

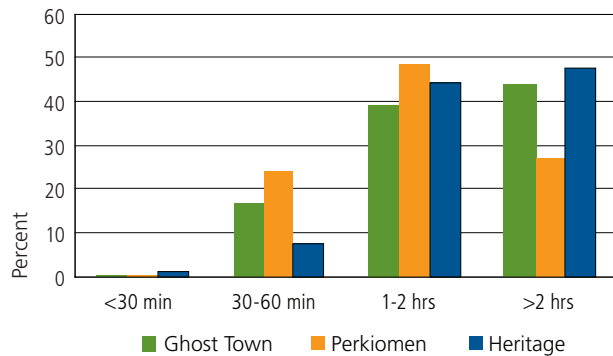


At 36 miles, the Ghost Town Trail is the longest of the three trails used in the comparison. The Heritage Rail Trail is 21 miles long, and the Perkiomen Trail 19 miles. Both the Heritage Rail Trail and Ghost Town Trail pass through natural ‘wilderness’ areas, which may contribute to the length of time users spend on the trail as there are more places to explore the natural surroundings, wildflowers, streamside, etc. Visual observations on the Ghost Town Trail likewise indicate the majority of users are taking time to explore the trail. At the same time, a higher percentage of users on both the Ghost Town and Perkiomen trails spend less than two hours on the trail than is the case for users of the Heritage Rail Trail. Both the Ghost Town and the Perkiomen trails pass through more residential areas than the Heritage Rail Trail, so the incidence of quicker visits may be indicative of the people who live near the trail and use it for short walks on a daily basis.

How much time did you spend on each trail visit?



Comparison with other trails

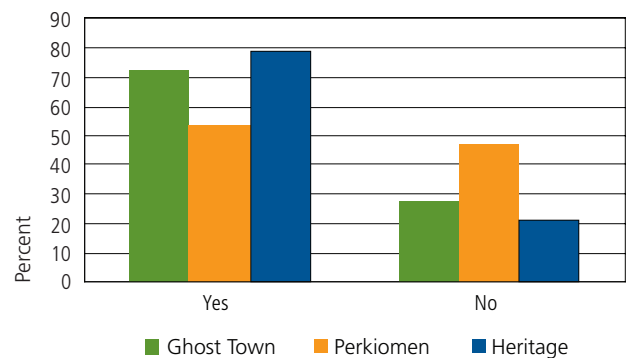
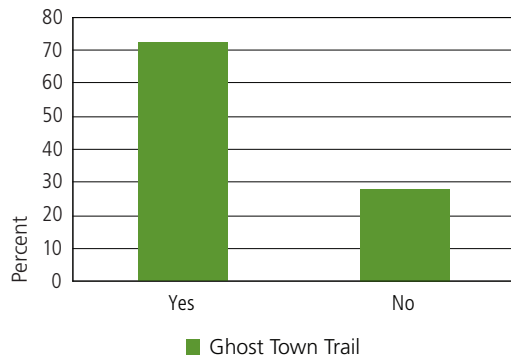




In conjunction with their trail visit, a high percentage of users of the Ghost Town Trail purchased “soft goods,” which for the purpose of this survey included items such as snacks, water, ice cream and meals. The percentage of purchases may relate to the length of the trail and the environment the trail passes through. The Ghost Town Trail is isolated from any services in many places, while the Perkiomen is always within easy distance of food and water. The Heritage Rail Trail has a large number of trailside businesses that cater to trail users and has continually reported a high volume of “soft good” expenditures. For the more isolated Ghost Town Trail, on the other hand, users may feel a greater need to be prepared by carrying some nourishment.

Number of people who purchased “soft goods”?

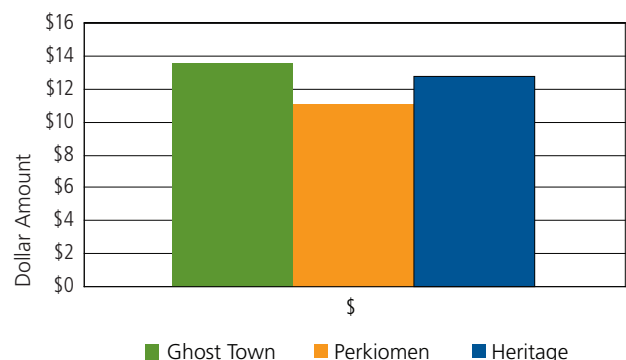
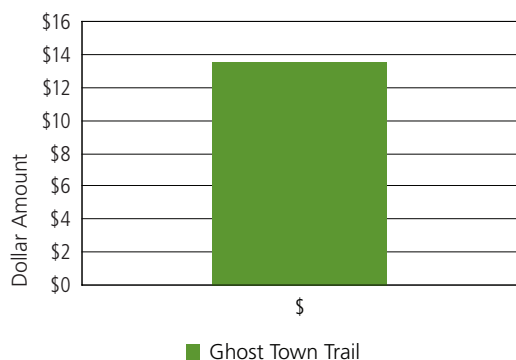
Comparison with other trails



Spending on “soft goods” is somewhat consistent across the three trails. Users on the Ghost Town Trail report spending an average of \$13.62, while Heritage Rail Trail users report spending \$12.86. Again, the distance traveled on the trail and the environment the trail passes through seem to influence the amount of money spent on non-durable goods. Nearly half of the Perkiomen users do not purchase any “soft goods” during their trail outing.

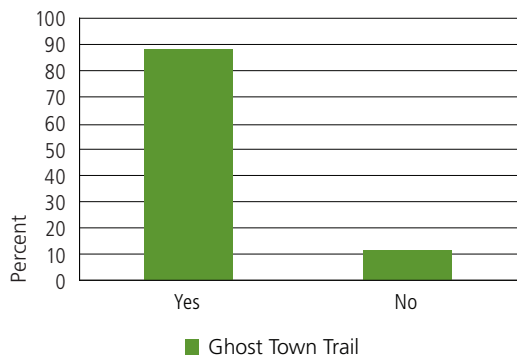
Average \$ spent per person on “soft goods”

Comparison with other trails

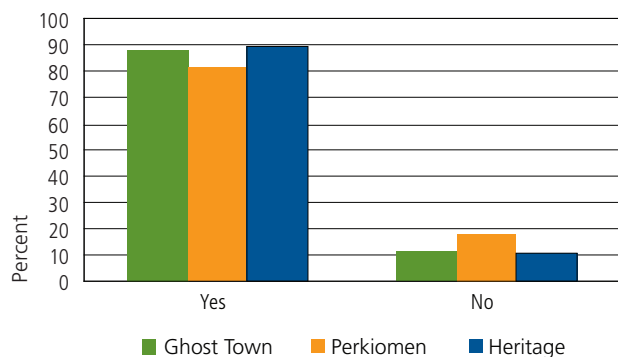


In the case of all three studies, use of the trails has influenced a “hard goods” purchase by more than 80 percent of respondents. For the purpose of these studies, “hard goods” included bikes, bike supplies, auto accessories (bike racks, etc...), footwear and clothing.

Number of people who purchased “hard goods”

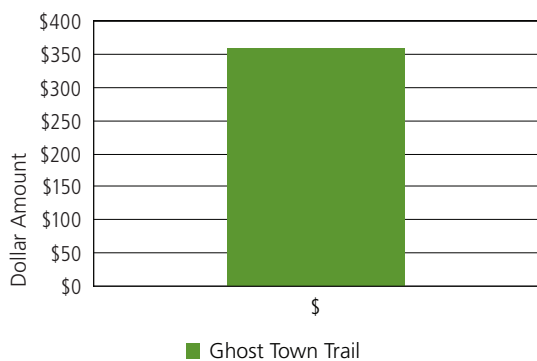


Comparison with other trails

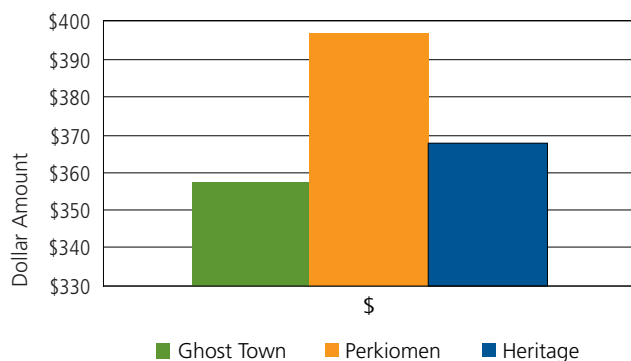


The amount respondents reported spending on “hard goods” across all three studies is remarkably similar, with a variation of less than \$40.00. Data collected indicates a higher number of users purchased expensive high-end bicycles in the Philadelphia metropolitan area—where the Perkiomen Trail is located—than users of the Ghost Town or Heritage trails. While the dollar amount spent per person is reportedly higher for the Perkiomen Trail, fewer respondents reported purchasing goods.

Average \$ spent on “hard goods” per person?



Comparison with other trails





An Economic Impact Study* of the Ghost Town Trail was completed for Indiana County Parks in 1996. While a slightly different methodology was used, certain data gathered in the 1996 study and this survey can be fairly compared. The user counts vary by approximately 10,000 visits. The number of users residing in Indiana and Cambria counties was estimated at 77 percent in 1996 and a little more than 67 percent in 2009. In 1996, 10 percent of respondents indicated they stayed overnight, while in 2009, 12 percent planned an overnight stay (lodging accounts for the largest dollar amount

of economic impact in 2009). The expenditures in 1996 were analyzed based on the resident status of the user: \$4.33/visitor day was estimated as the average expenditure made by local residents, with \$9.28 spent/visitor day by non-local residents. With an inflation rate calculated at 37.9 percent since 1996 (www.usinflation.com), the dollar amounts equate to \$5.97 and \$12.80, respectively, at a 2009 value. The 2009 study determined that \$13.62 was the average amount spent daily on consumables by all survey respondents who reported purchasing items.



*Strauss, C.H., and B.E. Lord. (1996). *Economic Impact of Ghost Town Trail in the Indiana and Cambria Counties Region*. State College: Pennsylvania State University.

Ghost Town Trail User Estimate

During the summer of 2009, passive infrared counters were placed at various locations along the Ghost Town Trail. These counters collect data on the number of trail users passing the counter by detecting each user's "heat signature."

The counters were placed near trailheads at Black Lick, Dilltown, Raxis, Nanty Glo and Ebensburg. The counters at Black Lick, Dilltown and Ebensburg were placed along the trail in April 2009. The counters at Black Lick and Dilltown collected data through October 2009. The Ebensburg counter was vandalized in July and replaced in August. The Raxis counter, which was on a spur trail, was moved to Nanty Glo in August. A counter was installed at Amerford in October after the installation of bridges closed a gap in the trail between Dilltown and Black Lick.

For the purpose of this analysis, the data from four counters was analyzed for the Ghost Town Trail. A separate analysis provides an estimate of the usage of the Raxis Spur Trail. In order to develop an annual user estimate for the Ghost Town Trail, the data collected from April through October was extrapolated to a 12-month estimate using a User Visit Model developed by RTC. This method examines data from electronic counters at 58 different locations on rail-trails across the United States.

A calibration for the counters was determined by comparing a one-hour visual count to the data collected by the infrared counter at two locations. The variation was determined to be 1.21 percent and was applied to all counter data (missing counts column).

The following are the set of assumptions that were made in order to account for users who may not have passed one of the counters or may have passed multiple counters. The assumptions also take into

account the idiosyncrasies of infrared trail counting technology and the habits of trail users. These assumptions result in an estimate of all trail user visits on an annual basis based on count data collected during 2009.

Assumptions:

Trail users starting in Black Lick only passed one counter.

Prior to the installation of the bridges in October, trail users starting at Dilltown only passed one counter.

Trail users starting in Dilltown and heading east only passed one counter from April through July.

Trail users starting in Ebensburg heading west between April and July only passed one counter.

Starting in August, 25 percent of cyclists (60.2 percent of all users) starting in Dilltown heading east or Ebensburg heading west passed two counters.

Starting in August, 25 percent of cyclists heading west from Nanty Glo passed two counters.



Trail Counter Location	Actual Count	Estimated 12-Month Count**	Adjusted for Passing Multiple Counters	Adjusted for Missing Counts	Adjusted for Out-and-Back Trips
Black Lick (4.2.09–11.15.09)	8,606*	11,243		13,480	6,740
Dilltown (4.2.09–11.15.09)	20,844	22,394	21,066	25,279	13,304
Ebensburg (4.2.09–11.15.09)	17,122*	34,062	32,042	38,450	20,236
Nanty Glo (8.19.09–11.15.09)	7,596	24,223	22,786	27,343	14,391
Amerford (10.8.09–11.16.09)	2,362	35,156	33,071	39,685	20,886
Total Annual Trail User Visits					75,557

* Includes only 6-month data.

The Rexas extension is a short spur trail off the main body of the Ghost Town Trail. A counter was placed along this section from April through July in order to discern the number of users on this four-mile extension. Total counts are divided by two because there is only one trailhead at the south end of the extension that lies between Wehrum and Vintondale. Any user accessing the spur from this point would have to pass it again to exit the trail.

The Rexas counts are not included in the economic impact analysis.

Trail Counter Location	Actual Count	Estimated 12-Month Count**	Adjusted for Passing Multiple Counters	Adjusted for Missing Counts	Adjusted for Out-and-Back Trips
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(Annual Use)

Rexas	1,313	7,783	7,783	9,340	4,670
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** Annual estimate developed from actual counter data extrapolated using the RTC User Visit Model.

Economic Impact

The economic impact of the Ghost Town Trail is comprised of a number of elements.

First, the survey determined the percentage of respondents who have purchased “hard goods” (bikes, bike equipment, running/walking shoes, etc...). Many of these respondents also revealed how much they spent on these types of purchases over the past 12 months.

Second, the survey determined how much trail users spent on “soft goods” (water, soda, snacks, ice cream, lunches, etc...) while using the trail. Again, the percentage of respondents who made these types of purchases is an important aspect for determining the economic impact.

Third, more than 12 percent of respondents to the Ghost Town Trail User Survey indicated that an overnight stay was part of their trail experience. Of the 441 completed survey forms, 54 indicated an overnight stay.

An estimate of the overall economic impact of the Ghost Town Trail is presented in the form of a table below.

Hard Goods

Has your use of the trail influenced your purchase of...? (check all that apply)

Bike	25.4%
Bike supplies	26.8%
Auto accessories	6.6%
Running/walking/hiking shoes	13.5%
Clothing	16.1%
Nothing	11.6%

Approximately how much did you spend on the items above in the past year? (enter dollar amount)

Average “hard goods” purchase	\$357.63
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This average is influenced by the purchase of some expensive bicycles costing as much as \$3,000 or more.

Soft Goods

In conjunction with your most recent trip to the trail, did you purchase any of the following? (check all that apply)

Beverages	25.5%
Candy/snack foods	13.7%
Sandwiches	7.7%
Ice cream	9.2%
Meals at a restaurant along the trail	14.1%
Bike rental	0.2%
Other	1.8%
None of these	27.8%

Approximately how much did you spend per person on the items above? (enter dollar amount)

Average “soft goods” purchase	\$13.62
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Note that this is an average amount spent per person, per trip.



Did your visit to the trail involve an overnight stay in one of the following types of accommodations? (circle one response)

Motel/hotel	37.0%
Bed-and-breakfast	13.0%
Friend or relative's home	37.0%
Campground	9.3%
Other	3.7%

Note that 12.24 percent of respondents indicated they spent an overnight in conjunction with their visit to the Ghost Town Trail. However, some overnight stays were with friends or relatives, and it is assumed there was no cost involved. In addition, the "Other" category is assumed to also have no associated cost. Therefore, to calculate the economic impact, which would be dollar expenditures, the "non-paying" visitors are not included in the calculation.

How many nights did you stay in conjunction with you visit to this trail? Average: 2.2

Approximately how much did you spend on overnight accommodations per night? Average: \$78.04

The following chart takes the data provided above and extrapolates the purchases on an annual basis. While "hard good" purchases may not be made on an annual basis, they represent a significant expenditure figure. The purchase of "soft goods" does represent an annual expenditure because these purchases are made on a per-trip basis by users. Likewise, the spending on overnight accommodations can be anticipated to occur year after year.





Ghost Town Trail Economic Impact Analysis

						Annual User Est. (Rounded)
						75,600
Category	% Usage	Avg. \$	Avg. Life	Avg. # of trips	Avg. # of nights	
Hard Goods*	88.4%	\$357.63	6 years	5.9	\$675,157	
Soft Goods	72.2%	\$13.62			\$743,423	
Overnight Accommodations	7.3%	\$78.04			2.2	\$947,512

Hard Goods = (% Usage X (Avg. \$ ÷ Avg. Life) X # Users ÷ Avg. Number of Trips)*

In the above example the calculation would look like this:

$$((.884 \times (\$357.63 \div 6)) \times (75,600 \div 5.9)) = \$675,157$$

Soft Goods = (% Usage X Users Avg. \$ X # Users)

In the above example the calculation would look like this:

$$(.722 \times \$13.62 \times 75,600) = \$743,423$$

Overnight Accommodations = (% Usage X User Avg. \$ X Avg. # of Nights X # Users)

$$(.073 \times \$78.04 \times 2.2 \times 75,600) = \$947,512$$

*Major “hard good” purchases such as a bike may be replaced every five to 10 years. Running shoes may be replaced every couple of months. For the purpose of this analysis, an average life of six years is assumed. To get a figure that is usable on an annual user basis, the “hard goods” need to be broken down to a per-trip figure. What this amounts to is working the average spending on a “hard good” down to a per-use depreciation amount.

Ghost Town Trail Construction and Maintenance Costs

Construction of the Ghost Town Trail began in 1991 when the Kovalchick Salvage Company donated 16 miles of the former Ebensburg & Black Lick Railroad to Indiana County. In 1993, four miles from Rexis to White Mill Station were donated to Cambria County by the Cambria and Indiana Railroad. In 2005, Cambria County purchased another eight miles from the R.J. Corman Railroad Group. Indiana County added an additional 12 miles of trail the same year. In 2009, what had been two disconnected segments of trail became one seamless route, totaling 36 miles with the installation of two bridges just west of Dilltown.

Overall, the estimated costs of both acquisition and construction of the trail total \$4,519,766.

By agreement and a Memorandum of Understanding between the county agencies, Indiana County Parks maintains 28.5 miles of the trail, and the Cambria County Conservation and Recreation Authority maintains eight miles.

Total annual maintenance costs for the entire 36 miles of trail are estimated to be \$60,000 a year.



Trail Maintenance, Security and Cleanliness

One of the most important aspects of the trail user survey is that it allows the trail's management organizations to receive feedback, both positive and negative, from users. The 2009 Ghost Town Trail User Survey can serve as a benchmark against which future maintenance, security and cleanliness issues can be compared.

This series of questions was also posed in the 2007 study on the Heritage Rail Trail and the 2008 study of the Perkiomen Trail. To provide a basis of comparison for the management of the Ghost Town Trail, the responses from those studies have been included in this section of the analysis.

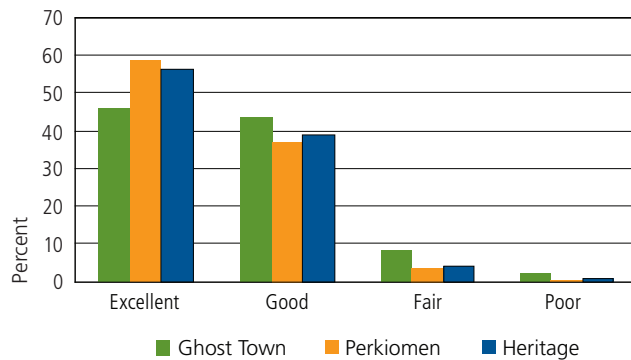
According to the survey, the Ghost Town Trail is well maintained, with the majority of respondents rating the maintenance as good to excellent. Some respondents reported that trespassing by ATV users on the trail section west of Ebensburg has had a negative impact on the condition of the trail.

The Heritage Rail Trail in York County is maintained by the York County Department of Parks, and the Perkiomen Trail is maintained by the Montgomery County Department of Parks.

Opinion of trail maintenance



Comparison with other trails



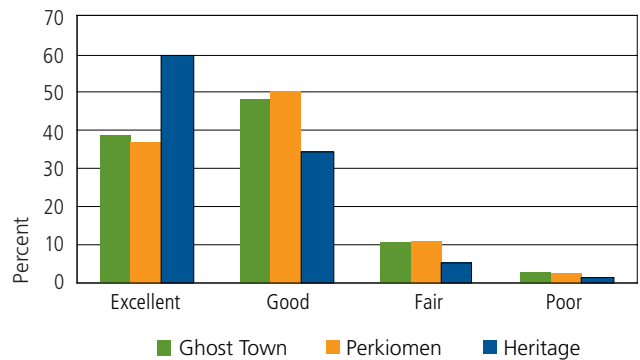


The feeling of security that trail users have is influenced by the presence of other trail users, visual observation of rangers, familiarity with the trail, and the users' general perception of how safe their overall environment is. From the chart, it appears that respondents to the Ghost Town Trail User Survey feel comparable to the users on the Perkiomen Trail. The Heritage Rail Trail has a volunteer Trail Ambassador Program, which may account for their users' increased sense of security.

Opinion of trail safety and security



Comparison with other trails

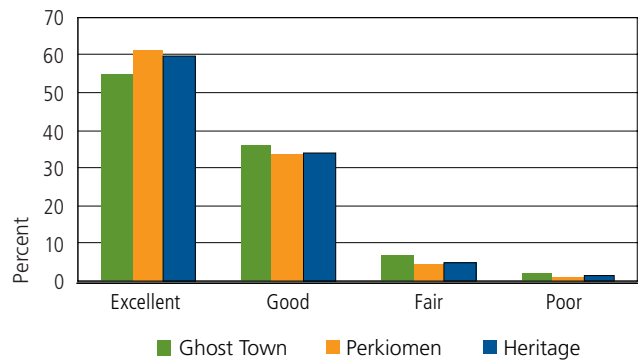


Survey respondents rate the cleanliness of the Ghost Town Trail good to excellent. This rating is as much a credit to the users of the trail as to any other factor. Generally, trail users respect the trail and the open space through which they travel. Users often can be seen picking up after someone who was not as respectful of the environment. The decision to make the trail a "pack out what you pack in" facility normally results in a much cleaner environment than those areas using trash cans, which can be misused and are costly to maintain.

Opinion of trail cleanliness



Comparison with other trails



Additional Comments Summary

At the end of the survey form, respondents were encouraged to add any additional comments regarding their experience on the Ghost Town Trail, and 325 comments were recorded. A review of these comments revealed they could be generally grouped into five different categories. The following is a summary of the categorized comments.

Compliments	38%	Love the trail, keep up the good work, beautiful trail
Complaints	17%	ATV/Quad use, horse and dog clean-up
Amenities	20%	Install mileage markers, toilet facilities
Surface	8%	Repair divots and quad damage
Extensions/Connections	13%	Complete bridges, connections to Hoodlebug



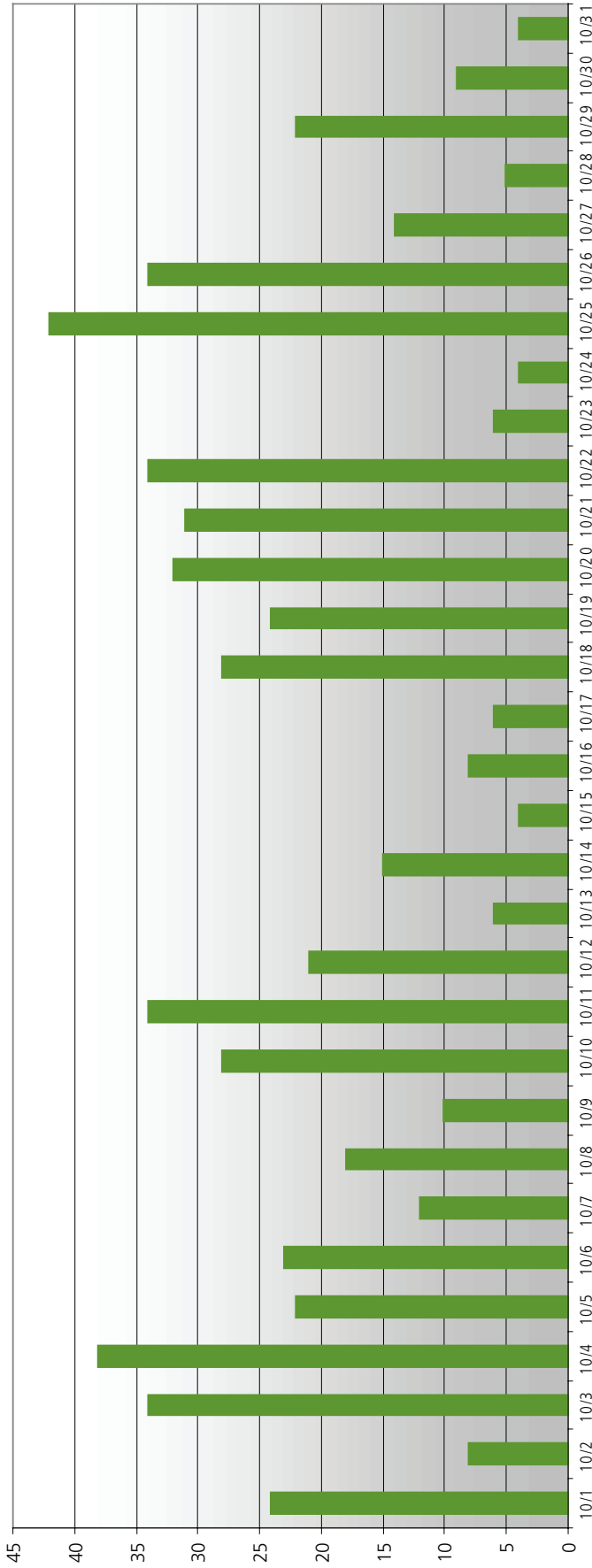
Appendix — Trail Counter Data

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #1, Black Lick

Start: 10/1/2009
 Finish: 10/31/2009

Location: Saylor Park, Black Lick, Pa.
 Comment: Divide by 2 applied



Total Counts:	600	Daily Mean Weekday:	17.4	Total (1):	600
Total Periods:	31	Daily Mean Weekend:	24.2	Total (2):	0
Period Length:	1 day	Mean Monday:	25.3	Percentage (1):	100.0
Mean:	19.4	Mean Tuesday:	18.6	Percentage (2):	0.0
Mode:	34.0	Mean Wednesday:	15.8	Mean (1):	19.4
Median:	21.0	Mean Thursday:	20.0	Mean (2):	0.0
Standard Deviation:	11.9	Mean Friday:	8.4	Max/Min (1):	42 / 4
Maximum:	42	Mean Saturday:	15.1	Max/Min (2):	0 / 0
Minimum:	4	Mean Sunday:	35.6		
Total Weekday:	382				
Total Weekend:	218				
Daily Max/Min Weekday:	34 / 4				
Daily Max/Min Weekend:	42 / 4				

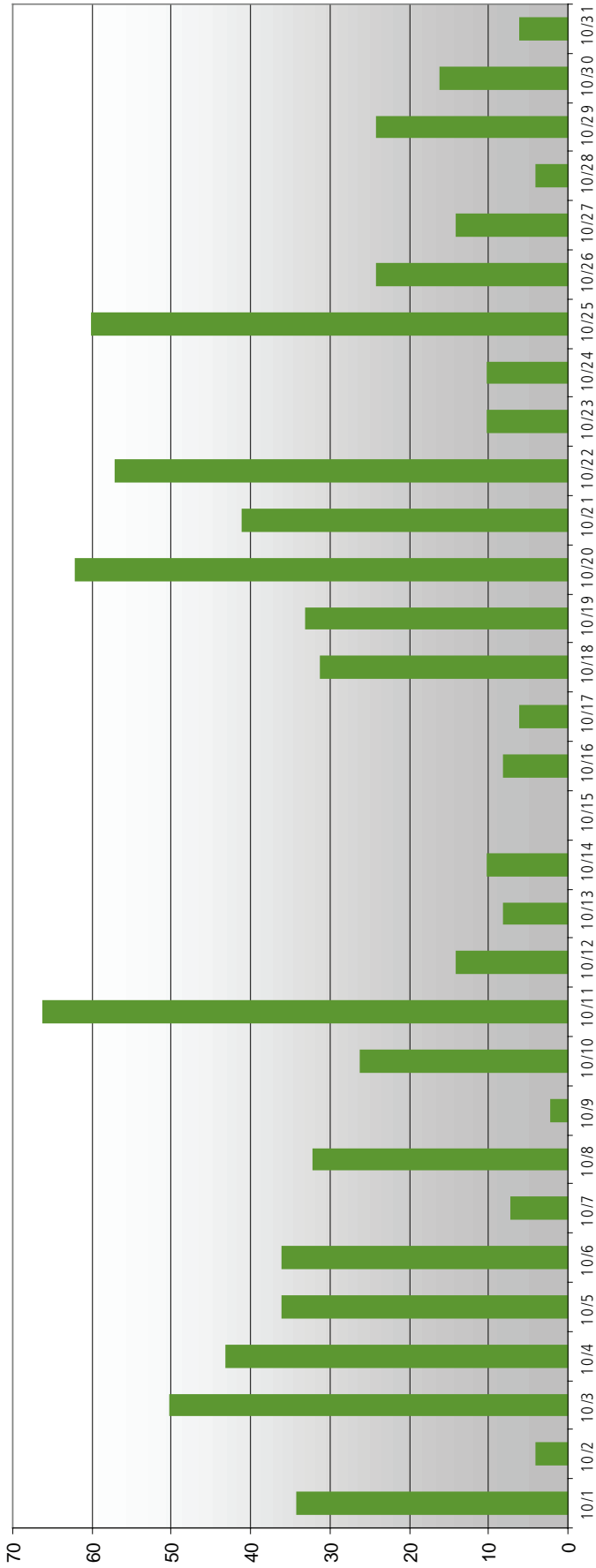
FIVE PEAK PERIODS: 10/25/2009 (42), 10/4/2009 (38), 10/3/2009 (34), 10/11/2009 (34), 10/22/2009 (34)

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #2, Dilltown

Start: 10/1/2009
 Finish: 10/31/2009

Location: Dilltown, Pa.
 Comment: Divide by 2 applied



Total Counts: 774
Total Periods: 31
Period Length: 1 day
Mean: 25.0
Mode: 10.0
Median: 24.0
Standard Deviation: 19.7
Maximum: 66
Minimum: 0
 Total Weekday: 476
 Total Weekend: 298
 Daily Max/Min Weekday: 62 / 0
 Daily Max/Min Weekend: 66 / 6

Daily Mean Weekday: 21.6
 Daily Mean Weekend: 33.1
 Mean Monday: 26.8
 Mean Tuesday: 30.3
 Mean Wednesday: 15.4
 Mean Thursday: 29.4
 Mean Friday: 7.9
 Mean Saturday: 19.3
 Mean Sunday: 50.1
 Total (1): 774
 Total (2): 0
 Percentage (1): 100.0
 Percentage (2): 0.0
 Mean (1): 25.0
 Mean (2): 0.0
 Max/Min (1): 66 / 0
 Max/Min (2): 0 / 0

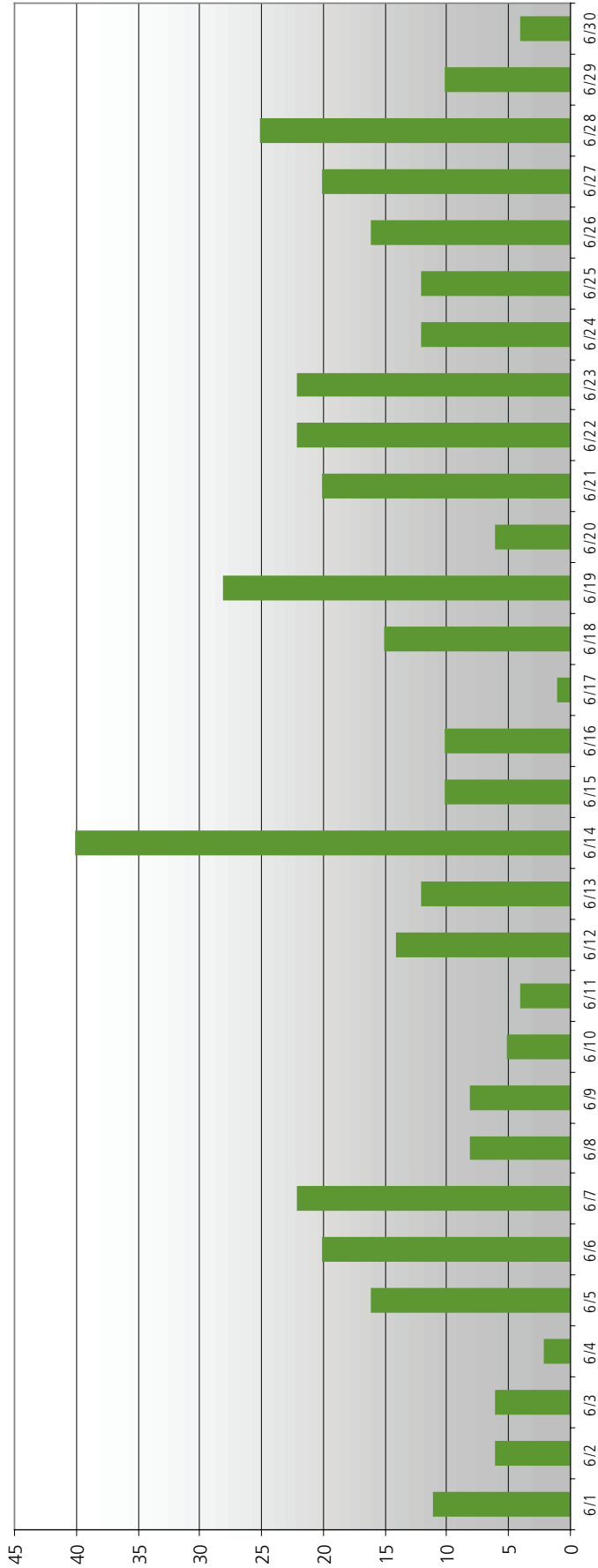
FIVE PEAK PERIODS: 10/1/2009 (66), 10/20/2009 (62), 10/25/2009 (60), 10/22/2009 (57), 10/3/2009 (50)

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #3, Raxis Branch

Start: 6/1/2009
 Finish: 6/30/2009

Location: Vintondale, Pa.
 Comment: Divide by 2 applied



Total Counts:	407	Daily Mean Weekday:	11.0	Total (1) :	407
Total Periods:	30	Daily Mean Weekend:	20.6	Total (2) :	0
Period Length:	1 day	Mean Monday:	12.4	Percentage (1) :	100.0
Mean:	13.6	Mean Tuesday:	10.1	Percentage (2) :	0.0
Mode:	6.0	Mean Wednesday:	6.0	Mean (1) :	13.6
Median:	12.0	Mean Thursday:	8.5	Mean (2) :	0.0
Standard Deviation:	8.8	Mean Friday:	18.6	Max/Min (1) :	40 / 1
Maximum:	40	Mean Saturday:	14.5	Max/Min (2) :	0 / 0
Minimum:	1	Mean Sunday:	27.1		
Total Weekday:	242				
Total Weekend:	165				
Daily Max/Min Weekday:	28 / 1				
Daily Max/Min Weekend:	40 / 6				

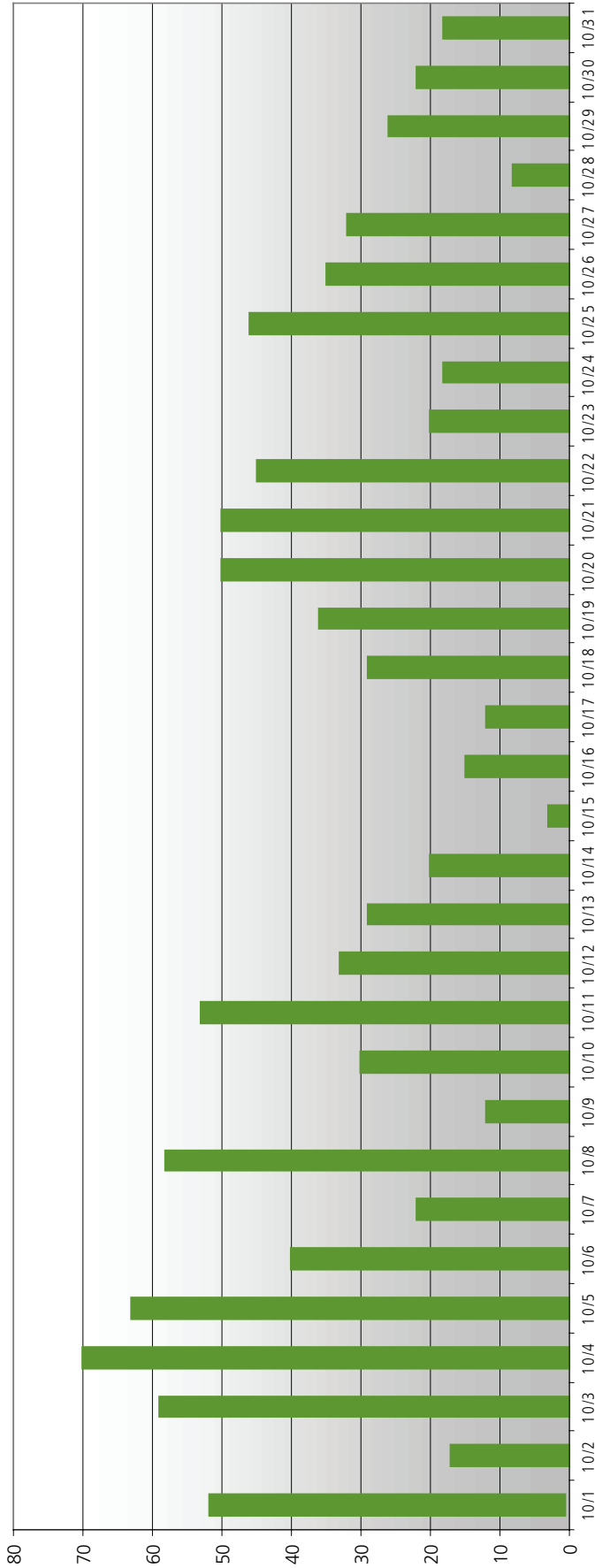
FIVE PEAK PERIODS: 6/14/2009 (40), 6/19/2009 (28), 6/28/2009 (25), 6/7/2009 (22), 6/22/2009 (22)
 Data was collected along the Raxis Branch of the trail during the month of June.

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #4, Nanty Glo

Start: 10/1/2009
 Finish: 10/31/2009

Location: Nanty Glo, Pa.
 Comment: Divide by 2 applied



Total Counts:	1,022	Daily Mean Weekday:	31.2	Total (1) :	1,022
Total Periods:	31	Daily Mean Weekend:	37.2	Total (2) :	0
Period Length:	1 day	Mean Monday:	41.9	Percentage (1) :	100.0
Mean:	33.0	Mean Tuesday:	37.8	Percentage (2) :	0.0
Mode:	22.0	Mean Wednesday:	24.9	Mean (1) :	33.0
Median:	30.0	Mean Thursday:	36.5	Mean (2) :	0.0
Standard Deviation:	17.7	Mean Friday:	17.2	Max/Min (1) :	70 / 3
Maximum:	70	Mean Saturday:	27.3	Max/Min (2) :	0 / 0
Minimum:	3	Mean Sunday:	49.5		
Total Weekday:	687				
Total Weekend:	335				
Daily Max/Min Weekday:	63 / 3				
Daily Max/Min Weekend:	70 / 12				

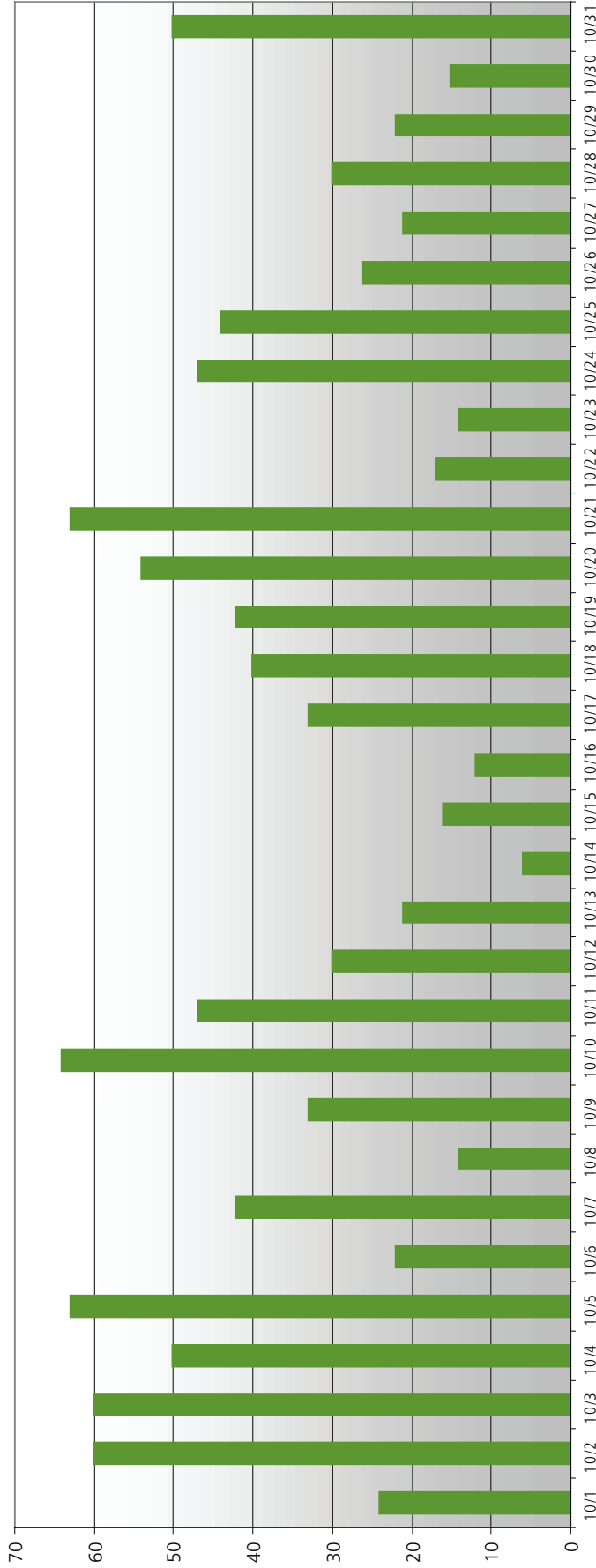
FIVE PEAK PERIODS: 10/4/2009 (70), 10/5/2009 (63), 10/3/2009 (59), 10/8/2009 (58), 10/11/2009 (53)

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #5a, Ebensburg

Start: 10/1/2009
 Finish: 10/31/2009

Location: Ebensburg, Pa.
 Comment: Divide by 2 applied



Total Counts:	1,082	Daily Mean Weekday:	29.4	Total (1) :	1,082
Total Periods:	31	Daily Mean Weekend:	48.3	Total (2) :	0
Period Length:	1 day	Mean Monday:	40.4	Percentage (1) :	100.0
Mean:	34.9	Mean Tuesday:	29.4	Percentage (2) :	0.0
Mode:	60.0	Mean Wednesday:	35.1	Mean (1) :	34.9
Median:	33.0	Mean Thursday:	18.7	Mean (2) :	0.0
Standard Deviation:	17.6	Mean Friday:	27.0	Max/Min (1) :	64 / 6
Maximum:	64	Mean Saturday:	50.9	Max/Min (2) :	0 / 0
Minimum:	6	Mean Sunday:	45.1		
Total Weekday:	647				
Total Weekend:	435				
Daily Max/Min Weekday:	63 / 6				
Daily Max/Min Weekend:	64 / 33				

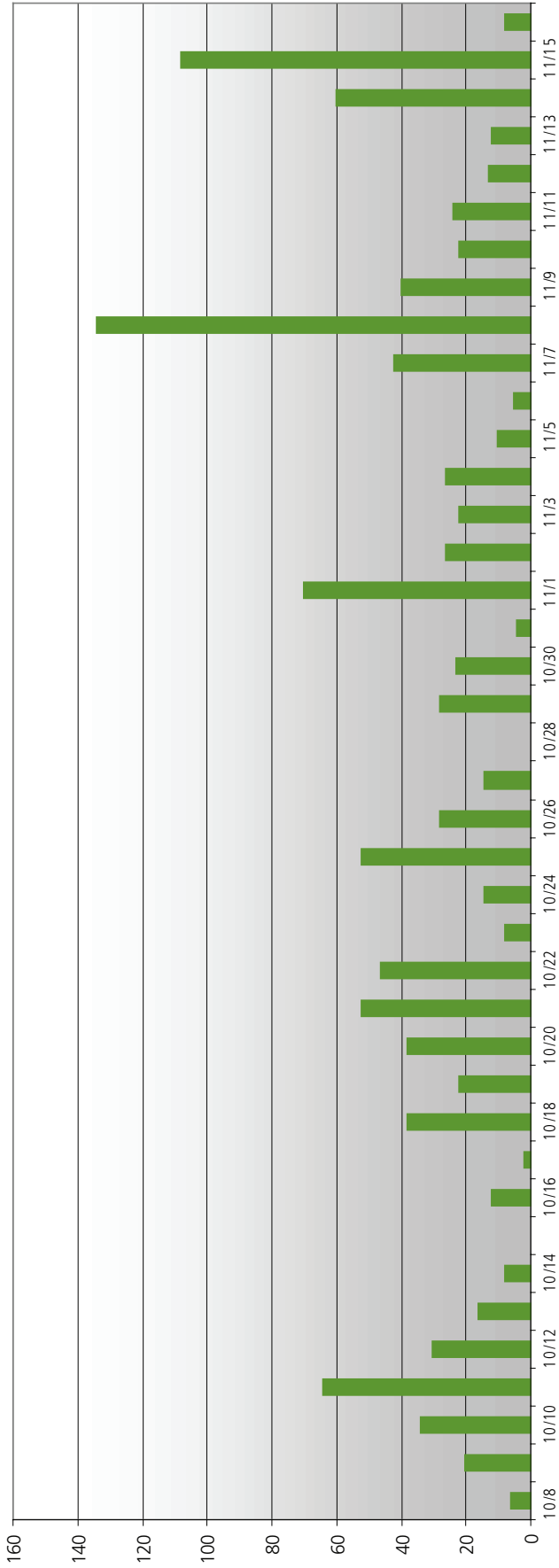
FIVE PEAK PERIODS: 10/10/2009 (64), 10/5/2009 (63), 10/21/2009 (63), 10/2/2009 (60), 10/3/2009 (60)

TRAFx REPORT:

Project: Ghost Town Trail User Survey
 Counter: #6, Amerford

Start: 10/8/2009
 Finish: 11/16/2009

Location: Amerford Bridge near Dilltown, Pa.
 Comment: Divide by 2 applied



Total Counts:	1,181	Daily Mean Weekday:	20.0	Total (1):	1,181
Total Periods:	40	Daily Mean Weekend:	51.8	Total (2):	0
Period Length:	1 day	Mean Monday:	25.6	Percentage (1):	100.0
Mean:	29.5	Mean Tuesday:	22.2	Percentage (2):	0.0
Mode:	8.0	Mean Wednesday:	22.1	Mean (1):	29.5
Median:	22.5	Mean Thursday:	17.3	Mean (2):	0.0
Standard Deviation:	28.0	Mean Friday:	13.4	Max/Min (1):	134 / 0
Maximum:	134	Mean Saturday:	26.0	Max/Min (2):	0 / 0
Minimum:	0	Mean Sunday:	77.9		
Total Weekday:	559				
Total Weekend:	622				
Daily Max/Min Weekday:	52 / 0				
Daily Max/Min Weekend:	134 / 2				

FIVE PEAK PERIODS: 11/8/2009 (134), 11/15/2009 (108), 11/1/2009 (70), 10/11/2009 (64), 11/14/2009 (60)
 Amerford Counter was in place part of October, after bridge installation was complete.



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