Knock, knock – who’s there?

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Golf – Golf who? – Golfind something useful to do! *(maybe audit some trails!)*

Stopwatch – Stopwatch who – Stopwatch you’re doing and open this door!

Canoe – Canoe who? – Canoe tell me some better knock, knock jokes?
Is the door open, slightly ajar – or closed?

ERASS gives us what people are doing on a state wide basis

You built it – but are they coming?

How can we tell if our resources are being used

Examples?
Why open the door?

What can you gain from collecting the data?

- How do you know?
  - How many?
    - Who are they?

- Level of usage?
  - Sustainable?
    - How to maintain/sustain?
      - Current and future capacity?
Why open the door?

What can you gain from collecting the data?

- Expand, develop, improve?
- Why have it?
- Money well spent?
- Economic value?
- Other studies
- Regional perspective
- Tourism, economic development, planning
Door handle – or crow bar?

What methods or tools to use?

Type of facility

- Counters, sensors or cameras
- Analysis and observation
- Survey
- Catchment analysis

Numbers only?  Or wait, there’s more!
Door handle – or crow bar?

- Differentiate between cyclists and walkers
  - Use of resources
    - Partnerships
      - Observation
    - Validate data
Who's opened the door (apart from Jack)?

Case studies and examples?

One accurate measurement is worth a thousand expert opinions.

(Grace Hopper)
Trails and their gateway communities US (Complex study)

Where from?
Most users of the Gandy Dancer Trail reside locally or come from the nearby Twin Cities metropolitan area in Minnesota.

Why?
In general, hikers and bikers visited the trail for exercise, peace and quiet, and nature-related reasons.

What else?
Hikers and bikers tended to affiliate with and also take part in other non-motorised recreational activities.

How many?
Estimates on total annual use of the southern portion of the trail are 50,000 individual user visits (28,000 parties) between October 2006 and September 2007.

Income
Trail users represented an average household income of $78,000 which is higher than the average household income in Wisconsin.

How much?
Recreational use pressures were highest in the summer and were dominated by hikers and bikers, while winter use was weather dependent and dominated by snowboarders.

What age groups?
The average age of trail users encountered in this study was 47 years old.
Old Beechey Rail Trail – use of trackers

Description
Otway Ranges – Colac to Beech Forest – Length 45km segmented trail, compacted earth, undulating terrain, with a couple of steep section and various access points.

Method
Six trackers are placed at most popular parts of the trail, incorporated in timber chicanes. Heat sensitive, vandal proof, inconspicuous – 20 years battery life. Installed in 2010.

Data
Data is gathered every 2 months prior to a Section 86 committee meeting of representatives: delegates from neighbouring progress associations, land owners (licenses) Dept. Environment and Primary Industries reps, timber harvesters and council.

Beneficial
because prior to having the counters there was no method of data collection. Comparisons are available during peak visitor periods. No breakdown of the types of users.

Issues
At one point, wondered why there had been a spike in count – 68 000 counts. Because of heat sensitivity – the tracker on the end of the trail had picked up cows in the pasture adjacent to the tracker. Another time a spider web across the sensor caused a dip in numbers. If monitoring at regular intervals, problems can be caught early when they arise.
**Moreland City Council (Vic)**

Capital City Trail counter – recorded 306 712 users since October 2013

The $30 000 counter was placed in partnership with council and a local Velo Cycles store

Data will be used to support funding proposals to state and federal governments for better cycle infrastructure

**Albury City (NSW)**

Through survey, measured 85 cyclists travelling between Albury and Wodonga from 7am to 9am on a weekday, an increase on 27 cyclists from last year

**Recreational Trail Bikers’ Association (WA)**

Track trail and quad bikes, with date and time stamp for each record.

Weather conditions, weekday/weekend split and influence of school holidays

Durability of trails, maintenance and funding

**Manningham City Council (Vic)**

Walking trail Mallum Mallum Reserve, total numbers – to track use, monitor changes, promote opportunities
What about in Tassie?

Northern Midlands Council – Longford gym via after hours entry swipe cards

West Tamar Council – User matrix

Dorset Council
NE MTB Derby stage due to open 7 February 15
- Counters may identify patterns of particular days and times of use
- Monitor usage and comparisons – economic benefit for businesses and new investment decisions

Forest Eco Centre

Launceston Aquatic – Catchment analysis
Launceston City Council

**Lookout** – to invest or not to invest, that is the question!

Visits captured over a 6 month summer period

**Monkey enclosure – City Park**
350 081 visits in the past year

**The Gorge**
January 2014 figures reflect 139 952 through West Launceston gates

**Flood levees** – cyclists
City Park Conservatory

July 22015 / 629 per day
(reopened after winter maintenance)
August 10332 / 369 per day
September 17745 / 507 per day
October 16710 / 557 per day
November 13689 / 507 per day
December 18840 / 628 per day

January 21408 / 669 per day
February 14030 / 610 per day
(closed for Festivale for 5 days)
March 14476 / 517 per day
April 18150 / 605 per day
May 3950 / 395 per day
(closed may 12 for winter maintenance)
June Closed

Total annual visits 171 345
Group work

How to open the door

1. Think of a particular venue
   - What could you do to measure usage?
   - What resources would you need?
   - At what cost?
   - What limitations could there be to the method/strategy?

2. Use an example venue

Think of a scale of strategies – simplest to most complex
What’s behind the door?

Maximise results

1. Define a question to research?
2. What results would you be looking for?
3. What results might you get?
4. How could you guarantee a valid sample of responses?
5. What would be a valid sample size?
Group work

Making the most of the view

1. How could you **use** the results?
2. What could **lead** from the results?
3. How could you, and/or your community **benefit**?
4. What **other** projects, programs, people or initiatives might benefit from the results – and **how**?
Useful resources

- [http://www.fs.fed.us/recreation/programs/nvum/](http://www.fs.fed.us/recreation/programs/nvum/) US Forests: The NVUM program has two concurrent goals. First, to produce estimates of the volume of recreation visitation to National Forests and Grasslands. Second, to produce descriptive information about that visitation, including activity participation, demographics, visit duration, measures of satisfaction, and trip spending connected to the visit.