15		15
Downtown								
	18-Jun		19					19
	19-Jun	5		5				10
	20-Jun		12					12
	27-Jun		3					3
East Milwaukee								
	19-Jun		5					5
	20-Jun			36				36
	25-Jun		15					15
	26-Jun	27						27
	29-Jun					15	14	29
Monterey								
	18-Jun		22					22
	19-Jun	1	4					5
	20-Jun		7					7
	26-Jun		18					18
	27-Jun	23						23
Palmer								
	18-Jun	20						20
	20-Jun	39	30					69
	25-Jun	60	10					70
	26-Jun	20						20
Peace								
	20-Jun			30				30
	25-Jun	39						39
	26-Jun	22	22					44
	27-Jun		6					6
Wright								
	18-Jun		40					40
	19-Jun	7						7
	20-Jun	22						22
	26-Jun			28				28
	30-Jun				20	20		40
Grand Total		**302**	**213**	**158**	**20**	**50**	**14**	**757**

APPENDIX D: Question 18: Other Comments (Optional)

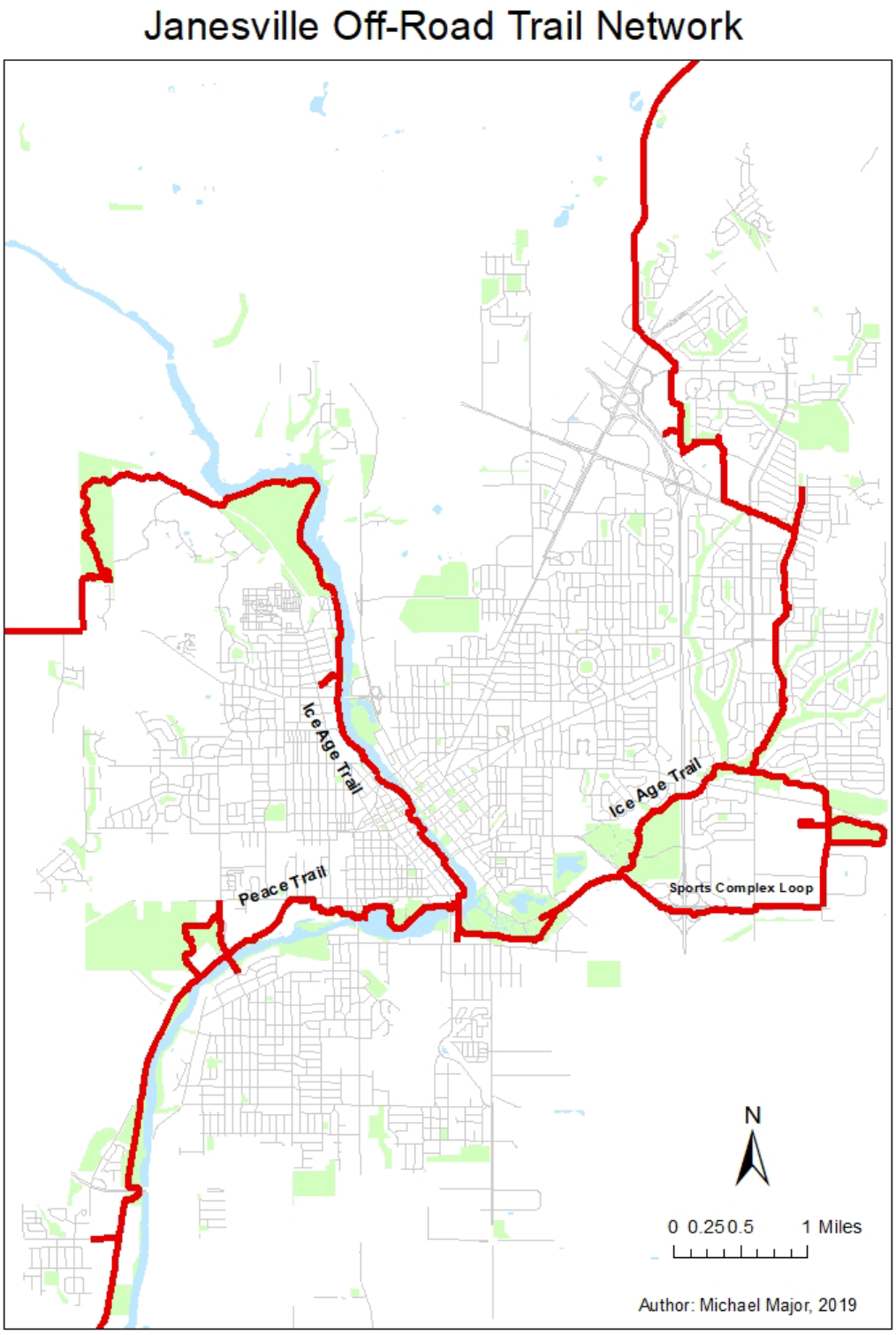
Comments
I feel that the trails should be open to dogs year round. Those of us with dogs pay taxes to the city, and we also have to license our dogs. As taxpayers, it is only fair that dogs & people are allowed to use the trails year round.
Educate drivers on street crossings. Street crossings are dangerous even with signs.
Too often large portions of the trail are closed.
Keep it clean, keep it maintained.
Connect Trails to make longer. Plow trails in winter.
Construction forces bikers to bike in dangerous conditions
Clear Goose Poop at Monterey
We love the trails. Janesville's best asset!
We love the trails
I love the trails. Janesville's best asset.
Spray for mosqitoes
Wonderful trails!
I enjoy walking dog along trail every morning.
I am very happy with Janesville park and trail system.
Trail North of Briarcrest needs to be better maintained.
Plow Peace Trail by HWY 11
Thank you to volunteers who work on trails.
John Paul is too dangerous to connect.
One of the best things about Janesville.
Absolutely love it and the greenbelt, great quality of life.
Trails are underutilized and need to be advertised more.
Love the trails. They are a great asset to Janesville.
Construction is very disruptive in the Summer. Don't remove trail if you are not ready to replace it.
Plow paths in Winter
Ever since Monterey dam removed haven't gone fishing.
Pave the gravel trails
I appreciate the trail
I love it. I ride here a lot.
We love the trails, that's why we live here.
No dog rules are not being followed
Love the trails!
Trails are one of the greatest features in Janesville!

APPENDIX E: 2019 Survey Questions

Question #2	*"Gender: Man Woman Other"*
	The 2016 questionnaire asked users to mark their "Sex" and prompted them to either answer "Male" or "Female". The 2019 questionnaire now asks users to mark their "Gender" and promoted them to answer either "Man", "Woman", or "Other". The modification was done to be more inclusive to individuals who do not identify as either male or female.
Question #5	*"What type of trail improvements would you like to see? (Circle all that apply)* *Path Repavement* *More Lighting* *Debris Clearing* *More Trash Bins* *More Toilets* *Trail Expansion* *Safer Street Crossings* *Water Fountains* *Other_____"*
	The 2016 survey asked users to list what improvements they would like to see. These improvements were then listed in an appendix in 2016 report. Staff believe that this information would be better used and consumed if it could be quantified. To do this staff decided to review the list and select the most common improvements suggested. The question in the 2019 questionnaire now prompts the user with 8 of the most common improvement suggestions and also provides them with the opportunity to mention something different with an "other" option.
Question #6	*"How safe do you feel using the trails?* *Very Safe Safe Neutral Unsafe Very Unsafe* **If neutral or unsafe, what would help you feel more comfortable on this section of trail?* *_____"*
	A gender difference in safety emerged from previous trail surveys, where women felt less safe on some segmen of trails. In an effort to understand how trails can be improved to help individuals feel safer on the trail staff added a follow-up question for any trail users that said they felt neutral or unsafe using a trail.
Question #11	*"How far do you usually travel while on the trail?* *0-3 miles 4-5 miles 6-10 miles 11-15 miles more than 15 miles"*
	This question was added to gauge the distance that trail users usually travel while on a given trail. Staff believe this will help elaborate on travel behavior and trends.

Question #16	*"Are there any destination(s) you would like to see future trails serve? _____"*
	This question was added to the questionnaire to help gauge the demand for future trail connections and where individuals wish those connections would take place. This question was taken from the post-card version of the 2016 survey.

APPENDIX F: Janesville Off-Road Bike Trails



JANESVILLE AREA

Metropolitan Planning Organization (MPO)

2019 Trail User Survey

Janesville, WI

Summer, 2019

Janesville Area Metropolitan Planning Organization (MPO)