



Trail Impact Business Survey

Q1: What is the <u>primary</u> classification of this business? Check one box.	Q2: How long have you been at this location?
<input type="checkbox"/> Bike rental/Sales/Supplies <input type="checkbox"/> Hotel/motel/B&B <input type="checkbox"/> Retail/Gift/Specialty store <input type="checkbox"/> Campgrounds <input type="checkbox"/> Convenience/Grocery store <input type="checkbox"/> Pharmacy/Drug Store <input type="checkbox"/> Outdoor recreation/outfitter <input type="checkbox"/> Transportation/Shuttling <input type="checkbox"/> Restaurant/Bar/Café/Ice Cream store <input type="checkbox"/> Industrial/ Manufacturing/ Construction <input type="checkbox"/> Other: _____	Years _____ Months _____

Q3: What month(s) of the year do you consider to be your peak season months?

(Circle the Month(s))

January	February	March	April	May	June
July	August	September	October	November	December

Q4: Is your business closed more than two weeks in any given month of the year? <input type="checkbox"/> Yes (please list months): _____ <input type="checkbox"/> No	Q5: How many persons, including yourself if appropriate, do you employ during: <table border="1" style="width: 100%;"> <tr> <td style="background-color: #e6e6e6;">Peak Season</td> <td style="background-color: #e6e6e6;">Full Time: _____ Part Time: _____</td> </tr> <tr> <td style="background-color: #d9e1f2;">Off Season</td> <td style="background-color: #d9e1f2;">Full Time: _____ Part Time: _____</td> </tr> </table>	Peak Season	Full Time: _____ Part Time: _____	Off Season	Full Time: _____ Part Time: _____
Peak Season	Full Time: _____ Part Time: _____				
Off Season	Full Time: _____ Part Time: _____				

Q6: When driving, do your employees have to pay to park their cars?

Yes

No

Q7: Roughly how many of your employees commute to/from work using the trail?

Q7a: Do you offer bike racks or bike parking at your business?

Yes

No

There is nearby public bike parking

Q8: On average, how many hours per week does the *typical* employee work during:

Peak Season	Full Time: _____ Part Time: _____
Off-Season	Full Time: _____ Part Time: _____

Q9: In relationship to the rail trail, how is your business establishment situated on the trail:

My business is on the trail and has direct access to the trail

My business is on the trail but DOES NOT have direct access to the trail

My business is not on the trail

Q9a: What impact did the trail have on where you decided to locate your business?

Very strong impact

Strong impact

Some impact

No impact

My business was located here before the trail

9b: How many locations does your business currently have? If you have multiple locations, please list them on the line(s) below:

One

More than one:

Q10: What impact would you estimate the trail had on this business location in the past year?

Increase sales/revenues significantly
 Increase sales/revenues somewhat
 Has had no impact
 Decrease sales/revenues somewhat
 Decrease sales/revenues significantly
 Don't Know/Not Applicable

Q11: Has the trail had any impact on your decisions to do the following in the past year?

	Yes	No
Expand your operation along the trail	<input type="radio"/>	<input type="radio"/>
Make plans to expand along the trail	<input type="radio"/>	<input type="radio"/>
Expand your operation away from the trail	<input type="radio"/>	<input type="radio"/>
Make plans to expand away from the trail	<input type="radio"/>	<input type="radio"/>
Downsize your operation	<input type="radio"/>	<input type="radio"/>
Make plans to downsize your operation	<input type="radio"/>	<input type="radio"/>

Q12: Has the trail had any impact on your decisions to do the following with respect to your workforce during the past year?

	Yes	No
Create new positions	<input type="radio"/>	<input type="radio"/>
Make plans to create new positions	<input type="radio"/>	<input type="radio"/>
Eliminate positions	<input type="radio"/>	<input type="radio"/>
Make plans to eliminate positions	<input type="radio"/>	<input type="radio"/>

Q13: On average, how much money does a typical "trail user" spend during a visit to your business establishment?

A "trail user" is defined as any person using the trail to get to your establishment, whether they are from another area out-of-town or if they are a local.

\$: _____

Q14: Approximately what were the gross revenue figures for this location?

These figures will only be used by adding all the responses together, NOT focusing on your business alone.

2014:

2015:

Q15: Approximately what percentage of 2015 annual revenues would you estimate could be largely attributable to the existence of the rail trail?

_____ %

Q16: Approximately what percentage of 2015 total customers would you estimate could be largely attributable to the existence of the rail trail?

_____ %

Q17: When answering the previous 2 questions, did you base your answers on “your gut” instinct or do you have a system for tracking trail-users that visit your business establishment? If you have a system for tracking trail-users visiting your business establishment, please describe it below:

Q18: What impact would you estimate events on the trail had on this business location in the past year (such as marathons, bicycle races, festivals, and other events featuring the trail)?

- Increase sales/revenues significantly
- Increase sales/revenues somewhat
- Has had no impact
- Decrease sales/revenues somewhat
- Decrease sales/revenues significantly
- Don't Know/Not Applicable

Q19: Please check if you offer the following services:

- Merchandise Shipping
- Merchandise hold/pick-up later
- Not applicable to this type of business

Q20: Do you offer any of the following amenities for trail users at this location?	Yes	No
Restroom Usage (free, without a purchase of anything)	O	O
Water (free, without purchase of anything)	O	O
Reduced cost/ discounts at your business	O	O

Q21: Please explain any actions that you have taken to attract business on the trail and/ or cater to trail users . These actions mentioned here also pertain to any additional advertising or enhancement to the appearance of a trail-side entrance you may have done to attract trail users.

Q22: Feel free to make any positive or negative comments related to the economic impact of the trail, and/or the trail itself. Thank you for your feedback.



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