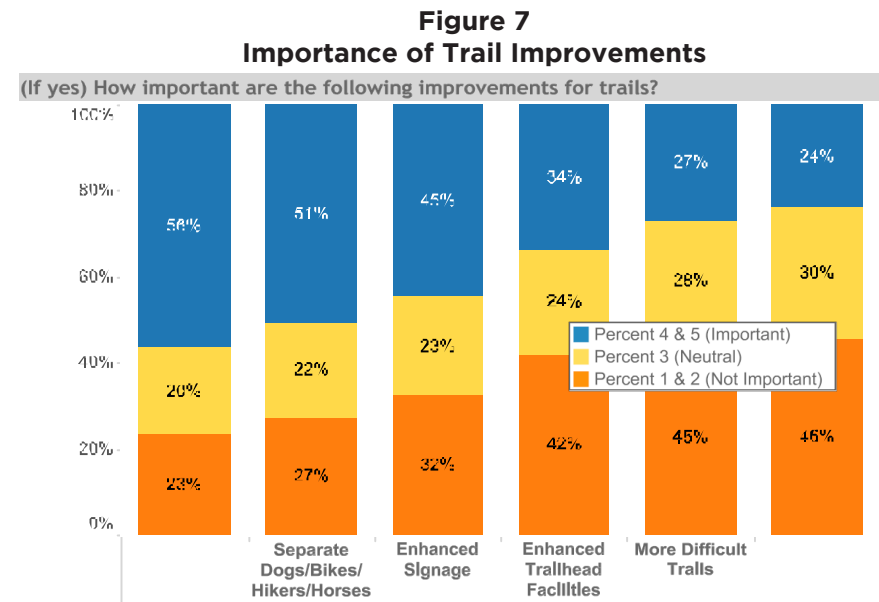


RESULTS, cont.

full results: www.friendsofpathways.org

RESPONDENTS IDENTIFY MORE LOOP TRAILS, SEPARATE USE AND ENHANCED SIGNAGE AS PRIORITY FOR IMPROVEMENT

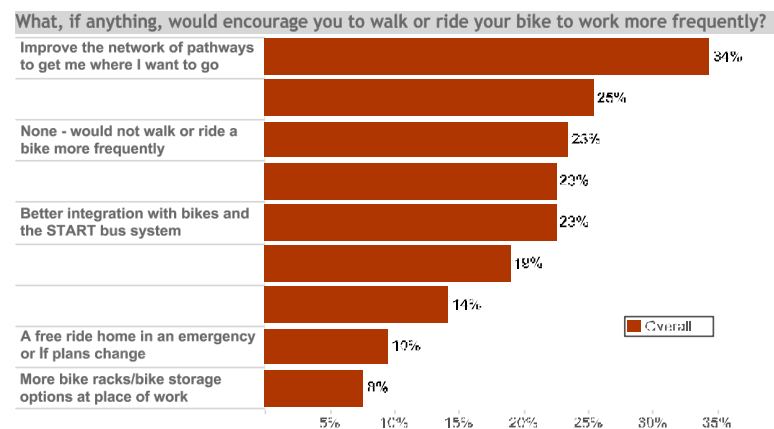
Respondents rated the level of importance of various potential trail improvements on a scale of 1 to 5, with 1 meaning “not at all important”, and 5 meaning “extremely important”.



IMPROVING THE NETWORK OF PATHWAYS AND LIVING CLOSER TO WORK WOULD ENCOURAGE MORE PEOPLE TO COMMUTE BY BIKE OR ON FOOT

Respondents reported up to three factors that would encourage them to walk or bike to work more frequently from a list of nine options.

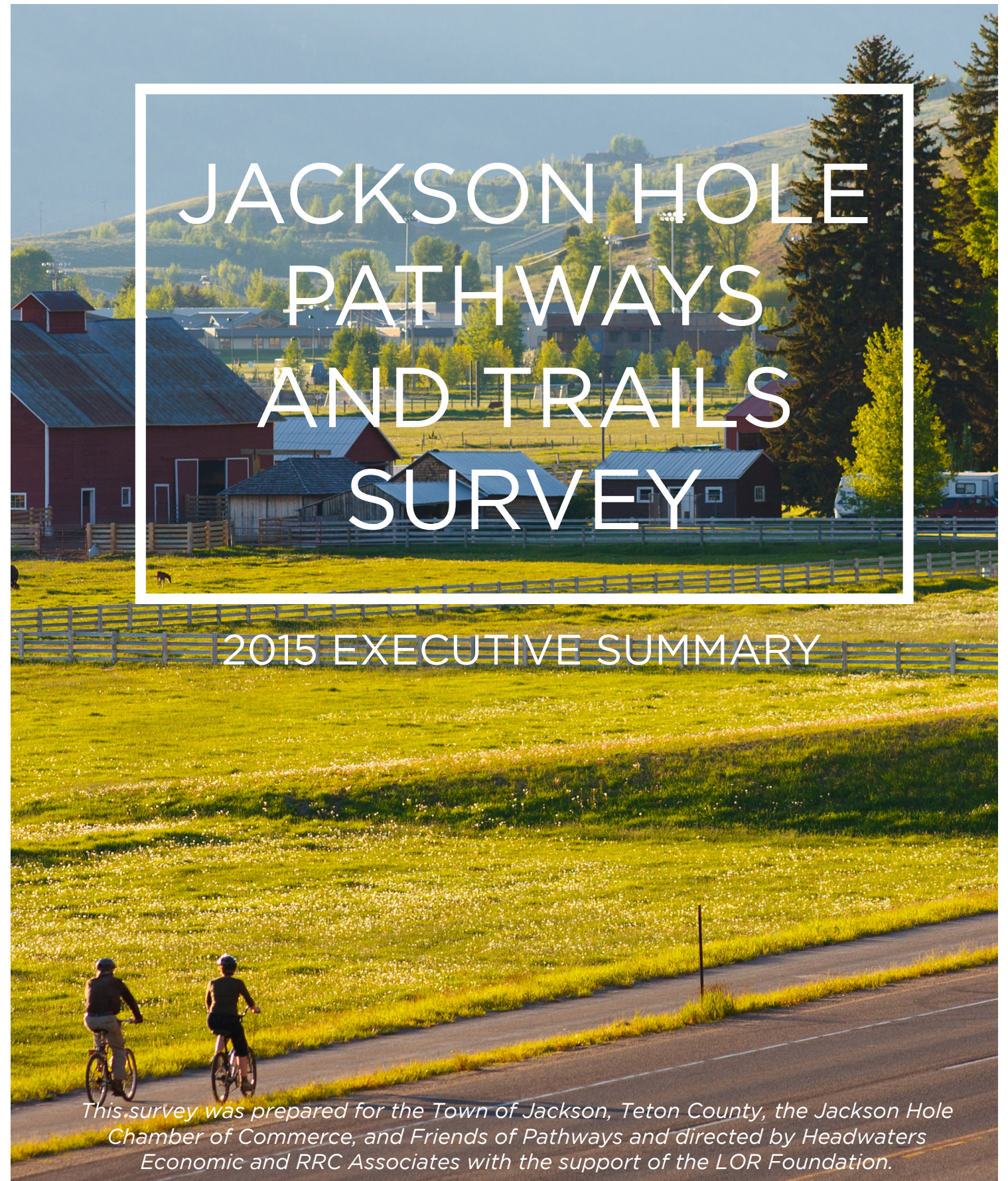
Figure 8
Factors that would encourage more frequent walking or biking



HOW WOULD YOU SPEND \$100 ON PATHWAYS AND TRAILS

If given \$100 to spend across several different potential pathways and trails improvements, respondents would give the most toward building new pathways/completing missing links in the existing system (\$38 allocated, on average). The next most identified funding priority was maintaining existing pathways (\$28), followed by better/safer intersections (\$10).

This survey was prepared for the Town of Jackson, Teton County, the Jackson Hole Chamber of Commerce, and Friends of Pathways and directed by Headwaters Economic and RRC Associates with the support of the LOR Foundation.



PATHWAYS AND TRAILS SURVEY RESULTS

full results: www.friendsofpathways.org

RESEARCH METHODS

Undertaken in late 2014 and early 2015, the survey was conducted using three methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample, and 3) an open-link online survey for members of the public who were not part of the invitation sample.

A total of 2,500 surveys were mailed to a random sample of Teton County residents in November 2014 with the option of returning an enclosed hard copy of the survey or responding online. The final sample size was 1,179 (389 from the invitation survey and 790 from the open link survey), resulting in a margin of error of approximately +/- 2.9 percentage points calculated for questions at 50% response.

9 out of 10 RESPONDENTS USE TRAILS AND PATHWAYS

Reported general usage patterns of pathways and trails were nearly identical, indicating the frequency of use of both systems are highly similar. Nine out of 10 respondents use the pathways and trails, **with 1 in 2 doing so frequently**. Only 9 percent of respondents noted they do not use pathways or trails at all.

Figure 1
Use of Pathways

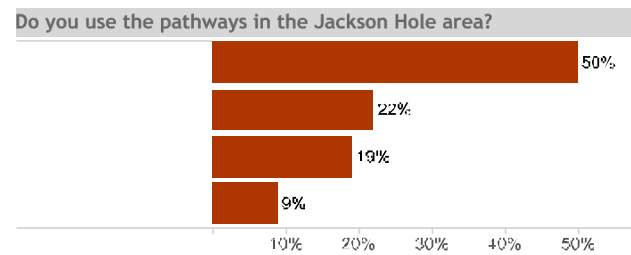
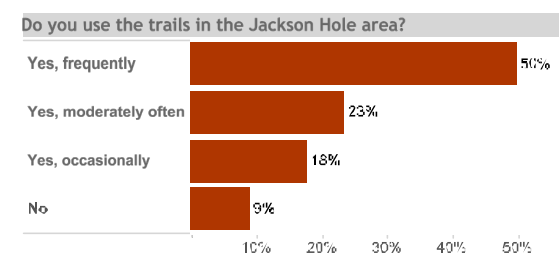


Figure 2
Use of Trails



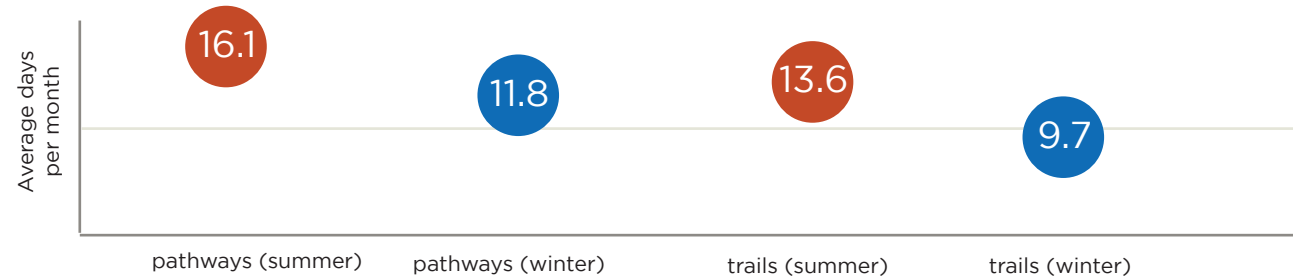
RESPONDENTS USE PATHWAYS AND TRAILS ROUGHLY EVERY OTHER DAY IN SUMMER AND EVERY THREE DAYS IN WINTER

Respondents estimated the days per month, on average, they personally use the pathways in the Jackson Hole area, both during summer (May through October) and winter (November through April). **Average monthly pathways use is 16.1 total average days per month in summer and 11.8 days in winter.**

Respondents also estimated the days per month, on average, they personally use the trails in the Jackson Hole area, both during summer and winter. **Average monthly trail use is 13.6 total average days per month in summer and 9.7 days in winter.**

Figure 3
Average Use of Pathways and Trails

(if yes, average use of pathways and trails by summer (May - October) vs. winter (November - April))



PATHWAYS ARE IMPORTANT FOR BOTH TRANSPORTATION AND RECREATIONAL PURPOSES, WHILE TRAILS USE IS OVERWHELMINGLY RECREATIONAL

When both pathways and trails systems were compared according to use, respondents indicated that pathways are important for both transportation and recreational purposes, while trails use is overwhelmingly recreational.

Figure 4
Share of Use: Pathways

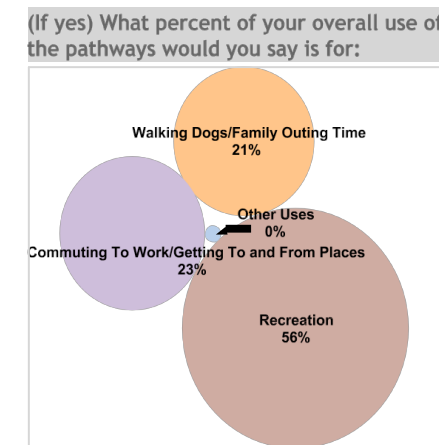
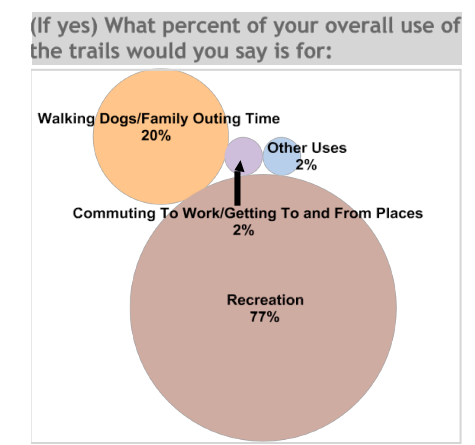


Figure 5
Share of Use: Trails



RESPONDENTS VERY SATISFIED WITH SUMMER PATHWAY AND TRAIL MAINTENANCE, NOT AS SATISFIED WITH WINTER MAINTENANCE

Respondents indicated their level of satisfaction with the maintenance and use of pathways and trails on a scale of 1 to 5, with 1 meaning "not at all satisfied," and 5 meaning "extremely satisfied".

Figure 6
Satisfaction with the Trails System

