Importance of Santa Ana River Trail and Parkway to Local Governments

University of California at Riverside
Center for Sustainable Suburban Development
Randall Lewis Seminar Series
March 20, 2014

Jon Harrison
Councilmember
City of Redlands
Cities and Counties along the route

Santa Ana River Trail and Parkway
San Bernardino County

- Cities along Trail
  - Redlands
  - San Bernardino
  - Colton

“The SART will be a crest to coast trail from the San Bernardino mountains to the Orange County coast, making it one of the largest regional trails in the country. This will improve the quality of life for San Bernardino County residents by giving them a network of trails for recreation unlike any other in the country.”

James Ramos
3rd District County Supervisor
Riverside County

• Cities along Trail
  – Riverside
  – Corona
  – Norco
  – Eastvale
  – Jurupa Valley

“The Santa Ana River Trail (SART) project represents what can happen when local governments cooperate and work together towards a common goal. The success of the project demonstrates just how effective collaboration such as this can be when it is sustained and includes solid planning and a unified message. From the beginning the goal of the group has been clear: build the crest to coast multi-use trail along the Santa Ana River. (It) . . . benefits all of southern California, not just those who live near the river.”

John Tavaglione
2nd District County Supervisor
Orange County

- Cities along Trail
  - Yorba Linda
  - Anaheim
  - Orange
  - Santa Ana
  - Costa Mesa

Provides access to nature in the most urbanized portion of the trail
Surrounding Area Demographics

• Within approximately 20 miles
  – 5 million people Median age 33.3
  – 86% under age of 65
  – Median HH income $61,653
  – 59.9% owner occupied housing
  – Ave. $32.79 spent on bicycles;
    $47,583,822 total
Why Trails Matter to Local Governments

- Tourism
- Events
- Urban redevelopment
- Community improvement
- Property value
- Health care savings
- Jobs and investment
- General consumer spending
Trail tourism is one way of creating opportunities for people to **vacation in the U.S.** and especially places that are **not standard tourist destinations**. Rather than spending money in Las Vegas, at Disney World, or on cruise ships, they are traveling to rural areas across America.
Cultural Tourism Assets along the SART
Crowd Sourced Tourism Amenities

Redlands Santa Ana River Trail
Blue Ribbon Committee
2006 Review

Data Sources:
Water Resources Institute- 2005-06
National Park Service 2005-06
Redlands Institute- 2002-2004
City of Redlands- Airphoto 2005
County of San Bernardino Parks and Recreation
Events to Promote the Community

Promote participation in community and provide economic stimulus

SAVE THE DATE!
Saturday, February 8, 2014
8:00 A.M.—9:30 A.M.
Meet at Martha McLean-anza Narrows Park
5759 Jurupa Avenue, 92504

BIKE WITH THE MAYOR
Join the Riverside Bicycle Club and Mayor Rusty Bailey for a morning we explore the beautiful Santa Ana River Trail. This ride will be 8 miles, heading West on the trail.
Continues on with Mayor Bailey to ride your bicycle in the 35th Annual Black History Parade, Expo & Car Show.

RIVERSIDE CITRUS CLASSIC
For more information and details on the route, please visit Riversideca.gov/Mayor or contact jerickson@riversideca.gov or (951) 826-5372

Mayor’s Challenge – Redlands Bicycle Classic
Anaheim Coves Park

125-acre groundwater percolation reservoir previously closed to the public . . .

“opened up” the land surrounding the basin creating new access to the river trail system.
Community Improvement

Looking east

Looking west

Looking north

Redlands

Future SART alignment and bluff side park
Community Improvement
Natural Park Concept

Proposal by Rotary Club of Redlands
Total economic contributions resulting from expenditures for outdoor recreation, U.S.

Businesses want to locate in the same kinds of communities in which home buyers want to live.
General Consumer Spending

50% of people making expenditures on non-motorized sports make bicycling and trail sport purchases

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>Western Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-Motorized</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trail sports</td>
<td>23.9%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Bicycling</td>
<td>24.6%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Camping</td>
<td>18.0%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Water sports</td>
<td>11.4%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Snow sports</td>
<td>7.2%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Any</td>
<td>47.8%</td>
<td>43.8%</td>
</tr>
<tr>
<td><strong>Motorized</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorcycling</td>
<td>9.7%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Off-road riding</td>
<td>13.3%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Boating</td>
<td>12.8%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>2.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>RV'ing</td>
<td>4.0%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>
| Any                  | 25.5% | 26.6%          

Annual Recreation related Expenditure
## General Consumer Spending

### Annual expenditures – Sports Related

<table>
<thead>
<tr>
<th></th>
<th>Trail-based Sports</th>
<th>Bicycling</th>
<th>Camping</th>
<th>Snow-based Sports</th>
<th>Water-based Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$2,182,194,731</td>
<td>$1,961,431,616</td>
<td>$874,524,468</td>
<td>$1,233,721,325</td>
<td>$439,523,573</td>
</tr>
<tr>
<td>Equipment</td>
<td>$1,852,016,874</td>
<td>$3,336,759,867</td>
<td>$5,617,650,799</td>
<td>$1,421,243,713</td>
<td>$854,539,234</td>
</tr>
<tr>
<td>Accessories</td>
<td>$1,377,140,546</td>
<td>$1,353,039,098</td>
<td>$1,177,722,605</td>
<td>$1,058,795,219</td>
<td>$594,618,812</td>
</tr>
<tr>
<td>Services</td>
<td>$1,179,725,671</td>
<td>$827,306,356</td>
<td>$970,111,200</td>
<td>$1,131,168,962</td>
<td>$501,611,493</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$6,591,077,823</strong></td>
<td><strong>$7,478,536,937</strong></td>
<td><strong>$8,640,009,072</strong></td>
<td><strong>$4,844,929,219</strong></td>
<td><strong>$2,390,293,111</strong></td>
</tr>
</tbody>
</table>

### Annual expenditures – Travel Related

<table>
<thead>
<tr>
<th></th>
<th>Trail-based Sports</th>
<th>Bicycling</th>
<th>Camping</th>
<th>Snow-based Sports</th>
<th>Water-based Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>All trips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>$14,210,523,341</td>
<td>$18,122,000,619</td>
<td>$34,481,571,559</td>
<td>$9,462,706,555</td>
<td>$7,104,377,826</td>
</tr>
<tr>
<td>Transportation</td>
<td>$16,043,126,455</td>
<td>$17,807,210,686</td>
<td>$37,238,322,669</td>
<td>$9,471,485,240</td>
<td>$7,740,691,932</td>
</tr>
<tr>
<td>Recreation</td>
<td>$9,351,101,382</td>
<td>$10,793,929,692</td>
<td>$18,242,470,827</td>
<td>$9,356,219,940</td>
<td>$6,068,971,465</td>
</tr>
<tr>
<td>Souvenirs &amp; Misc.</td>
<td>$6,249,479,332</td>
<td>$7,535,691,046</td>
<td>$6,862,255,718</td>
<td>$4,418,371,021</td>
<td>$1,945,351,260</td>
</tr>
<tr>
<td>Lodging</td>
<td>$9,547,560,145</td>
<td>$10,603,991,888</td>
<td>$15,893,429,269</td>
<td>$7,986,297,311</td>
<td>$5,415,800,235</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$55,401,790,655</strong></td>
<td><strong>$64,862,823,932</strong></td>
<td><strong>$112,718,050,041</strong></td>
<td><strong>$40,695,080,066</strong></td>
<td><strong>$28,275,192,717</strong></td>
</tr>
</tbody>
</table>

“Trails consistently remain the number one community amenity sought by prospective homeowners.”
— National Association of Homebuilders (2008)
Property Value

SART as backbone of city trails

Community Trails in San Bernardino County, East Valley

Detail of Redlands and Loma Linda Trails
Health Benefit

“Per capita annual cost of using the trails was $209 ($59 construction and maintenance, $150 equipment and travel). Per capita annual direct medical benefit of using the trails was $564. The cost-benefit ratio was 2.94.”

“Investment in bicycle facilities improves the safety of the transportation system for all users and also benefits health and fitness, quality of life, and the environment.”

*The Economic Impact of Investments in Bicycle Facilities: A Case Study of the North Carolina Northern Outer Banks (2004)*
See you on the Trail