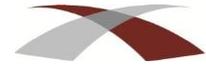


Assessment of the Impact of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick



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Assessment of the Impact of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick

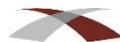
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Cover photo: Frank and Katrina Basile Corridor



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Executive Summary

With construction of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick (Trail) complete, it is time to begin to assess the Trail's impact on the properties and businesses near the Trail and on the people using it. This report focuses on estimates of usage, surveys of users and businesses along the Trail, change in property values along and near the Trail, and the estimated fiscal impact of the Trail.

As this analysis began soon after the completion of the Trail, the results should be considered preliminary and provide a benchmark for future analyses.

Key findings

Trail usage along the Trail exceeds most other Indianapolis trails and greenways

Eight counters were deployed with at least one counter located along each of the main segments of the Trail. Counter locations were selected in an effort to determine Trail usage and connectivity as opposed to counts at congested areas or at intersections. Therefore, these numbers are conservative estimates by segment; the actual usage is probably much higher. The lowest annual total (47,654) was recorded at Fletcher Place and the highest along Alabama Street (214,829). Some segments recorded higher counts than all other Indianapolis trails besides the Monon Trail—the most heavily utilized in the system.

Users feel safe on the Trail

Regardless of the reason for using the Trail, feeling safe and secure while on it is vital. When asked, over 95 percent of respondents feel that the Trail is safe and secure.

Business owners along the Trail have heard the same sentiment and are benefiting from this perception. Owners reported the Trail has increased the activity in the area and they enjoyed seeing more people walking around Fountain Square and Fletcher Place, especially when they visited stores and restaurants along Virginia Avenue. The owners felt that the Trail has offered greater connectivity to Eli Lilly and downtown, creating a more positive atmosphere and attracting more affluent visitors to the southern end of the Trail.

Exercise and recreation is the primary reason for use

Given the continued emphasis on the need for increased physical activity, it is encouraging to see exercise and recreation as the primary use for those who were surveyed. As most users surveyed were walkers, these numbers underrepresent those running or biking on the Trail. For that reason, the numbers exercising on the Trail are likely higher.

Over half of the respondents use the Trail every day or several times a week. Those who use the Trail every day represent one-quarter of survey respondents. Using the Trail to commute to work was the second highest use for Indianapolis and metro area residents.

Businesses located on the Trail have hired additional employees

Over half of the owners indicated they have seen an increase in customers since the Trail opened, and 48 percent indicated they have seen an increase in revenue. While Mass Avenue and Fountain Square report a larger increase in customers than revenue, Fletcher Place reports a higher increase in revenue than customers.



Several operators indicated the revenue and/or customer increases led to the creation of additional full-time and part-time positions. In total, based on business operator responses, a range of 40 to 50 full-time positions and nearly 50 part-time positions were added. Some of the new jobs created were from new businesses opening up, and based on the survey results, 25 percent of those businesses established at that location because of the Trail.

Other actions taken in response to the increases included expanding business hours and adding new products or services to their business models.

Property values have increased along and near the Trail

Using GIS software, the gross assessed value of the parcels within 500 feet of the entire Cultural Trail were analyzed to calculate the change in assessed value. The change in total assessed property value, from 2008 to 2014, was an increase of \$1,013,544,460, with 25 properties accounting for 68 percent of this increase. These properties are a mix of commercial, residential, and lodging establishments, including some of the largest downtown property and development projects.

There were 30 properties that experiences an increase in assessed value over \$725,000. The largest increase was \$62,306,700. There were 14 properties which decreased over \$725,000. The largest decrease was \$3,528,200.

User reported spending and economic impact tied to Trail usage

All users surveyed were asked how much they planned to spend while participating in the following activities: staying in a hotel, eating at a restaurant, shopping at any stores, attending a theater or cultural event, or other activities. From the 558 surveys collected, 32 percent indicated they would spend money while doing at least one activity. Ten percent of the users reported they would spend money participating in more than one activity. The average expected expenditure was \$53, with hotel spending the highest and restaurant spending second.

The anticipated economic impact was calculated for all categories that respondents were asked to estimate spending. At this level of estimated spending, the anticipated economic impact that any segment of the Trail would achieve ranges from \$963,000 to \$3.2 million.

Thirty percent of the Indianapolis users indicated they planned on spending money while on the Trail. Over half (63 percent) of those respondents indicated the spending would occur at a restaurant. Of the total visitors surveyed, 47 percent indicated that they had or planned on spending money during their trip on the Trail. Visitors had a higher total anticipated economic impact than Indianapolis area users. At the highest usage segment, the economic impact could be \$1.9 million compared to the Indianapolis user amount of \$1.2 million for the same segment.

An eye on the future

By all indications, the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick is a tremendous success. It is well-liked and utilized. Likely economic impacts are already being felt in the community. Yet, there is potential for more. There appears to be an opportunity for greater collaboration and coordination with neighborhoods and business owners along the various segments of the Trail. This is a community asset with potential for far-reaching impact. With construction complete, the focus may now shift to maximizing the capacity of this world class amenity.



Introduction

The Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick (Trail) is expected to make a wide range of contributions to the quality of life and economy of central Indiana. Now that the Trail construction is complete, it is important to gather data that will allow for the assessment of its impact. This evaluation establishes a baseline for future evaluations and begins to measure the impact of the Trail.

To complete this evaluation, the IU Public Policy Institute used a multi-faceted approach to capture the contributions the Trail makes to both the economy and quality of life in central Indiana. This impact can be measured in various ways at different levels of detail. The present analysis, includes counts of the number of individuals using the Trail, and Trail user and business surveys. The evaluation also seeks to detail perceptions of the Trail, and examines the impact of new business investment and growth in property value assessments. Finally, Trail usage data and survey response data are used to quantify consumer spending that may be attributed to the Trail.

Background

In 2001, the Indianapolis Cultural Development Commission proposed that five neighborhoods near the downtown core (plus Broad Ripple as a sixth) should be designated as cultural districts. However, the lack of connectivity between the neighborhoods, especially Fountain Square and the core of downtown Indianapolis, was a concern (Hoppe, 2013). The Trail was proposed by Brian Payne, President and CEO of the Central Indiana Community Foundation (CICF) to respond to these concerns and support the establishment of the cultural district designations. In May 2013, the eight-mile Trail officially opened. Construction began in 2007 and was finished in 2012 with the completion of the Southeast Corridor (Indianapolis Cultural Trail, 2014). The Trail connects the Wholesale District, Indiana Avenue, the Canal and White River State Park, Mass Ave, Fountain Square, and (via the Monon Trail) Broad Ripple Village.

In addition to linking the cultural districts, the Trail was designed to enhance the art community in Indianapolis. As of 2014, there are eight art installations along the Trail (Indianapolis Cultural Trail, 2014):

- Looking Through Windows (Michael Kuschnir)
- Chatham Passage (Sean Derry)
- Moving Forward (Donna Sink)
- Swarm Street (Acconci Studio)
- Care/Don't Care (Jamie Pawlus)
- Prairie Modules 1 & 2 (M12)
- Poet's Place
- Ann Dancing (Julian Opie)

The Trail connects every significant arts, cultural, heritage, sports, and entertainment venue.

The Trail is a public-private investment. Of the \$63 million raised, CICF raised \$27.5 million in private and philanthropic support, and \$35.5 million came from federal transportation grants. There were no city of Indianapolis funds budgeted to construct the Trail. Eugene and Marilyn Glick are the largest private donors and the northern section of the Trail, the Glick Peace Walk, has been named in their honor. The largest support of public funds came from the US



Department of Transportation through a Transportation Investment Generating Economic Recovery (TIGER) grant (Indianapolis Cultural Trail, 2014). The Trail has gained attention nationally and internationally. Due to the Trail's construction, Project for Public Spaces selected Indianapolis as one of the five cities on five continents to feature in *Bold Moves, Brave Actions* (Project for Public Spaces, 2013).

Measuring the Use of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick

Count equipment and locations

With several different methods and equipment manufacturers available for counting usage, selection of a system often comes down to available time and funding. For this project, we designed the analysis to allow for a full year of data collection and selected infrared data collection equipment that allows for the most accurate counts at a reasonable cost.

Eight counters were deployed with at least one counter located along each of the main segments of the Trail (Map 1). Counter locations were selected in an effort to determine trail usage and connectivity as opposed to counts at congested areas or at intersections. As a result, the counts better reflect intended Trail usage and the impact of the Trail. However, it should be noted that higher counts could have been collected at other locations along the Trail. In the future, additional counters could be placed at these locations.

Each data collector was placed in an electrical box to guard against the weather and vandalism. The equipment was attached to the signage found along the Trail. This made the equipment less intrusive and minimized the vandalism risk.

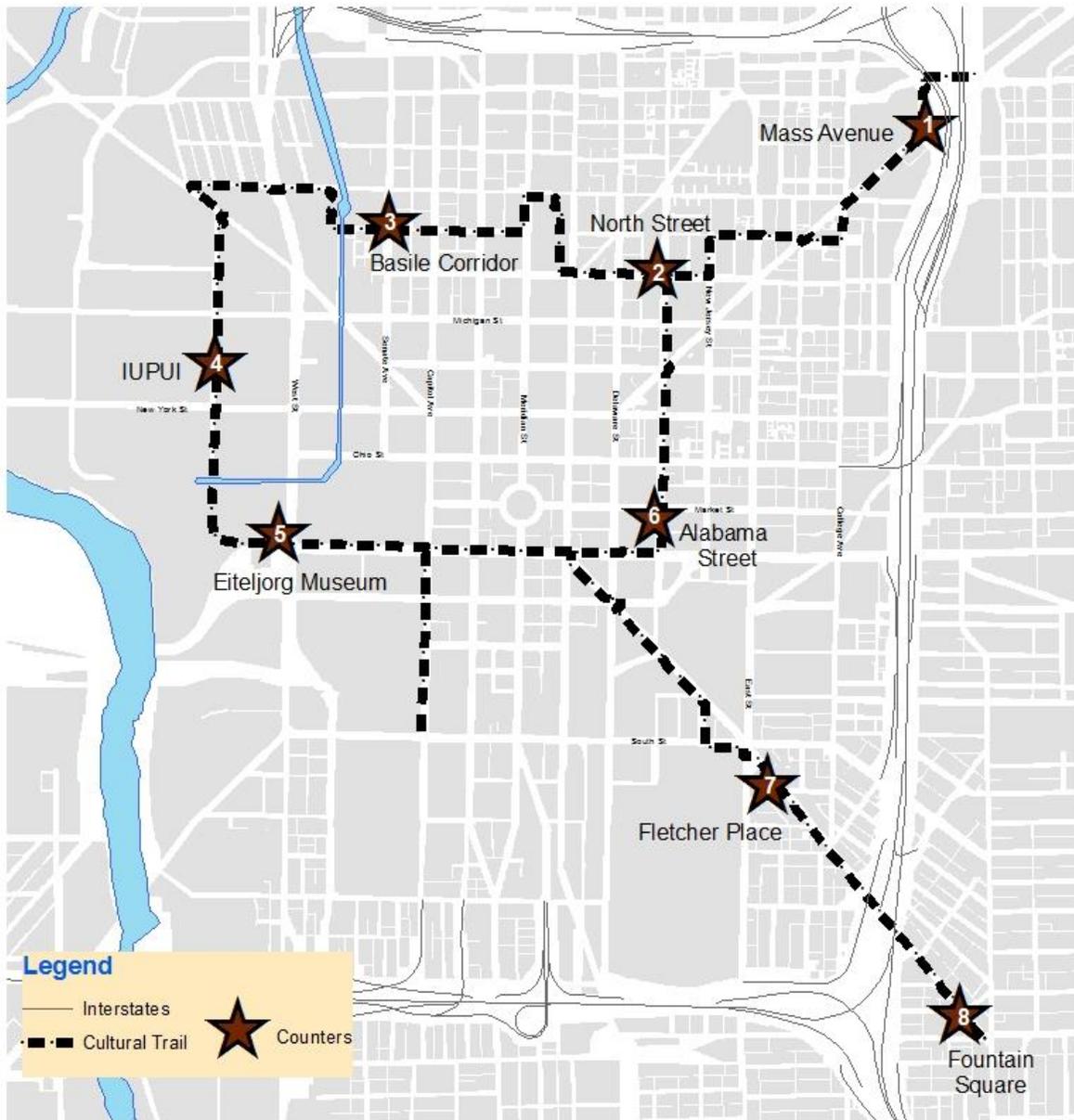
Trail counter along Frank and Katrina Basile Corridor



Photo credit: IU Public Policy Institute



Map 1. Indianapolis Cultural Trail Usage Counter Locations, 2014

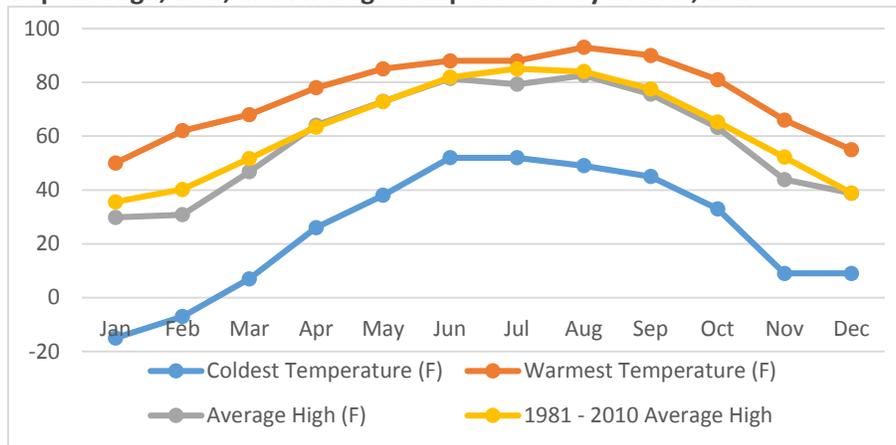


Factors that affect counts

There are many factors that may impact the usage of any trail. Weather is the most notable, especially in Indiana. A cold, snowy winter like we experienced in 2014 or a wet spring or hot summer can negatively impact use. On the other hand, a warm February day or temperate conditions on a weekend can lead to a spike in use. Figure 1 shows the temperature variations in Indianapolis throughout 2014 compared to a 20-year average (most recent 20-year average available).



Figure 1. Indianapolis High, Low, and Average Temperatures by Month, 2014



Because all types of counter equipment have some degree of error, usage totals should be considered estimates of usage rather than precise totals. In an effort to improve the accuracy of the counts, manual counts were conducted at each location to estimate the degree of error at each counter. In addition, surveyed users were asked where they entered the Trail and where they exited to try to determine the number of “there and back trips” to reduce double counting users. For each location the level of equipment error and the number of roundtrip users determined the appropriate adjustment factor for the data. Since users often pass the counters side-by-side or in large groups, the equipment may undercount users. However, this error rate was not greater than the reported number of users passing the collection equipment twice in one trip, so the appropriate adjustment factor was applied to all counts and usage levels were reduced.

Manual counts also were conducted at locations within one block of many of the counter locations—an attempt to determine if the Trail was drawing users away from other streets or pathways. However, as many of the segments of the Trail are along or near major downtown streets, the analysis could not prove, or disprove, any changes in pedestrian traffic.

Usage count estimates

Table 1 shows the monthly and annual usage estimates for the eight counter locations. Given the extreme winter weather early in 2014, and the fact that the Swarm Street art installation connecting the Fletcher Place and Fountain Square segments was not complete until the summer, the adjusted usage counts provide a solid benchmark. The lowest annual total (47,654) was recorded at Fletcher Place and the highest along Alabama Street (214,829). It is important to note that segment totals should not be combined to develop a total of Trail usage, as users could have been counted along more than one segment per visit.

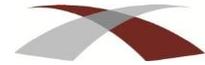


Table 1. Cultural Trail Usage Estimates (adjusted), 2014

Trail Segment								
Month	Alabama Street	North Street	Eiteljorg Museum	Fletcher Place	Fountain Square	IUPUI Campus	Mass Avenue	Basile Corridor
January	13,859	6,032	4,194	2,622	6,316	2,417	1,775	3,067
February	11,802	8,013	6,392	2,307	6,723	11,415	2,596	3,772
March	12,434	12,781	16,879	4,558	12,500	22,320	4,996	6,581
April	19,118	11,734	22,841	4,405	15,305	22,201	7,572	9,805
May	20,924	10,703	24,483	6,095	14,354	16,403	7,222	11,343
June	16,249	7,775	18,803	5,337	5,228	18,349	11,199	7,760
July	21,319	10,793	29,746	4,036	12,679	12,419	12,549	10,996
August	18,321	3,984	22,077	2,113	10,891	11,170	17,381	8,617
September	25,379	17,838	23,922	6,221	13,488	17,585	21,982	9,727
October	21,341	7,659	17,668	5,256	13,510	13,787	20,640	4,140
November	17,671	6,256	11,692	2,571	8,958	9,698	14,778	2,839
December	17,500	7,881	11,194	2,167	8,825	7,039	9,214	1,413
Average Daily Traffic	589	303	577	131	354	452	361	216
Annual Usage Estimate	214,829	110,681	210,769	47,654	129,097	164,892	131,904	78,875

When assessing the data further, there are noticeable differences in usage patterns for many of the segments. The segments have been paired to foster comparison. The pairing was done by either grouping counters along similar sections of the Trail or by those segments that saw similar usage patterns.

Alabama Street and the Eiteljorg Museum

The Alabama Street counter is located along Alabama Street just south of Market Street. At this location the Trail is quite wide as the pedestrian and cyclist's paths are separated. Originally, this counter was located one block farther north but the pole to which the counter was attached was damaged and the counter had to be moved.

The Eiteljorg Museum counter is located along the Trail at West Washington and North California Street. Here the Trail is a single lane with traffic in both directions. There are museums, hotels, parks, and sporting venues all within walking distance of this location.

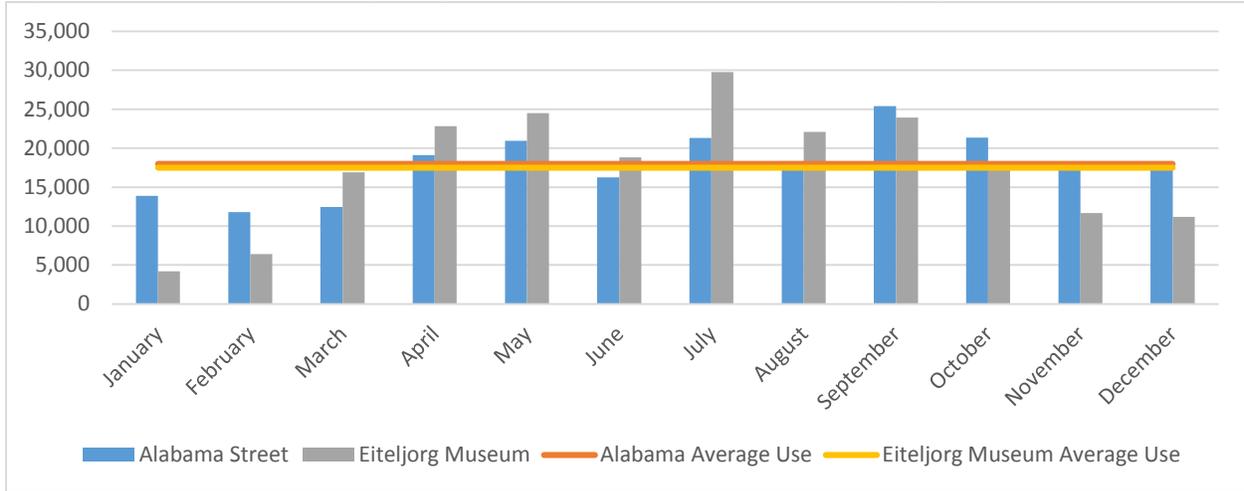
Usage along the Alabama Street section of the Trail is consistent. The fluctuations from month to month are minimal as shown in Figure 2. This result differs from traditional Indianapolis greenway trail counts that follow more of a bell shape peaking during the summer months and showing lower counts during the winter months. The steady usage is most likely because of the consistent flow of traffic in and out of the City Market and the City County Building.

The usage counts at the Eiteljorg Museum location more closely resemble traditional trail counts. The highest use occurs in July, and the winter months show the least amount of use. There is a decrease in June that cannot be explained by the data alone. The Eiteljorg Museum location is prone to spikes in usage. These spikes coincide with events, such as the Komen Indianapolis Race for the Cure and Indianapolis Indians baseball games, and are indicative of Trail usage for these events.



While there are sizeable differences in monthly use, the average monthly use for these locations only varies by around 500 users.

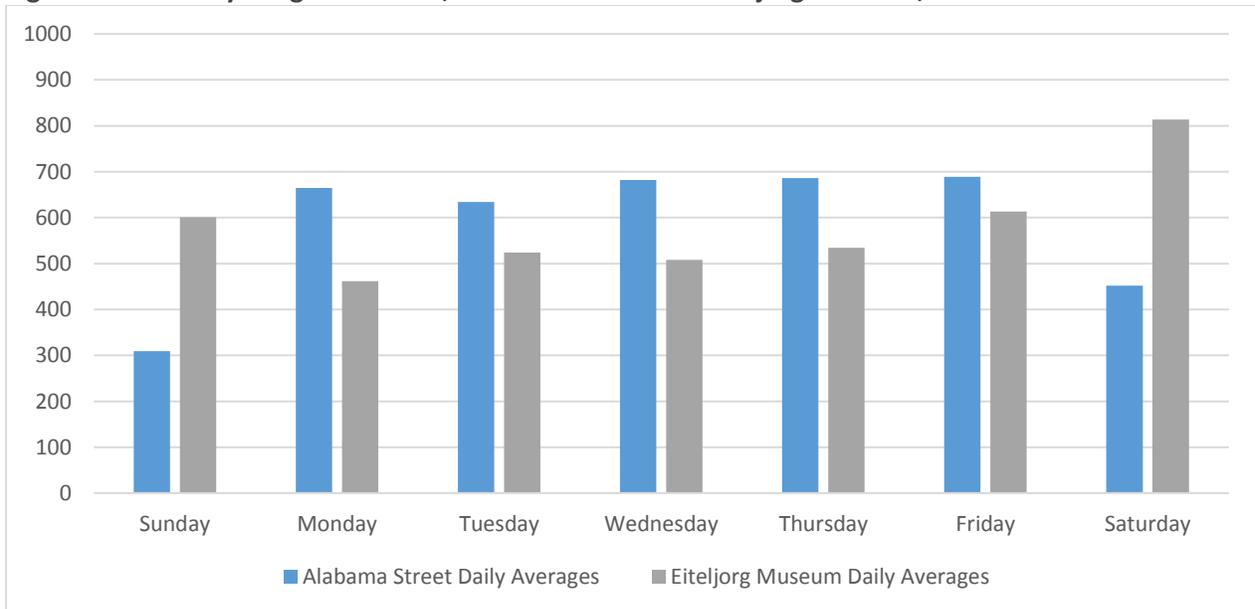
Figure 2. Cultural Trail Monthly Usage Estimates, Alabama Street and Eiteljorg Museum, 2014

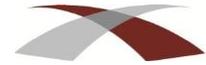


The daily counts for the Alabama Street location show much higher and consistent use during the week. This reinforces the notion that many users along this segment are using the Trail to access the City County Building and the City Market.

The highest daily use at the Eiteljorg Museum counter is seen on the weekends, with Fridays and Sundays each representing 15 percent of total users counted, and Saturdays accounting for 20 percent (Figure 3). Mondays show the least activity and this may be due, in part, to some of the facilities in the area being closed on Mondays. It appears the numerous destinations in the area lead to fairly consistent use throughout the week.

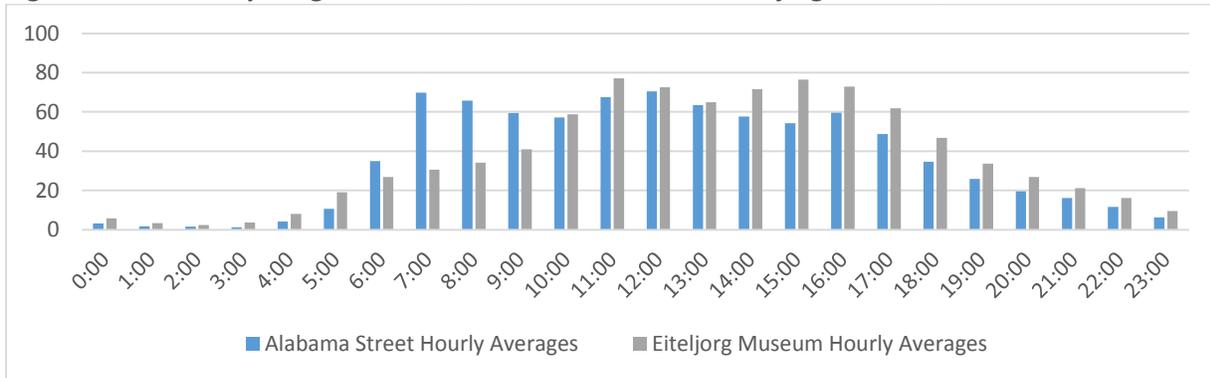
Figure 3. Trail Daily Usage Estimates, Alabama Street and Eiteljorg Museum, 2014





A closer look at usage by the hour at the Alabama Street counter shows higher usage during the day, with usage decreasing after 5pm and remaining low until 6am (Figure 4). Hourly usage at the Eiteljorg Museum peaks between 11am and 5pm. There appears to be a steady stream of users throughout the day and into the evening hours at this location.

Figure 4. Trail Hourly Usage Estimates, Alabama Street and Eiteljorg Museum, 2014



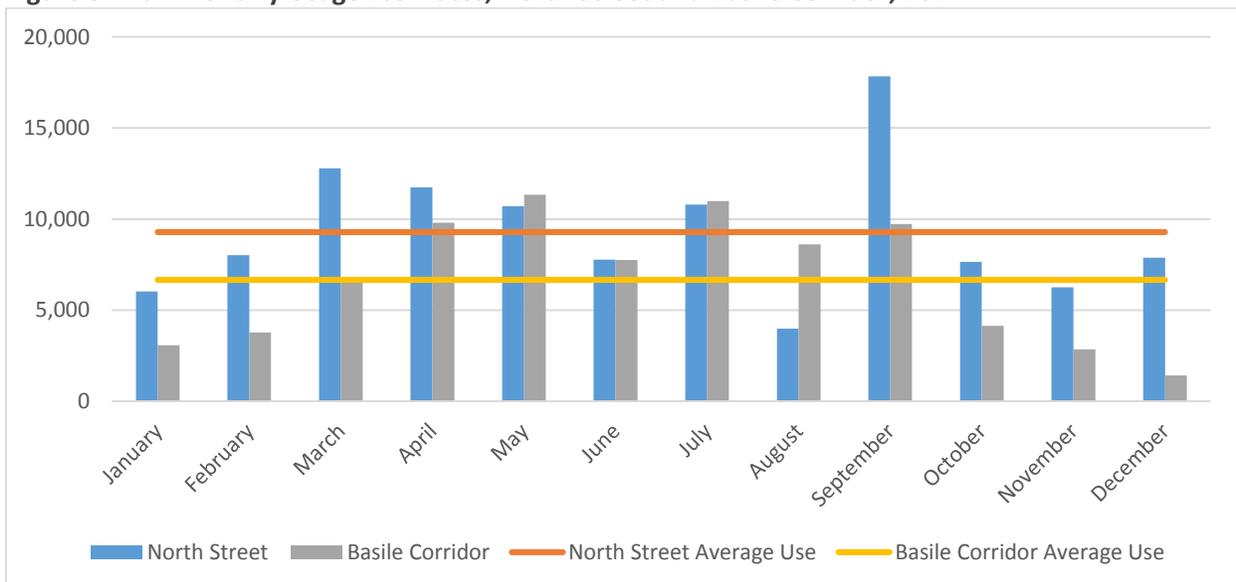
North Street and the Frank and Katrina Basile Corridor

The North Street counter is located along North Street east of Alabama Street. This segment of the Trail does not have separate paths for bikes and pedestrians, yet there is ample space for traffic in both directions.

The counter for the Frank and Katrina Basile Corridor segment is located at Walnut Street and Senate Avenue. Originally the counter was at Walnut Street and Roanoke Street, but had to be relocated due to vandalism. This location is unique as there also is authorized vehicular traffic along this Trail section.

Monthly usage counts (Figure 5) along North Street were highest in September (17,838) and lowest in August (3,984). This is somewhat unusual and represents a topic for future analysis. The Basile Corridor location saw more usual trends with peaks in the warmer months.

Figure 5. Trail Monthly Usage Estimates, North Street and Basile Corridor, 2014

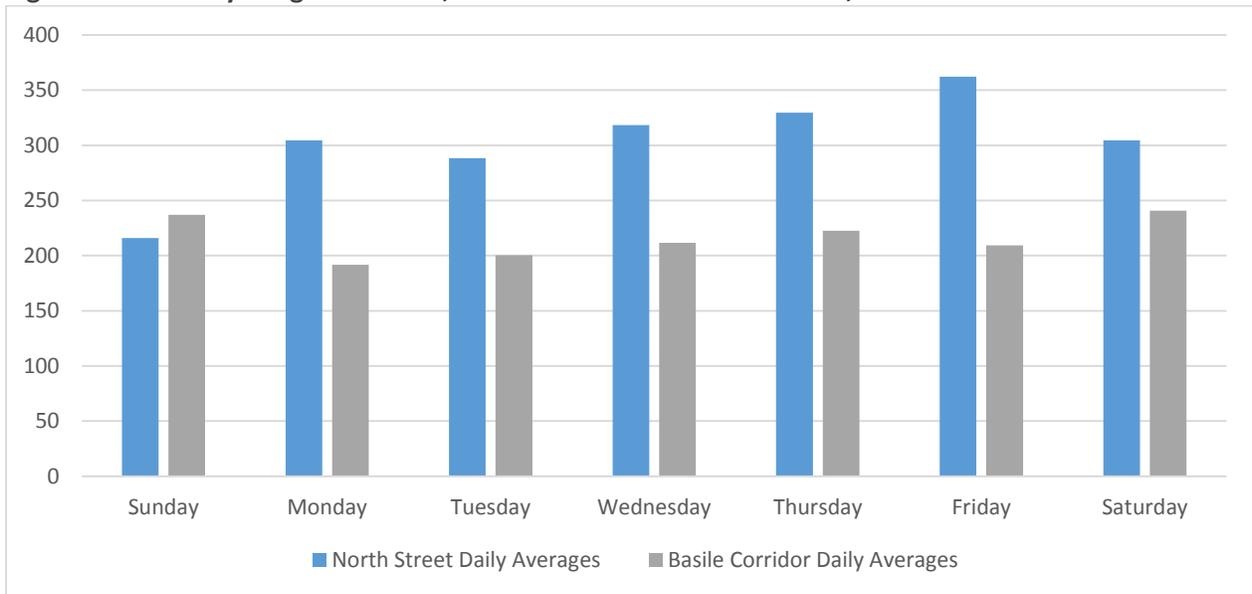




Daily usage along North Street is highest on Fridays and lowest on Sundays (Figure 6). This is quite interesting as Trail usage is generally lower on Fridays and higher on the weekends. This pattern may indicate a mix (visitors, residents and workers) of users of the Trail at this location.

Daily usage near the Basile Corridor is consistent throughout the week, which may be because this location is in a more residential, and less commercial area.

Figure 6. Trail Daily Usage Estimates, North Street and Basile Corridor, 2014



The hourly average numbers along North Street are similar to the daily totals as they do not indicate a clear use or user type (Figure 7). The usage levels remain somewhat consistent over the course of the day from 6am to 6pm with fluctuations between 11am and 5pm. Peak usage for the Basile Corridor location occurs during the 4pm hour with use building from late morning and remaining relatively steady until that time.

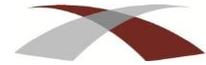
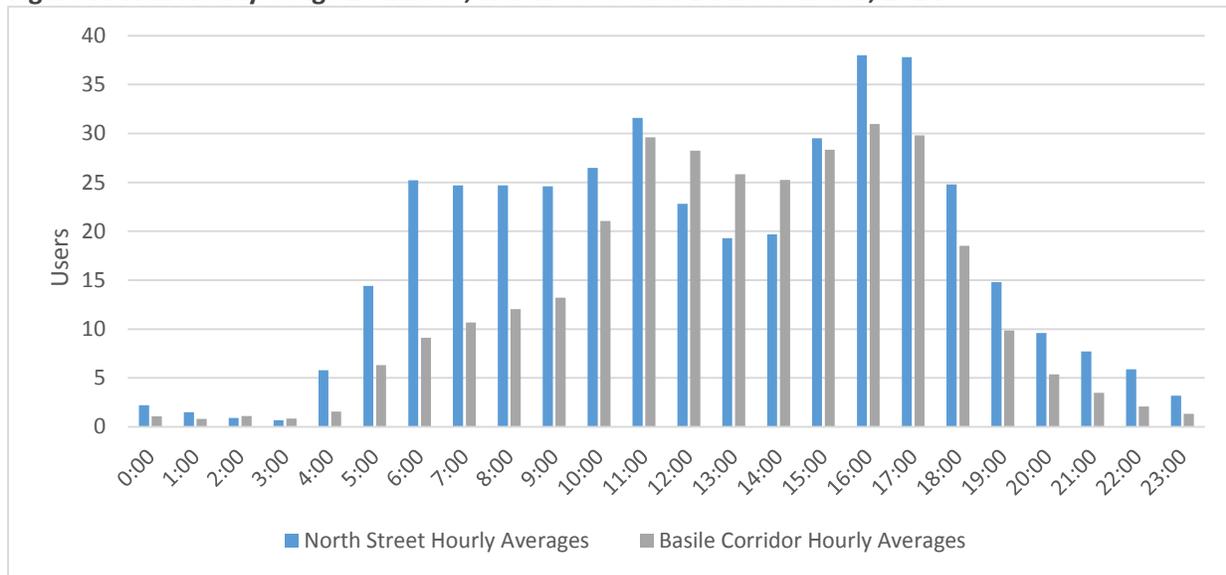


Figure 7. Trail Hourly Usage Estimates, North Street and Basile Corridor, 2014



IUPUI Campus and Mass Avenue

The IUPUI Campus counter is located along Blackford Street just west of Vermont Street. It is between parking lot 83 and the Science Building. Parking lot 83 is permit parking for faculty, staff, and students. There are a few metered parking spaces as well.

The counter location for Mass Avenue is located at the corner of Massachusetts Avenue and Bellefontaine Street. This is just north of the 900 block of Massachusetts Avenue. This location was selected to see how many users may be using the Cultural Trail to access the Monon Trail or the Payne Connect10n (10th and Mass) Project, as well as the shops, restaurants, and other businesses along Massachusetts Avenue.

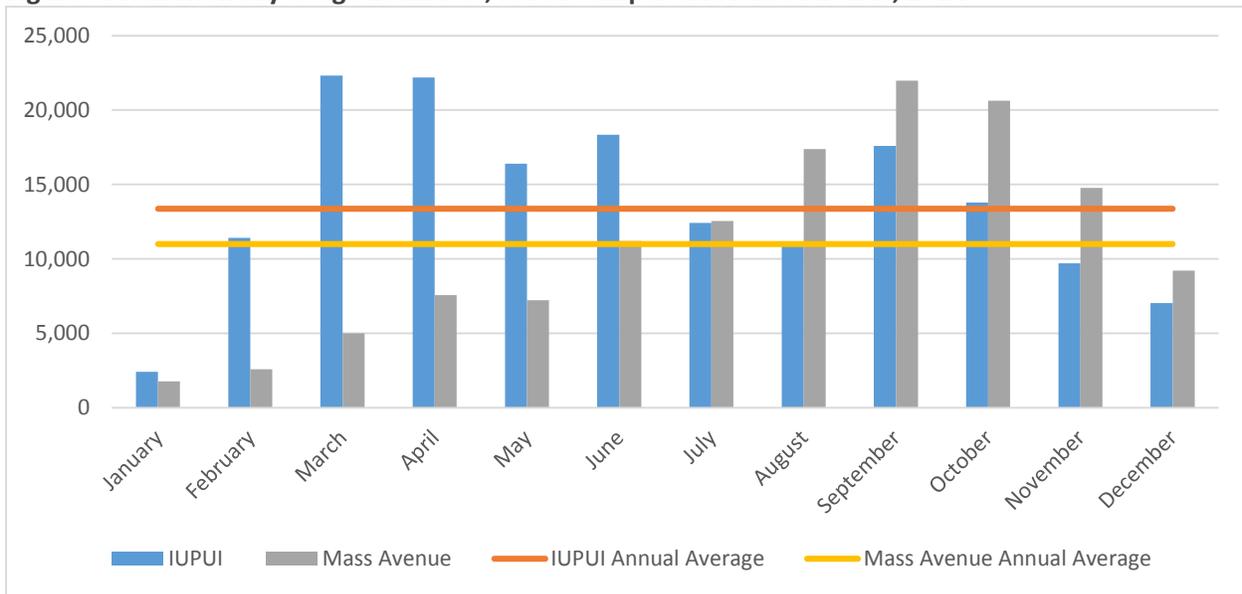
An equipment malfunction required ratios of prior usage to be used for October, November, and December. Hourly and daily estimates exclude data for these months.

The monthly usage pattern on the IUPUI campus closely mirrors the school calendar (Figure 8). Peaks occur in March, April, and September.

Usage at the location along Massachusetts Avenue grew throughout the year and peaked in the fall. With new housing and businesses throughout the area, it is expected that the counts will grow over time.



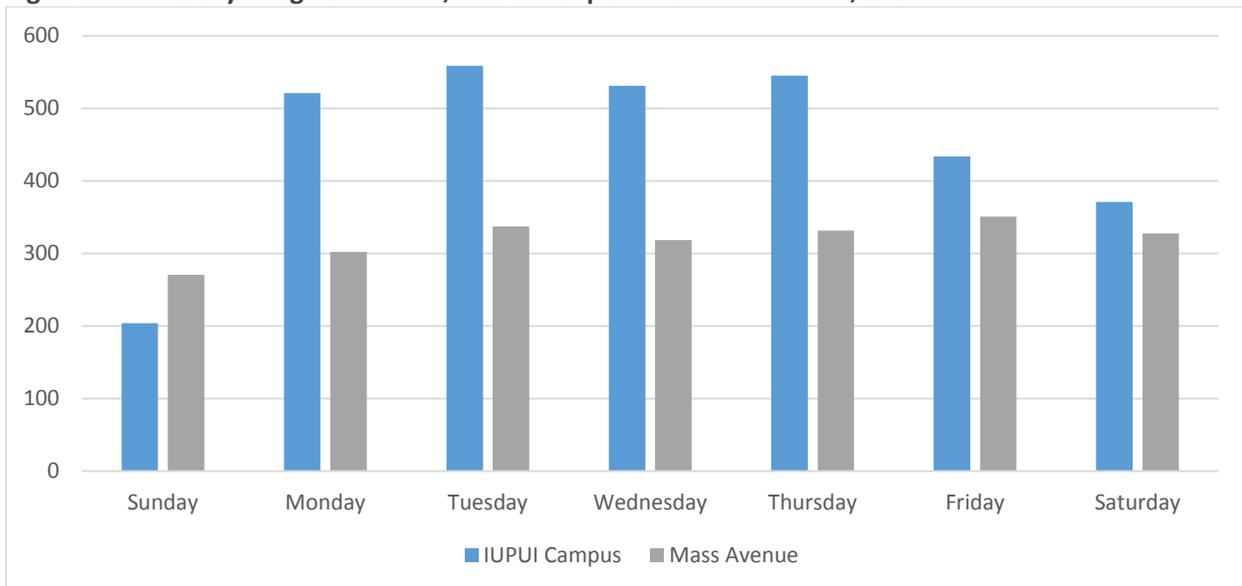
Figure 8. Trail Monthly Usage Estimates, IUPUI Campus and Mass Avenue, 2014



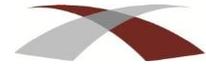
The highest daily use at IUPUI occurs Monday through Thursday and drops for the remainder of the week (Figure 9). This, too, reflects the campus schedule, as fewer classes are scheduled on Fridays and Saturdays, and even fewer on Sundays.

Usage along the northern section of Mass Avenue is consistent throughout the week. The lowest average number of users occurs on Sunday with over 270 users, and the highest is Friday with an average of 350 users.

Figure 9. Trail Daily Usage Estimates, IUPUI Campus and Mass Avenue, 2014

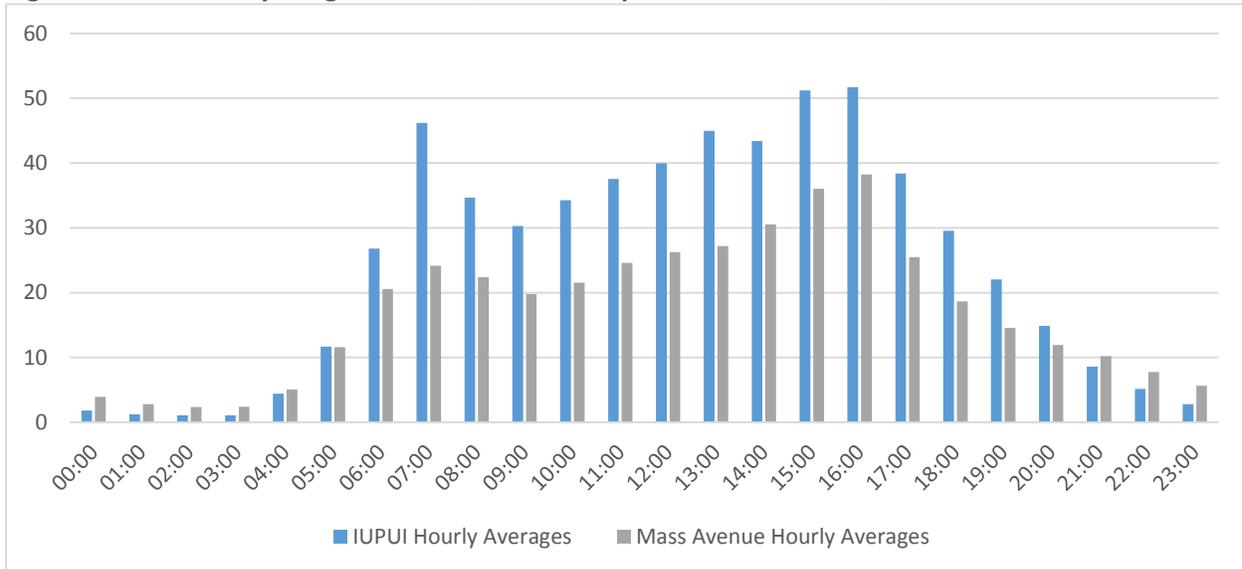


Hourly usage tracked at the IUPUI counter is highest in the early morning and afternoon (Figure 10); likely explained by the arrival of staff in the morning, and in the afternoon by the overlap of classes for traditional students and the arrival of students for evening classes.



Peak usage for the Mass Avenue location occurs in the late afternoon. There is some evidence of increased use and possible commuting activity between 6am and 9am as well as 3pm to 6pm.

Figure 10. Trail Hourly Usage Estimates, IUPUI Campus and Mass Avenue, 2014



Fletcher Place and Fountain Square

The Fletcher Place counter is located along Virginia Avenue just north of Lexington Avenue. With its location just south of South Street, the goal was to show how many users may be traveling from the downtown Indianapolis segments of the Trail to the Fletcher Place and Fountain Square neighborhoods. The completion and installation of Swarm Street art display on Virginia Avenue was delayed and hindered the ability to analyze this connection and certainly diminished the counts. This should be kept in mind when assessing usage.

The Fountain Square counter is located at the end of the Trail just north of Prospect Street. The location was selected as there is a mix of establishments nearby including a bank, several restaurants, and a branch of the public library.

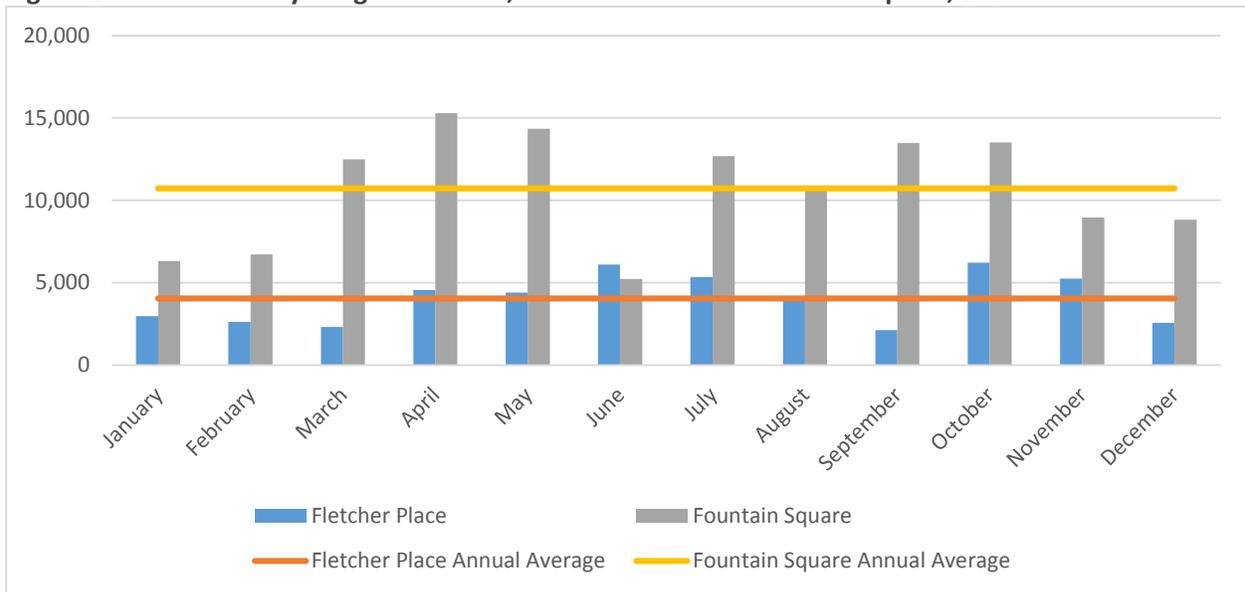
This location experiences spikes in usage. The Fountain Square area hosts several community events throughout the year. Each of these led to significant increases in usage on those days.

Figure 11 shows the monthly usage estimates for the Fletcher Place counter. The counts increase toward the end of the year when the light installation was completed and new restaurants opened in the area.

Fountain Square monthly counts are higher in the spring and fall. Overall, use is strong throughout the year and may be due, in part, to the mix of businesses along this segment of the Trail.



Figure 11. Trail Monthly Usage Estimates, Fletcher Place and Fountain Square, 2014

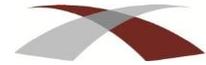


Use of the Trail at the Fletcher Place counter is consistent throughout the week, with slight increases on Fridays and Saturdays (Figure 12). Over 45 percent of all counts at the Fountain Square location occur on Fridays and Saturdays. The rest of the days of the week each account for between 10 and 12 percent of total use.

Figure 12. Trail Daily Usage Estimates, Fletcher Place and Fountain Square, 2014

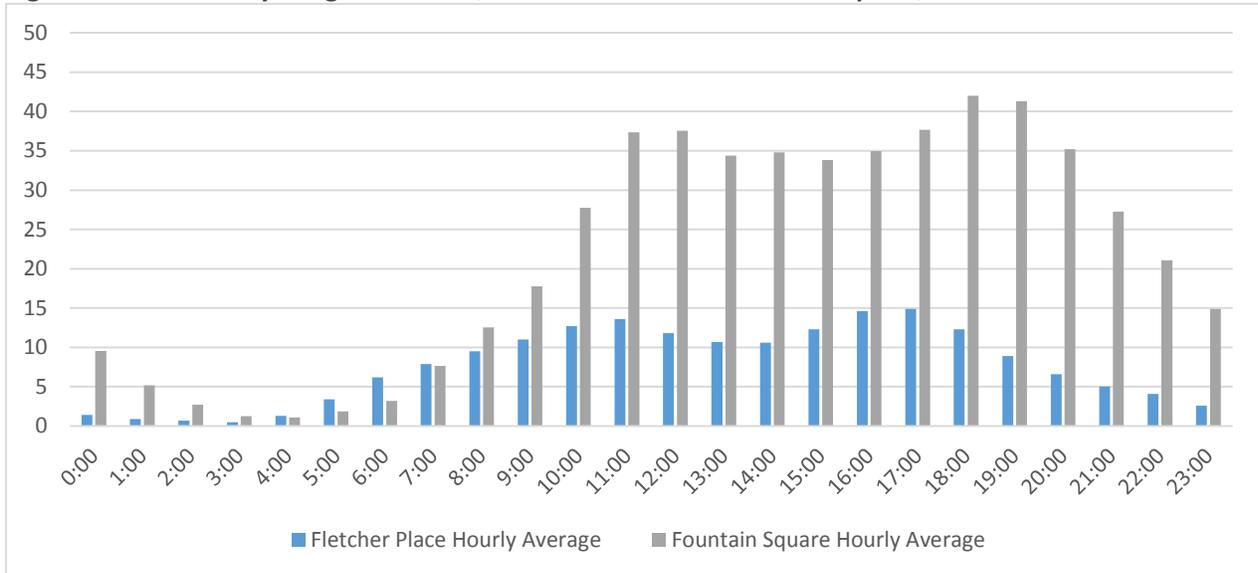


At the Fletcher Place location, usage peaks around 11am and again around 5pm (Figure 13). There are several eating and drinking establishments in the area, which could mean these spikes are related to arrivals/departures of employees of these establishments and their customers.



While many of the counter locations see their peak around 5pm, more users are counted in the Fountain Square area at 6 and 7pm than at other times of the day. Additionally, it has by far the largest number of users after 11pm.

Figure 13. Trail Hourly Usage Estimates, Fletcher Place and Fountain Square, 2014



Other trails in Indianapolis

Comparing usage estimates in Table 1 to 2014 counts for other trails in Marion County may assist in understanding the level of use along the Cultural Trail. Table 2 shows annual totals for the larger greenways and trails in Indianapolis. Some segments of the Cultural Trail recorded higher counts than all other trails besides the Monon Trail—the most heavily utilized in the system. Given the close proximity, it is interesting to note the similar figures for the 10th Street and Mass Avenue locations, which may represent connectivity between the two trails.

Table 2. Marion County Trail Usage Comparison, 2014

Trail	Segment	2014 Annual Usage Estimate
Cultural Trail	Alabama Street	214,829
	Eiteljorg Museum	210,769
	Fletcher Place	47,654
	Fountain Square	129,097
	Basile Corridor	78,875
	IUPUI Campus	164,892
	Mass Avenue	131,904
	North Street	110,681
Monon Rail Trail	10th Street	134,605
	67th Street	471,018
Fall Creek Trail	Bosart Avenue	42,189
Central Canal Tow Path	Butler University	48,696
Pleasant Run Trail	Garfield Park	25,826
White River Trail	Michigan Avenue Bridge	37,947
Eagle Creek Trail	Reed Road	51,581



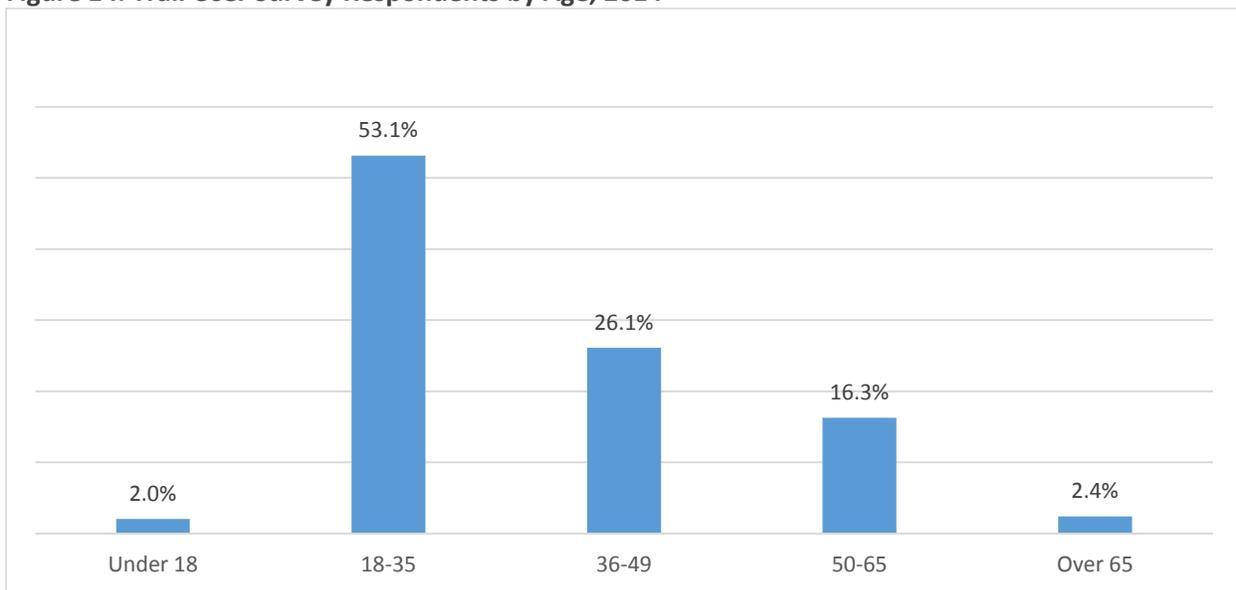
Perceptions of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick

Survey of Trail users

From fall 2013 through fall 2014, IUPUI students surveyed 558 people using the Trail. The students surveyed users in nine locations, eight of which were in close proximity to the counters. Surveys were conducted every day of the week, including weekends, to coincide with large events occurring in areas along the Trail, and in three-hour intervals from 8am to 8pm. Trail users most often agreed to be surveyed on Wednesdays and Fridays, and during lunchtime hours of 11am to 2pm. The following figures and tables show the responses as percentages of those who responded to each specific question.

Figure 14 displays age demographics of the respondents; 53 percent were between the ages of 18 and 35. As for other respondent demographics, 58 percent were female, and 78 percent were white.

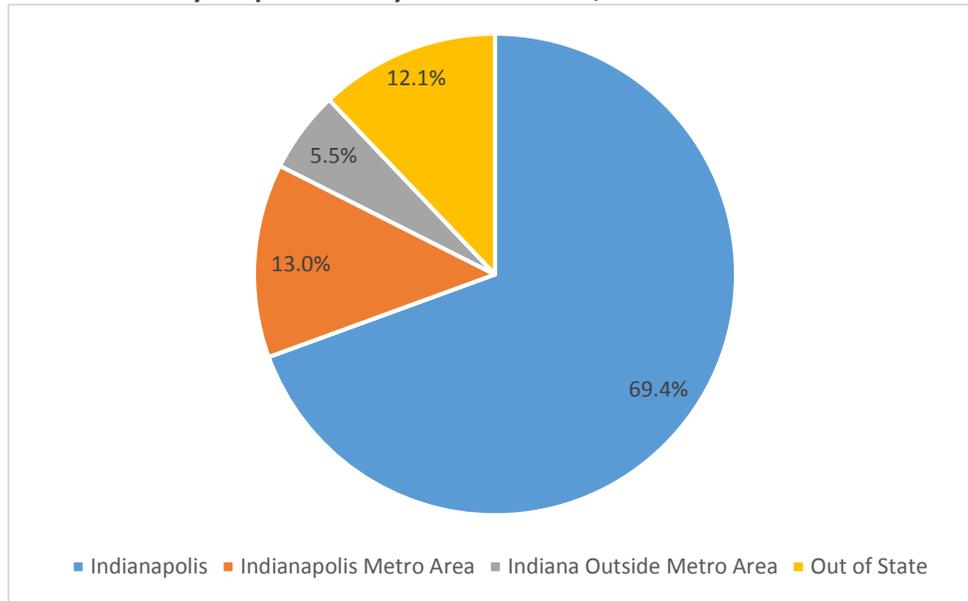
Figure 14. Trail User Survey Respondents by Age, 2014



Surveyed users were asked for a home zip code. Any user with a Marion County zip code was designated as an *Indianapolis* user. Of the 544 users who responded to the question, 129 were from outside Indianapolis (Marion County). Using the 2010 U.S. Census MSA definitions, any zip codes that were in the Indianapolis MSA were designated as *Indianapolis Metro Area*. All other Indiana zip codes were labeled as *Indiana Outside Metro Area*, and the rest are *Out of State* (including one respondent from Canada). Figure 15 displays the proportion of users from the four geographic categories. There were users from 24 other states, the greatest number from Illinois (Ohio had the second highest count). The two farthest travelers from within the United States were from the state of Washington.

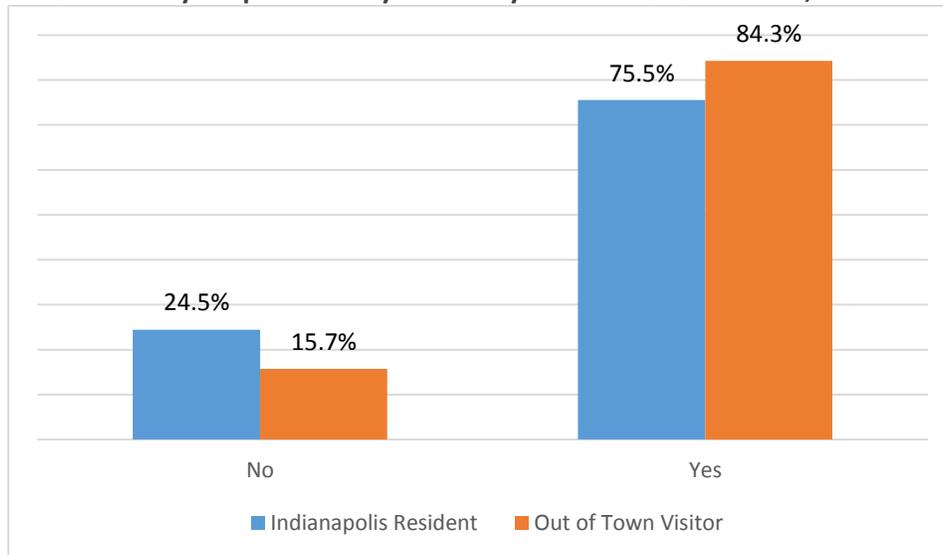


Figure 15. Trail User Survey Respondents by Home Location, 2014



To gauge knowledge and awareness about the Trail, users were asked if they were aware that they were on the Cultural Trail. Figure 16 displays the responses, by residency, to the question. While the vast majority of users were aware of being on the Trail, visitors were aware more often that they were using the Trail than were Indianapolis residents.

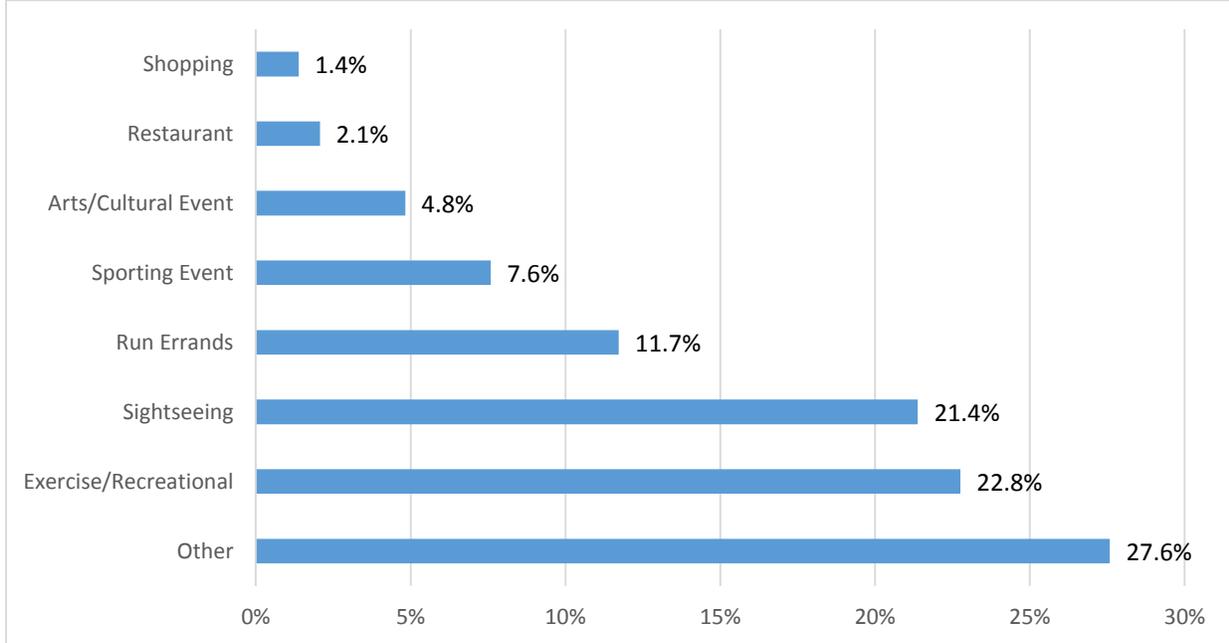
Figure 16. Trail User Survey Respondents by Residency and Awareness of Trail, 2014



It is important to evaluate the impact the Trail has on visitors to Indianapolis. Figure 17 is a display of the main reason visitors were on the Trail. Visitors, in this instance, are defined as respondents who are from outside the Indianapolis Metro Area. Users could select more than one option, if appropriate. While the majority of users stated they were using the Trail for something other than the options offered to them, a combined 44 percent of visitors were on the Trail for exercise/recreational use and sightseeing.



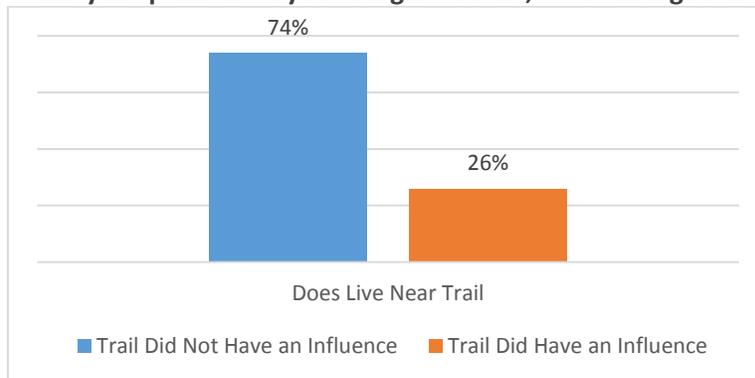
Figure 17. Trail User Survey Respondents by Main Reason on the Trail for Visitors from Outside the Indianapolis Metro Area, 2014



All surveyed users were asked to estimate how much money they would be spending in five categories: hotels, restaurants, stores, theater/cultural events, and other. A total of 91 respondents disclosed what their spending estimates would be while on the Trail. The average expected expenditure was \$53, with hotel spending the highest category and restaurant spending second.

One question asked whether the respondent lives on or near the Trail, and, if so, whether the Trail had had an impact on choice of residence. Figure 18 shows that 26 percent of the residents who indicated that they live on or near the Trail reported that the proximity influenced their decision. There were no questions to determine which respondents resided in the area before the Trail was constructed. Future surveys could include such a query to evaluate the affect the Trail may have on housing decisions.

Figure 18. Trail User Survey Respondents by Housing Decisions, Users Living Near the Trail Only, 2014





Respondents also were asked to specify their reason for Trail usage during this visit. Users were allowed to choose multiple categories that included recreation and exercise, running errands, commuting to work, shopping, arts/cultural events, and sporting events.

Given the general need for increased physical activity, it is encouraging to see exercise and recreation as the primary use, according to respondents (Figure 19). While there are numerous benefits to exercising, the economic benefit is often overlooked. According to *The Economic Benefit of Regular Exercise*, employees who are active and exercise at least once a week will have lower health care costs than those who do not (O’Neal & Wendel, 2009). These employees have 27 percent fewer sick days than co-workers who are sedentary. Adults also gain two hours of life expectancy for every hour of exercise.

As most users who agreed to be surveyed were walkers, these numbers underrepresent those running or biking on the Trail; suggesting the reported numbers of users exercising on the Trail are low. Commuting to work and sightseeing were the second and third reasons given most often for using the Trail.

Figure 19. Trail User Survey Respondents by Activity, 2014

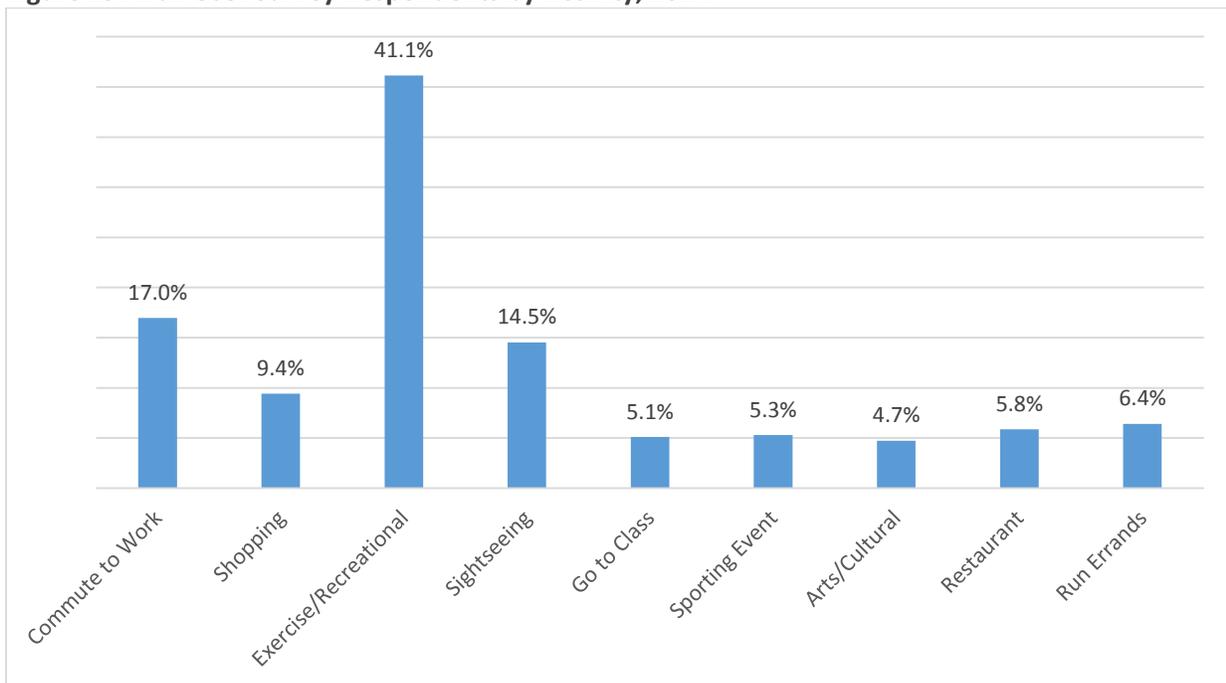
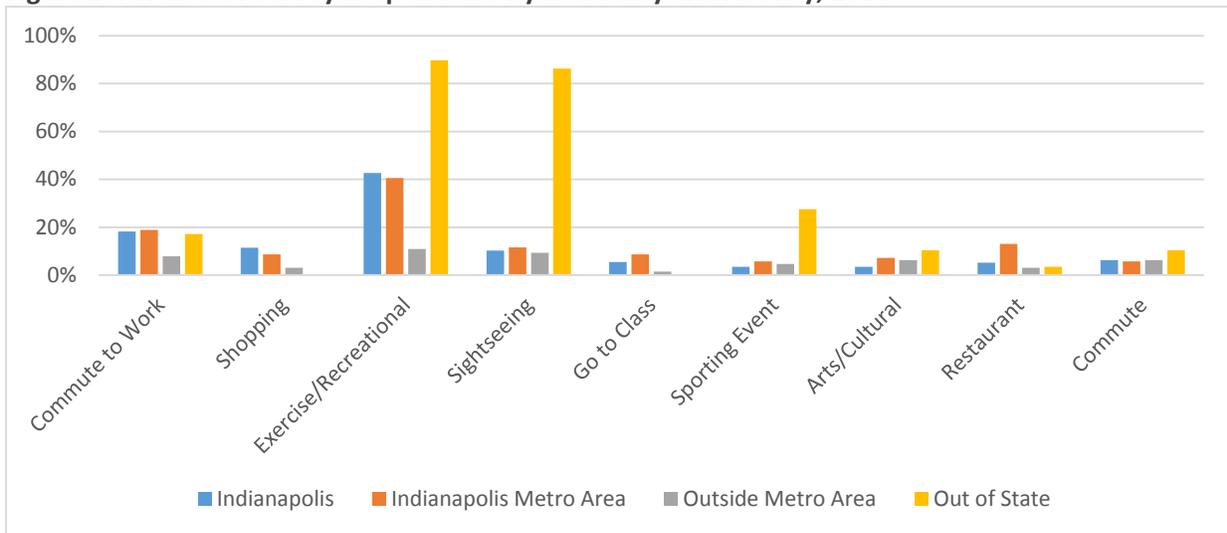


Figure 20 shows the results to the question about main reason for visiting the Trail by residential area. The Indianapolis residents report using the Trail less for arts and cultural events than the visitors to Indianapolis.



Figure 20. Trail User Survey Respondents by Residency and Activity, 2014



Figures 21 through 23 display the respondents' frequency and duration of use of the Trail. Over half of the respondents report using the Trail every day or several times a week (Figure 21). Those who use the Trail every day represent one-quarter of survey respondents. The majority of respondents who say they use the Trail every day (75 percent) stated that they will take the same path to exit as they did to enter. Using the Trail to commute to work was the second highest use for Indianapolis and metro area residents.

Almost 18 percent of the respondents were on the Trail for the first time. The largest share of first time users were respondents from out of state and outside the Indianapolis metro area (Figure 22). Of the users who planned to stay on the Cultural Trail for more than two hours, 20 percent were first time users. Several users commented that they only use the Trail a few times a year. Almost 50 percent of respondents expected their current usage to be for 30 minutes or less (Figure 23).

Figure 21. Trail User Survey Respondents by Frequency of Visits, 2014

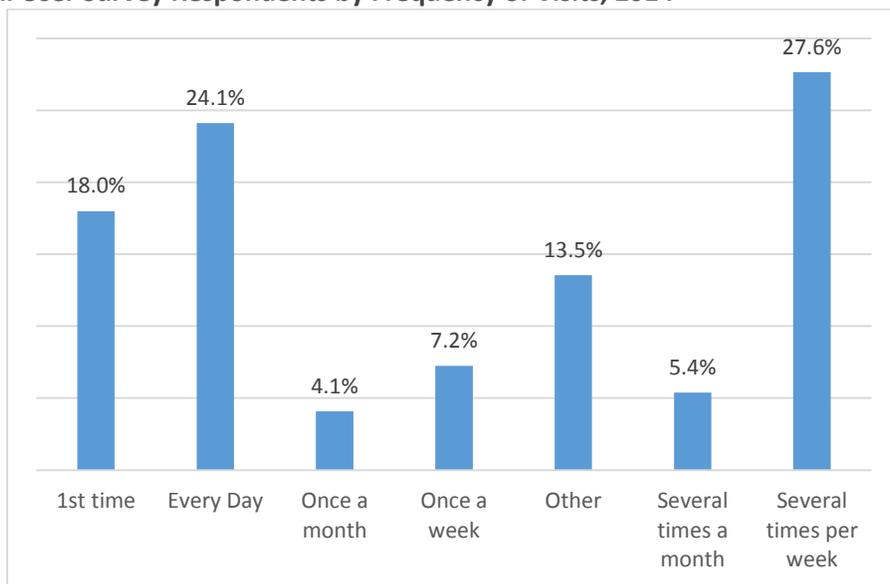




Figure 22. Trail User Survey Respondents by Residency and Frequency of Use, 2014

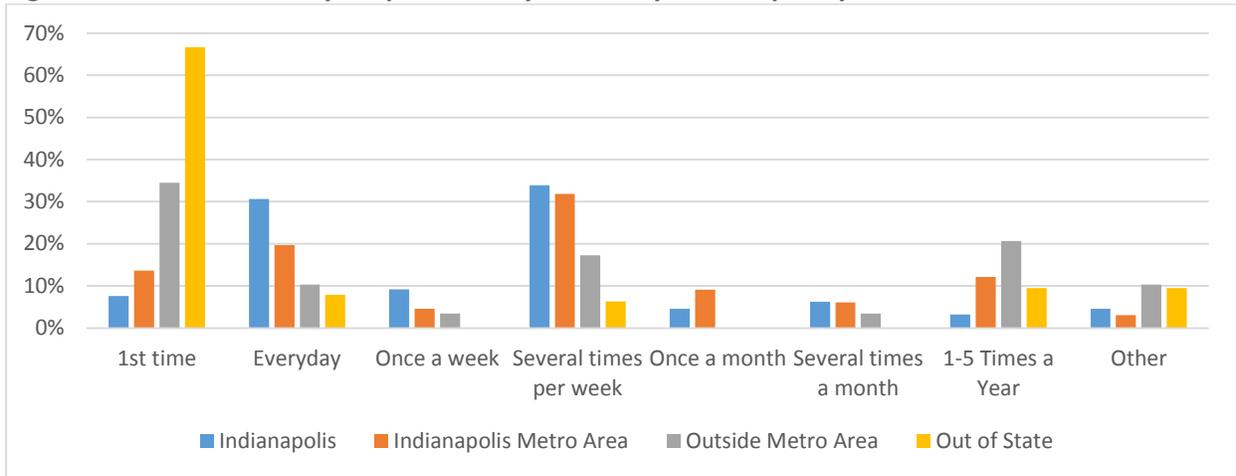
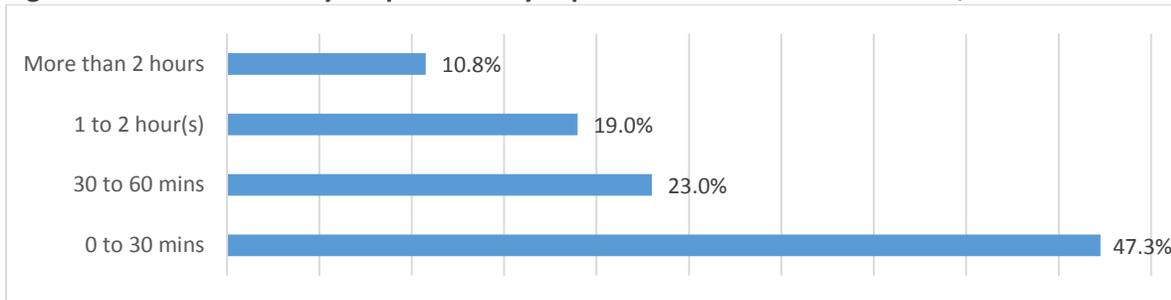


Figure 23. Trail User Survey Respondents by Expected Duration of Current Visit, 2014



Trail users feel safe

In conjunction with information regarding Trail usage, user surveys were utilized to understand perceptions of the Trail. Regardless of the reason for using the Trail, feeling safe and secure while on the Trail is vital. When asked, over 95 percent of respondents do feel that the Trail is safe and secure. Of those who reported that they did not feel safe, the most common points of entry to the Trail were by the Eiteljorg Museum, on Washington Street near the Convention Center, and on Alabama Street near the City-County Building.

“Great for the city, good for connecting areas of the city, relieves car congestion”

“Awesome! My main mode of transportation and it's safe.”

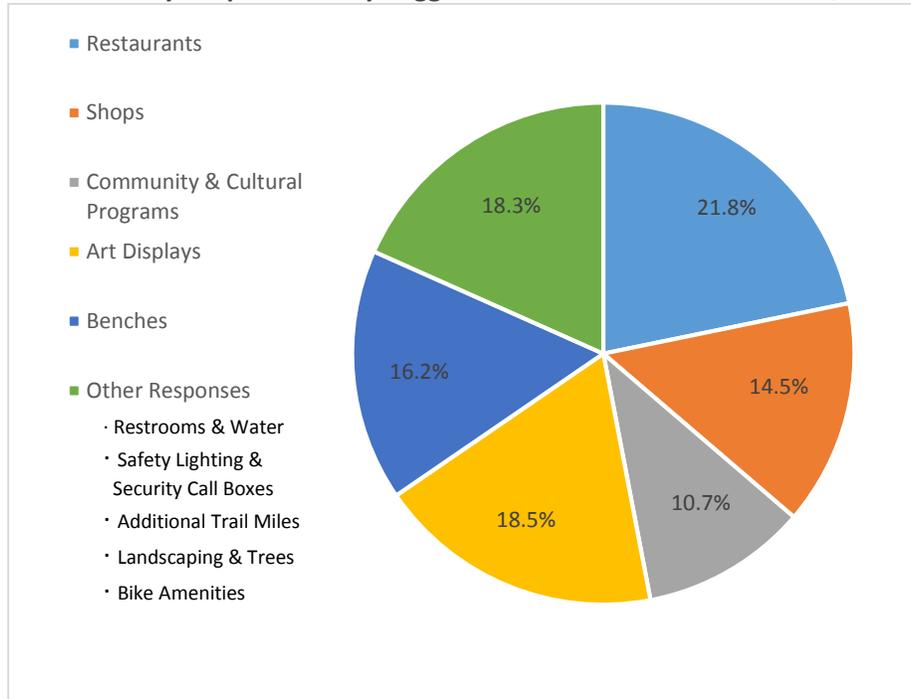
Respondents were asked what they would like to see more of on the Trail. Restaurants, including those that serve moderately priced sandwiches and beverages, as well as hotdog vendors were the most common preferences given by the respondents (Figure 24). Users also would like to see more art displays, benches, and retail shops to enhance their experience while on the Trail. Finally, several users felt that

“... Cyclists and pedestrians move around without traffic. Had it not been for the Trail, I would not have visited the City Market, and would have driven for errands.”



community and cultural programs should be held along the Trail. With regards to the users who stated that they would like an increase in safety and security, respondents commented that they would like to see more lighting and emergency call stations.

Figure 24. Trail User Survey Respondents by Suggestions for Additional Amenities, 2014



Key informant interviews

To obtain additional feedback, key informant interviews with community leaders and business operators representing the Mass Avenue, Fletcher Place, and Fountain Square neighborhoods were conducted. Community leaders, business developers, nonprofit leaders, restaurateurs, real estate professionals, and developers were asked the same questions, either in person or by email. Most of the respondents were more closely aligned with the Fletcher Place and Fountain Square neighborhoods than Mass Avenue.

The participants began by sharing how the Trail has impacted the neighborhood. The owners agreed that the Trail has increased the activity in the area and that they enjoyed seeing more people walking around Fountain Square and Fletcher Place, especially when they visited stores and restaurants along Virginia Avenue. The owners felt that the Trail has offered greater connectivity to Eli Lilly and downtown, creating a more positive atmosphere and attracting more affluent visitors to the southern end of the Trail.

“I think it has had a tremendously positive effect because the Trail has connected Fountain Square to the downtown area, and brought people in here that otherwise would not have come.”

Owners expressed a couple of concerns during the discussions. First, increased traffic in the area has made finding parking more difficult. Part of the concern is, during times of inclement weather, patrons who usually use the Trail to reach the neighborhoods will drive, possibly



causing them to park on neighborhood streets. Owners noted that, absent of inclement weather, the Pacers Bikeshare program has helped to alleviate the parking issues.

Second, the amount of affordable housing is diminishing as the newly constructed housing is not as affordable and the rehab of existing units has raised rents. There was a concern that soon those who work in the restaurants and retail shops would not be able to afford to live in the area.

During the interviews, key informants were asked if they were familiar with the Friends of Our Trail program (indyculturaltrail.org/friendsofourtrail/). Several owners noted that they were unaware of the program, and one owner had a vague understanding of the program. However, after hearing an overview of the program, many owners expressed an interest in learning more.

During the Friends of Our Trail discussion, business owners suggested the creation of an app for use on the trail. The app would give users information on the segment of the Trail at the user's current location, including the artwork near them and links to the merchant associations of each neighborhood for information on upcoming or current events.

"The Cultural Trail has made it much easier for out of town guests to locate and feel comfortable walking to Mass Ave and around Mass Ave. It has been so beneficial linking downtown neighborhoods. It's beautiful and so welcoming. We have so many out-of-towners comment on it and, of course, our lovely city."

Business owners felt that a stronger collaboration between the merchant's associations and Indianapolis Cultural Trail, Inc. (ICT, Inc.) would be beneficial when marketing cultural and community events. They would like to see more events similar to the Cultural Trail Grand Opening and scavenger hunt, whether completely hosted by the ICT, Inc., or in collaboration with the neighborhoods. This coincides with the sentiments of the users who stated that they would like more community and cultural events. Additionally, the owners suggested that kiosks be installed along the Trail for users to look up what events are happening in the Cultural Districts.

Owners also would like to see waste stations with dog bags and trash cans installed along the Trail. One owner noted that she has noticed an increase in people walking their dogs in the area, but not all owners carry bags to clean up after the dogs. Adding the stations would encourage cleanup and make the Trail more user friendly.

Since a primary goal of the Trail is to establish connectivity between the Cultural Districts and to the downtown Indianapolis area, informants were asked how connected they felt since the Trail opening. While all stated that they felt more connected, especially those in Fletcher Place, many commented that the sense of connectivity did not increase until the light installation under the Virginia Avenue Bridge was complete. Furthermore, they suggested that more lighting, throughout the Trail, would be useful.

One owner suggested the connectivity has increased business in the area because people use the Trail during the day, exploring the neighborhoods and return in the evening to experience the nightlife. A couple of the businesses, who offer higher priced dining options have been credited with attracting people who may not have ventured to the neighborhoods. Once they have dinner they stay in the area because of the Trail and the connectivity to other stores and entertainment venues in Fountain Square. These people often return after their first time because of the atmosphere that has been created by the Trail.



Additional legs of the Trail leading to Garfield Park and the University of Indianapolis campus would be a welcome addition for the Fountain Square business owners. One owner commented that runners from the University of Indianapolis run to the Fountain Square area daily and that extending the Trail to the University would increase the impact that the Trail has made on the neighborhood. They also felt that connecting the Trail to Garfield Park would give the Garfield Park area a much needed boost for revitalization, similar to what the Trail has done for Fountain Square.

The owners reported that there has been an increase in out-of-town visitors in the area as well. The Trail provides a greater sense of safety for visitors who venture out of the immediate downtown area to Fountain Square. The Trail provides a delineated way for visitors to reach Fountain Square and it also has made it easier for owners to explain how to get back and forth. Visitors also like the free parking. One owner, who caters to tourists and owns a hotel, said the hotel is an “easy sell” because he tells tourists that they can park for free, and then use the Trail, by walking or using a Pacer Bikeshare, to venture downtown. A large number of guests are from Ohio, Illinois, and Michigan. Many of the guests enjoy staying in a hotel where the event venue and after-event nightlife is within walking distance.

Many owners stated that they believe the Trail is a great amenity for Indianapolis. A couple of respondents stated that they opened around the same time as the Trail and have enjoyed growing with it. Others commented that the increased pedestrian and bicycle traffic along the Trail provides a distinct advantage for those businesses located right along it.

“There is now a great deal of foot traffic and bicycles daily. We look forward to what the future holds!”

Concerns expressed by respondents included confusion by motorists about how to cross the Trail and that the signage may need to be more prominent. A couple of owners also noted that occasionally the cyclists create issues for pedestrians who are entering and exiting shops because they are not riding on the proper side of the Trail.

The overall sentiment from the business owners is that the Trail has provided a great amenity for the city and the neighborhoods. Many felt that it has helped the neighborhoods realize their potential and has created a new sense of community in both the Fountain Square and Fletcher Place neighborhoods. The business owners and residents are excited about the future.

Financial Analysis of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick

Impact of the Trail on assessed property values

Public amenities are planned and developed with any number of goals in mind. Often the justification for project expenditures is based on future benefits of the project including increased economic activity. These may include higher property values, employment, and tax revenues.



An analysis of the assessed property values of those parcels near the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick was conducted to detect changes in real estate valuation. Gross assessed property values for the years 2008 and 2014 were obtained from the Indiana Business Research Center. The 2014 parcel data, specific for geographical information systems (GIS) and analysis, were obtained through Indiana Map.

Using GIS software, property parcels located within 500 feet of the Cultural Trail were selected and the differences in property values from 2008 to 2014 were calculated.

The change in assessed value for parcels within 500 feet of the Trail along the Mass Avenue and Virginia Avenue segments was also calculated. The change in aggregated total assessed value (2008 to 2014) of the parcels in the segments was calculated to assess whether parcels in close proximity to the Trail had experienced a change in total assessed property values. The total change was compared to the total change in the corresponding Census tracts.

There are two factors to consider when looking at these data. First, during the 2008 to 2010 timeframe, many properties saw a decrease in assessed value due to the recession and real estate downturn. As a result, some of the increase in value is a return to pre-2010 values, and likely would have occurred regardless of the Trail construction.

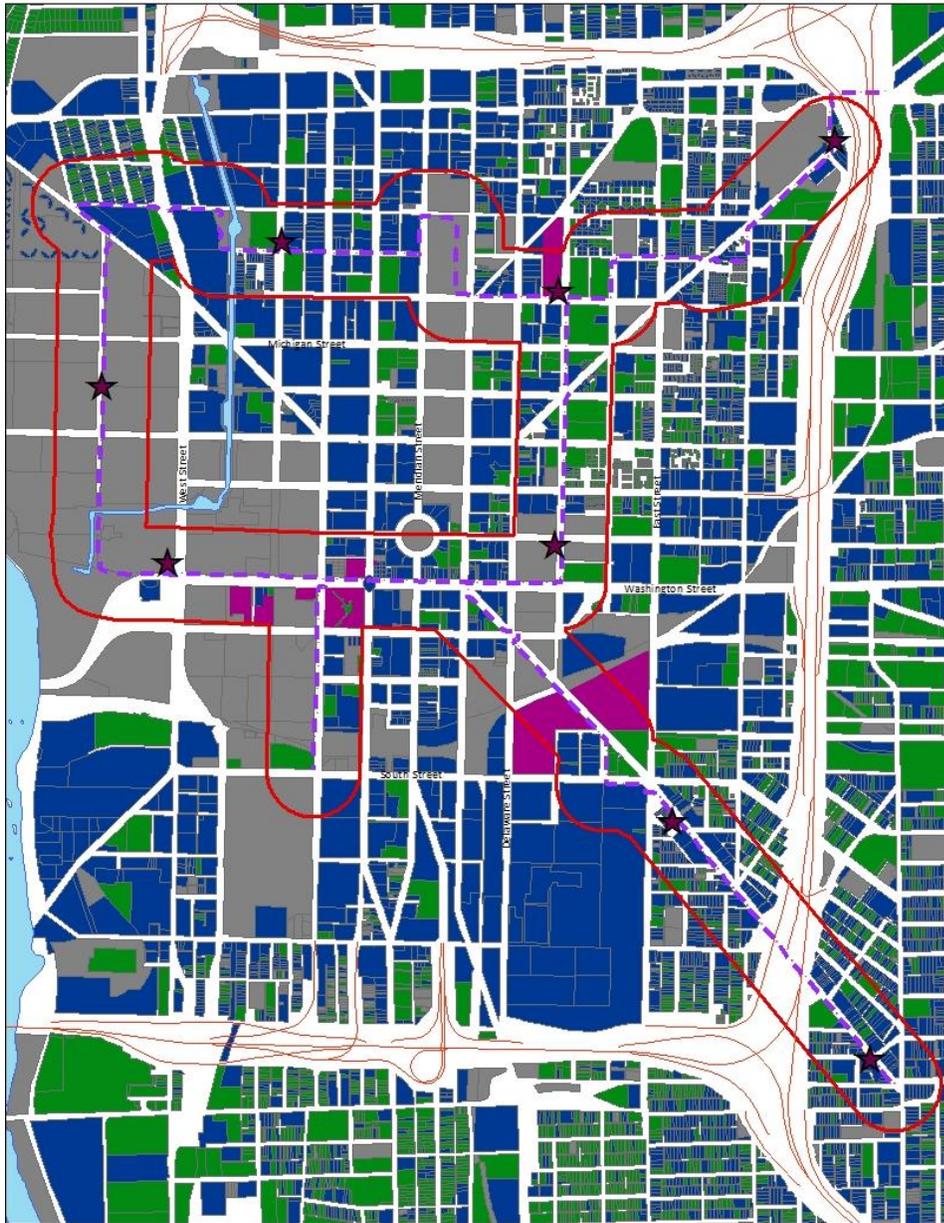
Conversely, while there were projects planned before construction of the Trail, the impact of the Trail could have led to increased rents, changes in marketing plans to highlight proximity to the Trail, increased property taxes that Marion County collects from the properties because of higher value, and encouragement for existing property owners to make improvements that increased assessed value.

On the following maps, the red outline is the boundary for the parcels included in the property value analysis. Parcels that show as white are parking lots that are incorporated with a building nearby or are common areas of a housing project that do not have an assigned parcel number. The gray shaded parcels (noted on the maps as *exempt properties/no change*) are government-owned or nonprofit parcels, which do not pay property taxes, or parcels that did not have a change in value from 2008 to 2014.

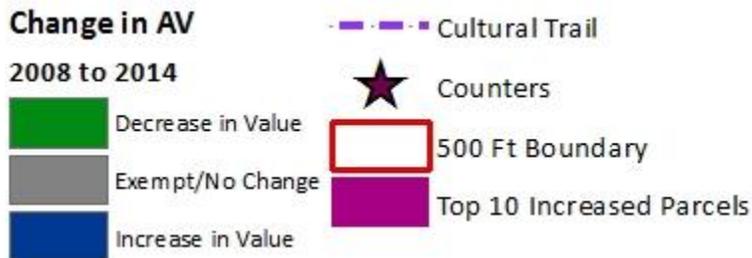
Map 2 displays the changes in property values that are within 500 feet of the entire Cultural Trail. This area incorporates 1,747 parcels. To demonstrate the changes in values most effectively, this map does not differentiate the degree to which the values increased or decreased, only that there was either a positive or negative change in value from 2008 to 2014. Note that the west side of the Trail runs almost entirely through government-owned areas. The change in total assessed property value, from 2008 to 2014 was an increase of \$1,013,544,460, with an average change per parcel value of \$580,180. The total assessed value of the 1,747 parcels increased 148 percent from 2008 to 2014.



Map 2. Changes in Assessed Property Values along the Trail, 2008 – 2014



Source: U.S. Census Bureau, 2010 Census Tracts; Indiana Business Research Center





Mass Avenue Cultural District

The Mass Avenue segment contains 432 parcels within 500 feet of the Trail. This is 21 percent of the parcels in the Census tract that incorporates the Mass Avenue Cultural District and that section of the Cultural Trail (Table 3). The parcels in the segment account for 35 percent of the total increased assessed property values for the area. The 432 parcels that make up the Mass Avenue segment increased 58 percent from 2008 to 2014. Many parcels along Massachusetts Avenue are municipally or nonprofit owned, thus lowering the total impact in the change in assessed valuation as there are fewer parcels to impact the overall total.

The largest decrease in property value of a single property for the area was \$947,300. The largest increase was \$30,974,990. The largest decrease in property value of a single property for the Census tract was \$4,327,200 and the largest increase was \$30,974,990.

Further development along Mass Avenue, including a new apartment building that will replace a municipally owned parcel, will add to the assessed value. Additional increases may be possible as business and apartment operators use the proximity of the Trail to increase visibility and distinguish themselves from other locations.

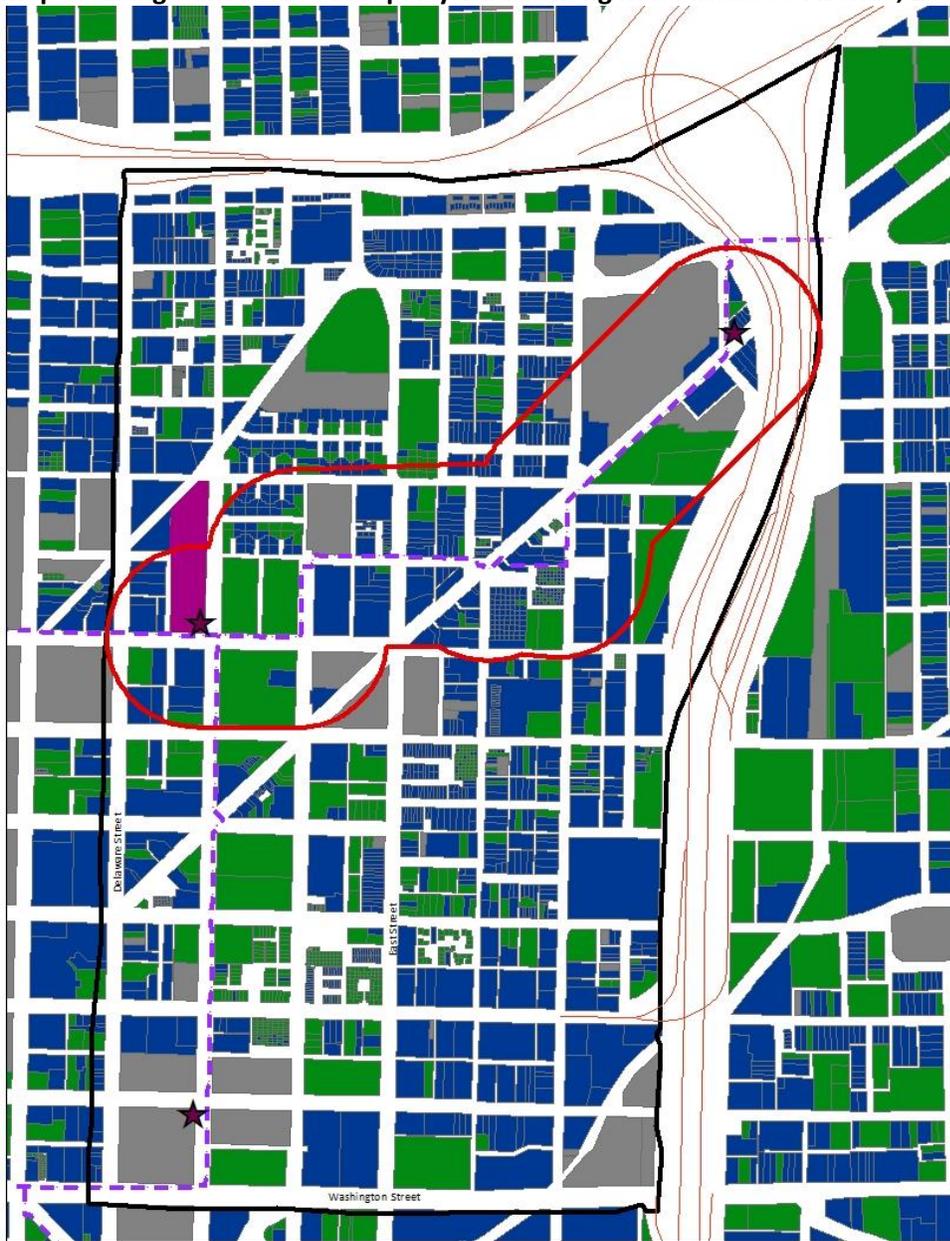
To better assess the changes in property values within the Mass Avenue Cultural District, additional analysis was done for parcels along Alabama Street within 500 feet of the Trail. The additional parcels increase the total change to \$130,912,980 and account for 67 percent of the change in assessed value for the Census tract.

Table 3. Change in Assessed Value – Massachusetts Avenue, 2008 – 2014

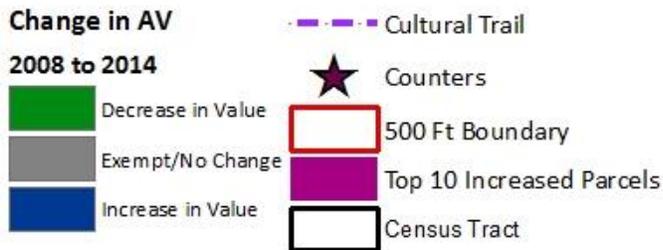
Total Assessed Values	Mass Avenue Segment	Census Tract
Number of parcels	432	2,080
Total change of all parcels	\$68,874,290	\$196,813,090
Mean change in property value	\$159,431	\$94,622

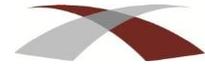


Map 3. Changes in Assessed Property Values along Massachusetts Avenue, 2008 – 2014



Source: U.S. Census Bureau, 2010 Census Tracts; Indiana Business Research Center





Virginia Avenue

To analyze the impact of the Trail on the Fletcher Place and Fountain Square neighborhoods, each neighborhood was analyzed separately and compared to the corresponding Census tract. Only parcels that are within 500 feet of the Trail and inside the Fletcher Place and Fountain Square Census tracts were included in the analysis.

Map 4, however, shows the whole Virginia Avenue segment, outlining parcels that are just south of the end of the Trail, as well as a third Census tract. The analysis for the entire stretch of Virginia Avenue, starting in Fletcher Place neighborhood, includes those parcels that are 500 feet from the southern end of the Trail.

Fletcher Place Neighborhood

In the Fletcher Place neighborhood there are 315 parcels located within 500 feet of the Trail. This is 45 percent of the total parcels in the Fletcher Place Census tract (Table 4). This segment of the Trail has seen the greatest impact on total assessed values. The 315 parcels had an increase of 295 percent from 2008 to 2014. There are a few notable features about the area that affect the property values of parcels within 500 feet of the Trail and the Census tract. The Census tract for Fletcher Place neighborhood includes the Eli Lilly and Company campus as well as Anthem Blue Cross and Blue Shield Insurance. These properties have seen large increases in assessed value. In comparison to the other two Census tracts, Fletcher Place has fewer residential areas.

The southern end of the Fletcher Place neighborhood on Virginia Avenue has seen the largest increase in property values. Overall, the Fletcher Place segment accounts for 40 percent of the increase in assessed value for the Fletcher Census tract.

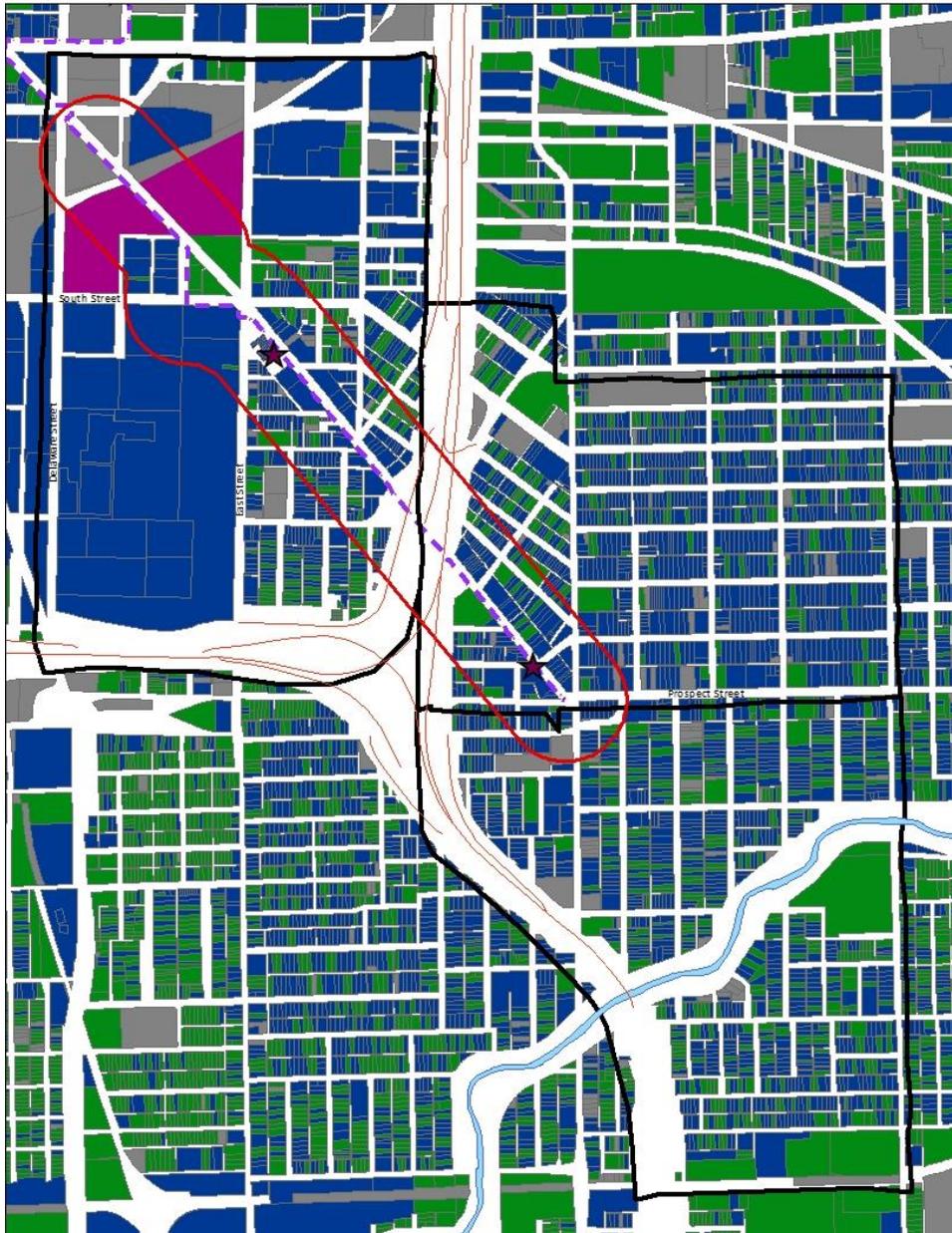
The largest decrease and increase in change for a single parcel assessed value were the same for the Fletcher Place segment and the Census tract. The largest decrease in value was \$609,000 and the largest increase was \$62,306,700.

Table 4. Change in Assessed Value – Fletcher Place, 2008 – 2014

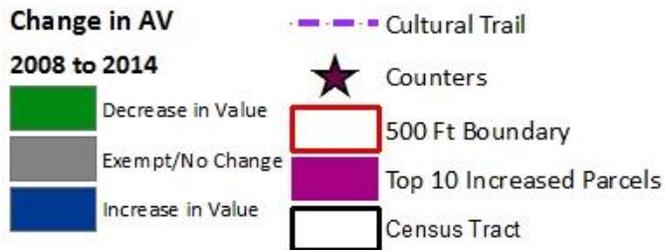
Total Assessed Values	Fletcher Place	Census Tract
Number of Parcels	315	695
Total change of all parcels	\$143,679,690	\$360,343,570
Mean change in property value	\$456,1269	\$518,480

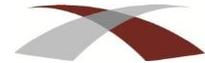


Map 4. Changes in Assessed Property Values along Virginia Avenue, 2008 – 2014



Source: U.S. Census Bureau, 2010 Census Tracts; Indiana Business Research Center





Fountain Square Cultural District

The Fountain Square segment accounted for 143 parcels, which is 11 percent of the total parcels in the Fountain Square Census tract and 26 percent of the total increased assessed values of the parcels.

Unlike Mass Avenue, where investments were taking place before the addition of the Trail, Fountain Square had been stagnant or in a state of decline. The mean change of property value in this area was over two times greater than the mean change in the Census tract (Table 5).

The largest decrease in property value of a single property for the Fountain Square segment was \$210,000 and the largest increase was \$543,200. The largest decrease in property value of a single property for the Census tract was \$560,700 and the largest increase was \$543,200. The Fountain Square parcels increased 31 percent from 2008 to 2014, and the Census tract parcels increased 16 percent.

Table 5. Change in Assessed Value – Fountain Square, 2008 – 2014

Total Assessed Values	Fountain Square	Census Tracts
Number of parcels	143	1,321
Total change of all parcels	\$2,926,400	\$11,344,000
Mean change in property value	\$20,464	\$8,568

For the total Virginia Avenue segment, there are an additional 48 parcels that are located south of Prospect Street and are included in a third Census tract. These parcels are 4 percent of the Census tract segments. From 2008 to 2014, the Census tract had a decrease in total assessed value of \$817,000. The average change per parcel was a decrease of \$648. However, the 48 parcels included in this analysis had an increase of total assessed value of \$880,700, which is a 31 percent increase and the average change per parcel was \$18,348. There is little doubt of the impact the Trail has had on the property values of these 48 parcels.

Table 6 details the changes in assessed value of the Virginia Avenue segment in comparison to the three Census tracts. The parcels within 500 feet of the Trail accounted for 16 percent of the total Census tracts parcels and 40 percent of the total assessed value increases of the Census tracts.

Table 6. Change in Assessed Value – Virginia Avenue, 2008 – 2014

Total Assessed Values	Virginia Avenue	Census Tracts
Number of parcels	525	1,321
Total change of all parcels	\$147,505,090	\$370,870,570
Mean change in property value	\$280,962	\$526,400

Parcels with large increases or decreases in assessed value

The final step in this property analysis was to identify the properties that saw an increase or decrease in value of \$725,000 or more. There were 14 parcels that saw a decline in value over \$725,000 during the time period; the largest decrease in assessed value for one parcel was \$3,528,200. Thirty parcels increased in assessed value by \$725,000 or more. The ten parcels with the largest increases are designated in the legend of Map 2 as “Top Ten Increased Parcels” and are listed below in Table 7.



Table 7. Properties with the Largest Increase in Assessed Value (AV), Top 10, 2008 – 2014

Property Owner	Address	Change AV
Eli Lilly & Company	301 S Delaware	\$62,306,700
Hub Properties	155 W Washington St	\$53,876,650
Simon Property	225 W WASHINGTON ST	\$42,847,850
The Westin Indianapolis	50 S CAPITOL AV	\$42,060,720
Indy Blue Property LLC - US Realty Advisors	210 S EAST ST	\$41,349,890
Indianapolis Marriott Downtown	350 W MARYLAND ST	\$41,295,750
Capitol Ave Hotel - Westin	51 S CAPITOL AV	\$38,401,270
Claypool Holdings - Embassy Suites	110 W WASHINGTON ST	\$36,173,840
Riley Towers	600 N ALABAMA ST	\$30,974,990
Circle Block Hotel LLC - Conrad Residences	1 N ILLINOIS ST	\$30,679,260

Further study of the impact on property values of all three neighborhoods, but especially Fountain Square, is warranted given the short time from the grand opening of the Trail to evaluation. There were only two years separating the completion of the Trail to the last year of property values available for review.

Impact on businesses

Businesses play a role in the fiscal impact of the Trail. Increases in revenues benefit not only the owners, but the city and state in collection of taxes, and provides an opportunity for additional job creation. Business owners were surveyed to assess the impact that the Trail has had on businesses. Business selection for the survey was based on the proximity to the Trail in the Mass Avenue, Fountain Square, and Fletcher Place areas. Owners were contacted by three different methods. Merchant associations emailed the survey link to owners on behalf of IU Public Policy Institute, and IUPUI students contacted businesses who were not members of the merchant associations via email or in person to distribute the surveys. A total of 142 businesses were contacted between October and November 2014. Business types included restaurants, bars, retail stores, cafes, nonprofits, theaters, real estate professionals, art galleries, salons, and fitness centers. The surveys asked the length of time the business had been established, if the Trail had been a deciding influence on where to locate, if there had been an increase in customers or revenue since the Trail opened, additional staffing positions, and any comments the owners had about the Trail.

In total, 66 businesses participated in the survey, 39 from Fountain Square and Fletcher Place and 27 from Mass Avenue. Figure 25 displays the percentage of respondents by type of business. Any establishment that serves food and/or beverages was included in the *restaurant/bar* category. Categories with only one or two responses are included in *other*. These businesses include dental offices, salons, professional businesses, lodging establishment, and fitness centers. Over 60 percent of all respondents were categorized as retail or restaurant/bar businesses.

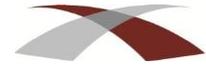
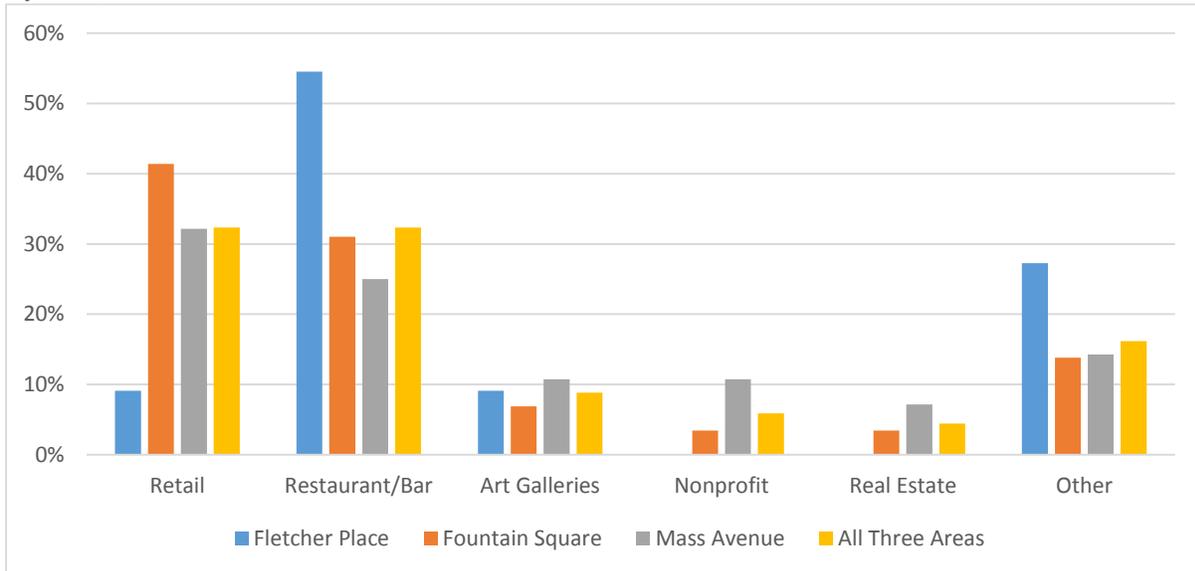


Figure 25. Trail Business Survey Respondents by Type of Establishment, Percent of Total Respondents by Area, 2014

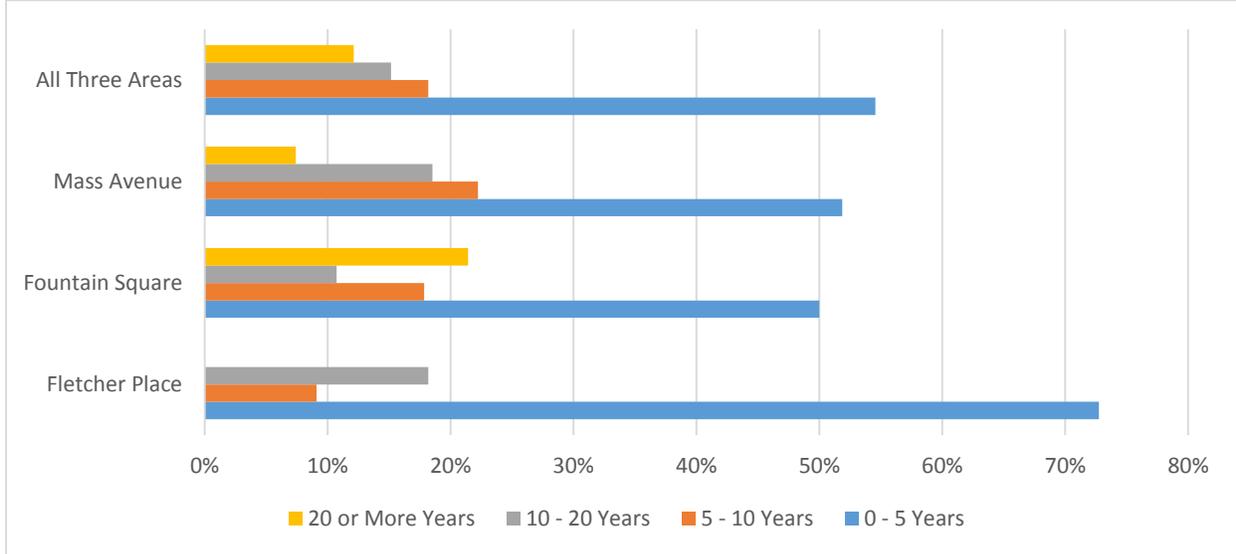


The median number of years at the current location was just under 10 years, yet 25 percent of respondents indicated that they chose the location based on the proximity to the Trail. The responding establishment in operation at its current location for the longest time has been there 100 years, and the shortest time was present one month before the surveys were distributed. Figure 26 shows that, in each area, at least half of the responding businesses have been open five years or less. In Fletcher Place, 73 percent of the businesses were established at that location between 2010 and 2014, and 52 percent of the responding Mass Avenue businesses opened during that timeframe as well.

“We opened the business with the intent of being in a building somewhere along the Cultural Trail. Doing this has been an advantage in attracting pedestrian and cyclist traffic.”

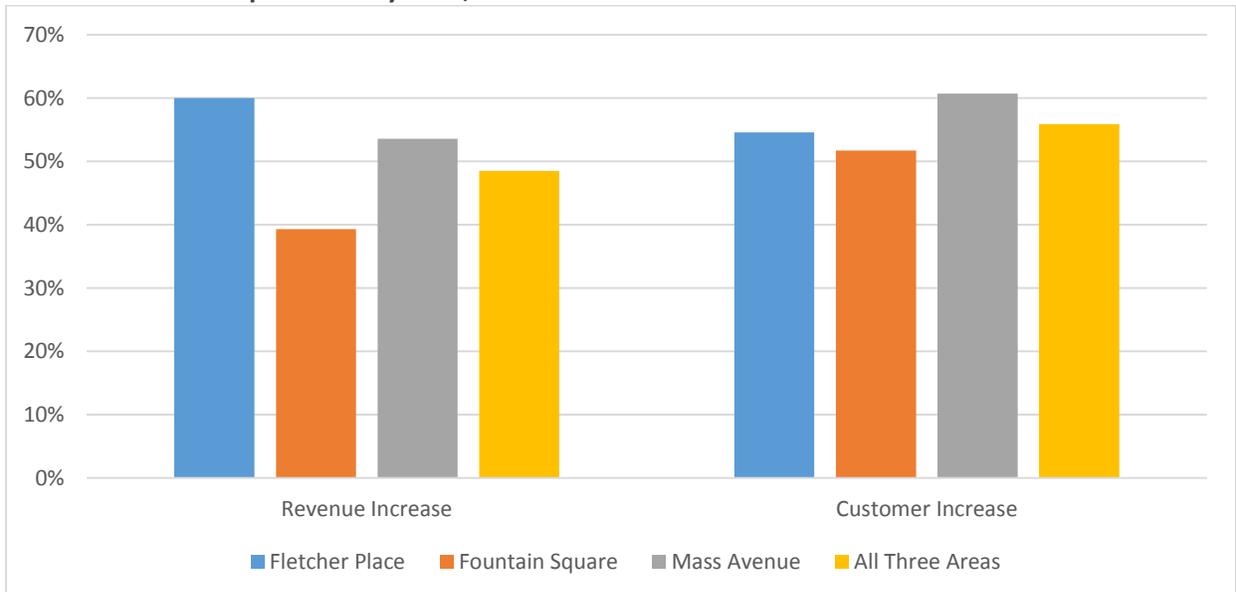


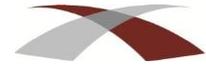
Figure 26. Trail Business Survey Respondents by Years at Location, Percent of Total Respondents by Area, 2014



Over half of the owners indicated that they have seen an increase in customers since the Trail opened, and 48 percent indicated that they have seen an increase in revenue (Figure 27). While a higher percentage of Mass Avenue and Fountain Square respondents report an increase in customers than in revenue, Fletcher Place respondents more often reported an increase in revenue than in customers. Revenue increases at businesses along the Trail create additional revenue in sales taxes. Additionally, 33 percent of the businesses reporting an increase in revenue were bars, restaurants, or lodging establishments, which creates more revenue for Indianapolis through food, beverage, and lodging taxes.

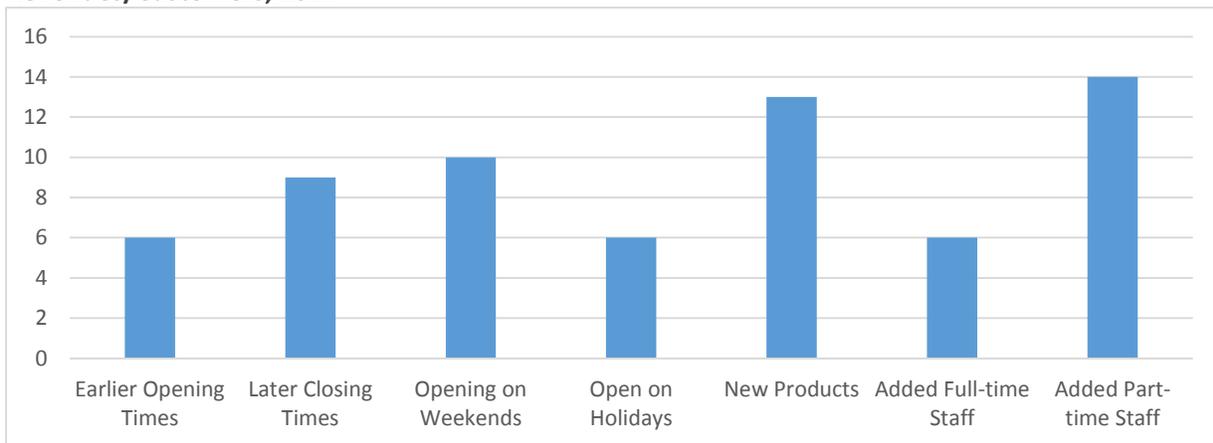
Figure 27. Trail Business Survey Respondents by Reported Increase in Revenue and Customers, Percent of Total Respondents by Area, 2014





Several operators indicated that the revenue and/or customer increases led to the creation of additional full-time and part-time positions (Figure 28). In total, based on business operator responses, a range of 40 to 50 full-time positions and 47 part-time positions were added. The added new employment opportunities increase the local option income tax (LOIT) collected in Marion County as well as Indiana income tax. Some of the new jobs created were from new businesses opening up, and based on the survey results, 25 percent of those businesses were established at that location because of the Trail. Other actions taken in response to the increases included expanding business hours and adding new products or services to their business models.

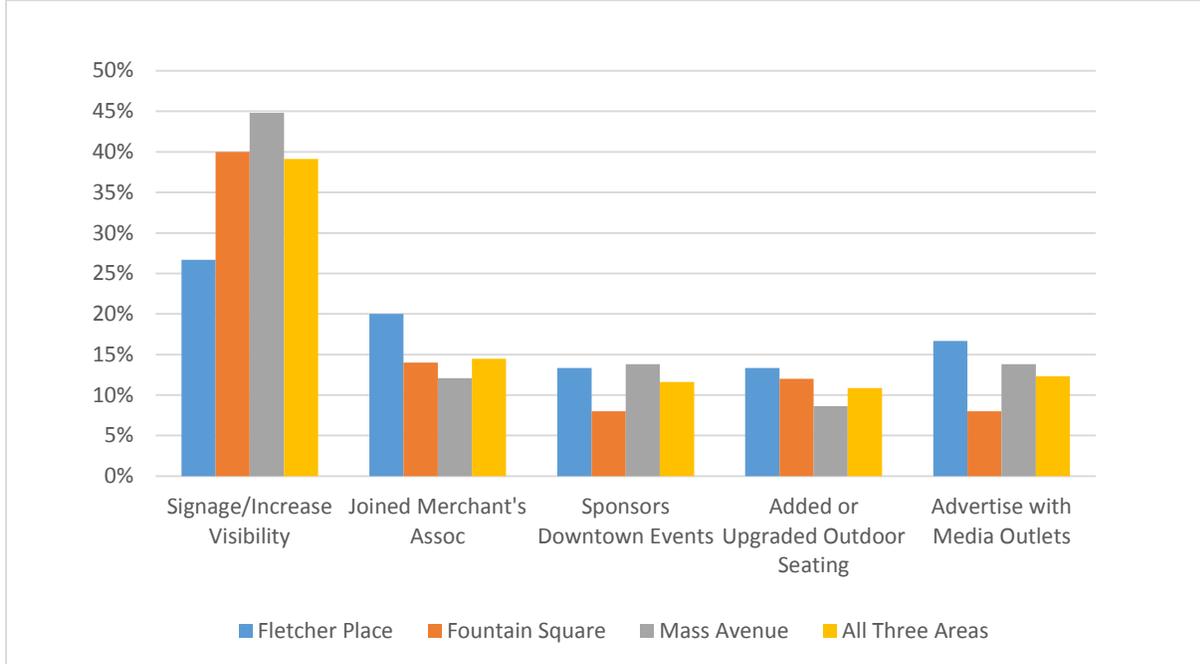
Figure 28. Trail Business Survey Respondents by Actions Taken in Response to Increase in Revenues/Customers, 2014



The survey asked owners if they planned to or were actively using any measures to attract Trail users to their businesses (Figure 29). Mass Avenue and Fountain Square businesses most often use signage along sidewalks and displays in the storefronts to increase visibility. Others mentioned their proximity to the Trail on their websites. Two other options listed on the survey were displaying flyers at non-competing businesses and universities and offering special deals during peak Trail hours. Fountain Square and Fletcher Place had the most businesses indicate that they advertise with other businesses or universities. Businesses adding or upgrading outdoor seating can also lead to an increase in property value assessments if the improvements are substantial. Increased spending to market businesses creates additional revenue for other Indianapolis businesses as .



Figure 29. Trail Business Survey Respondents by Measures Taken to Attract Trail Users, Percent of Total Respondents by Area, 2014



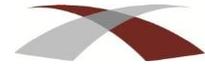
An open-ended question allowed participants to share any thoughts that business owners had regarding the Trail. The majority of the comments were positive (see Appendix C). Many noted that the Trail has led to increased pedestrian and bicycle traffic in the area. A couple of respondents commented that the Trail has attracted a more affluent customer base to the area and that out-of-town guests feel safer and more connected to downtown now when traveling along the Trail.

Anticipated economic impact assessment

Investment in public goods is often made with the promise of increased economic activity. As we have seen, businesses along the Trail have reported increases in revenue and the need for more employees. Estimating consumer spending is another way to show potential impact. The estimated usage counts, user survey data on anticipated spending, and an equation developed by the Rails to Trails Conservancy (RTC) (Rails to Trails, 2012) allow us to estimate spending impact related to the Cultural Trail.

This economic impact assessment does have some limitations. The first limitation concerns the time of day surveys were administered. Surveys were only conducted during daylight hours. As a result, the reported spending may not include evening expenditures. This limitation likely impacts the reported spending in Fountain Square as the user counts show considerable activity in the evening. An anticipated economic impact with an estimation of evening expenditures is detailed in Appendix E.

Second, the locations chosen for the counters and to survey users were purposely chosen to measure intended use of the Trail. In many areas, surveying Trail users just one or two blocks from the counter may have yielded a higher percentage of users who anticipated spending money or a higher average amount of anticipated spending.



Third, the economic impact is based on a single year of data and a small percentage of total estimated annual users. Other models of economic impact such as the IMPLAN model, which uses inputs and outputs to measure economic impact could result in a more precise value of economic benefit.

Fourth, the Indiana Pacers Bikeshare began in April 2014. With most stations located along or in close proximity to the Trail, the revenue from the bike rentals and from expenditures that bike users may make would also be a part of the economic impact of the Trail. While attempts were made to survey cyclists using the Trail, we had limited cyclists willing to stop for a survey. The anticipated spending by cyclists may yield a higher percentage of users who anticipated spending money, as well as a higher average anticipated spending amount.

With these limitations in mind, the RTC formula was determined to be the best fit given the timeframe of the analysis and available data. The estimates of spending, in conjunction with the annual usage estimates discussed earlier, make up the formula used in several impact studies conducted by Rails to Trail Conservancy:

$$\text{Anticipated Economic Impact of a trail segment} = \text{Percent of Total Users Spending Money} \times \text{Average Expected Expenditures} \times \text{Annual Users}$$

where Annual Users = Estimate of annual users for each segment of the Trail

The first step in the RTC method is to determine the total reported estimated spending and the percentage of total users planning to spend money. All users surveyed were asked how much they anticipated spending while participating in the following activities: staying in a hotel, eating at a restaurant, shopping at any stores, attending a theater or cultural event, or other activities. From the 558 surveys collected, 32 percent indicated that they would spend money while doing at least one activity. Ten percent of the users indicated that they would spend money participating in more than one activity.

$$\text{Percent of Total Users Spending Money} = \frac{\text{Number of Users Reporting Spending}}{\text{Total Number of Users Surveyed}}$$

Knowing how many users are expecting to spend allows us to calculate the *average expected expenditures*. From the surveys, we calculated the total reported expenditures in all categories and the number of users expecting to spend in each of these categories. Table 8 details reported spending in each category.

$$\text{Average Expected Expenditures} = \frac{\text{Total Reported Expected Expenditures in \$}}{\text{Number of Users Expecting to Spend}}$$

The last step is to multiply the *percent of total users spending money* by the *average expected expenditure* and the *annual users*.

Table 8. Reported Spending by Trail Users, 2014

	Hotel	Restaurant	Stores	Cultural Event	Other	All
Total Expenditures	\$4,210	\$2,500	\$1,755	\$0	\$978	\$9,442
Average Expenditures	\$324	\$24	\$40	\$0	\$31	\$48
% of Total Users	2.3%	19.0%	7.9%	0.0%	5.7%	34.9%



The reported expected expenditures for cultural events was zero, however, respondents did expect to spend money at the Indianapolis Zoo or a museum, but categorized that spending as *other*. Therefore, the Cultural Event category is not included in the charts and graphs.

The anticipated economic impact was calculated for all categories for which respondents were asked to estimate spending. Using the zip codes provided by respondents, the anticipated economic impact was also calculated for Indianapolis and metro area residents and for other visitors.

Table 9 is the total spending amounts for all categories, plus cumulative totals, for users at the locations with the average of the two lowest and two highest recorded usage estimates. The averages of the two lowest and highest usage estimates were used to help offset the low usage at the Fletcher Place location due to the delay in completion of the Swarm Street installation under the Virginia Avenue bridge. The total economic impact of those segments of the Trail is given on the last line of the table. The totals are not the total impact of all users on the Trail, but rather, the total impact of one segment of the Trail. The range of \$963,000 to \$3.2 million is a measure of the anticipated economic impact that any segment of the Trail would achieve.

Table 9. Anticipated Economic Impact – All Trail Users Surveyed

All Users	Low Estimate	High Estimate
Annual Users	62,365	212,799
Hotel	\$470,532	\$1,605,527
Restaurant	\$279,357	\$953,210
Stores	\$196,148	\$669,287
Other	\$109,251	\$372,780
All	\$963,288	\$3,286,887

Thirty percent of the Trail users from Indianapolis and the metro area indicated they planned on spending money while on the Trail (Table 10). Over half (63 percent) of those users indicated the spending would occur at a restaurant.

Table 10. Anticipated Economic Impact – Indianapolis and Metro Area Trail Users Surveyed

Indy Users	Low Estimate	High Estimate
Annual Users	62,365	212,799
Hotel	\$33,530	\$114,408
Restaurant	\$164,965	\$562,888
Stores	\$138,812	\$473,649
Other	\$43,309	\$147,777
All	\$359,173	\$1,225,555

Of the total amount of visitors surveyed, 47 percent indicated that they had spent or planned on spending money during their trip on the Trail. Visitors appear to spend less in restaurants and shops and higher values in the *other* category. The lower values could be attributed to the time of day the survey was conducted.

Visitors had a higher total anticipated economic impact along the two lowest and highest segments of the Trail than Indianapolis area users. At the highest usage segment, the economic impact could be \$1.9 million (Table 11) compared to the Indianapolis user amount of \$1.2 million for the same segment.

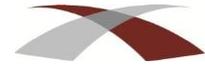


Table 11. Anticipated Economic Impact – Visiting Trail Users Surveyed

Visitors Users	Single User Impact	Low Estimate	High Estimate
Annual Users		62,365	212,799
Hotel	\$7.01	\$437,002	\$1,491,118
Restaurant	\$1.83	\$114,392	\$390,322
Stores	\$0.92	\$57,336	\$195,638
Other	\$1.06	\$65,941	\$225,003
All	\$8.98	\$560,104	\$1,911,162

The average amount spent by location was calculated based on the number of users indicating spending at each location and the values that were given (Table 12). The averages in many locations are indicative of Trail users going to breakfast or lunch. The values at Eiteljorg Museum and Washington Street account for users who may be staying in a hotel, thus providing higher spending values. The Eiteljorg Museum and Washington Street survey locations were the only locations where users indicated spending money on hotels. Aside from Washington Street and the Eiteljorg Museum locations, users on the Glick Peace Walk/Basile Corridor portion of the Trail reported the highest spending in stores. Mass Avenue users spent the most in restaurants.

Table 12. Average Reported Spending – All Trail Users Surveyed

Survey Location	Average Spent
Alabama Street	\$12.97
CICF – North Street	\$11.39
Eiteljorg Museum	\$101.71
Fletcher Place	\$16.65
Fountain Square	\$10.00
IUPUI	\$10.06
Mass Ave	\$23.56
Glick Peace Walk/Basile Corridor	\$15.56
Washington Street*	\$91.78

*Washington Street is not a counter location, but was a location where surveys were taken and is likely to be an area where the Trail has a significant economic impact.

The Alabama location was chosen as a location to illustrate the economic impact of a single counter location. This location accounted for 11 percent of the total surveys taken. The economic impact was calculated using the same formula as previously demonstrated, however the percentage of users is based on the total number of respondents indicating that they would spend money instead of the total number of respondents.

$$\% \text{ Users} = \frac{\text{Number of Users at Alabama Street Spending Money}}{\text{Number of users Surveyed Spending Money}}$$

The Alabama Street location is located in close proximity to the City-County Building and the City Market. The activity in this area predominantly centers around these two buildings. Many people visit City Market for breakfast and lunch. The Alabama Street location illustrates the potential impact that the Trail has in this area based on breakfast and lunchtime hours.



Table 13. Anticipated User Spending in Proximity to the Alabama Street Counter

Alabama Street	% Users	Average \$	Annual Estimate
Annual Users			214,829
All Spending	16.85%	\$12.97	\$469,497

The economic impact of the location near Eiteljorg Museum was also calculated. The same formula for Alabama Street was used for the Eiteljorg Museum location. In the immediate area are several museums, the Indianapolis Zoo, White River State Park, the Indianapolis Indians Victory Field, and several hotels. While the average value spent is driven by the number of users who responded that they would be spending money at a hotel, this location also reported the highest average spending in restaurants.

Table 14. Anticipated User Spending in Proximity to the Eiteljorg Museum Counter

Eiteljorg Museum	% Users	Average \$	Annual Estimate
Annual Users			210,769
All Spending	23.03%	\$101.71	\$4,937,014

To gain a better understanding of Trail user spending, additional data collection should be done. For all Trail users, understanding how frequently, and on what, they spend money while using the Trail will provide a better picture of the economic impact of the Trail.

Conclusion and Topics for Further Study

There is little doubt the impact of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick is significant. Comments from both outside of, and within the metro area, illustrate the Trail's impact. This assessment of the Trail's impact only reinforces these sentiments. The usage estimates, especially for the first year of use, are significant. The feedback for Trail users and business owners is largely positive and forward looking. The increases in investment and property values along the Trail are impressive as is the reported spending during year one. Going forward, the questions for further discussion and investigation should shift to maximizing its impact and furthering its development.

The continued use of counters along the Trail is strongly advised. This will capture growth in usage estimates and allow for other impacts to be calculated. Further, temporary counters could be installed to capture counts for a particular event or location. This analysis also has shown a desire on the part of business leaders to improve communication and programming with the Indianapolis Cultural Trail, Inc. With construction now complete, staff may turn their attention to greater programming and coordination with local businesses and groups along the Trail. Finally, with the amount of property development currently under construction or planned for the near future, analysis of property valuation, job creation, and spending should be repeated in a few years.



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Appendix A. Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick - Business Survey



INDIANA UNIVERSITY PUBLIC POLICY INSTITUTE

Indianapolis Cultural Trail

Business Survey

On behalf of the Central Indiana Community Foundation, the IU Public Policy Institute is conducting an impact analysis of the Cultural Trail. As part of the analysis, we are asking businesses in the Fountain Square, Fletcher Place Neighborhood and Mass Ave areas to participate in a survey. This survey will help measure the Cultural Trail's impact in these areas since the Trail opened.

All responses will be confidential and all results will be reported as a whole. Included with the impact analysis, IU Public Policy Institute will also be conducting a case study on the Fountain Square and Fletcher Place neighborhoods. We are asking for business owners, in those neighborhoods, to share their experiences. If you would be willing to participate, please leave your contact information in the last question. The interviews would require no more than a 30 minute time commitment.

If you have any questions or would like to fill this survey out online, please feel free to contact Susan Burow at sburow@iupui.edu or 317-261-3026.



**SCHOOL OF PUBLIC AND
ENVIRONMENTAL AFFAIRS**

INDIANA UNIVERSITY
IUPUI



Business Information

Business Name _____
Business Type _____
Address _____
Zip _____
Contact Name _____
Contact Email _____

How long has your business been at your current location?

Years _____

Months _____

Did you establish your business at this location because of the Cultural Trail?

Yes No Not Applicable

Have you moved your business from a different area to this location because of the Cultural Trail?

Yes No

Have you seen an increase in customers since the Cultural Trail opened?

Yes No Unsure

Have you had an increase in revenue since the Cultural Trail opened?

Yes No Unsure

If yes, please estimate the percentage of increased revenue?

Less than 10% 10 - 25% Greater than 25%

If you have seen an increase in customers and/or revenue, how have you responded?

Please check all that apply.

- Earlier Opening Times
- Later Closing Times
- Opening on the Weekends
- Opening on Holidays
- New Products, Menu Items or Services; Please Explain
- Increased Full Time Staff; Please indicate how many _____
- Increased Part Time Staff; Please indicate how many _____
- Not Applicable



What is the busiest season for your business?

- Fall Winter Spring Summer

Which day(s) of the week do you service the most customers? (Check all that apply)

- Monday Tuesday Wednesday Thursday
 Friday Saturday Sunday

When are your peak hours of business? (Check all that apply)

- 8:00 am - 11:00 am 11:00 am - 2:00 pm
 2:00 pm - 5:00 pm After 5:00 pm

Have you or do you plan to take any of the following measures to attract attention of the Cultural Trail Users? Please check all that apply.

- Add outdoor seating
- Upgrade outdoor seating accommodations
- Advertise on TV/Radio
- Advertise in newspapers
- Joined neighborhood business association
- Increase visibility of store front with exterior decor/window displays
- Participates/Sponsors walking/running/cycling events downtown or in neighborhood
- Participates in the Friends of the Trail discount program
- Offers specials during peak trail usage hours
- Display flyers at non-competing/partnering businesses, at IUPUI, or apartment buildings
- Use of signage on sidewalks
- Other. Please specify. _____

Have your peak business hours or days changed since the Cultural Trail opened? If so, please explain.

- Yes No

Do you have any comments or concerns regarding the Cultural Trail?

Fountain Square and Fletcher Place Neighborhood Businesses, would you be willing to answer additional questions?

- Yes, Best way to contact:
 No

Thank you for taking the survey. We appreciate and value your input.



Appendix B. Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick - User Survey

Location _____

Time _____

Day of the week _____

Date _____

Cultural Trail User Survey

"I'm a student from IUPUI. We are conducting a very short survey for the Indianapolis Cultural Trail. Do you have a couple minutes to answer a few questions?"

1. Did you know that you are on the Cultural Trail?

Yes No Comments: _____

2. How did you get to the Cultural Trail?

walk drive bike other _____

3. Where did you enter the trail? Where will you exit the trail?

Will you take the same path both ways? yes no

4. How often do you use the Cultural Trail?

1st time Everyday Once a week Several times per week
 Once a month Several times a month Other _____

5. What is the total estimated time that you plan to spend on the trail today?

0 to 30 mins 30 to 60 mins 1 to 2 hour(s) More than 2 hours

6. What is the main reason that you are on the Cultural Trail today? (Where are you going?)

Commuting to work Shopping Exercise/ Recreational Sightseeing
 Class Library Sporting event Arts/cultural event
 Other _____

7. What is your opinion of the Cultural Trail?

8. Do you live on or near the Cultural Trail? yes no

If yes, did your proximity to the trail influence where you decided to live?

yes no



9. While on the Cultural Trail today do you plan on doing any of the following? If so, how much do you expect to spend? (Circle all that apply):

- Stay in a hotel? \$ _____
- Eat at any restaurants? \$ _____
- Shop at any stores? \$ _____
- Attend Theatre/Cultural Event \$ _____
- Other Activities \$ _____
- None of the above prefer not to give amounts

10. Are you from out of town?

- Yes No If yes, where? _____

11. If yes, did the Cultural Trail influence your decisions of where to stay, eat, shop, or decide what to do?

- Yes No Not applicable

12. Do you feel the Cultural Trail is a safe and secure path to travel?

- Yes No Not sure comments: _____

13. What would you like to see more of on the Cultural Trail?

- Restaurants Shops Community/Social programs Art Displays
 Benches none Other _____

14. What is your home zip code? _____

THANK YOU FOR YOUR TIME!

Gender: Female Male

Race: Asian Black/African American Latino/Hispanic White more than 1 / other _____

Activity: Walker Jogger Cyclist Other _____

Age: Under 18 18-35 36-49 50-65 Over 65

Single or group of individuals: single group If group, how many? _____

If trail has both sidewalk and brick: brick sidewalk



Appendix C. Business Owner Survey Comments

"I think it has had a tremendously positive effect because the Trail has connected Ft. Square to the downtown area, and brought people in here that otherwise would not have come. I am seeing a demographic change since the Trail has been established, and it seems as though young professionals are starting to move in both personally and business."

"We've seen an increase in walking traffic, which has resulted in more walk in traffic. Likewise, the Cultural Trail has brought a more affluent customer to this part of town."

"The Cultural Trail has been wonderful for the community. The Cultural Trail has offered opportunities for people to improve their health while enjoying the outdoors, win-win!"

"This has been a wonderful amenity to the neighborhood. There is now a great deal of foot traffic and bicycles daily. We look forward to what the future holds!"

"Love it- I see a lot more dog walkers/strollers/and people walking/riding bikes!!"

"We think it has been an excellent addition to Fountain Square."

"As a non-profit, we enjoy the Cultural Trail but it hasn't affected our business. It would be fun to do another trail event like when they did a kick off for the trail."

"We would like to see clearer delineation of path when it meets business parking lot ingress and egresses. As it is on Virginia the only delineation is the path material --- no colorful markers on ground or reflectors. Trail outline and road crosses should be marked with reflectors."

"The Cultural Trail's value can't be measured by our financial picture directly, but this amenity makes the entire downtown a better place to work, play and live!!"

"The Cultural Trail has made it much easier for out of town guests to locate and feel comfortable walking to Mass Ave and around Mass Ave. It has been so beneficial linking downtown neighborhoods. It's beautiful and so welcoming. We have so many out of towners comment on it and of course our lovely city."

"We've grown with the Cultural Trail. We were very fortunate to find this location and at the time, the Cultural Trail was new and if I recall correctly not even open yet. Once it was complete and the nice weather came, we can certainly say we've had members join who were running outside along the Trail and saw our location. "

"More stations for the Pacers Bikeshare bikes would be great."

"We opened the business with the intent of being in a building somewhere along the Cultural Trail. Doing this has been an advantage in attracting pedestrian and cyclist traffic."



Appendix D. Trail User Survey Comments

"Awesome! My main mode of transportation and it's safe."

"Best thing to happen to Indy."

"Coolest thing. Great economic impact in Fountain Square."

"I didn't find anything cultural. It needs something to do rather than just walk (i.e. historical markers)."

"Fabulous! I would like to see it extended to Garfield Park."

"It's a good thing to have; better and safer than bike lanes."

"Great for the city, good for connecting areas of the city, relieves car congestion"

"I have never seen a trail so spread out in the United States. Great attraction."

"I like it! It's helping create community interest and engagement."

"It's nice, but I feel that it's underused."

"I like the cultural info by Senate and would like to see extended to the west side."

"It looks much nicer. I like the brick and lights."

"Expand it more, the separated trail is great for bike safety."

"It is a great part of our community for businesses."

"One of my favorite things about Indianapolis."

"I think it should be expanded and kept clean, in good shape, and safe. It is much safer than the Monon."

"I like that it is actually useable to get place to place."

"It needs more history posted, for example, signs of Walker Theatre's history posted along the trail."

"Nice, it needs to go farther east."

"It's premier and makes Indy far more livable. Cyclists and pedestrians move around without traffic. Had it not been for trail, I would not have visited the city market, and would have drove for errands."



Appendix E. Anticipated Economic Impact Including Estimated Evening Spending

To account for limited information regarding evening user spending, the IU Public Policy Institute conducted a review of economic impact studies which included reported evening spending. It was determined that the average amount spent on day trips (no overnight lodging expenditures) ranged from \$50 to \$75. To account for this spending along the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick, \$60 was chosen as the price point to assess the estimated impact of evening spending.

The Rails to Trails Conservancy formula used to calculate the anticipated economic impact in the report was used for this calculation. Table E-1 shows the anticipated economic impact of the Mass Avenue and Virginia Avenue segments with evening spending to be roughly \$1 million.

Table E-1. Anticipated economic impact of the Trail by segment

Segment of the Trail	Estimated Economic Impact
Virginia Avenue	\$1,381,686
Massachusetts Avenue	\$955,605

Table E-2 compares anticipated economic impact with and without the inclusion of additional evening spending. The overall percentage of survey respondents who anticipated spending at restaurants (19 percent) was used to calculate restaurant spending and higher usage values were used to estimate annual users. With this additional spending and usage the anticipated economic impact ranges from \$3.5 million to \$6 million for a segment seeing higher usage.

Table E-2. Anticipated economic impact of the highest used segments of the Cultural Trail

	Without Evening Spending	With Evening Spending
Hotel	\$1,590,211	\$1,590,211
Restaurant	\$944,117	\$3,346,422
Stores	\$662,903	\$622,903
Other	\$369,223	\$369,223
All	\$3,566,453	\$5,969,084