

Capital to Coast Communications Report

For the Kennebec Estuary Land Trust
kennebecestuary.org



From
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Table of Contents

I.	Executive Summary and Recommendations.....	1
II.	Introduction.....	4
III.	Creating a Message	5
IV.	Communications Structure.....	13
V.	Estimated Economic Impacts.....	17
VI.	Notes on the reuse of rail tracks for trail	27
	Appendix A: List of Key Interviews.....	30
	Appendix B: Survey Results	31

I. Executive Summary and Recommendations

The Capital to Coast is a proposed pedestrian and bike trail system that includes the Kennebec River Rail Trail, the Merrymeeting Trail, the Androscoggin River Bike Path and the Androscoggin to Kennebec Trail.

A communications strategy is a critical component to the groundwork for the trail's long range success. In particular, it involves:

- a. Creating a message about the trail proposal that is persuasive for elected officials and the general public, and provides an opening for discussing the action steps that they will need to take to make the trail a reality in the coming decade;
- b. Creating a communications and organizational structure that enables the group to reach the trail's natural supporters, and creates email lists of these supporters; and
- c. Telling the story of why such a trail meets larger community goals for economic development, using both case studies and applied economic models.

1) Communication to the local community should emphasize local benefits, in particular health and safe recreation opportunities for all residents. For example, "The Capital to Coast Trail System is improving community health through safe recreation and active transportation." Creating vibrant places where people want to live could be a second message around economic development. An example of a handout for local officials is presented on the next page.

These messages are based on a survey of opinion leaders in the communities where the Capital to Coast Trail is proposed, including local residents, municipal officials and active volunteers, conducted in the summer of 2015. In that survey, 87% of survey respondents thought the trail would improve the health of the community. 92% of respondents thought that families and kids would make good use the trail, and comments by respondents with an initial positive reaction to the trail emphasized support for safe places to walk and bike, as well as good health especially for kids. This is consistent with their responses to questions about community strengths. Asked what they love about their community, responses included scenic beauty, natural resources and recreation opportunities. Asked about their hopes for their communities, responses included more recreation and natural resource opportunities, to be a vibrant place, and to attract new families.

2) There needs to be a central "flat" website for the Capital to Coast Trail that is searchable by key terms and would serve as the landing page. It should include an "ask" for people to get involved either by joining or donating. Social media can be used to present dynamic information. Earned media (events coverage) are great opportunities and the coverage should include information to raise awareness about the project.

Communication about the Capital to Coast Trail should name the goal and be consistent. Every organization – and every piece of communication – needs to use the same language to define the same goal.

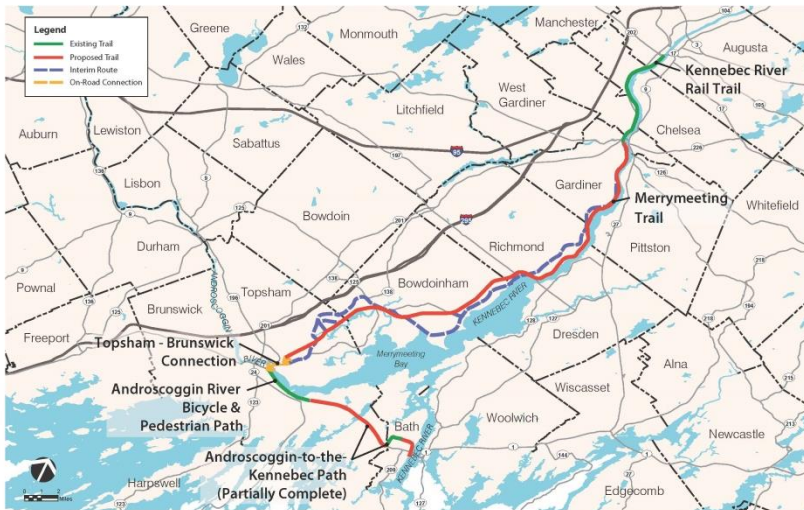
3) Applying ratios found in studies of similar trails around the nation, the Capital to Coast Trail can be expected to generate between \$1 and \$10 million in annual economic impact from trail user expenditures.

There would also be local health and social benefits. Further, the Capital to Coast Trail would connect local downtowns and remote natural areas, offering unique recreation and health opportunities. It would be a critical asset to the region's quality of place and would help attract employers and residents, as well as visitors.

4) While theoretically possible, in reality railroad uses of the Augusta-Brunswick line are very unlikely in the foreseeable future. Developing the trail could be a better use of the rail bed. Further research is needed to demonstrate the costs and benefits presented by the Capital to Coast Trail as compared to the economic opportunity of redeveloping railroad service in the corridor.

Maine's Capital to Coast Trail

*Improving community health through safe recreation
and active transportation.*



CAPITAL TO THE COAST TRAIL
Regional Overview



The proposed Capital to Coast Trail System will stretch from Augusta to Bath.

Some sections of the trail are already in place, others are still in the planning stages. The trail will include the existing Kennebec River Rail Trail (Augusta to Gardiner), the Merrymeeting Trail (Gardiner to Topsham, still in development), the Androscoggin River Bike Path (Brunswick), and the Androscoggin to Kennebec Trail (Brunswick to Bath, still in development).

The Capital to Coast Trail will allow walkers, joggers, and cyclists to travel and commute along 48 miles through picturesque downtowns, along quiet riversides and farmlands, and through the heart of communities.

Applying ratios found in studies of similar trails around the nation, the Capital to Coast Trail System can be expected to generate between \$1 million and \$10 million in annual economic impact from trail user expenditures.

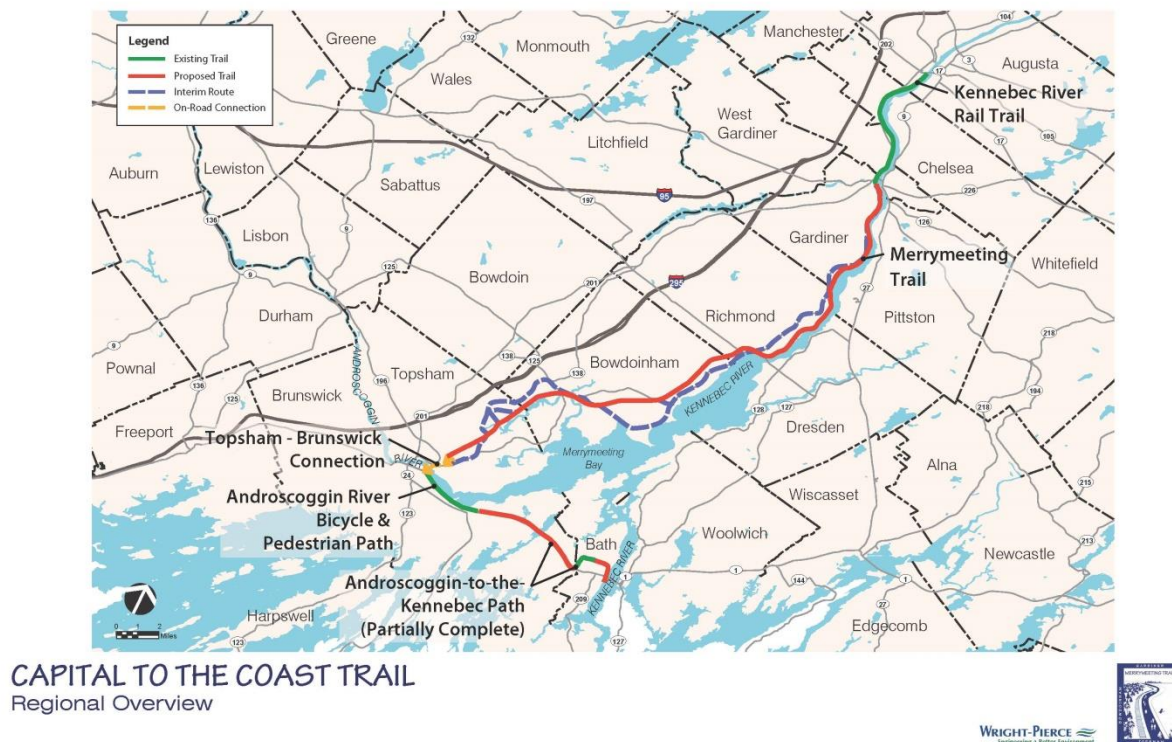
There would also be local health and social benefits.

The Capital to Coast Trail would connect local downtowns and remote natural areas, offering unique recreation and health opportunities. It would be a critical asset to the region's quality of place and would help attract employers and residents, as well as visitors.

II. Introduction

The purpose of this report is to make recommendations regarding a communications strategy to build local support for the development of the Capital to Coast Trail from Augusta to Bath, Maine.

The Capital to Coast is a proposed pedestrian and bike trail system that includes the Kennebec River Rail Trail, the Merrymeeting Trail, the Androscoggin River Bike Path and the Androscoggin to Kennebec Trail.



A communications strategy is a critical component to the groundwork for the trail's long range success. In particular, it involves:

- d. Creating a message about the trail proposal that is persuasive for elected officials and the general public, and provides an opening for discussing the action steps that they will need to take to make the trail a reality in the coming decade;
- e. Creating a communications and organizational structure that enables the group to reach the trail's natural supporters, and creates email lists of these supporters; and
- f. Telling the story of why such a trail meets larger community goals for economic development, using both case studies and applied economic models.

III. Creating a Message

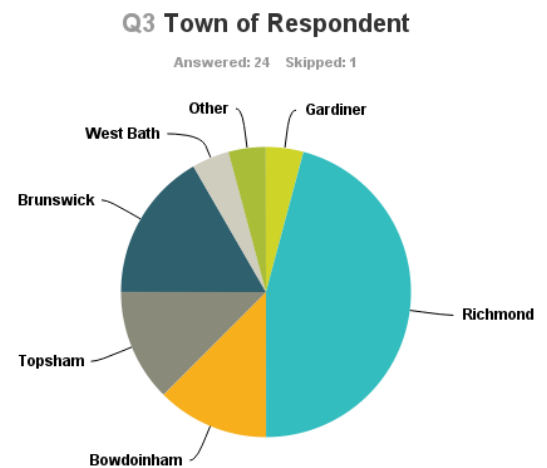
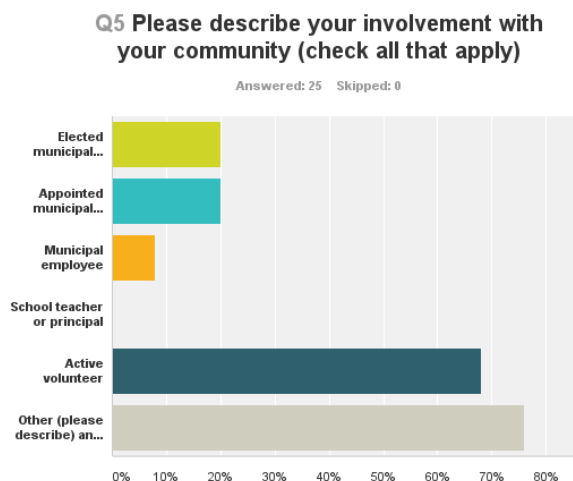
Recommendations

1. Communication to the local community should emphasize local benefits, in particular health and safe recreation opportunities for all residents. For example, “The Capital to Coast Trail System is improving community health through safe recreation and active transportation.”
2. Creating vibrant places where people want to live could be a second message around economic development.
3. The coalition should be prepared to address concerns about the ongoing maintenance costs of the trail.

A) Survey Respondents

In the summer of 2015, members of the Capital to Coast coalition interviewed twenty-five opinion leaders in the communities where the trail is proposed. Opinion leaders are those whose opinion matters to others, and to whom others turn for advice or ideas. Interviewees were selected by the coalition members, and included both people likely to support and not support the proposed trail. The purpose of the interviews was to learn what community leaders think about trails generally and about the proposed Capital to Coast Trail in particular. The interviews were approximately an hour long, and the results were compiled in an online survey software.

Interviewees included local residents, local business owners and employees, elected and appointed municipal officials, municipal employees, and active volunteers from 6 communities: Gardiner, Richmond, Bowdoinham, Topsham, Brunswick and West Bath. (See Appendix A for a list of interviewees). While not all communities were represented in the interviews, the results provide valuable insight into local issues and priorities.

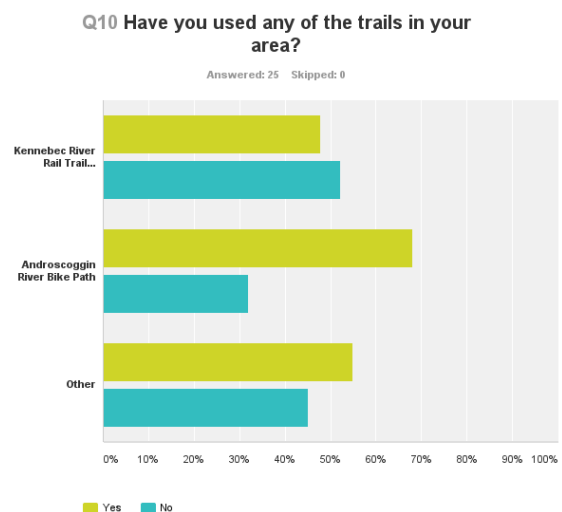
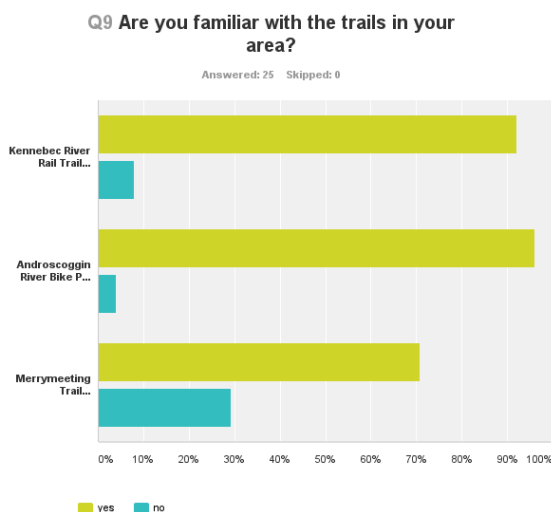


Asked what they love about their community, respondents described the scenic beauty and natural resources, including the river, ocean, and a strong agriculture sector; abundant recreational opportunities and geographic proximity to the ocean, as well as Maine's lakes and mountains; a safe, small town atmosphere and the feeling of neighbors looking out for each other; walkable downtowns and local amenities; open town government and good schools; an entrepreneurial spirit; and socio-economic diversity and tolerance.

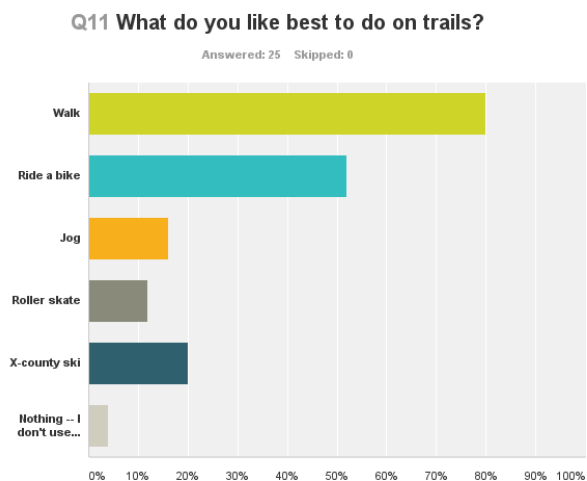
Respondents' fears for their communities' future include a lack of economic opportunity, too little affordable housing, maintaining a strong education system, keeping taxes from becoming too high, and having a community that is friendly to all ages, including seniors. People are also concerned about fast growth, sprawling and strip mall development, and the loss of historic downtown, about a lack of public access to the water, and reduced community involvement and caring. One respondent worries that coming out of the recession and facing tough budget seasons, "it is going to take a long time for us to be able to be visionaries again rather than reactionaries..."

Respondents' hopes for their communities' future include maintaining the small town feel, to be progressive while retaining history and traditions, continued natural resource and recreational opportunities, more open space, improved walking and biking infrastructure, more downtown businesses, more work opportunities, growth of arts, more farms, to be a vibrant place where people want to live and visit, to attract new families, and more community involvement including youth.

Nine out of ten respondents are familiar with the Kennebec River Rail Trail and the Androscoggin River Bike Path trails, and more than half have used those or another local trail before.



Walking (80%) and biking (52%) are the most popular trail activities reported by respondents.



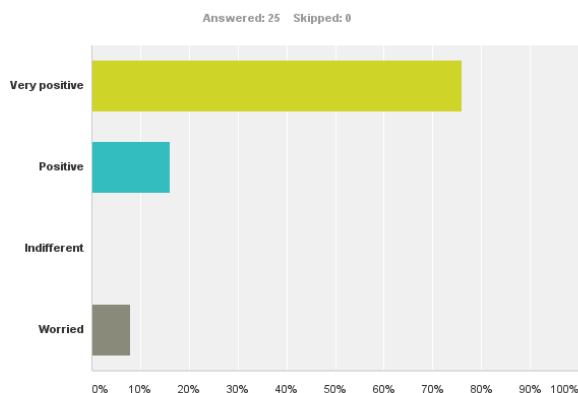
B) Responses to the Proposed Capital to Coast Trail

Eighty percent of survey respondents reported that they had heard of the Capital to Coast Trail project. Of those, 9 respondents had heard about it at a meeting, 4 from a friend or neighbor, and another 4 in the newspaper.

Seventy-six percent of respondents said they have a very positive initial reaction to the idea of connecting the Kennebec River Rail Trail and the Androscoggin River Bike Path. Comments included, "Asset to town" "Connecting the communities!" "People in every community have a safe place to walk, bike etc." and "Health and well-being especially for the kids."

The two respondents who said they were initially worried about the project cited concern over precluding the railway from coming back and not having enough information about how the trail would be built and maintained.

Q14 What is your initial reaction to the idea of connecting the Kennebec River Rail Trail and the Androscoggin River Bike Path?

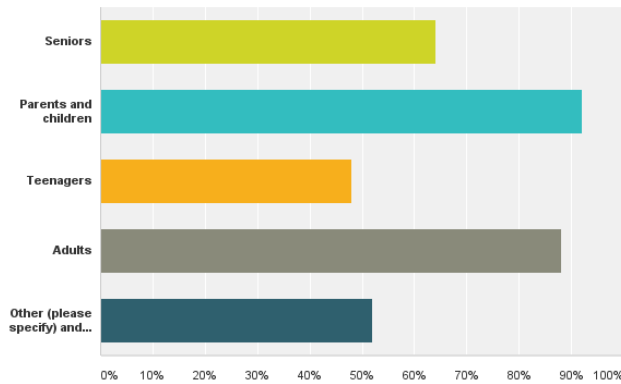


Seventy-two percent of respondents said they thought the proposed trail would be used "a lot" by current residents, and another twenty-four percent thought it would be used "some." Only 1 respondent (4%) thought it would be used "not much at all."

Ninety-two percent of respondents thought that parents and children would make good use of the proposed trail, followed by adults (88%) and seniors (64%).

**Q16 Who would make good use of it?
(Check all that apply)**

Answered: 25 Skipped: 0



Comments included that riding without cars is safe for families and kids, that people would likely use it to commute, that it could be an opportunity for people with disabilities, and that local trail sections will likely get more use: “don’t see families going any distance.”

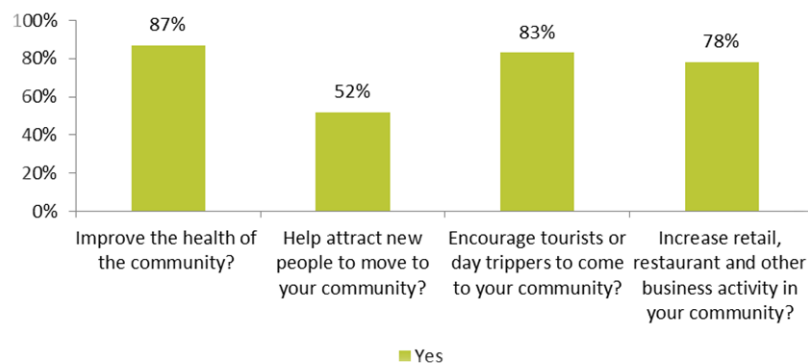
Eighty-seven percent of respondents said the proposed trail would improve the health of people in the community. Comments included that it would create a safe opportunity for exercise.

Fifty-two percent said the proposed trail would help attract new people to move to the community. “Access to the outdoors is something we were looking for when we moved here.”

Eighty-three percent said the proposed trail might encourage tourists or day trippers to come to their community. “One more amenity, along with the river and the historic downtown.” “Bicycling is a great tourist activity!”

Seventy-eight percent of respondents said the proposed trail would increase retail, restaurant, and other business activity in their community. Comments primarily noted restaurants and convenience stores/grocery.

Do you think the existence of the proposed trail would



Responses were mixed about the impact of the proposed trail on property taxes. Forty-five percent said the impact would be “primarily positive—would encourage more people to move to town,” and forty-five percent said they didn’t know. Fourteen percent said it would be “primarily negative—would cost money to maintain.” One respondent commented that “the value should not be measured in tax gains or outlays.” Another suggested “Find out what

happened with the Brunswick Bike Path. If property taxes were increased by the building of the trail in Brunswick-that should be reflected in the future of this trail.”

Asked what potential problems the trail might create for the community, respondents identified cost (upfront and maintenance), vandalism and crime especially if the trail is not well maintained, teenagers congregating, parking issues and traffic, and the impacts of noise and litter on abutting property owners.

Following the questions about potential impacts, respondents were asked, “Given all of the above, do you favor the development of the trail?” Ninety-two percent said yes.

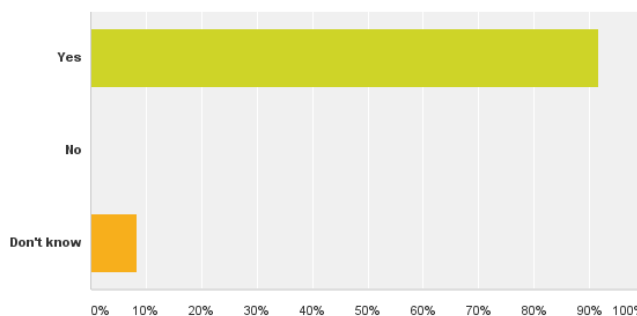
Comments included, “Because I think it would strengthen our community and what’s best about it,” “Pros outweigh cons,” and “I think we’ve seen a very large increase in the use of trails with Androscoggin and Kennebec being examples of use that was more than anticipated.” One respondent suggested “Start with downtown sections and see whether it’s used enough.”

In terms of priority, half (fifty-two percent) of the survey respondents said the proposed trail is a high priority. One respondent noted that “It has the chance to be a high profile project, with great outcomes, and good PR for the towns and organizations involved.” Respondents who did not think this should be a high priority were primarily concerned about cost. “I don’t think it would be a high priority for the town taxpayers,” “school, municipal budgets and public safety should be priority”, and “roads, bridges, sidewalks come first, this is an amenity not a utility.”

Respondents identified the most important reasons for developing the trail as economic development, community health, encouraging recreation by having a safe place for kids and adults to bike and walk, and linking communities.

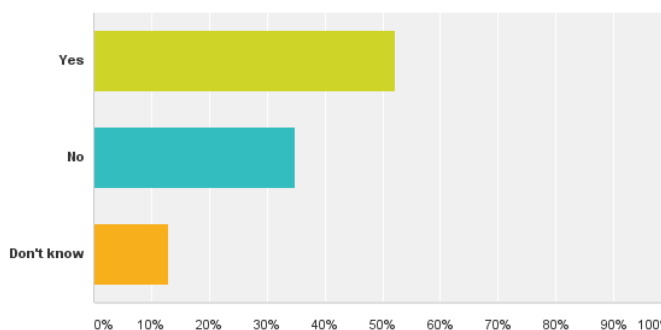
Q23 Given all of the above, do you favor the development of this trail?

Answered: 24 Skipped: 1



Q24 If yes, would it be a high priority?

Answered: 23 Skipped: 2



They identified the most important reason not to develop the trail as the cost to taxpayers (construction and maintenance). One respondent noted that the long distance between communities might mean lower levels of use compared to the Kennebec River Rail Trail.

Respondents were told that the proposed trail includes amenities such as natural playgrounds and community gardens, and asked about the best locations. Several suggested that gardens and playgrounds should be located nearer to where people live and closer to parking and trail access (see Appendix B for particular location suggestions). "Would definitely use the trail with grandkids if these types of amenities existed." One respondent suggested locating them along community waterfronts. Another thought that amenities should not be located in town but instead used to draw people along the trail to a destination. Several people suggested additional amenities, including educational activities (wildlife/historic walking tour), rest stops every couple of miles, and benches to rest every $\frac{1}{4}$ or $\frac{1}{2}$ mile. One person was concerned about liability and maintenance.

C) How to Pay for the Trail

More than half of respondents identified state and federal governments as major partners (paying over 50% of costs to develop the trail).

More than 40% identified statewide foundations (45%) and land trusts and environmental groups (52%) as significant partners (paying 10-30% of costs).

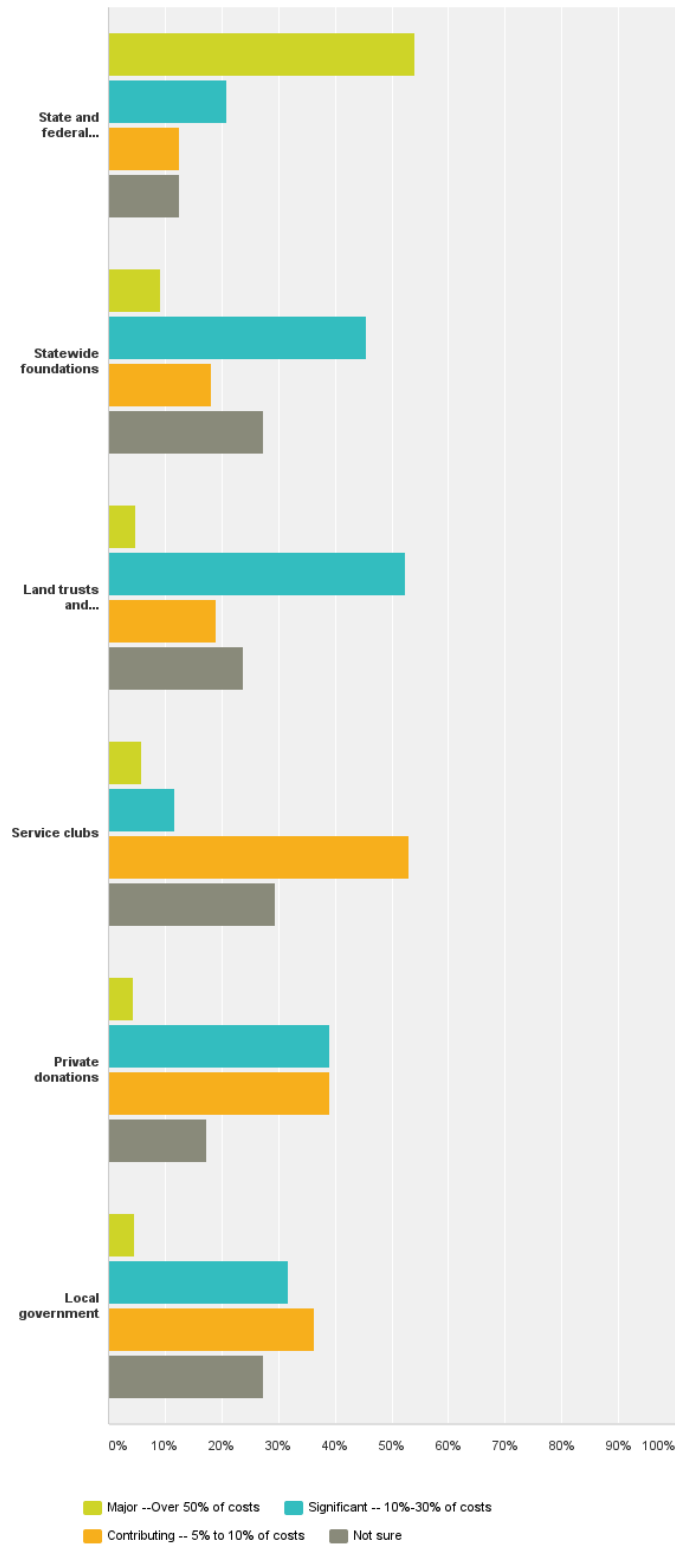
Fifty-two percent of respondents identified service organizations as contributing partners (paying 5-10% of costs).

Similar percentages of respondents identified private donations and local government as significant partners (paying 10-30% of costs) and contributing partners (paying 5-10% of costs).

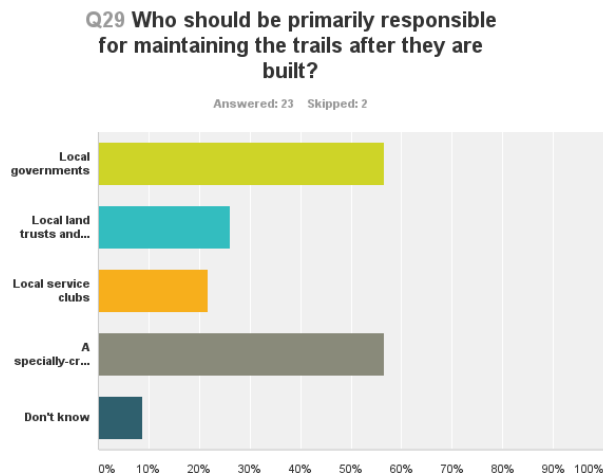
Comments emphasized that state and federal government have more money and that local governments have very little. "I know our municipality is beyond strapped for cash right now."

Q28 It will take a partnership to pay for the trail's development. Below are some key partners -- how much should each be involved?

Answered: 24 Skipped: 1



After the trails are built, respondents identified a combination of local governments and a specially-created organization to be responsible for the trails, as well as local land trusts and service clubs. “Partnerships work best!” “Needs a coordination body, like a Friends of, users need to be involved.”



Just under half of respondents would support developing the trail more quickly and at substantially lower cost by making use of the unused rail right of way between Topsham and Gardiner. “The base is there-capitalize on it.” Thirty-nine percent said it needs further study, and nine percent said it’s out of the question. “I believe rails are an important part of future transportation and it would be short-sighted to take it up.”

When asked how they would feel if this could be done in a way that the rail bed could be quickly restored if rail service became a possibility, fifty-two percent of respondents said they would support it. “Sounds like a reasonable compromise.” Seventeen percent said it needs further study, and twenty-two percent said it’s out of the question. “Once we have an option, it would be hard to give it up.” (More information on the costs associated with these different approaches is presented in the following sections of this report).

IV. Communications Structure

A communications audit was conducted to identify the various forms of communication that are now being used for the Capital to Coast Trail, identify the strengths and weaknesses of the current structure, and then make recommendations for both short and long term changes.

Recommendations

1. There needs to be a central “flat” website for the Capital to Coast Trail that is searchable by key terms and would serve as the landing page. It should include an “ask” for people to get involved either by joining or donating. Social media can be used to present dynamic information. Earned media (events coverage) are great opportunities and the coverage should include information to raise awareness about the project.
2. Name the goal and be consistent. Is the goal to create the Capital to Coast Trail or the Merrymeeting Trail? Every organization – and every piece of communication – needs to use the same language to define the same goal.
3. Fundraise and “friend-raise” through events like Bike ride. Create a membership, “Friends of the Capital to Coast Trail.” Communicate through NRCM, Midcoast Hospital, and other organizations which have large membership lists and have health and wellness in their missions.
4. Develop a communications strategy and a communications plan. The strategy is how to communicate (what is the message for fundraising and friend-raising, who are the target audiences), and the plan identifies the action steps and who will do what.

A) Existing Websites

Several websites mention the Capital to Coast Trail but there is no central website and no stated goal. There is no “ask” for people to get involved either by joining or donating. It is sometimes unclear how the various trails, at various stages of development (Merrymeeting, Kennebec, Capital to Coast) and their organizations relate to each other.

- Merrymeeting Trail site (<http://www.merrymeetingtrail.org/>)

Mentions the Capital to Coast Trail.

The Merrymeeting Trail would be the longest segment of the Capital to the Coast Trail System which would extend from Augusta to Bath.

The Merrymeeting Trail website also includes the Capital to Coast Bike Ride as an event.

This ride passes through communities that are working to expand off-road multi- use trails to create a connected network that leads from Maine’s Capital to the Kennebec Estuary. Two new sections of trail are in the planning stages. The Merrymeeting Trail would create a path from Gardiner to Topsham, connecting the Kennebec River Rail Trail with the Androscoggin River Bicycle and Pedestrian Path in Brunswick. The Androscoggin to the Kennebec Trail would pick up at the eastern end of the Androscoggin River Bicycle and Pedestrian Path and continue on to downtown Bath.

While the off-road routes are in progress, this ride gives people the chance to get out and enjoy the amazing Merrymeeting Bay region on the interim on-road routes.

- Kennebec River Rail Trail (<http://kennebecriversrailtrail.org/>)

Mentions the Capital to Coast Trail and refers back to Merrymeeting Trail website.

This entire river corridor, now being called the Capital to Coast Trail, was just recently officially designated a Trail of Statewide Significance.

- Kennebec Estuary Land Trust (<http://kennebecestuary.org/>)

Refers to the trail only in publicizing the Capital to Coast Bike Ride bike ride and refers back to an events page on the Merrymeeting Trail site. The trail is not referred to as Capital to Coast.

- Bicycle Coalition of Maine (www.BikeMaine.org)

The trail system is presented on the Bike Maine site as part of their marketing of the Capital to Coast Bike Ride. (<http://www.bikemaine.org/event2/capital-to-coast-bike-ride>)

Includes a description of the Capital to Coast Trail System:

This ride passes through communities that are working to expand off-road multi-use trails to create a connected network that leads from Maine's Capital to the Kennebec Estuary. Two new sections of trail are in the planning stages. The Merrymeeting Trail would create a path from Gardiner to Topsham, connecting the Kennebec River Rail Trail with the Androscoggin River Bicycle and Pedestrian Path in Brunswick. The Androscoggin to the Kennebec Trail would pick up at the eastern end of the Androscoggin River Bicycle and Pedestrian Path and continue on to downtown Bath. While the off-road routes are in progress, this ride gives people the chance to get out and enjoy the amazing Merrymeeting Bay region on the interim on-road routes.

- Androscoggin River Bicycle and Pedestrian Path does not have a website.
- Androscoggin to Kennebec trail advertised in flyer as www.a2ktrail.org is nonexistent.

B) Existing Social Media

While a website should be searchable by key words, and serve as a static landing page, dynamic information should be presented via social media: Facebook. Twitter. Instagram.

Facebook Pages:

- Merrymeeting Trail has 368 Likes.
- Kennebec Trail (<https://www.facebook.com/kennebec.trail>) has a great number: 4,599 friends. This is a friends page, which could be an issue because someone has to administer it. There is also an unofficial KRRT which has 132 likes, 1,466 visits. (<https://www.facebook.com/pages/Kennebec-River-Rail-Trail/218056228248304>)

Twitter Handles:

- Kennebec River Rail Trail has 45 followers; KRRT is following 10.

Existing Member Areas:

- Kennebec River Rail Trail
- Kennebec Estuary Land Trust

Donation Links:

- Kennebec Estuary has an online donation site for their organization, but no place to make specific donation for trails.
(<https://donatenow.networkforgood.org/kennebecestuary>)

Shareable material:

- Kennebec River Rail Trail
- Kennebec Estuary Land Trust

C) Earned Media

Events are great opportunities for media coverage. The coverage should also include information to raise awareness of the project. Earned media is a great opportunity to educate future supporters, donators, and members.

- Kennebec Journal's coverage of the Richmond meeting to agree to interlocal agreement for the Merrymeeting trail includes mention of the Capital to Coast Trail
(<http://www.centralmaine.com/2015/04/25/richmond-exploring-merrymeeting-bay-trail-proposal/>)

It would be the longest portion of the Capital to the Coast Trail System connecting Augusta to Bath, identified by the state as a trail of "statewide significance."

There was coverage of the Capital to Coast bike ride, but not all of it mentions the trail effort.

- The Bangor Daily News article included a description of the proposed trail
(<http://bangordailynews.com/community/3rd-annual-capital-to-coast-ride-july-25/>)
- The Portland Press Herald article made no mention of the trail initiative
(<http://www.centralmaine.com/2015/07/14/third-annual-capital-to-coast-bike-ride-set-for-july-25/>)

Riders will travel north along roads that follow near the route of the proposed off-road Capital to Coast Trail through West Bath, Brunswick, Topsham, Bowdoinham, Richmond and Gardiner

- The Forecaster also made no mention of trail initiative
<http://www.theforecaster.net/capital-to-coast-ride-spans-bath-to-gardiner/>

D) Scan of Organizational Missions.

The purpose of the scan is to identify local organizations who might be good partners for Capital to Coast communications efforts.

- Maine Coast Heritage Trust (not in mission)
- NRCM (trails not in mission)
- Healthy Maine Partnerships (trails not in mission)
- Midcoast Hospital participates in local and statewide initiatives that contribute to addressing community healthcare needs, meeting stated organizational objectives and contributing to the efficiency and well being of the hospital
http://www.midcoasthealth.com/connections/pdfs/MCH_Mission_Values.pdf
Also, communicating through their newsletter to employees and community in general is something to flag:
<http://www.midcoasthealth.com/employee-wellness/newsletter/Live-Well-Work-Well-Newsletter.pdf>
- Maine Huts and Trails (not in their mission)
- Maine Trailfinder (<http://www.mainetrailfinder.com/>) includes the Kennebec River Rail Trail but not the Merrymeeting Trail or the Capital to Coast

V. Estimated Economic Impacts

Recommendations

1. Communications about the Capital to Coast Trail should include the estimated economic impacts of the plan. Based on models from other trail economic impact studies, the economic impact of trail user spending would be between \$1 million and \$10 million per year.
2. There would also be local health and social benefits.
3. The Capital to Coast Trail would connect local downtowns and remote natural areas, offering unique recreation and health opportunities. It would be a critical asset to the region's quality of place and would help attract employers and residents, as well as visitors.
4. Estimated annual maintenance costs would depend on the level of maintenance, but the experience of other trails in Maine suggests they could be between \$350 (without snowplowing) to \$3,000 per mile.

A) Economic impact estimates based on user surveys

One way to measure the impact of a trail is to estimate the impact of *trail user spending* associated with the trail on the local economy.

The organization Rails to Trails Conservancy (www.railstotrails.org) publishes a guide to conducting a trail user survey. The guide, *Trail User Survey Workbook: How to conduct a survey and win support for your trail*, explains how to conduct a user survey, types of survey questions to ask, and how to interpret the results. It includes sample survey questions about the respondent's age, gender, trail activity, frequency and duration of activity, and purchases associated with trail use. The guide provides a spreadsheet template for data entry, and explains how to calculate percentages and prepare graphs to report survey findings.

The guide defines three categories of trail user spending: hard goods (bicycles, supplies and clothing); soft goods (water, sandwiches, and snacks); and overnight accommodations (a stay in a hotel or campground). It describes how survey data can be used in combination with trail user counts and estimated annual user totals to calculate economic impact for each category of spending. For example, if 74% of survey respondents indicate they purchase soft good items, the average expenditure amount is \$14, and there are 200,000 annual user visits, then the estimated soft goods expenditure calculation would be $.74 \times 14 \times 200,000 = \$2,072,000$

A number of trails have utilized the rails to trails methodology to estimate economic impact. They include the Heritage Rail Trail County Park, D&L Trail, and Erie to Pittsburgh Trail in Pennsylvania. The Eastern Trail in Southern Maine has also recently published an economic impact report using the Rails to Trails Methodology. All four are summarized below.

1. Heritage Rail Trail County Park

An estimated 281,145 annual user visits to the trail, resulting in total economic impact in 2012 of over \$4.4 million into the local economy.

The Heritage Rail Trail County Park (HRTCP) is a 21.5 mile, multi-use trail in York County Pennsylvania which opened to the public in 1994. The trail is constructed in the rail corridor, also known as a “rail with trail.” When the line was abandoned by the Pennsylvania Rail Company after significant hurricane damage in 1972, the State of Pennsylvania removed one railway track and restored the other. Ownership of this section of the railway was transferred to York County in 1990, which established the York County Rail Trail Authority for the purpose of developing recreational trails along rail lines. The trail was developed in 5 phases, and included 11 municipalities, 28 bridges, and 200 adjacent property owners. A northern extension to the trail is currently underway.

The remaining track is currently in use by a heritage rail organization. The website notes that visitors should “Expect to see a train at any time while enjoying a trip on the trail.” There are a number of historic sites along the trail, including restored railroad stations, a courthouse, and a rail tunnel. The trail corridor is maintained by the county Parks and Recreation Department.

Between May and October 2012, infrared counters were placed at 7 trail locations to count trail users. Based on the counts, there were an estimated 281,145 total trail users that year.

A survey of trail users was conducted at the same time as the user count. Among 336 trail user survey respondents, the majority (68.1%) reside in York County, with a high percentage of users also coming from Maryland/Virginia/Washington DC (19.7%). Many trail users reported that they use the trail frequently (38% said several times each week, another 27.2% said they visit once per week or several times per month). The most represented age groups were 46-55 (25.1%) and 56-65 (32.2%). Children under 15 accounted for 21% of users.

More than half of respondents (54.9%) said they use the trail to bike, 24.8% to walk, and 10.2% to jog. 89% of users said they had purchased hard goods (ie bikes, running shoes) associated with their use of the trail, with an average expenditure of \$356.59. Nearly 69% reported purchasing soft goods (ie water, sandwiches) with an average expenditure per person, per trip of \$13.28. Just 5.7% of respondents said they were staying overnight as part of their trail use, with an average expenditure of \$92.67.

Table 1: Estimated Economic Impact of the Heritage Rail Trail County Park (HRTCP)

Annual users					250,000	300,000
Category	% Usage	Avg \$	Avg Life	Avg # Trips		
Hard goods	89.0%	\$356.59	6 years	6.1	\$2,167,794	\$2,601,353
Soft goods	69.9%	\$13.28			\$2,320,680	\$2,784,816
Total					\$4,488,474	\$5,386,169

2. D&L Trail in Eastern Pennsylvania

An estimated 282,796 annual user visits to the trail, resulting in a total economic impact in 2012 of \$19,075,921.

The D&L Trail (Delaware and Lehigh) is a multi-use trail that follows a historic canal system and former rail beds along the Lehigh and Delaware Rivers. The trail is located within a national heritage district, and passes through 30 communities and attractions include state parks, historic sites, and museums. It includes sections of asphalt, crushed stone, and dirt. Volunteers maintain the trail, with public and private support. At the time of the study, 139 miles of a proposed 165 miles were complete.

Based on user counts conducted using infrared counters placed at eight locations, there were an estimated 282,796 annual user visits to the trail in 2012.

A survey of 862 trail users in 2012 found that bicycling was by far the most popular activity (46.9%), followed by walking (29.7%) and jogging (8.2%). Survey respondents came from 17 states, with most (77.5%) from Pennsylvania, followed by New Jersey (11.5%) and New York (7.0%). The majority of trail users were over 45 years of age.

More than 73 percent of respondents reported purchasing “soft goods” during their visit to the trail, including bike rentals. The average soft goods expenditure was \$33.49. Survey respondents also indicated they had purchased hard goods because of their use of the trail. The average hard goods expenditure was \$425.12. Another 11.4% indicated they had spent money on overnight accommodations. The average amount spent on accommodations was \$132.36.

Table 2: Estimated Economic Impact of the D&L Trail in Eastern Pennsylvania

Annual user estimate						282,796
Category	% Usage	Avg \$	Avg Life	Avg # Trips	Avg # Nights	Total Est. Expenditure
Hard goods	77.4%	\$425.12	6 years	5.7		\$2,717,720
Soft goods	73.6%	\$33.49				\$6,970,537
Accommodations	11.4%	\$132.36			2.2	\$9,387,664
Total						\$19,075,921

3. Erie to Pittsburgh Trail (Central section)

An estimated 158,507 annual user visits to the combined trails, resulting in total economic impact in 2013 of \$7,479,348

This study looked at six connected trails totaling more than 66 miles and making up the Central section of the currently in development 270 mile Erie to Pittsburgh Trail. The Erie to Pittsburgh Trail is a rail trail in Western Pennsylvania and Western New York. It is two-thirds complete, with some sections paved, some crushed stone, and others dirt. From Pittsburg, the Erie to Pittsburgh Trail will connect to Washington DC, creating a 705 mile path in total.

Electronic counters at 12 locations indicate an estimated 158,507 total annual user visits in 2013.

455 user surveys were analyzed. The majority of respondents (89.8%) were from Pennsylvania. More than a third of respondents (34.4%) were between the ages of 56-65, and close to a quarter (24.2%) were less than 45 years of age. Less than 15% reported having young children with them on the trail.

More than half of trail users were biking (51.8%) and another 27.8% were walking. They reported health (54.5%) and recreation (42.8%) as the primary reasons for their trail use.

More than 87% reported spending an average of \$337.50 on hard goods because of their trail use. 76.8% reported spending an average of \$21.62 on soft goods. 13% reported paying for accommodations, with an average expense of \$80.20.

Table 3: Estimated Economic Impact of the Erie to Pittsburgh Trail (Central section)

Annual user estimate						
Category	% Usage	Avg \$	Avg Life	Avg # Trips	Avg # Nights	Total Est. Expenditure
Hard goods	87.1%	\$337.50	6 years	14.1		\$550,728
Soft goods	76.8%	\$21.62				\$2,631,876
Accommodations	13.0%	\$80.20			2.6	\$4,296,744
Total						\$7,479,348

4. Eastern Trail in Southern Maine

An estimated 88,828 annual visitors used the survey's off-road sections. User surveys show a total economic impact in 2014 of nearly \$900,000

In 2014, the Eastern Trail Alliance (ETA) reported the economic benefits of the Eastern Trail in Southern Maine based on a survey of trail users. ETA used the Rails to Trails survey methodology (the report does not say how many surveys). ETA estimated 88,282 annual trail visits based on infrared traffic counters placed in four locations from August to October.

The ETA report describes four survey responses as most relevant to the economic impact of the trail: the age, education, income profiles of users, and their spending patterns. "In those four areas, Eastern Trail user profiles describe a group inclined and affluent enough to make purchases well above state and national norms, all of which confirms long standing national data regarding bicyclists, bird watchers, fitness enthusiasts, and family-oriented tourists."

Based on the estimated number of visitors and user surveys, report found that 46% of trail users made hard goods purchases for a total expenditure of \$251,123; 45% of trail users made soft goods purchases for a total expenditure of \$590,925; and 10% of trail users made lodging purchases for a total expenditure of \$15,492.

Table 4: Estimated Economic Impact of the Eastern Trail in Southern Maine

Category of Purchase	Percentage Who Made Purchases	Total Expenditure in Category
Hard goods	46%	\$251,123
Soft goods	45%	\$590,925
Accommodations	10%	\$15,492
Total		\$857,541

What does all this mean for the Capital to Coast Trail?

In the reports presented above, the average number of users per mile was 5,381 and the average economic impact per mile per user was \$0.59. With 48 miles of trail, an estimated economic impact for the Capital to Coast Trail based on those averages would be \$7 million, based on 250,000 visitors.

Table 5: Estimated Capital to Coast Economic Impact based on Averages

	Miles	Annual User Visits	Users per Mile	Total Economic Impact	Economic Impact per Mile per User
Heritage Rail Trail County Park	21.5	281,145	13,077	\$4,400,000	\$0.73
D&L Trail	139	282,796	2,035	\$19,075,921	\$0.49
Erie to Pittsburgh Trail (Central section)	66	158,507	2,402	\$7,479,348	\$0.71
Eastern Trail in Southern Maine	22	88,282	4,013	\$857,541	\$0.44
<i>Average</i>			5,381		\$0.59
<i>Capital to Coast using Average</i>	48	250,000	5,381	\$7 million	\$0.59

Another way to estimate the potential economic impact of the Capital to Coast Trail is using the low and high economic impact per user per miles numbers from the case studies above. Using this approach, if the Capital to Coast Trail were to attract 50,000 user visits per year, the economic impact could be between \$800,000 and \$1.3 million. If the trail attracted 100,000 user visits per year, the economic impact could be between \$1 million and \$3.5 million.

User counts conducted on the Androscoggin River Bike Path in 2013 (part of the proposed Capital to Coast Trail System) estimated more than 300,000 annual users. Similar numbers on the Capital to Coast Trail could mean an economic impact as high as \$10 million.

Table 6: Estimated Capital to Coast Economic Impact based on Range

	Miles	50,000 Annual User Visits	100,000 Annual User Visits	300,000 Annual User Visits	<i>Economic Impact per Mile per User</i>
Low Capital to Coast Estimate	48	\$1 million	\$2.1 million	\$6.3 million	\$0.44
High Capital to Coast Estimate	48	\$1.7 million	\$3.5 million	\$10.5 million	\$0.73

Applying ratios found in studies of similar trails around the nation, the Capital to Coast Trail can be expected to generate between \$1 million to \$10 million in annual economic impact from trail user expenditures.

The case studies presented above suggest that a number of factors will affect the economic impact of the proposed Capital to Coast Trail, including the percentage of users biking vs walking, and how many trail users are overnight visitors compared to local resident users.

Many states have documented the significant economic impact of bicycle tourists. Tourism officials and cycling advocates sometimes refer to tourists on bicycles as “wallets on wheels” because they stay longer and spend more than other tourists¹. In response to the opportunity of bicycle tourism, Oregon recently created a program to help local businesses market to bicycle tourists². Its purpose is to “help businesses understand the importance of Oregon’s growing bike tourism industry, provide tips and tools for how businesses can be Bike Friendly, (and) highlight businesses who commit to enhancing the Oregon biking experience for visitors and Oregonians.” The Adventure Cycling Association has recommendations for how to make communities more bicycle tourism friendly,³ including signage identifying bike routes and welcoming bicyclists, and highlighting services such as restaurants, bike friendly accommodations, and repair shops.

In the summer and fall of 2015, a Bowdoin student was conducting surveys to better understand the economic impact of bicycle tourism in Maine, on behalf of the Maine Bicycle Coalition. She surveyed three groups: bike shops (40), bicycle event directors (31), and bicycle tourists (200) at Acadia, on Peaks Island, and in the Scarborough Marsh area. Her preliminary findings suggest that bicycle tourists in Maine tend to spend more than the average visitor as reported by the Office of Maine Tourism, in part because of a longer length of stay.

¹ <http://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2015/11/30/bicycling-tourists-are-older-wealthier-and-in-demand>

² <http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/>

³ <https://www.adventurecycling.org/bicycle-tourism/building-bike-tourism/>

To achieve the higher estimates of economic impact, the Capital to Coast Trail will need to maximize spending associated with the trail, by attracting more bicycle tourists and overnight visitors.

In the three Pennsylvania trails described above, the percentage of users who were bicyclists was close to 50%. By way of comparison, estimates for the Androscoggin River Bike Path based on counts conducted in 2013 found a similar ratio. Volunteers conducted counts on the Androscoggin River Bike Path, the Androscoggin Riverwalk, and representative streets in May on a Sunday afternoon and two weekdays (one with periods of rain). Using the methodology of the National Bike & Pedestrian Documentation Project, annual usage was calculated by averaging the annual activity from the NBPD Extrapolation Spreadsheet for each count at a particular location.

Table 7: 2013 User Estimates for the Androscoggin River Bike Path in Brunswick

Location	Annual Bike Activity	Annual Ped. Activity	Total Users
Androscoggin River Bike Path, Brunswick	169,400	163,400	332,800

2014 MDOT counts on the Androscoggin River Bike Path in Brunswick suggest that the percentage of user on bicycles was 20-30%.

Table 8: 2014 User Count Data for Androscoggin Trail

	All Users	Pedestrian	Bicycles
Wednesday May 7	839	673	166
Sunday May 11	1,726	1,229	497

B) Health and Social Impacts

A second way to understand the impacts of a multi-user trail is to look at the *health and social impacts on local residents*.

Physical activity is one of the leading health indicators of the CDC's Healthy People 2020⁴ Initiative. According to the CDC, among adults and older adults, physical activity can lower the risk of early death, coronary heart disease, stroke, high blood pressure, Type 2 diabetes, breast and colon cancer, falls, and depression. Yet more than 80% of adults do not get enough physical activity. Evidence shows that providing access to places such as sidewalks, bike lanes, trails, and parks, increases the level of physical activity in a community.

The National Trails Training Partnership describes how “the development of a trail in a neighborhood makes it easier for people to incorporate exercise into their daily routines,

⁴ <http://www.healthypeople.gov/2020/topics-objectives/topic/physical-activity>

whether for recreation or non-motorized transportation. This is particularly true if the trail is developed and designed so that it connects people to places they want to go, such as schools, transit centers, businesses and neighborhoods.”

There are quantifiable health benefits as well. Researchers have found that the physical activity reduces per capita medical costs by more than \$300 per year⁵. A 2005 cost-benefit analysis of using bike/pedestrian trails in Lincoln, Nebraska, to reduce health care costs associated with inactivity found that every \$1 investment in trails for physical activity led to \$2.94 in direct medical benefit.⁶ The study concludes that “building trails is cost beneficial from a public health perspective.”

Recent research suggests that as many as 25% of US adults use trails for biking or walking at least once per week, and people are more likely to use trails located nearby⁷. Applying the numbers above, if just 10% of the 122,000 people who live within 10 miles of the Capital to Coast Trail used it regularly, the annual health savings would be more than \$3.5 million.

In addition to health benefits, there are social and community benefits from trails as well. A document prepared by the State of Oregon highlighting trail benefits identified trails as meeting places for families and community members and a source of community pride, as well as described the educational benefits (creating opportunities to learn about natural, historic and cultural features) and environmental benefits,⁸ for example by functioning as wildlife corridors.

C) Quality of Place

Broadly speaking, quality of place is an attractor for economic development. Not just people, but businesses want to locate in places with natural and cultural amenities. The 2006 Brookings Institution report found that Maine’s Quality of Place is the state’s most important economic development asset.

Accessible wild places and tranquil country farms, human-scaled Main Streets and working waterfronts: these are what differentiate Maine from other places and in many respects drive its economy. Yet these assets are at risk. And so Maine should protect these assets and invest in them as sources of economic advantage.” —The Brookings Institution, Charting Maine’s Future, 2006

The Midcoast Economic Development Strategy identified the region’s natural and cultural resources as one of its primary assets. “The Midcoast region has an unusual concentration of arts, cultural, historic and natural attractions. Only a few are “destinations” – places that are identifiable outside of Maine, and that motivate visitors to come to the area. However it might be possible to “package” the collective assets in a way that creates a new destination focus.

⁵ http://www.asphn.org/resource_files/97/97_resource_file3.pdf

⁶ <http://www.ncbi.nlm.nih.gov/pubmed/15855287>

⁷ http://activelivingresearch.org/files/ALR_Brief_PowerofTrails_0.pdf

⁸ http://www.oregon.gov/oprd/plans/docs/trails/trail_benefits_nonmoto.pdf

There is also an opportunity to “brand” the assets as authentic Maine. More visitors, more use of the assets, both create opportunities for tourism revenue, and also attract people to move to the area year-round.”

Communities in the region recognize the importance of quality of place in economic development. The Town of Richmond Economic Development Strategy (2015) states, “Quality of place walks hand in hand with the town’s central location as Richmond’s strongest economic attributes. The town’s rural character and walkable town center attract new families to move to town. The revitalized downtown attracts consumers and new business investment. The Waterfront Park and its adjacent boat landing on the Kennebec River, Swan Island with its recreational and wildlife attractions, Pleasant Pond and the KOA campground, and Richmond’s historical resources all combine to attract repeat visitors that further support local businesses.”

The Capital to Coast Trail would connect local downtowns and remote natural areas, offering unique recreation and health opportunities. It would be a critical asset to the region’s quality of place and would help attract employers and residents, as well as visitors.

D) Annual Local Costs

In a recent survey of stakeholders for the proposed Capital to Coast Trail, the biggest concern of those interviewed was the *cost of the trail to local taxpayers*.

The Kennebec River Trail provides an example to consider. The Kennebec Trail is a 6.5 mile trail following the railroad right-of-way along the Kennebec River between Gardiner and Augusta. The trail has a \$20,000 annual maintenance budget. It is covered by a \$4,000 annual assessment to Augusta, Hallowell, Farmingdale, Gardiner, and the Friends of the Trail. That's about \$3,000 a mile for maintenance, and about half of the cost is for snow plowing. If the trail wasn't plowed, the cost would be about \$1,500/mile, for things like replacing fences and signs, weeding and cutting grass, washout repairs.

The Capital to Coast will be 48 miles in length. Applying the Kennebec River Trail experience as a model suggests annual maintenance costs of \$144,000.

A second example is the Sunrise Trail in Downeast Maine. The Sunrise Trail is an 85 mile multi-use trail from Ellsworth to Calais. Users include ATV riders and snowmobilers, as well as bicyclists. The Sunrise trail was constructed in a rail corridor, owned by the Maine Department of Transportation. The trail is managed by staff from the Maine Department of Conservation (DOC), with maintenance provided by a contractor. Funding for the trail maintenance is provided by MaineDOT. It costs \$30,000 per year to maintain the Sunrise Trail, or about \$350 per mile. That includes \$15,000 in general maintenance (culverts, washouts), \$25,000 for grading (1/2 of the trail is graded each year, though DOC staff said it would be better to do the entire trail every year), and \$7,000 to mow.

Applying the Sunrise Trail experience as a model suggests annual Capital to Coast maintenance costs of \$16,500, but that number does not include snow plowing.

According to staff, DOC manages a number of rail trails across the state, funded by snowmobile and ATV registration fees. The Sunrise Trail is the only one with a maintenance budget. DOC also provides grants (up to \$7,000) to local clubs for trail construction and maintenance projects.⁹

For inquiries regarding Multi-use Rail Trail Policy and/or Permitting, contact:

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Augusta, ME 04333
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⁹ http://www.maine.gov/dacf/parks/grants/recreational_trails_program.shtml

VI. Notes on the reuse of rail tracks for trail

Over the course of the study, questions were raised about the economic opportunity presented by the Capital to Coast Trail as compared to the economic opportunity of redeveloping the rail in the corridor. This comparison, including construction and maintenance costs, economic benefits, and opportunity costs, is beyond the scope of this report. Further research is needed to be able to answer that question.

The notes below reflect information found in Planning Decisions conversations or email exchanges with MDOT and Hancock Regional Planning Commission staff, as well as online research.

A) The 88-mile Downeast Sunrise Trail was built at virtually no cost.

The railroad tracks along the line were taken up and sold – a lot of rail reportedly went to Germany. The revenue was used to build up the trail bed (compact gravel, using the existing bed materials). We were unable to find actual cost figures on the Trail – either on the proposed costs if the rail was not taken up (“too expensive to build,” according to one informant), or on what the net price was after the rail was sold. But there seems to be no disagreement among anyone involved that the project was self-funding.

The MDOT management plan for the project can be seen at:

<http://www.sunrisetrail.org/plans/DESTPlan022306.pdf>

B) MDOT views the Augusta-Brunswick line as “higher value” than the Ellsworth – Ayers Junction line for potential railroad use because the track is in better shape, and because possible users can be identified.

An MDOT official we spoke to does not see the Augusta-Brunswick line as the same as the Ellsworth-Ayers Junction line a few years ago.

First, the condition of the rail bed was different. The Ayers-Ellsworth line would have had to have been taken up and replaced even in the event that a rail operator had been found. So taking it up was going to have to happen anyway, whether or not the trail went in. The Augusta – Brunswick track is considered to be in good shape, and suitable for use. If it is taken up, it would be very expensive to replace.

Second, there are possible users of the Augusta-Brunswick track that can be identified (which was not the case in Washington County). One possible user is Amtrak, if it decides to extend service to Augusta. Another is Pan Am railways, which operates freight lines in Maine. Currently, Augusta is served by Pan Am in a Waterville to Lewiston route. Pan Am has another line that goes from Portland to Brunswick, and dead ends there. It is possible that Pan Am could decide to continue the Brunswick line to Augusta.

Finally, there are rumors of a recreational company offering “railway motor car” rides elsewhere in New England, and that this company is interested in doing something in Maine. This is likely to be New England Rail Excursions (www.nerex.org), which offered a \$355 tour from Conway to Groveton, New Hampshire (with an overnight stay) in September of 2015. There is also a club of volunteers doing this in New Hampshire called the Cotton Valley Rail Trail Club, which rides “railway motor cars” from Wolfeboro to Sanbornville, New Hampshire. MDOT officials have not mentioned this possibility.



From the point of view of state policy, railroad use is the preferred use of railroad rights-of-way. State law allows the MDOT to end the trail use of the Sunrise Trail at any time in order to restore railroad use there.

The line was still leased to Maine Eastern until the end of 2015. MDOT will evaluate its use potential in the coming years and may issue an RFP if warranted.

C) While theoretically possible, in reality railroad uses of the Augusta-Brunswick line are very unlikely in the foreseeable future.

Freight. Pan Am railroad has taken a major financial hit in Maine in the last two years from the downsizing and closing of paper mills. They are unlikely to be looking at alternative ways of expanding their freight rail service in the next few years; to the contrary, they are more likely to be proposing cutbacks. And in the unlikely event that Pan Am does propose to increase freight rail service in Maine, the focus would not be Augusta. There are no bulk manufacturers left in Augusta. There are some wholesalers (Pine State and Progressive), but they are not likely to use train service, which is unsuited for meeting the need of prompt delivery to scattered customers (as opposed to trucks).

Passenger. The 26-mile Brunswick to Portland Amtrak service takes 45 minutes, and tickets cost between \$11 and \$20, one-way. Augusta is 32 miles from Brunswick. Assume that the same schedule and cost structure would be used, an Augusta-Portland trip would take one and a half hours and cost between \$22 and \$40, one-way. It is impossible to imagine a market for such a service. As far as subsidies go, the federal and state governments are hard-pressed to find funding to maintain the subsidies for the Portland-Boston line. There are no plans in Washington or Augusta to expand operating subsidies.

Railway Motor Car. While this appears to be a possible use, it would not serve nearly as many recreational users as a bike trail, and would not be free. There is no preference in state law for this type of recreation over bicycle or hiking recreation.

D) The possibility of getting \$50 million in state or federal funds to build a hiking/biking trail in Maine is remote in the foreseeable future.

Maine received a C- grade from the American Society of Civil Engineers for the state of its infrastructure in 2012 (see

<http://www.maineasce.org/MaineRC/2012MaineReportCardFullReport.pdf>). That included a C for rail, a C- for bridges, a C- for public transportation, and a D for roads. The total cost of bringing the infrastructure up to current safety and use standards is not totaled in the report, but no doubt exceeds a billion dollars. The backlog is growing, not shrinking, as we are underinvesting in roads alone by \$150 million a year.

In this situation, the likelihood of finding \$50 million to support a recreational trail between Gardiner and Topsham is very weak.

E) Estimated costs of temporary trail infrastructure over the tracks

An outside engineer recommended that the tracks could be covered with a foot of gravel and 2 inches of hot top as a way to build the trail yet allow for the use of the rail again in the future. This would provide a kind of wrapping around the tracks and ties, which presumably would protect it better than leaving it exposed to rain and snow. At a 10 foot wide trail, this would cost around \$34 per linear foot, or about \$180,000 per mile. In addition, there would be costs for crossings, bridges, signage, engineering, and permitting. For example, he estimated planking and railing costs for bridges could be about \$200 per linear foot. He suggested doubling the cost to account for all of this, or \$370,000 per mile. This method suggests a cost of at least \$9 million for the 24.7 mile segment from Topsham to Gardiner. This represents a \$41 million savings from the estimated price of a trail beside the rail.

Appendix A: List of Key Interviews

1. Nancy Randolph, Topsham
2. Don Russell, Topsham
3. Marilyn Hunter, Topsham
4. Jay Robbins, Richmond
5. Marilyn Stinson, Richmond
6. Alice Knapp, Richmond
7. Doreen Holmes, Gardiner
8. Patti Lawton, Richmond
9. Michail Grizkewitsch Jr., Richmond
10. Leighton Carver, Richmond
11. Garry Nash, Richmond
12. Marry Aliofo, Richmond
13. Betty Horning, Richmond
14. O'Neal LaPlante, Richmond
15. Peter Warner, Richmond
16. Ben Tipton, Woolwich
17. Tony Cox, Bowdoinham
18. Julie Isbill, Brunswick
19. Kristi Hatrick, Brunswick
20. Kurt Stinson, Brunswick
21. Tom Rumpf, Brunswick
22. Jennifer Foley, Bowdoinham
23. Seth Berry, Bowdoinham
24. Eileen Johnson, Bowdoin
25. Bob Huber, West Bath

Appendix B: Survey Results

Q6 What is it that you love about living in your community?

Answered: 24 Skipped: 1

#	Responses	Date
1	Natural features - clean water, oysters, mussels, horseshoe crabs in nearby waters. beautiful area. Bowdoin rowing team passes where he lives. The Maine Island Trail association has sites that boats can visit nearby.	9/1/2015 6:20 PM
2	Easy access to recreational trails	8/4/2015 9:49 AM
3	Safe, people look out for each other, socio-economically diverse, agriculture, natural resources, Merrymeeting Bay	7/31/2015 9:32 AM
4	I'm very proud of the agricultural base, the new young farmers reusing land for organic farming. I'm very proud of the fact that it is a politically "purple" town -- 50-50 balance. I love that for the most part we're not "keeping up with the Joneses." For the most part we are competing for how long we can keep our cars on the road. Not pretentious. No stop light. People are being entrepreneurial. I like the fact that the town in general is not violent -- domestic violence in particular.	7/24/2015 4:06 PM
5	Walkability; access to natural areas and fresh and salt water	7/24/2015 2:47 PM
6	Small town, Bowdoin College, proximity to ocean	7/22/2015 6:57 PM
7	I love that we are both a river and a seaside community. I love that community members are so involved in improving our town. I love the schools and the recreation department and the downtown. I love the trails and quiet roads. I also love that we are within reach of so much that Maine has to offer -- Portland, lakes, skiing, mountains, Acadia, Boston, etc.	7/22/2015 6:05 PM
8	A lot! The right size, a lot going on but not a lot of traffic, etc., so many close to home outdoor opportunities and trails, Bowdoin's influence, the people, 4 seasons	7/22/2015 11:02 AM
9	The close-knit nature; the physical location; the farming/water features.	7/13/2015 8:13 PM
10	Size of activities, town, plus	7/7/2015 3:14 PM
11	small town setting, associating with each other, group dynamics, volunteers	7/7/2015 3:09 PM
12	Caring attitude- neighbors care- size small enough- waterfront	7/7/2015 3:02 PM
13	Rural, knowledge of others, friendly, attractive/scenic	7/7/2015 2:55 PM
14	Small town, schools, Kennebec	7/7/2015 2:50 PM
15	small town atmosphere; can get everything you need here, know your neighbors, safe, amenities	7/7/2015 2:44 PM
16	Small community feel, openness of town government- all depts. every person can make a difference.	7/7/2015 2:32 PM
17	sense of community, good people and neighbors	7/7/2015 2:20 PM
18	small town, open to new things//growth	7/7/2015 2:08 PM
19	Aesthetically gorgeous, geographically central, and diverse, tolerant and unpretentious	7/7/2015 1:53 PM
20	"It's home". Friends, family, community.	7/7/2015 1:37 PM
21	It's a very pedestrian place. Everyone is always out and about, walking and visiting	7/7/2015 1:25 PM
22	It's home! Family and family business is all here .	6/17/2015 2:03 PM
23	It' style only place I've lived. It feels natural, a part of my being.	6/12/2015 9:51 PM
24	The people here are mostly trying to create a good life for themselves and others.	5/27/2015 3:42 PM

Capital to Coast Trail Interviews

Q7 What are your fears about your community's future?

Answered: 23 Skipped: 2

#	Responses	Date
1	I am concerned about residents' economic opportunities; and addressing social vulnerabilities	8/4/2015 9:49 AM
2	#1 fear would be that it becomes gentrified, that we run out of affordable housing, that we turn into just another high-rent southern Maine community/suburb of Portland	7/31/2015 9:32 AM
3	I fear the gas station at the exit! (Although most days I'd like it!) I fear that maybe our community is only good for certain age groups, and that it's great for young families because of property values, school. What I fear is the dissolving of the community once kids go into middle school, loss of downtown post office, loss of reasons to walk downtown. There's a great sense of community when you're K-5, but I was shocked how disconnected you are when kids leave elementary school. Worry about friendliness to older citizens, too. Hard for everyone to stay here, stay connected, make a living. Bowdoinham is well-suited for some parts of life, not all. I guess I fear meth labs -- the growth of easy, cheap drugs. The cost of health/rise of obesity.	7/24/2015 4:06 PM
4	Unsustainable development patterns	7/24/2015 2:47 PM
5	sprawl, excessive traffic, lack of public access to the water	7/22/2015 6:57 PM
6	I fear that, in the wake of both the base closure and the recession, it is going to take a long time for us to be able to ve visionaries again rather than reactionaries -- budget seasons have been rotten and they aren't going to get any easier any time soon.	7/22/2015 6:05 PM
7	Loss of access to open space, trails, rivers; want some growth and change but not too much;	7/22/2015 11:02 AM
8	Development at the exit/interchange of 295 taking focus away from town.	7/13/2015 8:13 PM
9	becoming less community involved	7/7/2015 3:14 PM
10	economic pressure dictates getting into large town mentality	7/7/2015 3:09 PM
11	Rapid growth, planning, building conform to	7/7/2015 3:02 PM
12	poor economic forecast	7/7/2015 2:55 PM
13	Strip mall development	7/7/2015 2:50 PM
14	education is a concern; are we keeping pace with other schools? concerned for taxes.	7/7/2015 2:44 PM
15	It would be too costly for our seniors' futures.	7/7/2015 2:32 PM
16	That we won't see any economic growth and it will lose the quaint, well-kept village feel and sense	7/7/2015 2:20 PM
17	none, except that the town will grow too fast	7/7/2015 2:08 PM
18	Maintaining a diverse, affordable community. Don't want to see it turn into Bath and Boothbay. Currently supports a mix of econ. circumstances.	7/7/2015 1:53 PM
19	losing the small town nature and atmosphere; trying to grow too big/too fast	7/7/2015 1:37 PM
20	Loss of historic fabric due to lack of funds	7/7/2015 1:25 PM
21	None	6/17/2015 2:03 PM
22	The finances, with the continuing growth were on. Cuts in state revenue sharing will mean revenue has to come from local taxes.	6/12/2015 9:51 PM
23	People will stop caring.	5/27/2015 3:42 PM

Capital to Coast Trail Interviews

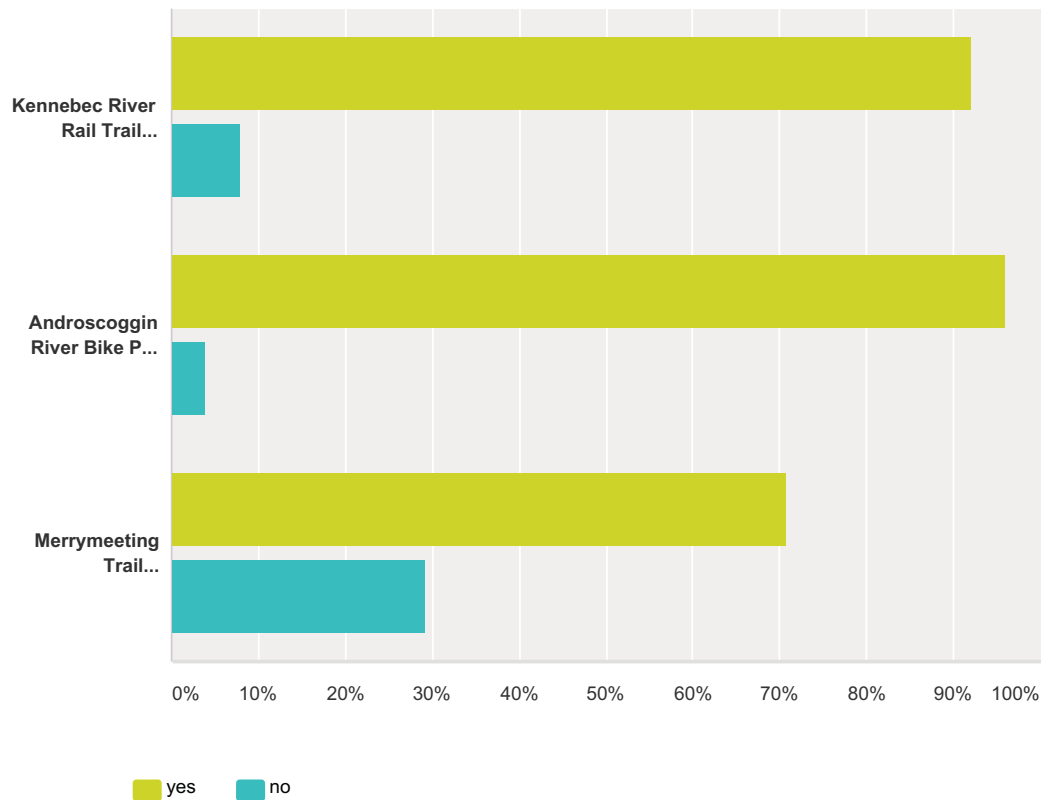
Q8 What are your hopes for your community's future?

Answered: 23 Skipped: 2

#	Responses	Date
1	To continue to provide connections to natural resource and recreational opportunities	8/4/2015 9:49 AM
2	I think the Comprehensive Plan said it nicely -- that it continue to be what it is, only better.	7/31/2015 9:32 AM
3	To continue to attract new families; the continuation of the tradition of Town Meeting; growth of arts community. My hope is that the brand of Bowdoinham continues to be pretty cool.	7/24/2015 4:06 PM
4	Improved biking facilities - lanes; trails	7/24/2015 2:47 PM
5	maintain small town feel while providing more opportunities for work and recreation	7/22/2015 6:57 PM
6	I want Brunswick to continue to be a place where people want to live -- seek to live -- and not just where their job might be located. I want our schools to improve, for our downtown to thrive, for our parks and rec projects to be implemented, and for people to love their town.	7/22/2015 6:05 PM
7	Continues to be progressive while also retaining traditions and the great things we have now. More biking, local food and farms, harmony, open space conserved.	7/22/2015 11:02 AM
8	More downtown businesses that provide needed services to local citizens.	7/13/2015 8:13 PM
9	continue to grow the community base, more community involvement	7/7/2015 3:14 PM
10	fill needs of livability of town; clinics, pharmacy and other basic needs	7/7/2015 3:09 PM
11	Slow growth- seniors need pharmacy- senior housing	7/7/2015 3:02 PM
12	Like to see it thrive, become more attractive to isit	7/7/2015 2:55 PM
13	prosperous town businesses with strong waterfront use	7/7/2015 2:50 PM
14	keep pace with what going on in region, state and the world!!!!!! Be a voice at state level.	7/7/2015 2:44 PM
15	Hope it is realized through our youth- like to see younger generations step up esp. with volunteering	7/7/2015 2:32 PM
16	Thriving economy and downtown	7/7/2015 2:20 PM
17	centrally located, would like to see more health care specialties here, such as an orthopedic	7/7/2015 2:08 PM
18	our historic infrastructure is preserved, support the walk ability of the community.	7/7/2015 1:53 PM
19	that everyone join the group. That Richmond continues to be a closer knit community	7/7/2015 1:37 PM
20	Continuation to be a vibrant, sustainable place.	7/7/2015 1:25 PM
21	Undetermined	6/17/2015 2:03 PM
22	I hope we can continue as we're doing. Topsham is sitting as good as any other town in the area. Good planning, codes and keeping up with maintenance. Lot of roads needing work but we're on track to raise that revenue going forward.	6/12/2015 9:51 PM
23	Bikeable and walkable community. I want sidewalks to be just as important as the roads in the winter.	5/27/2015 3:42 PM

Q9 Are you familiar with the trails in your area?

Answered: 25 Skipped: 0

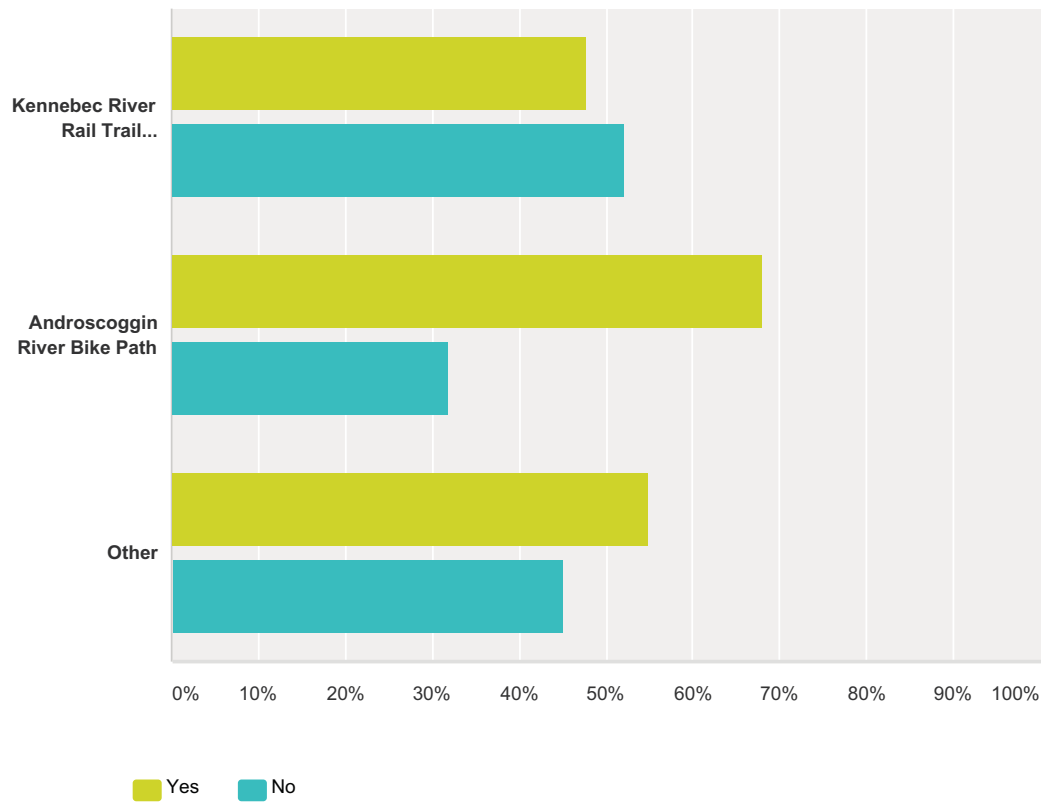


	yes	no	Total
Kennebec River Rail Trail (Gardiner to Augusta)	92.00% 23	8.00% 2	25
Androscoggin River Bike Path (Brunswick)	96.00% 24	4.00% 1	25
Merrymeeting Trail (proposed)	70.83% 17	29.17% 7	24

#	Other (please specify)	Date
1	Wildes preserve, the trail in back of public works (Cathance River trail)	7/31/2015 9:32 AM
2	Topsham Highland Greens trail, along Cathance; town trail off railroad tracks south of town	7/24/2015 4:06 PM
3	Brunswick Town Commons, BTLT trails, Kate Furbish Preserve trails, Harpswell Land Trust trails	7/22/2015 6:05 PM
4	lots	7/22/2015 11:02 AM
5	Androscoggin to Kennebec Trail	7/7/2015 3:24 PM
6	Brunswick trails	7/7/2015 3:09 PM
7	Alice Wheeler farm property	7/7/2015 1:53 PM
8	Swan Island trails, Town Forest trails, Pownalborough Courthouse trails	7/7/2015 1:25 PM
9	Brunswick Topsham River Walk	6/12/2015 9:51 PM
10	Bradley Pond hiking trails	5/27/2015 3:42 PM

Q10 Have you used any of the trails in your area?

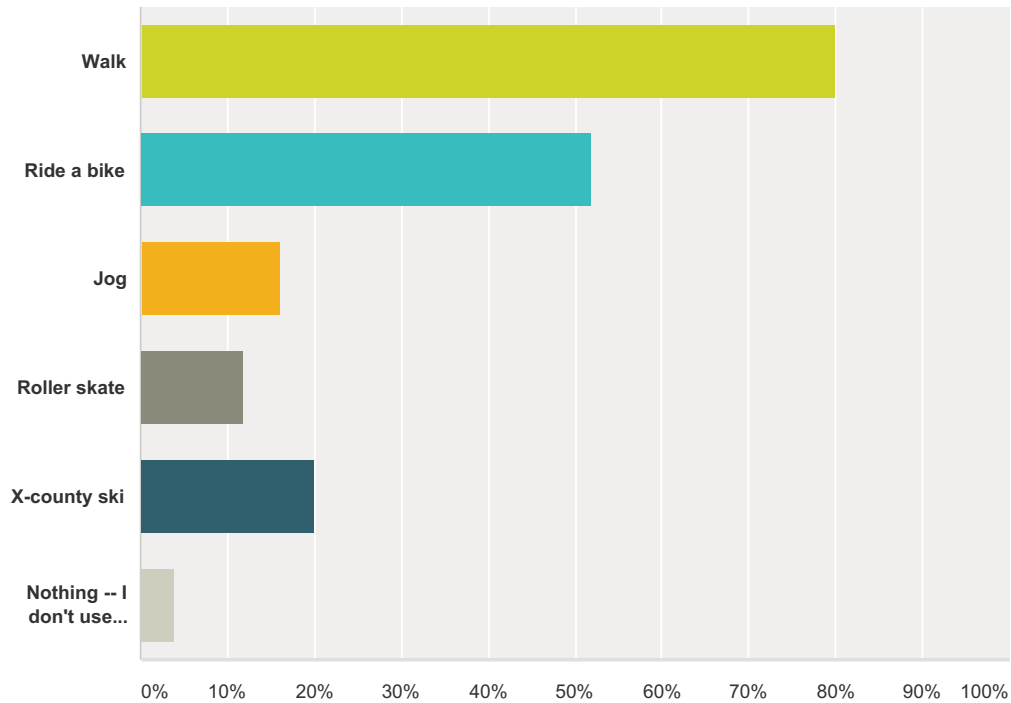
Answered: 25 Skipped: 0



	Yes	No	Total
Kennebec River Rail Trail (Gardiner to Augusta)	47.83% 11	52.17% 12	23
Androscoggin River Bike Path	68.00% 17	32.00% 8	25
Other	55.00% 11	45.00% 9	20

Q11 What do you like best to do on trails?

Answered: 25 Skipped: 0



Answer Choices	Responses
Walk	80.00% 20
Ride a bike	52.00% 13
Jog	16.00% 4
Roller skate	12.00% 3
X-county ski	20.00% 5
Nothing -- I don't use trails	4.00% 1
Total Respondents: 25	

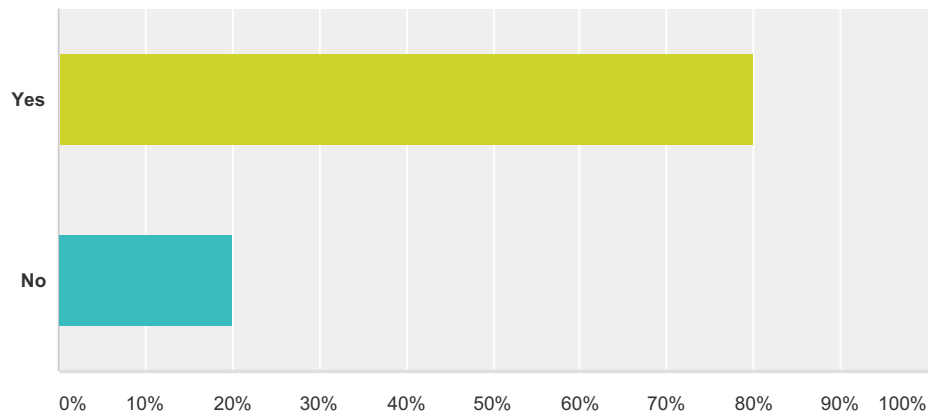
#	Other (please specify)	Date
1	trail work, geocache (he went geocaching on the Androscoggin bike path the day before)	9/1/2015 6:20 PM
2	Snowshoe, I would rollerblade if something was paved locally	7/31/2015 9:32 AM
3	Snowshoe	7/24/2015 4:06 PM
4	walk dog, observe nature, picnic, go to river	7/22/2015 11:02 AM
5	Roller Ski	7/7/2015 3:24 PM
6	exercise my dogs	7/7/2015 2:55 PM
7	Four wheeling, horseback riding	7/7/2015 2:32 PM
8	Time with grandchildren	7/7/2015 2:08 PM
9	walk with dogs	7/7/2015 1:53 PM

Capital to Coast Trail Interviews

10	Some educational/historical/environmental activities on Swan Island trails as well educ.booklet as well as background	7/7/2015 1:25 PM
11	View scenery.	6/12/2015 9:51 PM

Q12 Have you already heard of this project? ?

Answered: 25 Skipped: 0

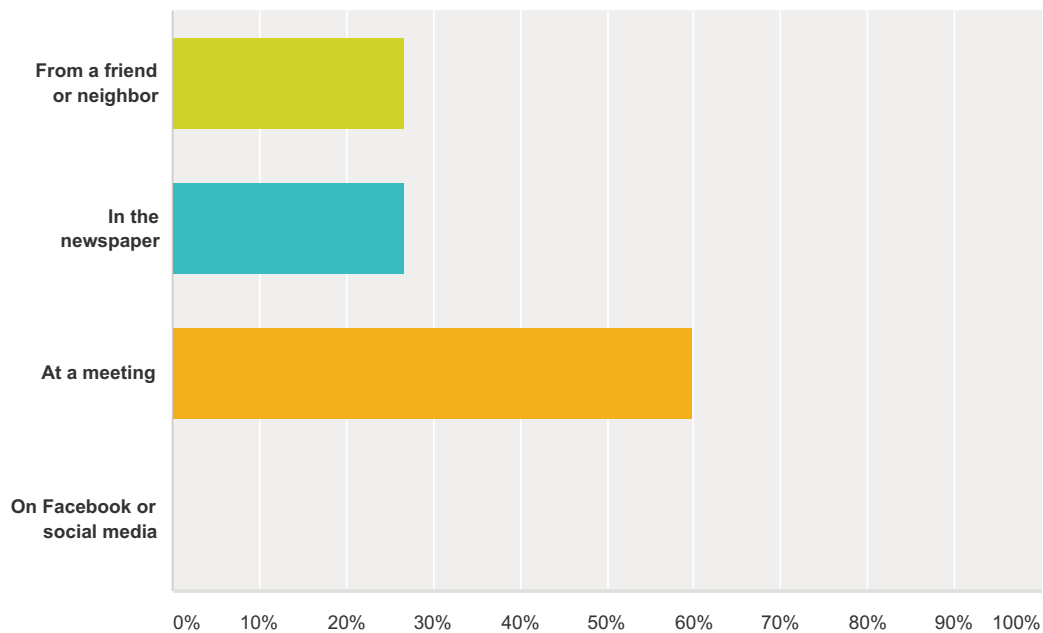


Answer Choices	Responses
Yes	80.00% 20
No	20.00% 5
Total	25

#	Comment	Date
1	He just finished working on a project to add a bike lane in Woolwich and contacted KELT because he is interested in volunteering to support the A2K trail.	7/7/2015 3:24 PM
2	wonderful idea	7/7/2015 3:02 PM
3	Individual trails but not the connection of the MMT and the Bath trail.	6/12/2015 9:51 PM

Q13 If yes, how did you hear of it? (check all that apply)

Answered: 15 Skipped: 10

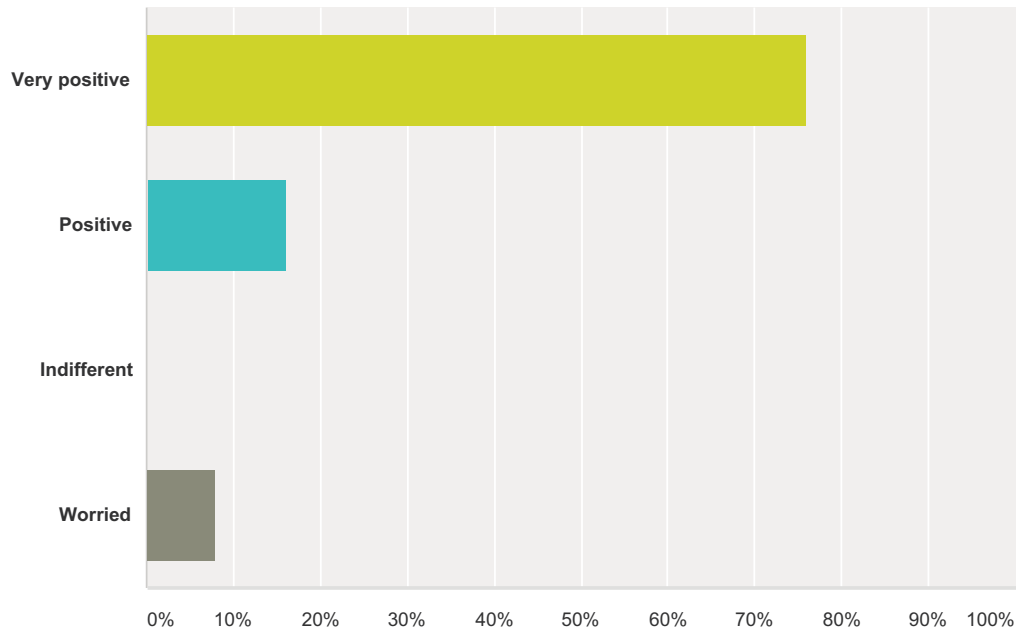


Answer Choices	Responses
From a friend or neighbor	26.67% 4
In the newspaper	26.67% 4
At a meeting	60.00% 9
On Facebook or social media	0.00% 0
Total Respondents: 15	

#	Other (please specify)	Date
1	this survey	7/22/2015 6:57 PM
2	Since my work is trails I often hear about and work on trail projects. My colleague, Burnham provided assistance to Merrymeeting Trail. I provided assistance a long time ago to KRRT	7/22/2015 11:02 AM
3	Involved in initial meetings of Merrymeeting Trail.	7/13/2015 8:13 PM
4	Contacted Bicycle Coalition of Maine	7/7/2015 3:24 PM
5	comp. plan committee	7/7/2015 3:09 PM
6	On Richmond Vision comp plan	7/7/2015 3:02 PM
7	State of Maine, abutting landowner to RR tracks	7/7/2015 2:32 PM
8	from town	7/7/2015 2:08 PM
9	town meeting	7/7/2015 1:53 PM
10	Kennebec Journal	7/7/2015 1:37 PM
11	Tom Farrell	5/27/2015 3:42 PM

Q14 What is your initial reaction to the idea of connecting the Kennebec River Rail Trail and the Androscoggin River Bike Path?

Answered: 25 Skipped: 0



Answer Choices	Responses
Very positive	76.00% 19
Positive	16.00% 4
Indifferent	0.00% 0
Worried	8.00% 2
Total	25

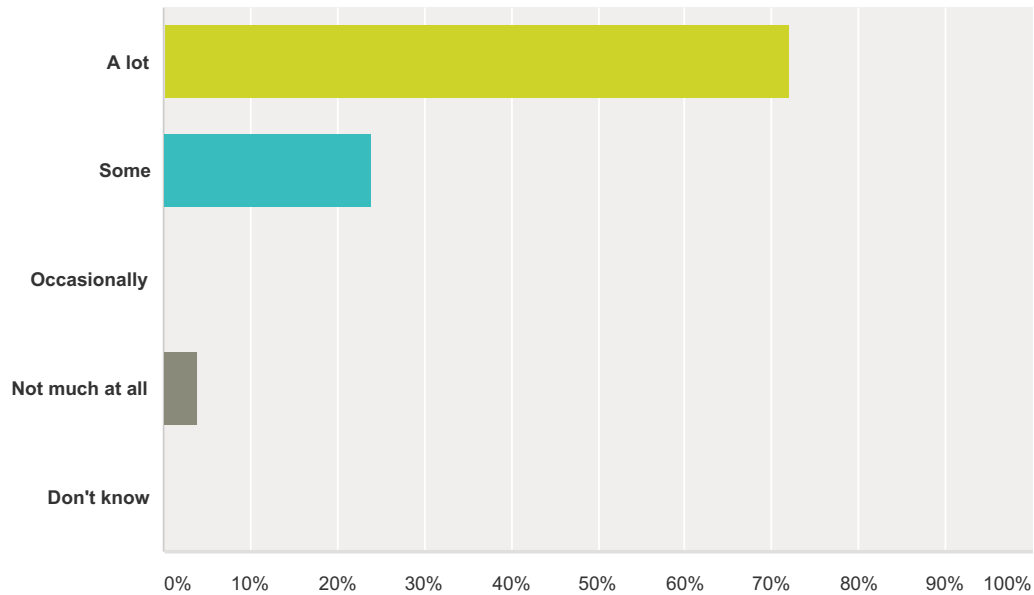
#	Why do you feel this way?	Date
1	I think the existing rail line is a very underutilized resource. It has incredible potential to reconnect our communities as it once did. It's unclear whether the rail will come back. The nice thing about the plan is that it allows rail to come back, and we can still use those right-of-ways in the meantime and increase opportunities to get out, exercise and enjoy nature in our area.	7/31/2015 9:32 AM
2	Because it would be cool to walk any part or all of it!	7/24/2015 4:06 PM
3	We need more opportunities for non-motorized travel corridors to encourage biking and walking	7/24/2015 2:47 PM
4	Fantastic for transportation and recreation connecting communities	7/22/2015 11:02 AM
5	It's a natural link. It goes through some very scenic areas.	7/13/2015 8:13 PM
6	A2K is his focus, not MMT.	7/7/2015 3:24 PM
7	Connects all of the community not just via vehicle	7/7/2015 3:14 PM
8	don't have enough info to how to do + maintain	7/7/2015 3:09 PM
9	exercise- see new sections of river	7/7/2015 3:02 PM

Capital to Coast Trail Interviews

10	Asset to town	7/7/2015 2:55 PM
11	natural health, activity = positive	7/7/2015 2:50 PM
12	connecting the communities! Riding bikes in Richmond is not safe.	7/7/2015 2:44 PM
13	Wish it was done 20 years ago. Richmond is a hidden gem- this would attract more people	7/7/2015 2:32 PM
14	people in every community have a safe place to walk, bike.etc.	7/7/2015 2:20 PM
15	Health and well being especially for the kids	7/7/2015 2:08 PM
16	Resource opening up walk ability for all. Facilitates people getting up and out there in a community building way.	7/7/2015 1:53 PM
17	Because didn't want tot preclude the possibility of railroad coming back	7/7/2015 1:37 PM
18	It follows the river, the traditional path.	7/7/2015 1:25 PM
19	I enjoy the local bike paths.	6/17/2015 2:03 PM
20	The connection might generate more interest.	6/12/2015 9:51 PM

Q15 How much do you think the proposed trail would be used by current residents of your community?

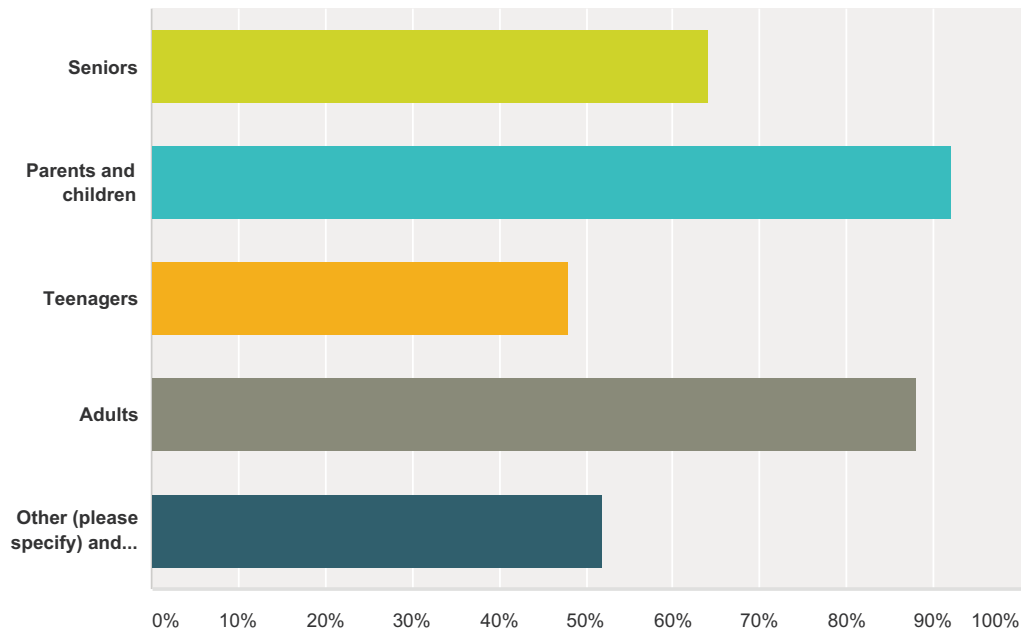
Answered: 25 Skipped: 0



Answer Choices	Responses	
A lot	72.00%	18
Some	24.00%	6
Occasionally	0.00%	0
Not much at all	4.00%	1
Don't know	0.00%	0
Total		25

Q16 Who would make good use of it? (Check all that apply)

Answered: 25 Skipped: 0



Answer Choices	Responses
Seniors	64.00% 16
Parents and children	92.00% 23
Teenagers	48.00% 12
Adults	88.00% 22
Other (please specify) and additional comments	52.00% 13
Total Respondents: 25	

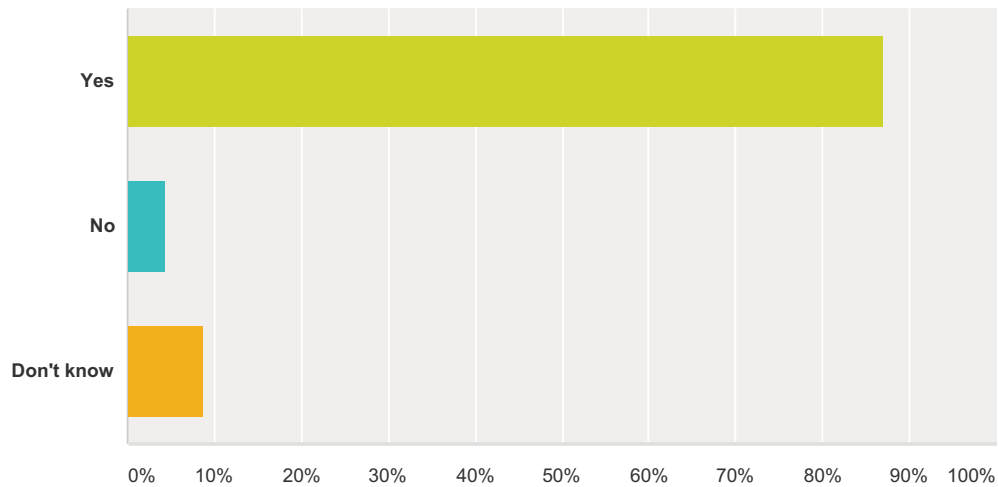
#	Other (please specify) and additional comments	Date
1	these groups already actively use the section of the trail in Brunswick. There is a group of bikers in West Bath who often bike into Bath - they may make use of this trail.	9/1/2015 6:20 PM
2	disabled population (there are limited opportunities for individuals with disabilities to access natural resources and trails in the area	8/4/2015 9:49 AM
3	I would commute to work that way! (commuters)	7/31/2015 9:32 AM
4	Teenagers would use it more if it was paved.	7/24/2015 4:06 PM
5	safe way to travel. riding without cars is great for families and kids. experienced road bikers who want to go fast may not use it as much because they can't with all of the other pedestrian and other bike traffic. bowdoin ski team could use it to train for cross country skiing in the snowless seasons of the year or host summer events	7/7/2015 3:24 PM
6	dog walkers	7/7/2015 2:55 PM
7	everyone would use portions of it	7/7/2015 2:32 PM
8	Dogs (leashed)	7/7/2015 2:08 PM
9	visitors	7/7/2015 1:53 PM

Capital to Coast Trail Interviews

10	All of the above	7/7/2015 1:37 PM
11	school sports teams, bicycle clubs	7/7/2015 1:25 PM
12	Local trails sections will get more use. Don't see families going any distance.	6/12/2015 9:51 PM
13	all	5/27/2015 3:42 PM

Q17 Do you think it would improve the health of people in the community?

Answered: 23 Skipped: 2



Answer Choices	Responses
Yes	86.96% 20
No	4.35% 1
Don't know	8.70% 2
Total	23

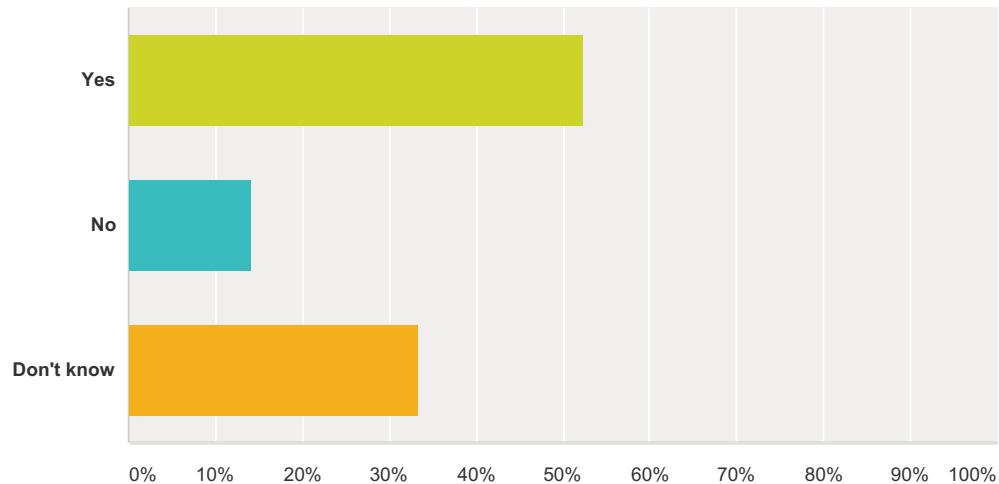
#	In what ways? Which people?	Date
1	Identified how the trail might help health of local ecosystems - The New Meadows Lake has very poor water quality because its outlet is blocked by inadequate passage under roads. Having people cross the lake on the path may increase people's awareness of the lake and cause them to care more about its water quality.	9/1/2015 6:20 PM
2	quality of place, improved health (NYT recent article on mental health benefits of walking in natural areas)	8/4/2015 9:49 AM
3	Mainly just by increasing opportunities for fitness. If I'm commuting to work 2.5 miles each way, 3 days a week using the trail, I'll be more fit than I am now.	7/31/2015 9:32 AM
4	Improve cardio, all people. Less screen-time!	7/24/2015 4:06 PM
5	Many people live in rural parts of town, with no safe place to walk or bike. They drive to bike path for walking/biking.	7/24/2015 2:47 PM
6	By providing more opportunity for healthy activity, especially one that links communities	7/22/2015 6:57 PM
7	Trails are healthy physically, mentally, spiritually and socially!	7/22/2015 11:02 AM
8	The families and adults will end up exercising more.	7/13/2015 8:13 PM
9	identified it as more beneficial than any program they could offer at the hospital for improving health in the region	7/7/2015 3:24 PM
10	Encourage people to walk	7/7/2015 2:55 PM
11	Get them off the couch! Family activity.	7/7/2015 2:44 PM
12	Cardiovascular/ physical health across the board	7/7/2015 2:32 PM
13	Anyone who wants to get outside and be safe and be able to track distance	7/7/2015 2:20 PM
14	All would benefit, will stimulate them. get them moving, strengthening	7/7/2015 2:08 PM
15	If it is used	7/7/2015 1:37 PM

Capital to Coast Trail Interviews

16	Anytime you get people out and moving you improve health.	7/7/2015 1:25 PM
17	Not the whole trail. Local sections close to town yes.	6/12/2015 9:51 PM
18	It could...anyone.	5/27/2015 3:42 PM

Q18 Do you think the existence of the proposed trail would help attract new people to move to your community?

Answered: 21 Skipped: 4



Answer Choices	Responses	
Yes	52.38%	11
No	14.29%	3
Don't know	33.33%	7
Total		21

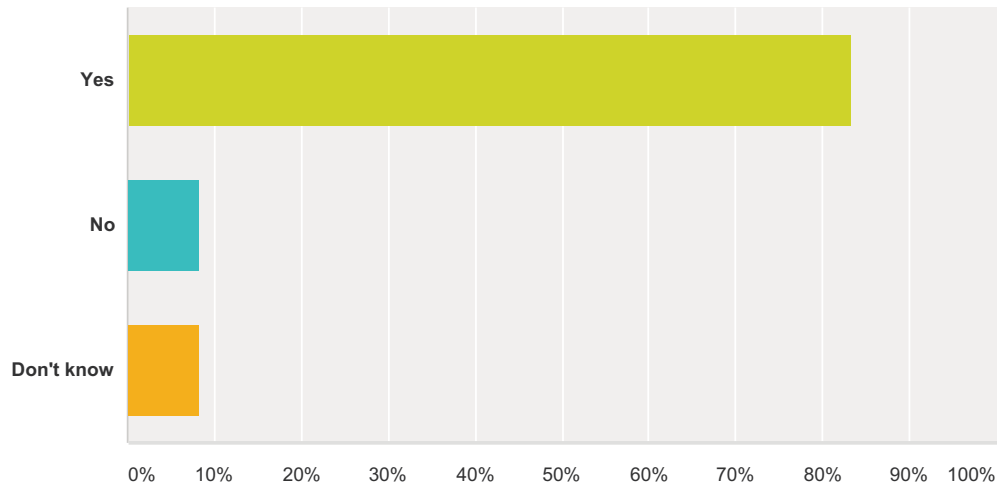
#	Why or why not?	Date
1	It adds to the opportunities to get out and enjoy nature that we already have.	7/31/2015 9:32 AM
2	I think it's a nice thing to have, not sure of the effect here.	7/24/2015 4:06 PM
3	It would make it more attractive, but not sure if it would have a measurable impact	7/22/2015 6:57 PM
4	Access to the outdoors is something we were looking for when we moved here.	7/22/2015 6:05 PM
5	always does!	7/22/2015 11:02 AM
6	I think people look for activities close to them and accessibility to other towns via alyternative transportation when making a decision on where to live.	7/13/2015 8:13 PM
7	quality of life improvement	7/7/2015 3:09 PM
8	More people into exercising	7/7/2015 3:02 PM
9	country life into a city person	7/7/2015 2:50 PM
10	Along with Swan Island, joint attraction, would should that community cares.	7/7/2015 2:44 PM
11	I travel a lot around the country and the 1st question I always ask is what recreational amenities there are.	7/7/2015 2:32 PM
12	not enough of a draw to get people to move to town	7/7/2015 2:20 PM
13	People travel and they'll drive here to participate. Family outings.	7/7/2015 2:08 PM
14	Tremendous resource, makes it easy for people to get out	7/7/2015 1:53 PM
15	But only a factor. The river is more of an attraction.	7/7/2015 1:25 PM

Capital to Coast Trail Interviews

16	Yes for sections in community center.	6/12/2015 9:51 PM
17	Don't care	5/27/2015 3:42 PM

Q19 Do you think the existence of the proposed trail might encourage tourists or day trippers to come to your community?

Answered: 24 Skipped: 1



Answer Choices	Responses
Yes	83.33% 20
No	8.33% 2
Don't know	8.33% 2
Total	24

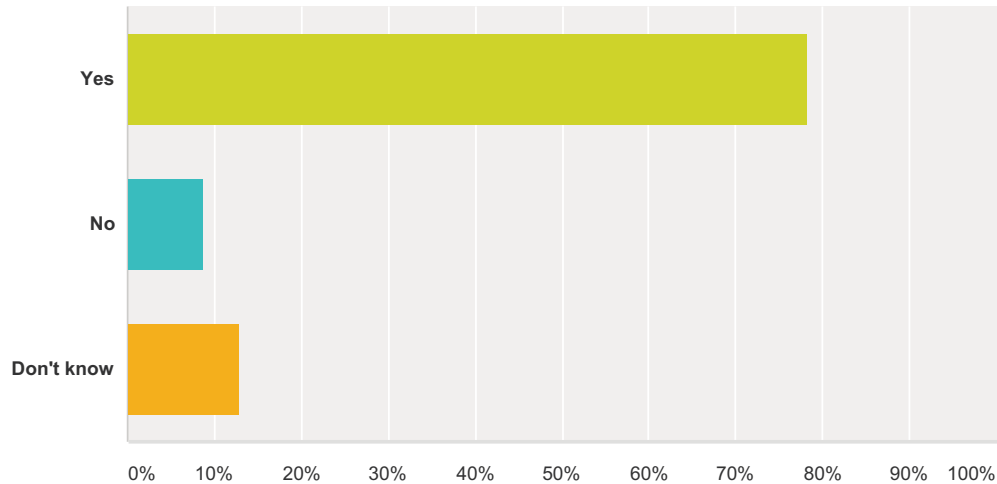
#	Why or why not?	Date
1	It would require some outreach, but could be a nice tie to Downeaster.	8/4/2015 9:49 AM
2	Because of Bowdoinham's cool factor. It gives people something to do who want to come for the day, and it's not a secret or hard to find.	7/24/2015 4:06 PM
3	Brunswick markets itself using the existing Androscoggin Bike Path	7/24/2015 2:47 PM
4	I already know people who travel to both Kennebec River Rail Trail and the Androscoggin Bike Path	7/22/2015 6:57 PM
5	Absolutely -- especially bikers.	7/22/2015 6:05 PM
6	People on vacation want to get outside and recreate	7/22/2015 11:02 AM
7	It will be a very scenic trail. I think people will drive up to 30 minutes to go on a trail for a day trip.	7/13/2015 8:13 PM
8	roller skiing suggestions	7/7/2015 3:24 PM
9	as it develops	7/7/2015 3:09 PM
10	day trippers- river beauty	7/7/2015 3:02 PM
11	wildlife	7/7/2015 2:50 PM
12	tourism would benefit	7/7/2015 2:44 PM
13	There are people that look for recreational amenities in towns	7/7/2015 2:32 PM
14	the trail will take them along the river (sightseeing and exercise)	7/7/2015 2:20 PM
15	we have a campground	7/7/2015 2:08 PM

Capital to Coast Trail Interviews

16	one more amenity, along with the river and historic downtown	7/7/2015 1:53 PM
17	What's the big deal? There are other things to draw people here. They won't come just to use rail trail. But they may want to use it to commute.	7/7/2015 1:37 PM
18	Richmond is a very pleasant place; good base of activitiy	7/7/2015 1:25 PM
19	Not the whole trail. Maybe for long distance cyclists.	6/12/2015 9:51 PM
20	Bicycling is a great tourist activity!	5/27/2015 3:42 PM

Q20 Do you think the existence of the proposed trail would increase retail, restaurant, and other business activity in your community?

Answered: 23 Skipped: 2



Answer Choices	Responses
Yes	78.26% 18
No	8.70% 2
Don't know	13.04% 3
Total	23

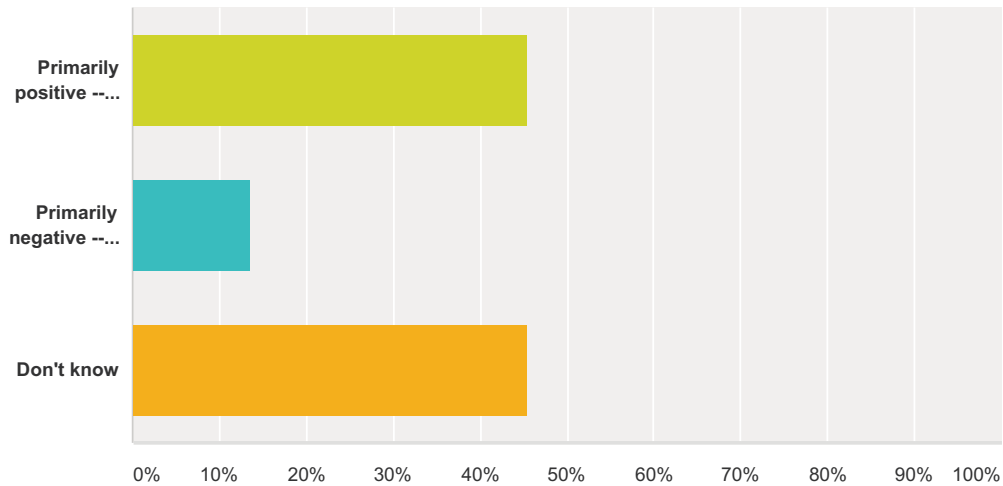
#	What businesses would benefit?	Date
1	smaller food venues that could connect to trail.	8/4/2015 9:49 AM
2	They might stop at the store, Old Goat, hardware store, Town Landing.	7/31/2015 9:32 AM
3	Gas station, grocery store, tavern.	7/24/2015 4:06 PM
4	restaurants; bicycle shops	7/24/2015 2:47 PM
5	If properly marketed and set up. Probably gourmet markets, coffee shops, casual dining.	7/22/2015 6:57 PM
6	restaurants, especially, but I would think hospitality folks could benefit, too.	7/22/2015 6:05 PM
7	Some -- restaurant and possible retail would see some increase.	7/13/2015 8:13 PM
8	great connector to downtowns. brunswick is growing and people are moving to bath. 10 miles is great for biking to work (1 hr ride).	7/7/2015 3:24 PM
9	grocery. restaurants	7/7/2015 3:02 PM
10	local food establishments, make people aware of local stores/businesses	7/7/2015 2:50 PM
11	restaurants, if we had lodging it would benefit, the KOA in town	7/7/2015 2:44 PM
12	The kinds of services that users would visit are in close proximity to the trail already	7/7/2015 2:32 PM
13	Anabelle's, quickstop, Pierce's, restaurants/markets, etc.	7/7/2015 2:20 PM
14	some would, some wouldn't	7/7/2015 2:08 PM

Capital to Coast Trail Interviews

15	retail, food and beverages, bring people here- secondary benefit	7/7/2015 1:53 PM
16	Might increase restaurant activity.	7/7/2015 1:37 PM
17	restaurants and convenience stores	7/7/2015 1:25 PM
18	The distance between towns is too large. Don't see someone going the distance to another town.	6/12/2015 9:51 PM
19	Maybe, bike shops and probably hospitality businesses.	5/27/2015 3:42 PM

Q21 How do you think the proposed trail would affect property taxes? (check all that apply)

Answered: 22 Skipped: 3



Answer Choices	Responses
Primarily positive -- would encourage more people to move into town	45.45% 10
Primarily negative -- would cost money to maintain	13.64% 3
Don't know	45.45% 10
Total Respondents: 22	

#	Comment	Date
1	I'm not I understand who would be supporting it. If the state could help pay, I think it would be an easier sell with the town.	7/24/2015 4:06 PM
2	Access to trails is a positive community benefit that many people look for in a community	7/24/2015 2:47 PM
3	Call it a wash. But driving to Bath to work each day and seeing the number of people who use the Androscoggin Trail all year, the value should not be measured in net tax gains or outlays.	7/22/2015 6:57 PM
4	Trails usually increase property values of nearby properties, which of course could increase taxes but also the value when it comes time to sell.	7/22/2015 11:02 AM
5	quality of life	7/7/2015 3:09 PM
6	added feature to move to town	7/7/2015 2:50 PM
7	Volunteers should get involved to help maintain	7/7/2015 2:44 PM
8	Positive- people will discover community negative- costs	7/7/2015 2:32 PM
9	other choices are too black and white, not a huge impact either way	7/7/2015 2:20 PM
10	Having a local activity will save \$\$ rather than having to travel/spend more \$\$	7/7/2015 2:08 PM
11	need to be cautious about how we budget and pay for resources	7/7/2015 1:53 PM
12	Having people move into town doesn't necessarily mean lower taxes.	7/7/2015 1:37 PM
13	Find out what happened with the Brunswick Bike Path. If property taxes were increased by the building of the trail in Brunswick - that should be reflected in the future of this trail.	5/27/2015 3:42 PM

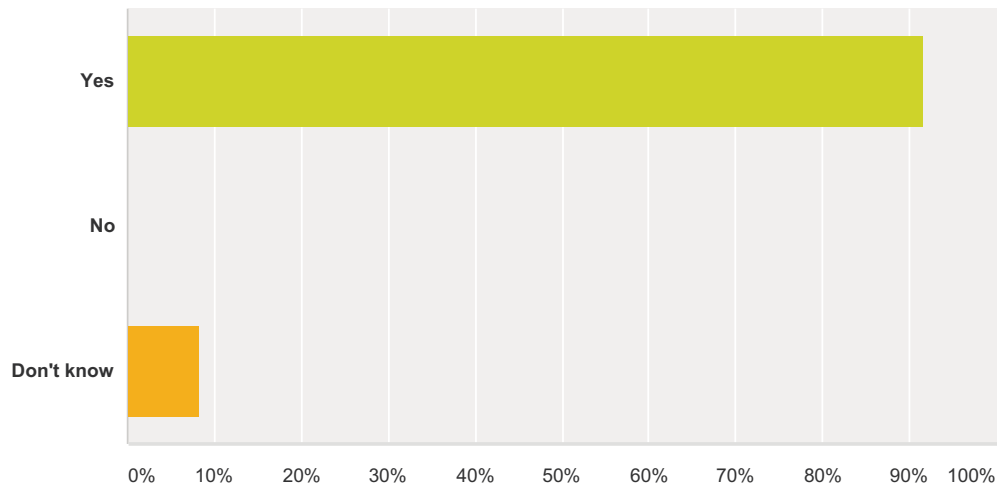
Q22 What problems might it create for the community?

Answered: 23 Skipped: 2

#	Responses	Date
1	Only concern I see is perception that project would present problems	8/4/2015 9:49 AM
2	An upfront cost, small ongoing maintenance cost	7/31/2015 9:32 AM
3	There could be easier access to private homes off the trail. Increased vandalism/crime. There are parts I would not walk at certain hours.	7/24/2015 4:06 PM
4	If not maintained properly, there is a potential for unsafe conditions and encouraging vandalism	7/24/2015 2:47 PM
5	Healthier people may reduce business for health care providers? (I couldn't resist!) No problems come to mind.	7/22/2015 6:57 PM
6	Brunswick would be the terminus of this particular project, so we'd have to be thoughtful about how to route people from the bike path, through town, and on to wherever folks are going -- not a problem, per se, just something we'd need to think about. Hopefully we'd need more bike racks in town. All good things to be thinking about.	7/22/2015 6:05 PM
7	A cost or at least an effort (volunteer) to maintain. I can't think of any problems.	7/22/2015 11:02 AM
8	Possible place for vandalism, though I'm not overly concerned about potential problems.	7/13/2015 8:13 PM
9	criminal activities	7/7/2015 3:14 PM
10	crime	7/7/2015 3:09 PM
11	traffic- outside elements, crime	7/7/2015 3:02 PM
12	problem of "hang-out" area develops	7/7/2015 2:55 PM
13	ATV	7/7/2015 2:50 PM
14	abutters- could be a problem, litters, parties, we need to police it	7/7/2015 2:44 PM
15	parking	7/7/2015 2:32 PM
16	teenagers congregating, perhaps. I don't know. Parking issues for people coming to use the trail.	7/7/2015 2:20 PM
17	Dark areas of trail- potential for "riff-raff"	7/7/2015 2:08 PM
18	Concern for buffers from privacy, crime, litter, noise increased demand on municipal revenues	7/7/2015 1:53 PM
19	littering, noise levels?	7/7/2015 1:37 PM
20	Perhaps public safety issues- fire, medical safety, minor but possible	7/7/2015 1:25 PM
21	Cost of maintenance	6/17/2015 2:03 PM
22	Cost of maintenance. Getting agreement between the towns could be difficult.	6/12/2015 9:51 PM
23	None that don't already exist.	5/27/2015 3:42 PM

Q23 Given all of the above, do you favor the development of this trail?

Answered: 24 Skipped: 1



Answer Choices	Responses
Yes	91.67% 22
No	0.00% 0
Don't know	8.33% 2
Total	24

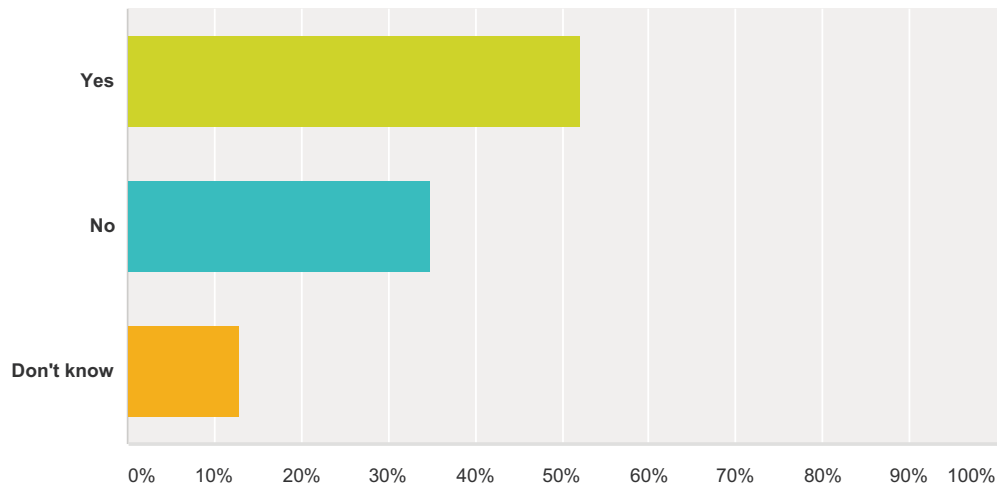
#	Why or why not?	Date
1	Having a connection to the Kennebec rail trail would provide a greater opportunity for encouraging more use. The organized bike ride along the Eastern Trail in Portland-Wells attracts 1,000 riders each year	8/4/2015 9:49 AM
2	Because I think it would strengthen our community and what's best about it.	7/31/2015 9:32 AM
3	We need to get out of our houses, walk, and meet our neighbors! We are a town that scraps and fights to get sidewalks built.	7/24/2015 4:06 PM
4	I love trails and it would be wonderful to have the opportunity to commute by bike	7/24/2015 2:47 PM
5	More recreation opportunity, connecting communities in a more engaging way, showing that the towns involved favor creating healthy options for their residents, ...	7/22/2015 6:57 PM
6	I've always wanted to bike the W&O trail in northern Virginia -- but mostly because Maine doesn't have an equivalent. It would be awesome to provide a similar opportunity here.	7/22/2015 6:05 PM
7	I think we've seen a very large increase in the use of trails with Androscoggin and Kennebec being examples of use that was more than anticipated.	7/13/2015 8:13 PM
8	benefits outweigh any negatives	7/7/2015 3:02 PM
9	see above	7/7/2015 2:44 PM
10	Pros outweigh cons	7/7/2015 2:32 PM
11	the positives would outweigh the negatives	7/7/2015 2:20 PM
12	health + wellness, getting people outdoors	7/7/2015 2:08 PM
13	all the above mentioned reasons. Figure how to address legitimate concerns.	7/7/2015 1:53 PM

Capital to Coast Trail Interviews

14	safety, getting people/bikes off the roads, connecting with the other towns	7/7/2015 1:37 PM
15	Health aspects and benefits for younger families.	7/7/2015 1:25 PM
16	Start with downtown sections and see whether it's used enough. Topsham Brunswick Bath connection would be used because of the population in those towns,	6/12/2015 9:51 PM

Q24 If yes, would it be a high priority?

Answered: 23 Skipped: 2



Answer Choices	Responses
Yes	52.17% 12
No	34.78% 8
Don't know	13.04% 3
Total	23

#	Comment	Date
1	I don't think it would be a high priority for the town taxpayers. I think fixing/cleaning up the public works building is a higher priority. Second priority is figuring out the long-term recycling plan for the town.	7/24/2015 4:06 PM
2	It has the chance to be a high profile project, with great outcomes, and good PR for the towns and organizations involved.	7/22/2015 6:57 PM
3	Hard to say if it takes priority over all other possible projects	7/22/2015 11:02 AM
4	for improving community health	7/7/2015 3:24 PM
5	other priorities above	7/7/2015 3:09 PM
6	elderly people, recreation, education should all be priorities	7/7/2015 2:44 PM
7	school, muncip. budgets and public safety activities should be priority	7/7/2015 2:32 PM
8	it depends on other priorities such as schools being built	7/7/2015 2:20 PM
9	a priority, but not a high priority	7/7/2015 2:08 PM
10	should stay on the radar on the active list, an ACTIVE priority	7/7/2015 1:53 PM
11	it depends on the other towns' level of involvement	7/7/2015 1:37 PM
12	This kind of project sinks or swims on its own	7/7/2015 1:25 PM
13	Roads, bridges, sidewalks come first. this is an amenity not a utility.	5/27/2015 3:42 PM

Q25 What are the most important reasons for developing the trail?

Answered: 24 Skipped: 1

#	Responses	Date
1	economic development, community wellness	8/4/2015 9:49 AM
2	Improved health, access to nature, improved value to community	7/31/2015 9:32 AM
3	Health	7/24/2015 4:06 PM
4	Improved non-motorized connection; encourage more active lifestyles and improved health; community asset that attracts visitors/tourists	7/24/2015 2:47 PM
5	Healthy opportunities, encouraging recreation, linking communities, safer non-motorized commuting option	7/22/2015 6:57 PM
6	If you build it, they will come.	7/22/2015 6:05 PM
7	Quality of life, alternative transportation, community connection	7/22/2015 11:02 AM
8	Linking communities; building community within the specified communities by allowing residents to interact with each other while using the trail; increase to local businesses; exposure to these communities of people from outside them.	7/13/2015 8:13 PM
9	community health	7/7/2015 3:24 PM
10	safe area for walking and biking	7/7/2015 3:14 PM
11	health, recreation	7/7/2015 3:09 PM
12	more business, walking tours	7/7/2015 3:02 PM
13	community engagement	7/7/2015 2:55 PM
14	Create sports activity for all ages	7/7/2015 2:50 PM
15	health, spending quality time with families, safety.	7/7/2015 2:44 PM
16	There aren't any trails now and people use the tracks now. Do it in the village first	7/7/2015 2:32 PM
17	having a safe place for kids and adults to bike and walk. Things like this make for a good community; community pride	7/7/2015 2:20 PM
18	health and wellness, community interaction, getting people outdoors,	7/7/2015 2:08 PM
19	community-build up, active community	7/7/2015 1:53 PM
20	-safety -connecting towns	7/7/2015 1:37 PM
21	Trails connect things- help people understand Richmond in a greater context- a regional context	7/7/2015 1:25 PM
22	It would be neat to be able to ride on a trail all the way to Augusta.	6/17/2015 2:03 PM
23	Well phased development would get the in town sections built first.	6/12/2015 9:51 PM
24	Economic development, recreation, and health	5/27/2015 3:42 PM

Q26 What are the most important reasons to not develop the trail?

Answered: 20 Skipped: 5

#	Responses	Date
1	Tax burden	7/24/2015 4:06 PM
2	cost	7/24/2015 2:47 PM
3	I suppose only that it will cost money.	7/22/2015 6:57 PM
4	Expense is the main stumbling block that I see.	7/22/2015 6:05 PM
5	The only one I can think of is construction and maintenance costs	7/22/2015 11:02 AM
6	None	7/13/2015 8:13 PM
7	cost to taxpayers, maintenance	7/7/2015 3:14 PM
8	lack of money, feasibility	7/7/2015 3:09 PM
9	costs	7/7/2015 2:55 PM
10	If not an active way to maintain	7/7/2015 2:50 PM
11	other priorities	7/7/2015 2:44 PM
12	n/a	7/7/2015 2:32 PM
13	I don't know, perhaps cost	7/7/2015 2:20 PM
14	excessive costs-not cost-effective	7/7/2015 2:08 PM
15	if opposition and cost are insurmountable	7/7/2015 1:53 PM
16	money	7/7/2015 1:37 PM
17	cost	7/7/2015 1:25 PM
18	no answer	6/17/2015 2:03 PM
19	Too long a distance between communities. The KRRT communities are close together. Don't see that kind of usage in the MMT section,	6/12/2015 9:51 PM
20	\$	5/27/2015 3:42 PM

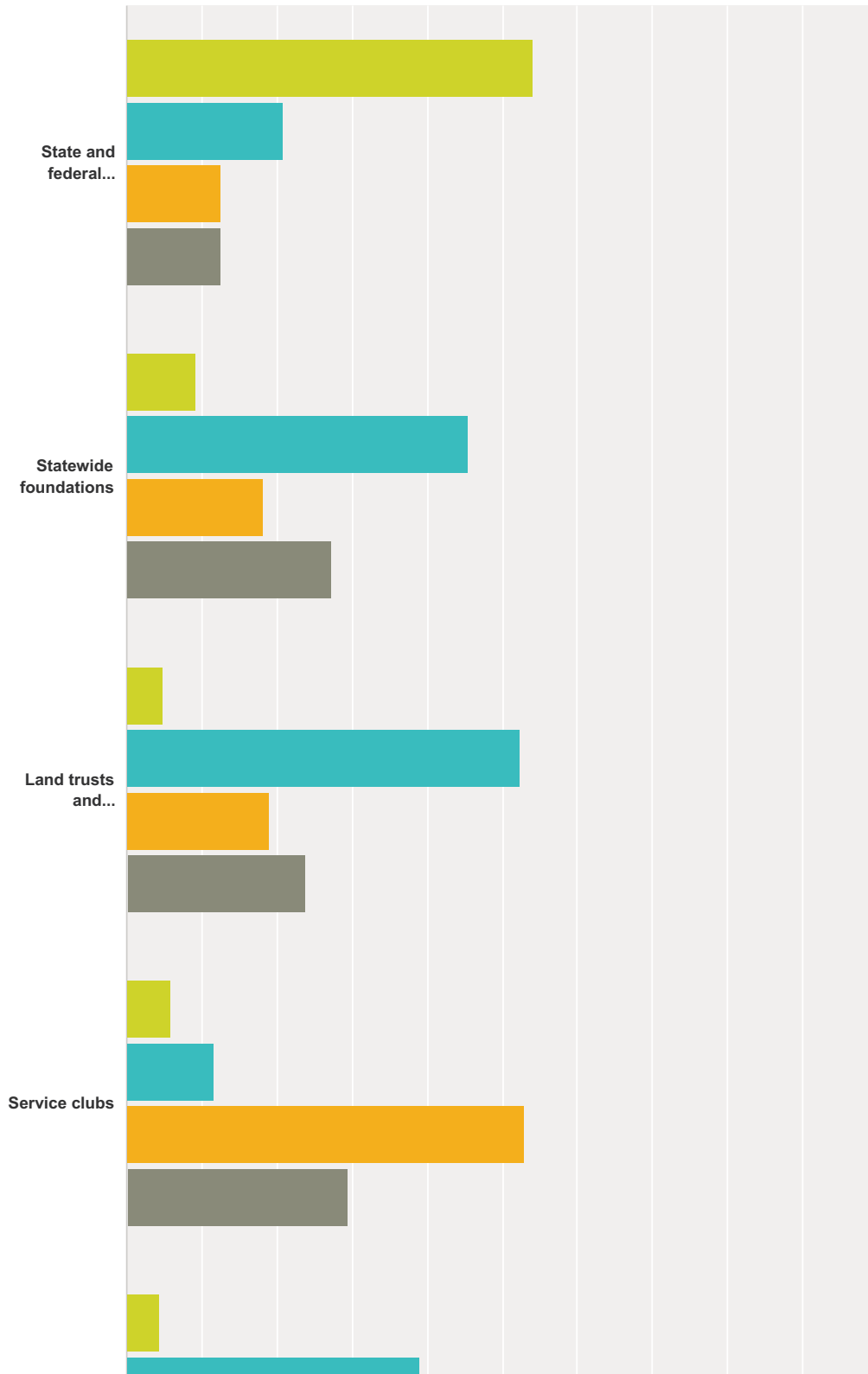
Q27 The proposed trail envisions natural playgrounds (show picture), community gardens, and other amenities. In your community, where are the best places that these might go? (Have respondent indicate locations on map, then describe below)

Answered: 20 Skipped: 5

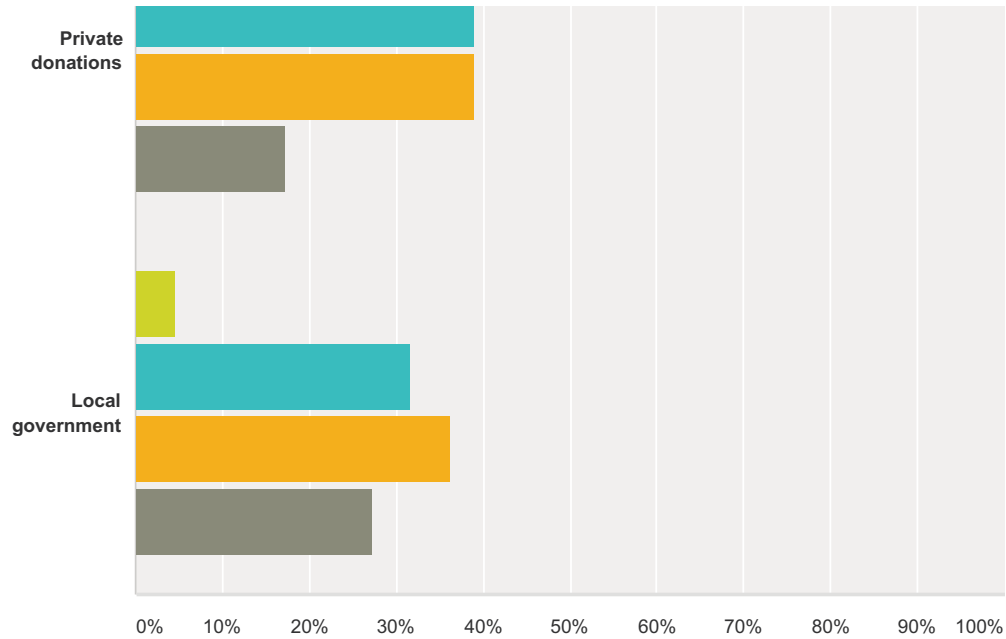
#	Responses	Date
1	Certainly along Bowdoinham waterfront there is opportunity for improvement. We could look at a community garden along Merrymeeting Bay section -- certainly good soil. Waterfront is the most crucial place and biggest opportunity here. There might be some in the Richmond/Gardiner border -- nice waterfront access. The line would pass quite close to the head of tide of Abbagadasset River; could be a nice spot to develop a picnic area and possibly a footbridge across the stream, just above the head of tide. It's an old mill site, and there was a stone bridge there (you can still see abutments), so as a picnic area with maybe an historic plaque, it would be a great destination between Bowdoinham and Richmond. It's also publicly-owned land.	7/31/2015 9:32 AM
2	Skateboard park -- playground near there would be great. Over by the current public works building. I would love to see a community farm.	7/24/2015 4:06 PM
3	near population centers	7/24/2015 2:47 PM
4	Probably minimal in Brunswick since the link appears to be just going over the river; however, the Capt Fitzgerald Park in Brunswick already has plans for playgrounds, ballfields, and blueberry fields along the proposed Brunswick to Bath path, if it continues through Brunswick to Bath eventually.	7/22/2015 6:57 PM
5	Not sure. Community gardens should be close to where people live; playgrounds too.	7/22/2015 11:02 AM
6	N/A -- didn't have picture of natural playgrounds	7/13/2015 8:13 PM
7	Kimball St. and North	7/7/2015 3:09 PM
8	between richmond and gardiner, long distance	7/7/2015 3:02 PM
9	empty areas along RR bed	7/7/2015 2:55 PM
10	Between Kenball and High Small area//potty	7/7/2015 2:50 PM
11	Swan Island- joint marketing	7/7/2015 2:44 PM
12	Little league field (high street), Maria Baker (High Street), rest stops every couple miles along trail, benches ever 1/4 mile	7/7/2015 2:32 PM
13	somewhere closer to the parking and beginning of the trail in Richmond. Would definitely use the trail with grandkids if these types of amenities existed	7/7/2015 2:20 PM
14	Simple playground to take a break- even just swings. Educational piece- stretch break, etc. Exercise equip. (ie. balance beam) spread out benches and other places to rest (every 1/2 mile). Be cautious on locations, plan well around neighborhoods.	7/7/2015 2:08 PM
15	historic walking tour	7/7/2015 1:53 PM
16	no-liability would be a concern. And who is going to take care of these amenities?	7/7/2015 1:37 PM
17	Wilmor Brook Wildlife Management Area (DIFW owned). Right off trail, a nice spot for interpretive educational activities.	7/7/2015 1:25 PM
18	no answer	6/17/2015 2:03 PM
19	Not in town but along trail away from town to draw people to a destination. Places with a good view shed. (No particular sites)	6/12/2015 9:51 PM
20	None described.	5/27/2015 3:42 PM

Q28 It will take a partnership to pay for the trail's development. Below are some key partners -- how much should each be involved?

Answered: 24 Skipped: 1



Capital to Coast Trail Interviews



■ Major --Over 50% of costs ■ Significant -- 10%-30% of costs
■ Contributing -- 5% to 10% of costs ■ Not sure

	Major --Over 50% of costs	Significant -- 10%-30% of costs	Contributing -- 5% to 10% of costs	Not sure	Total
State and federal government	54.17% 13	20.83% 5	12.50% 3	12.50% 3	24
Statewide foundations	9.09% 2	45.45% 10	18.18% 4	27.27% 6	22
Land trusts and environmental groups	4.76% 1	52.38% 11	19.05% 4	23.81% 5	21
Service clubs	5.88% 1	11.76% 2	52.94% 9	29.41% 5	17
Private donations	4.35% 1	39.13% 9	39.13% 9	17.39% 4	23
Local government	4.55% 1	31.82% 7	36.36% 8	27.27% 6	22

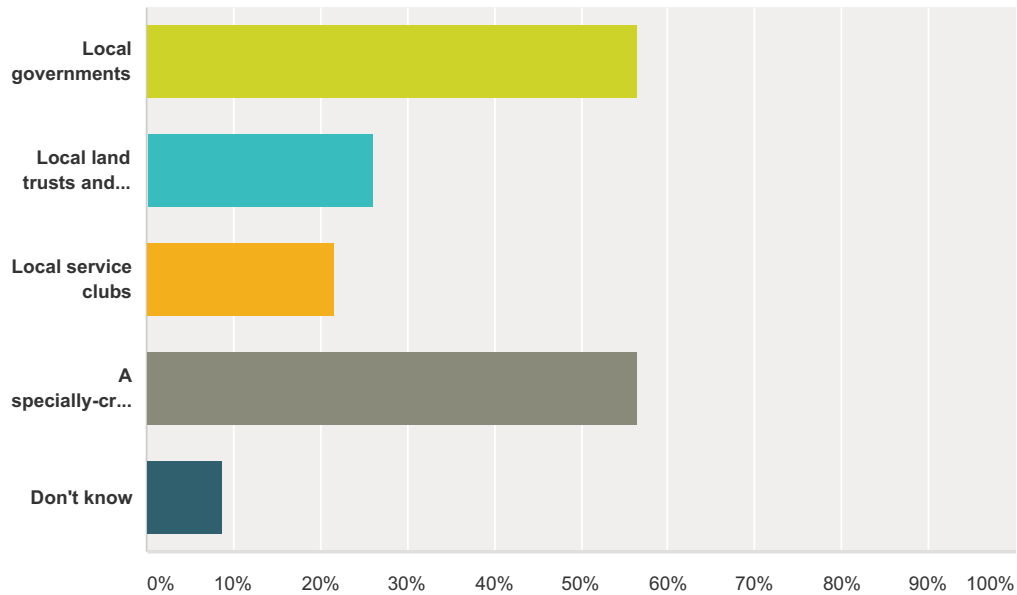
#	Why this distribution?	Date
1	he is under the impression that the town of West Bath became West Bath because they didn't want to pay Bath taxes. it will be hard to get any money from the local government in West Bath.	9/1/2015 6:20 PM
2	I think because of the significant upfront cost, it's easier for the public sector to amortize that over time.	7/31/2015 9:32 AM
3	I think the town needs to advocate first, but they can't afford to pay for the majority of it. And it won't pass town government. The state needs to advocate and pay, because it's a multi-town project. Private: people are going to want to write a check for this. There is just a lot of red tape -- it needs to be led, promoted and structured by the government entities.	7/24/2015 4:06 PM
4	State and federal governments have more available funds	7/24/2015 2:47 PM
5	More opportunity for grants at the state and federal level, and, well, more money there.	7/22/2015 6:57 PM

Capital to Coast Trail Interviews

6	I really don't know, as I have no idea what funding sources are out there for this sort of project. I'd love to think that state and federal money would support this, but who knows? I know our local municipality is beyond strapped for cash right now.	7/22/2015 6:05 PM
7	I don't think it will fly if the towns have to come up with the money. I think once the towns see the benefits after it's build, they'll be excited about upkeep and future development.	7/13/2015 8:13 PM
8	whatever is needed to make it happen	7/7/2015 3:24 PM
9	knowledge of local finances	7/7/2015 3:09 PM
10	Not one group to have majority control	7/7/2015 3:02 PM
11	political philosophy	7/7/2015 2:55 PM
12	inland services	7/7/2015 2:44 PM
13	excite tax from rec. vehicle fee's	7/7/2015 2:32 PM
14	Local town and organizations pay more than they should. Should also reach out to foundations for grants.	7/7/2015 2:20 PM
15	The pressure is always on the municipal budgets, it is a regional resource	7/7/2015 1:53 PM
16	As a taxpayer, limit govt. responsibilities should come from users.	7/7/2015 1:37 PM
17	It will not get built if we were to rely more on local funds	7/7/2015 1:25 PM
18	no answer	6/17/2015 2:03 PM
19	Just the way I see it happening.	6/12/2015 9:51 PM

Q29 Who should be primarily responsible for maintaining the trails after they are built?

Answered: 23 Skipped: 2

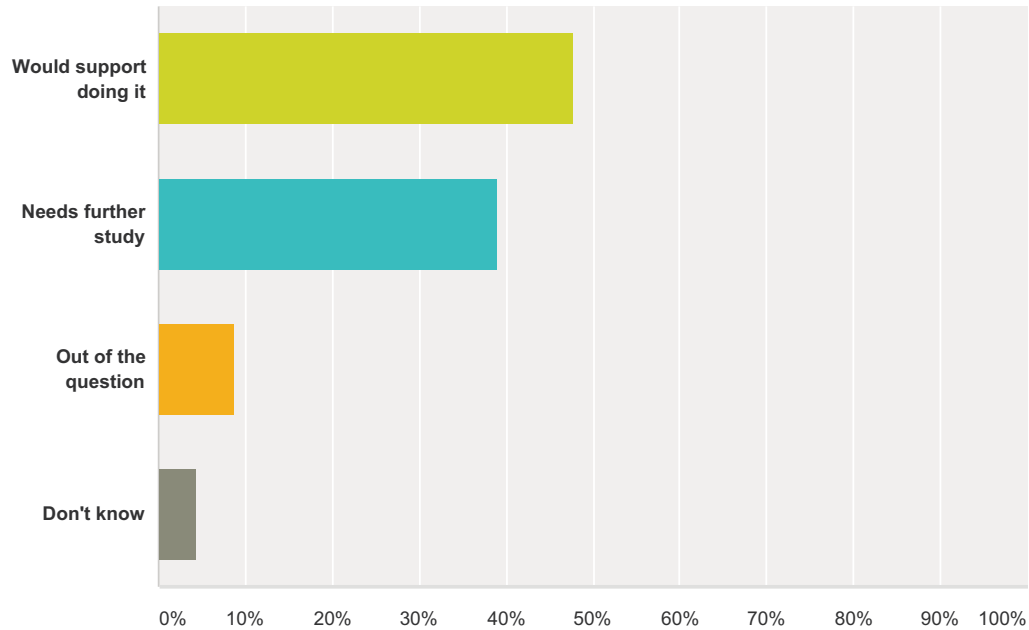


Answer Choices	Responses
Local governments	56.52% 13
Local land trusts and environmental groups	26.09% 6
Local service clubs	21.74% 5
A specially-created organization	56.52% 13
Don't know	8.70% 2
Total Respondents: 23	

#	Other (please specify)	Date
1	any number of possibilities	7/24/2015 2:47 PM
2	Partnerships work best!	7/22/2015 6:57 PM
3	not sure - probably a combination	7/22/2015 11:02 AM
4	local residents- spring clean up	7/7/2015 2:50 PM
5	not 100% local, community volunteers.	7/7/2015 2:32 PM
6	Local governments should participate. not sure how. needs to be collaborative, cooperative decision making	7/7/2015 1:53 PM
7	people who use it	7/7/2015 1:37 PM
8	need a coordination body, like Friends of users, need to be involved	7/7/2015 1:25 PM
9	The state should maintain. The local communities are stretched to the limit.	6/12/2015 9:51 PM

Q30 If it were possible to develop the trail more quickly and at a substantially lower cost by making use of the existing unused rail right of way between Topsham and Gardiner, what would you think?

Answered: 23 Skipped: 2



Answer Choices	Responses
Would support doing it	47.83% 11
Needs further study	39.13% 9
Out of the question	8.70% 2
Don't know	4.35% 1
Total	23

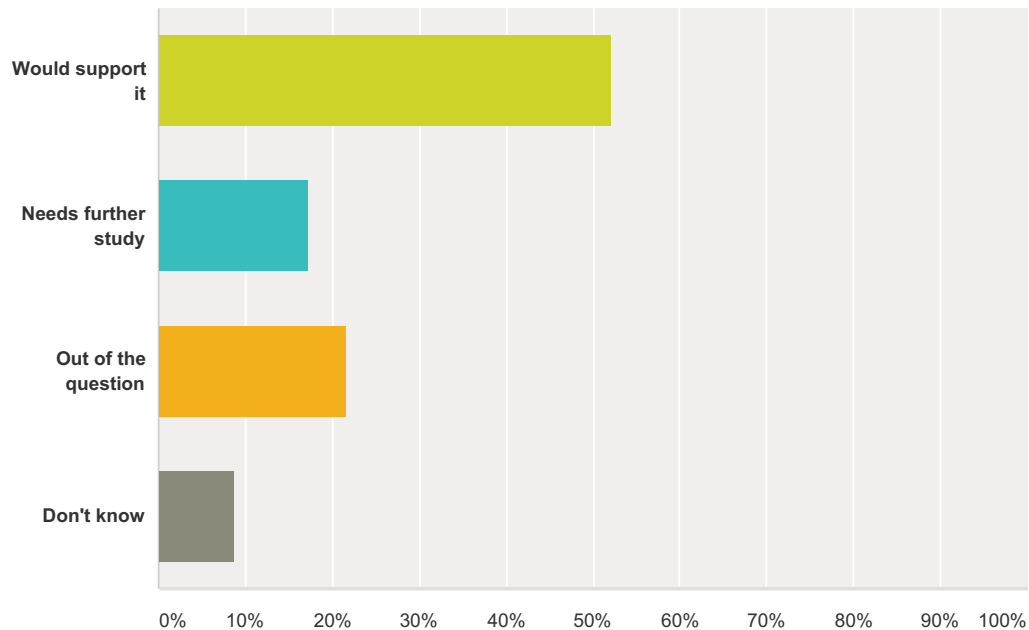
#	Why do you feel this way?	Date
1	thought it sounded like an interesting option - but did not voice an opinion for yea or nay	9/1/2015 6:20 PM
2	I think we need a clearer sense of whether the rail line might be restored for use by rail.	7/31/2015 9:32 AM
3	I think this should be done the right way. At the state level, if the state thinks they need a parallel system to I-95 for transport, I think that's really important. I'd hate to rip up rail if we'll need it in 10 years.	7/24/2015 4:06 PM
4	Not familiar enough with that alternative to choose.	7/22/2015 6:57 PM
5	Absolutely! HAs to be rail with trail which is expensive, but huge benefit to using the rail corridor - off-road, scenic, one landowner	7/22/2015 11:02 AM
6	I believe trains are an important part of future transportation and it would be shortsighted to take it up.	7/13/2015 8:13 PM
7	in existence	7/7/2015 3:14 PM
8	has knowledge of R.R.	7/7/2015 3:09 PM

Capital to Coast Trail Interviews

9	would like to see trains come back	7/7/2015 3:02 PM
10	Lack of use of RR	7/7/2015 2:50 PM
11	abutting landowner- don't want the trains back!!!	7/7/2015 2:32 PM
12	The base is there- capitalize on it	7/7/2015 2:20 PM
13	uneven ground is a concern	7/7/2015 2:08 PM
14	potential +\- issues]	7/7/2015 1:53 PM
15	Depends on Maine's railroad's stance	7/7/2015 1:37 PM
16	Trail romanticist- hate to think of eliminating trail use.	7/7/2015 1:25 PM
17	Not sure usage will warrant removing the rail.	6/12/2015 9:51 PM
18	Need to think long before removing RR tracks.	5/27/2015 3:42 PM

Q31 If it was possible to do this in a way that the railway bed could be quickly restored in the event train service became a possibility (say, by covering the tracks with dirt pack that could easily be removed) -- then how would you feel?

Answered: 23 Skipped: 2



Answer Choices	Responses
Would support it	52.17% 12
Needs further study	17.39% 4
Out of the question	21.74% 5
Don't know	8.70% 2
Total	23

#	Why?	Date
1	thought it was an interesting idea - but would need to make sure that the surface of the track was well covered so it was safe for bikes to use.	9/1/2015 6:20 PM
2	It would reduce upfront cost, but still leave door open to rail.	7/31/2015 9:32 AM
3	I think the public's concept of redoing anything is seen as government waste. If you're relying on private funding, it's not respectful of donor dollars to undo what you just built. I'm not sure who would want to pay for that.	7/24/2015 4:06 PM
4	Still don't know, but sounds like a reasonable compromise on the surface.	7/22/2015 6:57 PM
5	Very unlikely that the State would allow a trail to be built ON the railbed, but maybe?	7/22/2015 11:02 AM
6	The work would have to be redone after doing all that work.	7/13/2015 8:13 PM
7	would like to also see rail service come back	7/7/2015 2:44 PM

Capital to Coast Trail Interviews

8	it is not feasible,	7/7/2015 2:32 PM
9	Once we have an option, it would be hard to "give it up"	7/7/2015 2:20 PM
10	Why spend money and then have it come back again; unless Maine RR came in and paid for the trail once service resumes	7/7/2015 2:08 PM
11	could support with further study	7/7/2015 1:53 PM
12	If railroad use is then resumed, could create more conflict	7/7/2015 1:37 PM
13	Keep open the possibility of trail service. Could build up clientele- if people are using it, they're more likely to keep supporting it.	7/7/2015 1:25 PM
14	Stronger option than removing the rail.	6/12/2015 9:51 PM

Q32 Do you have any other comments or observations about the proposed trail that you haven't had a chance to say yet?

Answered: 17 Skipped: 8

#	Responses	Date
1	Happy to help on future studies. I'm currently collaborating on a bicycling tourism impact study that could be relevant -	8/4/2015 9:49 AM
2	No, just that appreciate folks who are taking time to work on it.	7/31/2015 9:32 AM
3	I'm fascinated with the idea that you could have a trail running alongside the trail. I don't get why today you can't walk on the railroad for safety reasons, but could build right next to it -- aren't the property issues the same?	7/24/2015 4:06 PM
4	It sounds very interesting and extremely worthwhile!	7/22/2015 6:57 PM
5	I think if the trail can be done in small sections between Gardiner and Topsham, the towns will quickly see the benefit of it. For example, around downtown Richmond or Bowdoinham. I think there are big possibilities of incorporating the trails with the rivers. I think there is potential for ecotourism and long-term economic development with the trail.	7/13/2015 8:13 PM
6	10 million dollars for a project like this is just a drop in the bucket for community infrastructure. Woolwich just spent 1 million repaving a section of road. the community would get so much out of a project like this.	7/7/2015 3:24 PM
7	looking for more info	7/7/2015 3:09 PM
8	Start as quickly as possible	7/7/2015 3:02 PM
9	no	7/7/2015 2:50 PM
10	no	7/7/2015 2:44 PM
11	nope	7/7/2015 2:32 PM
12	Pleasantly surprised by how well Brunswick trail is being used.	7/7/2015 2:20 PM
13	Add periodic stretch signs and water stops (awareness). Security cameras and lighting on hidden/dark areas. Dog poop bags.	7/7/2015 2:08 PM
14	allow leashed dogs, consider xc skiing	7/7/2015 1:53 PM
15	Don't let taxes go up!!!	7/7/2015 1:37 PM
16	Wonderful history along river-old icehouses etc. and natural history along river recreation is here. Way to connect to natural and historical resources.	7/7/2015 1:25 PM
17	no	5/27/2015 3:42 PM

Capital to Coast Trail Interviews

Q33 Do you have any advice for those who are working to develop this trail?

Answered: 23 Skipped: 2

#	Responses	Date
1	funding suggestions: suggested talking to congressional staff so this project is on their radar. 10 million (for a2k) is just a drop in the bucket for federal projects. talk with Angus King or with other reps that have more seniority than King. talk with state representatives. show them our feasibility study. could raise \$ through an annual race. could entice private donors by giving them naming privilege for the trail.	9/1/2015 6:20 PM
2	There are many great models that I've visited (Erie Canal, GAP trail in PA) - they've done some interesting work with area businesses, rather than just businesses along the trail	8/4/2015 9:49 AM
3	There's a real opportunity to bring the history of the waterfront areas alive with some historical placards along the trail. Would give people a chance to enjoy the history of the route more thoroughly. Showing the old brick factory, old railways station at Harward's Crossing up where 24 comes back across, etc. Help people imagine what it was like.	7/31/2015 9:32 AM
4	Anticipate costs of upkeep and plan on raising additional funding beyond what's needed just to create the trail. ALSO: I'm not entirely sure that rail is dead north of Brunswick.	7/24/2015 4:06 PM
5	Build lots of support early, be prepared for the detractors, and form a strong contingent of partners.	7/22/2015 6:57 PM
6	Keep at it -- and thank you.	7/22/2015 6:05 PM
7	perseverance!	7/22/2015 11:02 AM
8	I think all abutting landowners should be notified and involved in the process soon.	7/13/2015 8:13 PM
9	we need an A2K community advocacy group	7/7/2015 3:24 PM
10	more concrete numbers for taxpayers	7/7/2015 3:14 PM
11	develop more public info	7/7/2015 3:09 PM
12	good to get input	7/7/2015 3:02 PM
13	Communicate well	7/7/2015 2:55 PM
14	Keep positive attitude	7/7/2015 2:50 PM
15	Good luck	7/7/2015 2:44 PM
16	communication and outreach. Reach out now to abutting landowners to give info and get support through letters, invites, websites	7/7/2015 2:32 PM
17	Have all financial info ready when presenting so objections can be addressed immediately.	7/7/2015 2:20 PM
18	Listen to peoples' concern	7/7/2015 2:08 PM
19	success requires affirmative outreach (beyond notices), stand outside Anabelle's bookstore at Farmers' market where people congregate and engage them. Town website, get info out.	7/7/2015 1:53 PM
20	Good luck!!	7/7/2015 1:37 PM
21	Invite Larry Warren to speak (Kingfield area) to coalition	7/7/2015 1:25 PM
22	Get good nourishment, it's going to take a long time. Promote it by starting with in town sections. Then extend further out as demand increases.	6/12/2015 9:51 PM
23	Involve as many as possible.	5/27/2015 3:42 PM