Knock, knock – who's there?

Alana Fazackerley, Client Manager, Communities, Sport and Recreation Tasmania

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?

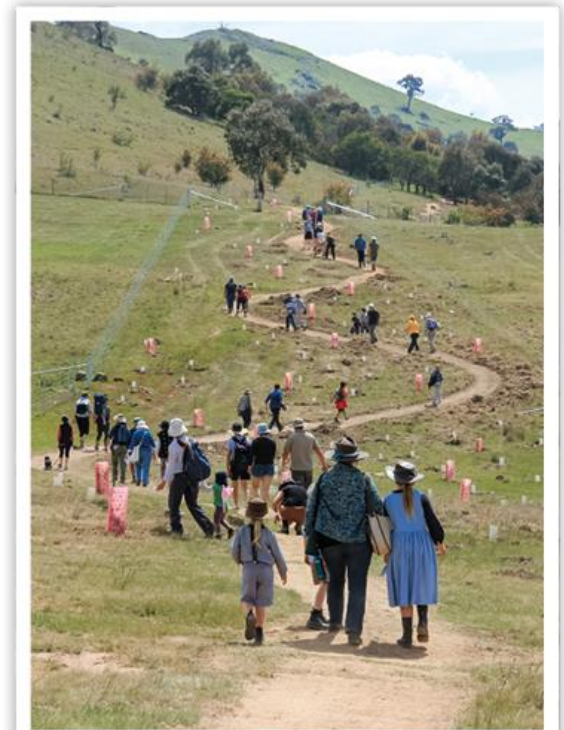*How can we tell if our resources are being* **used**

Examples?

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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?

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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

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Door handle – or crow bar?

What methods or tools to use?

Type of facility

➢ Counters, sensors or cameras

➢ Analysis and observation

➢ Survey

➢ Catchment analysis
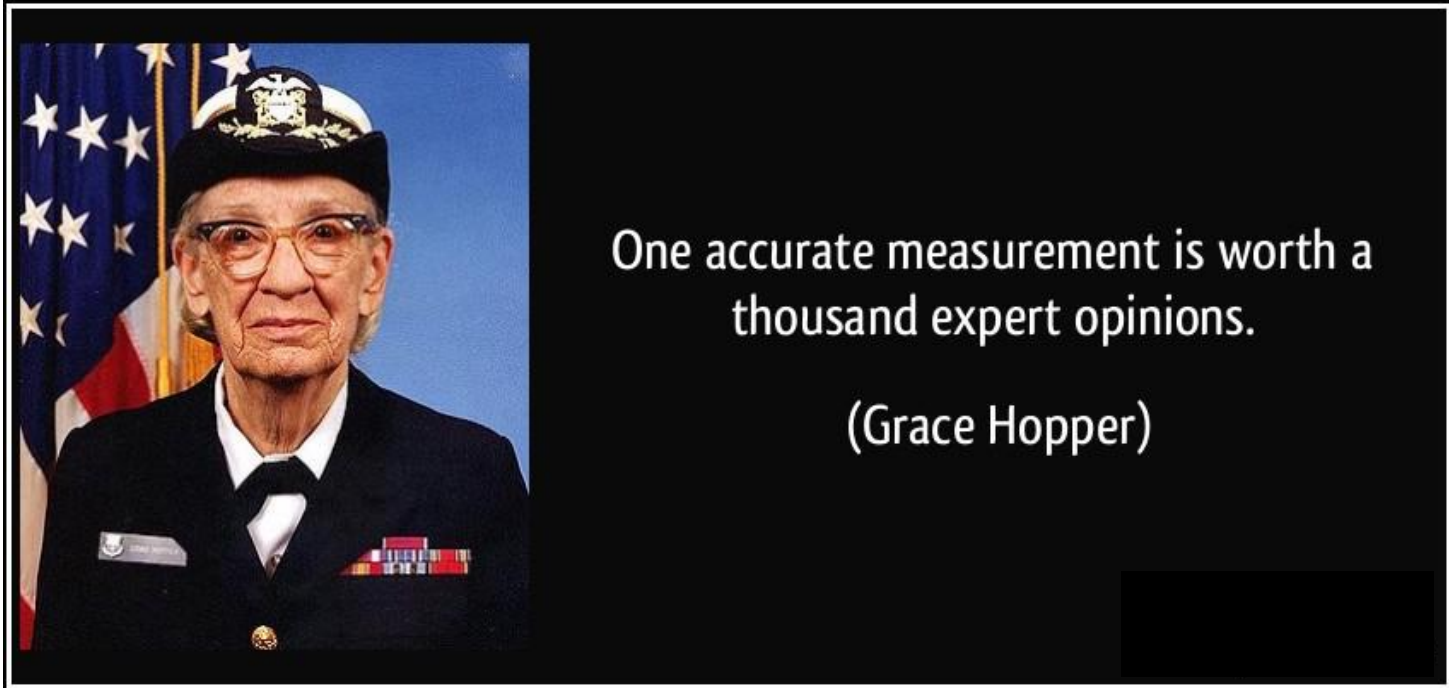
Numbers only?   **Or wait, there's more!**

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Door handle – or crow bar?

➢ Differentiate between cyclists and walkers

   ➢ Use of resources

      ➢ Partnerships

         ➢ Observation

            ➢ Validate data

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Who's opened the door (apart from Jack)?

Case studies and examples?

One accurate measurement is worth a thousand expert opinions.

(Grace Hopper)

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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

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

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

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

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 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.

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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

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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

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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

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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

Total annual visits 171 345

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

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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

PUSH
If that doesn't work
PULL
If that doesn't work
We must be closed

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Group work

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**?

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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**?

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Useful resources

➢ http://www.dpac.tas.gov.au/divisions/csrt/sportrec/publications/recreation_planning_manual Recreation Planning Manual – Chapter 8

➢ http://crctourism.com.au/wms/upload/resources/bookshop/Wardell_VisitorUsePA.pdf Collection, storage & application of visitor use data in protected areas – Guiding principles and case studies – by J. Wardell and Susan A. Moore – CRC for Sustainable Tourism Pty Ltd (Gold Coast Council)

➢ 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.

➢ http://www.islandresearch.com.au/ Island Research Tracker Count pedestrian counters

➢ http://www.theweeklyreviewmelbournetimes.com.au/story/1796305/300-000-plus-users-on-moreland-bike-trail-in-four-months/ The Weekly Review – Moreland City Council

➢ http://www.victoriawalks.org.au/Assets/Files/FINAL_Guide_to_measuring_walking_WEBv1.0.pdf Measuring Walking - a Guide for Victorian Councils

➢ http://www.nprsr.qld.gov.au/experiences/horse-trails/pdf/seqhtn-visitor-use.pdf The use of infra-red sensors and digital cameras for documenting visitor use patterns: a case study from D'Aguilar National Park, south-east Queensland, Australia

➢ http://www.stategrowth.tas.gov.au/__data/assets/pdf_file/0004/88780/Tasmanian_Walking_and_Cycling_for_Active_Transport_Strategy.pdf Tasmanian Walking and Cycling for Active Transport Strategy

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