Northwest Arkansas and Southwest Missouri Trail Plans, Trail System, and Trail System Results

Green Project Examples with Results
Vision Statement:
Northwest Arkansas' trail and roadway system will comfortably, safely, and efficiently accommodate bicycle and pedestrian transportation. The linking of local and regional attractions will make the area a world-class bicycle and pedestrian destination. Walking and bicycling will become common, enjoyable, and viable transportation and recreation choice that promote active living and a high quality of life in Northwest Arkansas.
Local Decision Making
With A Common Vision

Every community in the region is unique and will develop in its own way – but will do so with a common vision of becoming more walkable, bikeable and livable places for residents, visitors, and businesses in NWA and Southwest Missouri.
1. AVOCA
2. BELLA VISTA
3. BENTONVILLE
4. BETHEL HEIGHTS
5. CAVE SPRINGS
6. CENTERTON
7. DECATUR
8. ELKINS
9. ELM SPRINGS
10. FARMINGTON
11. FAYETTEVILLE
12. GARFIELD
13. GATEWAY
14. GENTRY
15. GOSHEN
16. GRAVETTE
17. GREENLAND
18. HIGHFILL
19. JANE, MO
20. JOHNSON
21. LINCOLN
22. LITTLE FLOCK
23. LOWELL
24. PEA RIDGE
25. PINEVILLE, MO
26. PRAIRIE GROVE
27. ROGERS
28. SILOAM SPRINGS
29. SPRINGDALE
30. SPRINGTOWN
31. SULPHUR SPRINGS
32. TONTITOWN
33. WEST FORK
34. WINSLOW
35. BENTON COUNTY
36. McDONALD COUNTY
37. WASHINGTON COUNTY

Note: Communities over 1000 population shown in green with Community Plan
Additional Communities with plans adopted and amended into Regional Plan

The vision for this plan is possible with the Razorback Regional Greenway serving as a ‘spine’ (in red) and local communities connecting into a regional network.
Razorback Regional Greenway

- Bentonville, Fayetteville, and Rogers completed northern and southern portions of what subsequently became the Greenway.

- In 2011, secured TIGER II federal funding and a generous grant from the Walton Family Foundation to construct approximately 18 miles of connecting trail to complete the Razorback Regional Greenway.

- The facility officially opened in May of 2015.
Razorback Regional Greenway

- 38-mile north-south trail system that connects hundreds of thousands of residents to destinations across Benton and Washington Counties
## Trail Mileage Comparison

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>% Increase 2016-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shared Use Paved Trails</strong></td>
<td>108</td>
<td>142</td>
<td>154</td>
<td>42.59%</td>
</tr>
<tr>
<td><strong>Soft Surface Trails</strong></td>
<td>143</td>
<td>218</td>
<td>253</td>
<td>76.92%</td>
</tr>
<tr>
<td><strong>Total Miles</strong></td>
<td>251</td>
<td>360</td>
<td>407</td>
<td>62.15%</td>
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Trails and Cycling Results in Northwest Arkansas

SUMMARY – WALTON FAMILY FOUNDATION STUDIES

Economic and Health Benefits of Bicycling in Northwest Arkansas

2017 Northwest Arkansas Trail Usage Monitoring Report

Summary Findings:
The study showed that average daily weekday bicycle volumes per study site increased by about 52% between 2015 and 2017, from 142 daily cyclists to 197 cyclists per site on average, and by about 14% on weekends, from 258 cyclists to 298 cyclists. The estimated average weekday off-road trail use increased from 577 cyclists per site in 2015 to 603 cyclists per site in 2017.

The study showed that Northwest Arkansas has high cyclist use compared to other more densely populated areas. For example, the sum of the top three sites with the highest daily cyclist use in 2016 was greater than the top three sites with the highest daily cyclist use in San Francisco. Comparing cycling levels for the three highest activity sites for each divided by population (per capita), Northwest Arkansas (0.42) is higher than Portland (0.25) and Minneapolis (0.24). Vancouver (0.21) and Portland (0.04).

The study also indicated that the off-road trails are used for both recreation and recumbent use. Recycle, for example, has a double-parking pattern that typically indicates that these paths are being used for recreation trips, such as school or work trips. Weekend cycling by hour of day showed a single peak, suggesting that travel is more recreational in nature. The analysis also showed that there are more cycling in areas of higher population.

In comparison to travel patterns for cyclists, pedestrian activity shows different results. On average, the study showed that the number of pedestrians per site increased by about 5% between 2015 and 2017, from 141 daily pedestrians to 1056 pedestrians per site on average, and by about 10% on weekends, from 171 pedestrians to 292 pedestrians. The estimated average annual pedestrian volumes per study site grew between 2015 and 2017 by 10%, from about 58,000 to 63,000 pedestrians per year per site.

Results relate to other more densely populated areas of the US remain similar. For example, comparing pedestrains for the three highest pedestrian sites for each divided by population (per capita), Northwest Arkansas (0.75) is higher than San Diego County (0.51) and Category (0.80). Also similar to cycling, pedestrian use is the same on weekends, trails show recreational walking patterns. The relationship between low-income areas and greater pedestrian trail usage is consistent with the cycling trends.

Project Overview:
The Walton Family Foundation has made significant investments in developing a robust trail network in the Northwest Arkansas region. Since 2015, the network has expanded by 35 miles of new divided paths, about 17 miles of new natural surface bike trail, 30 miles of new recreation trail, and 1 mile of new neighborhood path, and 9.3 miles of new shared roadway facility.
<table>
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<th>METHODOLOGY</th>
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<tr>
<th>Business Benefits</th>
<th>Health Benefits</th>
<th>Additional Benefits</th>
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<tbody>
<tr>
<td>Tourism</td>
<td>Morbidity (avoided health care costs for active residents)</td>
<td>Model of property values</td>
</tr>
<tr>
<td>Household spending</td>
<td>Mortality (using the WHO HEAT model and household survey)</td>
<td>Residential development</td>
</tr>
<tr>
<td>Bicycle retail</td>
<td></td>
<td>Retention</td>
</tr>
</tbody>
</table>

**Avoids double counting & provides estimate of annual direct economic contribution in region**

**Quantify the health benefits of current and future levels of bicycling**

**Assess the impact of bicycle facilities on residential property values**

**Learn about role bicycle facilities play in development decisions**
Overall Economic Benefits

Total annual benefits of bicycling in Northwest Arkansas

- Total business benefits: $51,009
- Total health benefits: $86,279
- Total impact: $137,288

# Methodology

## Business Benefits
- Tourism
- Household spending
- Bicycle retail

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## Health Benefits
- Mortality (using the WHO HEAT model and household survey)
- Morbidity (avoided health care costs for active residents)

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## Additional Benefits
- Model of property values
- Residential development
- Retention

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### Notes:
- Avoids double counting & provides estimate of annual direct economic contribution in region
- Quantify the health benefits of current and future levels of bicycling
- Assess the impact of bicycle facilities on residential property values
- Learn about role bicycle facilities play in development decisions
Estimates of the economic benefits of bicycling (in $ thousands)

- $51,009 in total economic benefit
- $26,947 from Tourism
- $21,230 from Household and Resident Spending
- $2,832 from Bicycle Retail and Retail Sales Tax

In the last year...

55% of Strava mountain bikers are visitors from outside NWA

75,119 NWA residents reported hosting a visiting bicyclist
**Business Benefits**
- Tourism
- Household spending
- Bicycle retail

**Health Benefits**
- Mortality (using the WHO HEAT model and household survey)
- Morbidity (avoided health care costs for active residents)

**Additional Benefits**
- Model of property values
- Residential development
- Retention

- Avoids double counting & provides estimate of annual direct economic contribution in region
- Quantify the health benefits of current and future levels of bicycling
- Assess the impact of bicycle facilities on residential property values
- Learn about role bicycle facilities play in development decisions

World Health Organization (WHO)
Health Economic Assessment Tool (HEAT)
Estimates of the health benefits of bicycling (in $ thousands)

- $86,278
- $6,799 (Avoided Health Care Costs)
- $79,479 (Reduced Mortality Benefits)

Bicycling currently provides $79 million in reduced mortality benefits.

Increasing the miles ridden by residents...

- 10% could prevent an additional 1 death per year, resulting in $8 million in reduced mortality benefits.
- 30% could prevent an additional 3 deaths per year, resulting in $24 million in reduced mortality benefits.
- 60% could prevent an additional 6 deaths per year, resulting in $48 million in reduced mortality benefits.

Source: BBC Research & Consulting from WHO HEAT output.
A Typical Northwest Arkansas Home (excluding Fayetteville)*

- 1,999 sq. ft.
- 0.25 acre lot size
- 2 full bathrooms
- 11 years old
- 0.47 miles from Hwy/Interstate
- Benton County
- Bentonville School District

Price Tags:

- $204,500
- $213,000
- $219,300

Note: *Profile of a median home based on 20,493 home sales that took place in Benton and Washington Counties between January 2012 and October 2017. This profile excludes homes that are over 3 miles from a shared-use paved trail and homes that were located in Fayetteville.
Source: BBC Research & Consulting.
"[The trails are] crucial to the success of our region, I think it’s super important in terms of recruitment and talent retention, livability and quality of life."
BICYCLING PARTICIPATION

Percentage of Northwest Arkansas Residents that rode a bike 6 or more days in the last year

- Yes: 27%
- No: 73%

Cycling and the Local Economy

Bicycling in Northwest Arkansas provided $137 million in benefits to the economy in 2017. $86 million of this was in health care-related costs, and $51 million was in business benefits.

Source: Economic and Health Benefits of Bicycling in Northwest Arkansas
Cycling and Tourism

CYCLING PROVIDED ABOUT $27 MILLION IN NORTHWEST ARKANSAS TOURISM SPENDING BY OUT-OF-STATE VISITORS IN 2017

Source: Economic and Health Benefits of Bicycling in Northwest Arkansas
NEARLY 1/3 OF NORTHWEST ARKANSAS RESIDENTS CONSIDER THE AVAILABILITY OF PAVED BIKE INFRASTRUCTURE IMPORTANT IN DECIDING WHERE TO LIVE

Source: Economic and Health Benefits of Bicycling in Northwest Arkansas
Who Rides Bikes in Northwest Arkansas?

**Percentage of Residents Who Rode a Bike in the Last Year**

- **44%** Bentonville
- **35%** Fayetteville
- **32%** Rogers
- **30%** Springdale

Source: Economic and Health Benefits of Bicycling in Northwest Arkansas
Cycling Is on the Rise

ANNUAL BIKE USAGE IN NORTHWEST ARKANSAS INCREASED BY 24% BETWEEN 2015 AND 2017

2017 Northwest Arkansas Trail Usage Monitoring Report
Northwest Arkansas Is a Cycling Destination

NORTHWEST ARKANSAS HAS MORE CYCLISTS DAILY PER CAPITA USING ITS TRAIL SYSTEM THAN SAN FRANCISCO

Source: 2017 Northwest Arkansas Trail Usage Monitoring Report
More Pedestrians Are Using Trails

Trail usage by pedestrians in Northwest Arkansas has increased by 10%.

Source: 2017 Northwest Arkansas Trail Usage Monitoring Report
Northwest Arkansas and Southwest Missouri Trail Plans, Trail System, and Trail System Results

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Northwest Arkansas Regional Planning Commission

Thank You!