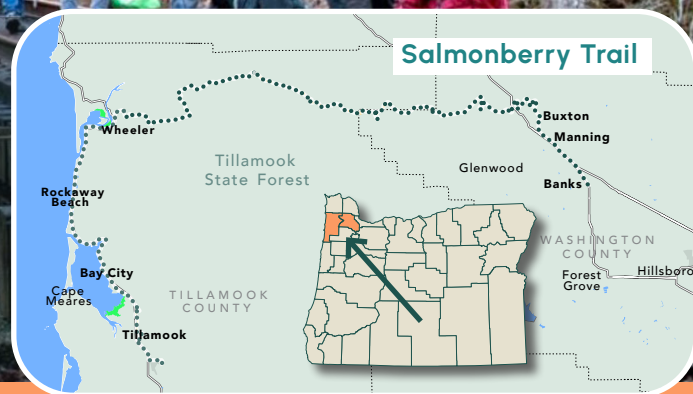


Economic Analysis of the Salmonberry Trail

The potential benefits of investing in the Salmonberry Trail offer a variety of positive outcomes related to economic development, health and safety, and other improvements that enhance value or save money.



The 82-mile proposed trail will provide a new, historic, continuous recreation corridor from the Portland metro area to Oregon's coast.

Similar trails in Washington and Oregon attract between **100,000** and **200,000** visits per year. The potential economic benefits and impacts of the trail were estimated assuming this level of visitation.

Economic Impacts

Economic impacts capture changes in economic activity, including trail-related spending and the jobs and incomes that spending supports

Tourism Spending



If half of the trail users are visitors spending money in local communities, the trail could support around

\$3–\$6.5 M
in revenue/year

Economic impacts include...



- » Tourism spending
- » Local jobs and income
- » Construction spending, jobs, and income

Economic Benefits

Economic benefits reflect changes in welfare or well-being for individuals and communities.

Recreational Enjoyment



Assuming a mix of local walkers and joggers, visitors, and bicyclists, the trail would support around

\$8–\$16 M
in value/year

Additional economic benefits include...



- » Public safety improvements
- » Property value gains
- » Environmental improvements
- » Quality of life and social capital

Estimated Use Value

- ♦ \$23/trip for local trail walking
- ♦ \$114/trip for non-local walks
- ♦ \$72/trip for trail jogging
- ♦ \$123/trip for trail bicycling

Physical and Mental Health Improvements



Physical health benefits associated with the trail visits could amount to

\$300–\$900 K
in reduced cost of illness

Cost of Illness Savings

- ♦ \$3–\$4.50 per walk/hike trip
- ♦ + mental health & personal productivity gains

Potential Benefits of the Salmonberry Trail Coast Segment

Wheeler Segment 1

- ◆ Revitalizes downtown by connecting visitors and residents to local businesses, services, and destinations through a trail system that supports everyday use and tourism.
- ◆ Improves accessibility by creating more options for Wheeler's older population, whose median age is around 55, to move through the community safely and comfortably.
- ◆ Expands transportation choices by improving safety, connectivity, and access, encouraging some residents and visitors to shift trips from cars to walking or bicycling.
- ◆ Supports health, environmental, and safety outcomes by increasing opportunities for active transportation, reducing vehicle trips, and improving safe connections between destinations.

Rockaway Beach 2

- ◆ Reduces household transportation burdens by providing a free, active transportation option that offers a safer alternative to car travel and unsafe walking or bicycling conditions.
- ◆ Improves highway crossing safety by installing rectangular rapid flashing beacons at critical Rockaway Beach crossings, a treatment shown to reduce pedestrian-involved crashes by up to 47 percent.

NEAH-KAH-NIE Middle and High Schools 3

- ◆ Improves student commute safety by creating a trail alternative to walking or bicycling alongside Highway 101, where high traffic speeds, volumes, and limited pedestrian space create unsafe conditions.
- ◆ Supports Safe Routes to School goals by providing a safer active transportation option for students traveling to local middle and high schools.

Port of Tillamook Bay 4

- ◆ Strengthens regional connectivity by linking commuters, Port employees, local residents, and visitors to destinations between the Tillamook Creamery and Tillamook Airport.
- ◆ Connects key destinations by providing an active transportation route between popular tourist attractions, employment centers, and community facilities.
- ◆ Improves travel safety through Tillamook by offering an alternative to Highway 101, where shared roadway conditions create safety concerns for people walking and bicycling.



When complete, the Salmonberry Trail would create a continuous recreational corridor across the Coast Range, connecting coastal communities to the Portland Metro area, the Columbia River Gorge, and beyond. This connectivity aligns with Oregon Metro's vision of an 800-mile regional trail system.

The cross-regional connections would elevate the state's broader network into one of the nation's premier destination trail systems—attracting visitors from across the country and abroad and generating substantial tourism spending.