

MAKING IT COUNT: Trail Use on the Upper Charles Rail Trail

Holliston, Massachusetts



Two passive infrared counters provided by MAPC, set up in December 2019 along 6.7 mile rail trail.

Counter in Downtown Area (Blair Square) and one in southwestern section of town.

Counters are temporary and easy to install, they collect bi-directional (In/Out) data in 15 minute increments, but cannot differentiate between mode type.

HOW WE USED DATA



PLANNING

Review of increased use during COVID -19 (chart 1)

Trail use counts on Sundays between June and October from 9 AM to 1 PM provided to the Agricultural Commission to inform planning of a new Farmer's Market along trail (chart 3)

MANAGING

Trail Use to evaluate participation in Safe Routes to School in May and June 2021 (chart 2)

COMMUNICATION

Data showing significant number of users important to support:

- Purchase of motorcycle/atv for public safety
- Application to a Massachusetts Quick-Build grant program to support downtown businesses by promoting trail users access downtown - wayfinding signage, parking improvements, safety improvements, bike sharrows, and crosswalk improvements.

CASE STUDY: UPPER CHARLES RAIL TRAIL

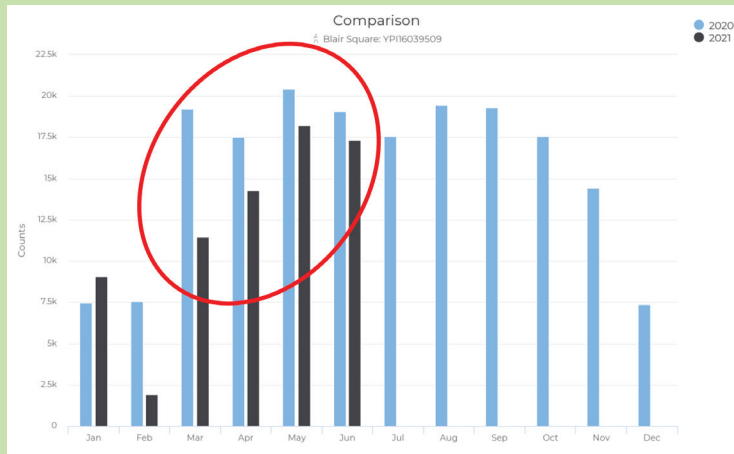


Chart 1: Monthly Trail Use Comparison between 2020 (Blue) to 2021 (Black). Note higher use in March- June 2020 compared with March -June 2021 during COVID-19 Lockdown

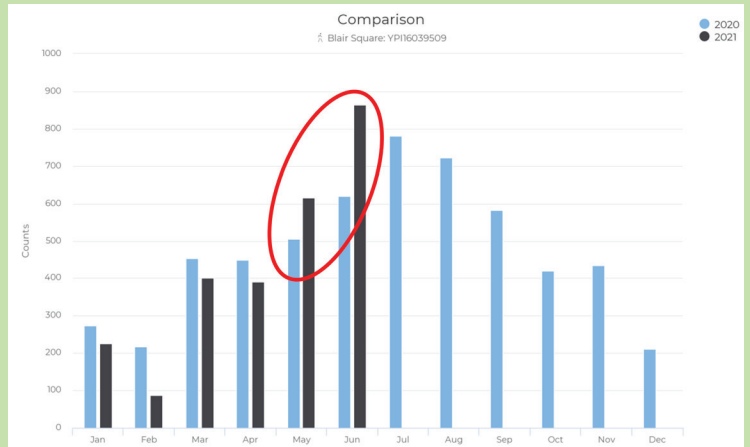


Chart 2: Trail use on Wednesdays from 7AM to 10 AM , and comparison of use 2020-2021. Note increased use in May and June 2021, when compared to May and June 2020, likely as result of Safe Routes to School program on Wednesdays

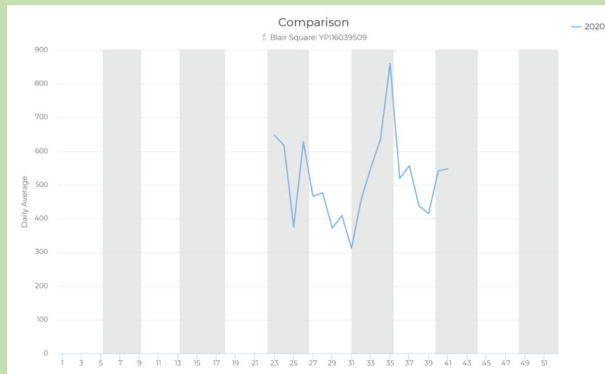


Chart 3: Trail use from June-October 2020 on Sundays, from 9AM to 1 PM, the times of the proposed Farmers Market.

