Stronger Economies through Active Communities

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Eat Smart Move More SC
Mission - Advance community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian.
Charleston
Walkable, bikeable communities support health & local economies
The Economics of Walking & Biking Infrastructure

- Spurs activity-related spending
- Creates new jobs & businesses
- Raises property values
- Encourages private investment
- Promotes tourism
- Reduces injuries & health care costs
Communities Featured

- Beaufort
- Charleston Area
- Columbia
- Easley & Pickens
- Florence
- Greenville & Travelers Rest
- Hartsville
- Rock Hill
- Spartanburg
- Walterboro
Beaufort
Spanish Moss Trail

At a Glance

City Profile
• Population: 13,382
• Demographics: 64% white, 26% African American, 7% Hispanic/Latino, 3% other
• Median Household Income: $44,915

Fun Facts
The Port Royal Railroad ran through the City of Beaufort until 2004. There is a large military presence, due to nearby Parris Island and the Marine Corps Air Station. As a coastal town, tourism is a large part of Beaufort’s economy.

Overview
Through public-private partnerships, the 6.5-mile Spanish Moss Trail was created along the old Port Royal Railroad line. This $4.5 million project served 36,500 residents and visitors in 2015 and has become a popular tourist attraction. The city advertises the rail trail in its marketing campaigns, and hotels and local bike shops offer bike rentals for use on the trail. The local outfitters store has also seen an increase in sales.

Changes Made
The City of Beaufort planned for the Spanish Moss Trail, a 14-mile concrete walking and biking pathway. Currently, four out of nine planned installations have been completed, totaling 6.5 miles. The 12-foot-wide, landscaped trail follows the old rail line, linking Beaufort to Port Royal. The trail runs through residential, retail, commercial, and wooded areas, offering shade and views of the marsh to cyclists and walkers. The trail currently connects to the Technical College of the Lowcountry and, this spring, will be connected to Beaufort Memorial Hospital by a lighted sidewalk. Eventually, the trail will connect to various shopping centers, movie theaters, and the Marine Corps Air Station. The city has installed signage to direct tourists on the trail to local attractions.

Cost & Funding
$4.5 million has been spent building the completed 6.5-mile section. Primary investors for the Spanish Moss Trail include: Beaufort Jasper Water & Sewer Authority, James M. Cox Foundation, Beaufort County, BlueCross BlueShield of SC, City of Beaufort, Town of Port Royal, Beaufort Memorial Hospital, and a network of private foundations, businesses, and individuals.

Economic Benefits
The trail has become a popular destination in this tourism-driven town. In 2015, more than 36,500 residents and visitors used the Spanish Moss Trail. On most weekends, there are recreational cycling and running groups who choose the trail as their choice for group activity. Beaufort’s Chamber Visitor Convention Bureau features the trail prominently in their advertising campaigns to attract tourists. Local hotels have seen many visitors using the trail, and some have started providing bike rentals for guests to use.

Beaufort hopes that the Spanish Moss Trail will support the growth of other local businesses. Because the trail does not run directly into the historic downtown areas, there are way-finding signs along the trail that direct users off the trail and to nearby attractions, such as City Hall, shopping centers, movie theaters, the community college, and the local hospital. In the future, the city would also like to see the growth of businesses along the trail itself. The city changed zoning laws on the properties surrounding the trail from light industrial to trail-oriented retail to allow for the creation of restaurants, cafes, artist studios, and other small businesses that will be frequented by trail users and spur economic growth in the community.

Lowcountry Bicycles, Beaufort’s only bike shop, has particularly benefited from the trail. The shop sells a range of bikes—from cruisers to racing bikes—provides bicycle rentals, and offers bike repairs. Owner John Feener reports that the creation of the Spanish Moss Trail increased his business, estimating that about 50 percent of his customers come to Lowcountry Bicycles for trail-related purchases. The trail has especially spurred accessory sales and bike repairs, as people decide to fix up old bikes to ride on the trail and buy new helmets, lights, and locks. In terms of bike sales, Lowcountry Bicycles now sells more cruisers and other recreational bicycles rather than racing or road bicycles, suggesting that the majority of the new bikes purchased are being used on the trail.
Featured Panelists

Bruce Evilsizer
City Administrator
City of Pickens

Will Rothschild
Communications Manager
City of Spartanburg
Thank you!

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Current End Point of Doodle Trail in Pickens  
Former Pickens Railway Facility
Front Portion of Pickens Railroad Facility
Pickens Doodle Park--Themes

• Safe Connector to Downtown & Amphitheater
• Healthy & Active Living
• Partnership with Local Hospital
• Remember the History
• Environmentally Friendly
• Non-Compete with Downtown Businesses
Pickens Doodle Park
Hope to Build Replica Train Depot
Pickens Doodle Park--Funding

- EPA Brownfield Grant--$127,000 Grant; $26,000 Local
- CDBG Grant for Demolition--$170,000 Grant; $18,000 Local
- SC Recreational Trails Program Grant--$100,000 Grant; $25,000 Local
- Applied for Appalachian Regional Commission Grant for $500,000

- Hospitality Funds
- General Funds
- Utility & Storm Water Funds
Connector to Downtown--A Next Step
Connector to Downtown—Option 1
Connector to Downtown—Option 2
Some Planning for Future Trail Extensions
Benefits

• Community Excitement & Momentum
• Something to Build Upon with Pickens Doodle Park, Trail Connectors & Events
• Something for everyone, has been neat to see all types of trail users
• Doodle Trail—Helped increase Hospitality Revenue
• Pickens Doodle Park--Projected Economic Benefit
  • Bring another $600,000 in spending to community
  • Annual new city tax revenue of $15,500
EXECUTIVE SUMMARY

This report provides information from 214 visitors to the Doodle Trail, during October and November of 2016. The 28-question survey was designed to examine visitors’ average trail use, number of visits, trail related expenditures, information sources, and satisfaction with the trail.

Some highlights include:

Demographics

- Over half of the respondents (58.3%) were male.
- The majority of respondents (73.71%) were between 46 and 80-year old.
- The majority of respondents (62.9%) were from Pickens or Easley. Only six respondents reported being from outside South Carolina.
- A majority (95.3%) of respondents were white.
- One-third of the respondents (35.13%) reported a household income of $40,000 - $79,999.

Trail Information

- Almost 1 in 5 respondents (17.1%) reported using the trail less than once a week.
- Nearly half (49.3%) of respondents use the trail 1 to 2 hours per visit.
- More than 9 out of 10 respondents (92.6%) use the trail for either biking or walking.
- Over half (63.7%) of all respondents reported they would participate less or not at all in their preferred trail activity if the trail was not available.

Trail Spending Patterns

- Over half (53.9%) of respondents had increased their annual spending on health, recreation, or exercise items due to the trail.
- Of those who increased their spending, the average increase for apparel was $156.44.
- Over one tenth of all responders (14.4%) reported spending over $100 on large scale non-annually purchased items (bikes, strollers, roller blades) for use on the trail.
CASE STUDY | SHARED USE PATH
Pickens and Easley, South Carolina

PROJECT DESCRIPTION

The Pickens "Doodle Line" Railway is a 7.4-mile railroad that previously connected the cities of Pickens and Easley for lumber and other freight traffic. As freight and manufacturing in Pickens declined in the late 1990s, the private owner of the railway decided to explore options to sell the ownership rights and promote a trail or trail conversion. The Doodle Trail, a 7.4-mile rail-to-trail partnership between the City of Easley and the City of Pickens opened Memorial Day weekend 2015.

The shared-use asphalt path provides a vital recreation and transportation corridor for bicyclists and pedestrians alike, as well as major economic and regional impact. Residents and governmental leaders saw the economic impacts of the Sewing Rabbit Trail, an over 20-mile rail trail in neighboring Greenville, and wanted to create a similar regional asset that could benefit the local community.

The City of Easley and City of Pickens jointly purchased the railway corridor, creating a cooperative partnership between the two cities. Soon after the sale was complete in Spring 2015, residents of Easley saw the economic development potential of the shared-use path and wanted it to extend to their businesses in downtown Easley, approximately 1 mile from the Doodle Trailhead. An extension of the path, from the trailhead to downtown, is currently in the design phase and construction is set to begin in Winter 2016.

DETAILS

COMMUNITY CONTEXT
The City of Easley has a population of 29,790. The City of Pickens, located to the northwest, has a population of 3,358. Both cities are located within Pickens County.

KEY DESIGN ELEMENTS
Accessing, landscaping, and roadway crossings were all designed and constructed to ensure a safe, attractive path between the two communities.

ROLE IN THE NETWORK
The shared-use path serves as an extension and connection corridor for residents and visitors, and enhances connectivity between the two communities. The City of Pickens developed bike lanes to connect to downtown Pickens. The City of Easley is extending the trail into downtown and has provided bike lanes for alternate connections to help Easley hospital and cultural amenities.

FUNDING
Both cities used separate General Obligation Bonds to fund the acquisition and construction of the trail. The City of Easley is currently using a General Obligation Bond for final acquisition, design, and construction of the Doodle bicycle trailhead. The federally-funded Recreational Trail Program administered through the South Carolina Department of Parks, Recreation, and Tourism funded the extension to Highway 8.

For more information, refer to the City of Easley and the City of Pickens:
http://www.cityofeasley.com/
http://www.cityofpickens.com/
Small Town and Rural Multimodal Networks
Events happening on the Doodle

- **PAWS for Celebration**: First Dog Event on the Doodle- 04/01/2017
- **Venture Outdoors Day**: Pickens First ½ Marathon on Doodle- 09/30/17
Thank You!

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The Economic Power of Downtown Spartanburg

19,154
Jobs within 1.5 mile radius of Morgan Square

13%
Growth in restaurant and bar sales in Downtown Spartanburg last year

420
Residential units in new pipeline in Downtown Spartanburg

50%
52% increase in units

115
Attractions in the Downtown Cultural District

98%
19% occupancy rate

70
Businesses have opened in Downtown Spartanburg since 2013

$125m
Amount of investment completed or announced in Downtown Spartanburg since 2013

One of the Best
Hub City Bookshop named one of the “South’s Best Bookstores” in Southern Living Magazine

$1 million
Bloomberg Philanthropies Public Art Challenge grant recipient

#1
Hub City Co-Op, first co-op grocery in the state of SC

4,000+
College students in & adjacent to Downtown Spartanburg

$2.5m
Downtown streetscaping projects underway
Morgan Square Today
$2.3 MILLION

Amount committed by the City toward 8 new streetscaping and/or pedestrian/bicycle access projects downtown

1. Rail Trail extension to Kennedy Street, including new sidewalks, striping for bike lanes, and re-engineered intersection at Henry and Union.
2. New protected bicycle lane (or cycle-track) along Converse Street, between Kennedy and East St. John. First cycle track in the state of South Carolina.
3. New pedestrian/bicycle crossing over E. St. John Street at The George and Chapman Cultural Center.
4. Conversion of Wall Street into a festival street.
5. New sidewalks, lighting, and trees on Magnolia Street, between Main and East St. John Street.
6. New sidewalks, lighting, and seating along Church Street, between Daniel Morgan Avenue and East Main Street.
7. Straightening out the chicanes on Main Street, with new sidewalks, lighting and trees.
8. New sidewalks, lighting, and bike lanes on Daniel Morgan Avenue, between Henry Street and W. Main Street.
New Magnolia Street
Silva Cells on Magnolia Street
MARY BLACK RAIL TRAIL EXTENSION

The City of Spartanburg is in the design development phase of extending the Mary Black Rail Trail (Palmellto Trail) into downtown, connecting to Barnett Park. The City is committed to a facility that will retain the trail users’ experience and will be inviting to all ages and ability levels.

The Mary Black Rail Trail Extension route will continue the existing trail from Henry Street, along Union Street to Kennedy Street and then travel west on Kennedy Street to Converse Street and Barnett Park beyond.

CONVERSE STREET
existing typical section

UNION STREET
existing typical section

KENNEDY STREET
existing typical section

We welcome your comments on the Mary Black Rail Trail Extension. Please email your thoughts to: comments cspsp@spartanburg.com
Coming: State’s first “cycle track”

**CONVERSE STREET**
existing typical section

existing view at broad street

proposed typical section

proposed view at broad street
Hub City Co-Op (1st in the state!)
Coming: Liberty St. improvements
Questions?