

HARTA



HARTA's Mission:

The mission of Huntington Area Recreational Trails Association, Inc. (HARTA) is to *design, develop, construct and maintain* Huntington area multi-use trails and greenways for public use, and to *engage in funding and fundraising* in support of that mission.

HARTA was established August 4, 2014

HARTA's Purpose:

- Build awareness of the many benefits of recreational trails for the physical, social, relational and economic wellbeing of the Huntington area.
- Be an advocate for the development, construction and expansion of trails which will create an improved quality of life, alternative safe modes of transportation, and sense of vitality for the Huntington area.
- Act as a strategic partner in raising financial resources and volunteer support to ensure the continuity of a quality network of recreational trails in the Huntington area.
- Educate the citizens of Huntington about the history and heritage of our city being developed along our railways and rivers.

● More Attractive Communities

● Increased Economic Benefits

● Safer routes for bicyclists, pedestrians and children traversing to school

● Alternate routes for transportation

● Higher property values

● Opportunities for improved health



BENEFITS OF TRAILS:

Trails and greenways impact the economy through tourism, events, urban redevelopment, community improvement, property values, health care costs, jobs and investment, and general consumer spending.

Benefits of trail systems to cities and towns include:

- **More attractive communities**

In April, 2002 a survey of 2,000 recent home buyers was co-sponsored by the National Association of Home Builders and the National Association of Realtors. The survey asked about the "importance of community amenities," and trails came in second only to highway access. Those surveyed could check any number of the 18 amenities, and 36 percent picked walking, jogging or biking trails as either "important" or "very important." Sidewalks, parks, and playgrounds ranked next in importance. From National Association of Home Builders and the National Association of Realtors

- **Increased economic benefits**

Many studies show that trails and greenways promote economic activity through direct spending as well as employment. 2014 Recreational Trails Program Annual Report

- **Safer routes for bicyclists, pedestrians and children traversing to school**

...stud[ies] show that occurrence of major crimes committed affecting the estimated 5 million trail users across the country, is vastly below national rates for those crimes.

- **Alternate routes for transportation**

Trails and greenways make our communities healthier, link our neighborhoods, contribute to tourism and civic improvement, and provide alternatives to driving. 2014 Recreational Trails Program Annual Report



• Higher property values

*...in various parts of the United States seem to show that concerns about trails lowering property values and increasing crime are unfounded. In fact, trails have consistently been shown to increase (or have no effect on) property values, to have no measurable effect on public safety, and to have an overwhelming positive influence on the quality of life for trail neighbors as well as the larger community. **Impacts of trails and trail use; AmericanTrails.org; Trail Effects on Neighborhoods: Home Value, Safety, Quality of Life***

Using a research model they developed, Parent and vom Hofe found that from a real estate perspective, trails can have significant, positive spillover effects on property values when these properties are located within reasonable distances to the trails.

• Opportunities for improved health

Huntington County Health Data

Adult Obesity Rate 30.4%; State of IN 29.0%

Adult Diabetes Rate 9.6%; State of IN 9.2%

The significant benefits of physical activity include helping to:

- Control weight
- Control high blood pressure
- Reduce risk for type 2 diabetes, heart attack, and colon cancer
- Reduce symptoms of depression and anxiety
- Reduce arthritis pain and disability
- Prevent osteoporosis and falls

Centers for Disease Control and Prevention (CDC)

Many people believe that dealing with overweight and obesity is a personal responsibility. To some degree they are right, but it is also a community responsibility. When there are no safe, accessible places for children to play or adults to walk, jog, or ride a bike, that is a community responsibility. —DAVID SATCHER, Surgeon General, Call to Action to Prevent and Decrease Overweight and Obesity, 2001



Trail Expansion in the City of Huntington, IN:

History was made in February of 2015 when Huntington Redevelopment Commission in partnership with the Huntington City Council unanimously passed a public bond issue which will enable the completion of six-plus miles of trails throughout the city of Huntington. It is hopeful that the trails scheduled for construction will be completed sometime in 2016.

Sections already completed include The Lime City Trail, The Little River Trail Section 3, The Erie Rail Trail Pedestrian Bridge, The Evergreen Trail and The Little River Trail Section 4 (anticipated completion Fall 2015). The Erie Rail Road Bridge has been refurbished for foot traffic and HARTA has secured a Lilly Foundation Grant to build a community pavilion beside the bridge.

Jon and Shelly Schenkel have graciously donated The Wabash Railroad Depot cargo depot to the City of Huntington. It is being refurbished as the main hub for the Huntington trail system and will boast both internal and external gathering areas for trail users.



HARTA PROJECTS

Huntington Trails App Project (H-TAP):

As the [HARTA](#) board of directors sought revenue to fund trail expansion and accompanying amenities, a query arose: What is a method for generating revenue which allows community participation in conjunction with corporate sponsorship? From this desire the Huntington Trails App Project was conceived. The beauty of H-TAP is that charitable, corporate contributions are directly dependent upon the involvement of community citizens and their trail usage, allowing all citizens to contribute to the development of trails and amenities.

Armed with the ideas but lacking technical expertise, a few members of [HARTA's](#) Board of Directors met with [Reusser Design](#) to present a list of desired outcomes, then promptly retreated to allow [Reusser's](#) technical design engineers to make the wish-list a reality. The result is truly unique and trendsetting.

[Our Sunday Visitor](#) donated the money for the app's construction. [HARTA](#) is now seeking business/corporate sponsors willing to invest in the wellbeing of Huntington's citizens by committing to app sponsorship. Premier sponsors may choose a Sponsorship package with which they're comfortable.

Trail Amenities

Amenities will make the trail system attractive and informational.

Examples of amenities are:

[benches](#), [trash cans](#), [picnic tables](#), and [signage](#).

Having the correct amenities in the proper locations encourages usage, beautifies our communities, and reduces littering.



HARTA PROJECTS

Erie Rail Trail Pavillion

HARTA secured a matching grant from the **Lilly Foundation**. These funds will be used to build a pavilion beside the newly renovated Erie Rail Trail pedestrian crossing.

Erecting a pavilion in this location serves to:

- Honor the heritage of the Erie Rail Road and its economic impact on the development of our community
- Educate the citizens of Huntington about the history and heritage of the Erie Rail Road,
- Provide a rest stop for trail users and fitness enthusiasts as they travel the Huntington recreational trail system
- Boost the economic impact of tourism as the growing popularity of the trail system and its amenities attract trail enthusiasts
- Provide a community gathering place in a beautiful riverfront setting overlooking the Little River
- Create a safe resting or meeting place for families and children as they traverse to school or the Boys and Girls Club, or hold neighborhood celebrations and community events
- Promote the recreational, fitness, and leisure opportunities for East side residents in the City of Huntington

Since the development of the Huntington area river greenway and trail system is for the citizens of the community in addition to its visitors, the estimated number of persons served is immeasurable; For the 8,000 residents living East of Jefferson Street, the addition of a pavilion, and trail and greenway construction will serve to boost community morale and amenities.

Matching funds for this grant (\$20,000.00) are due in November of 2015.

You may choose to donate specifically for the construction of this pavilion.

Wabash River Trail

HARTA has been networking with surrounding communities in an effort to connect community trails. There is a group from the Community of Wabash that is working towards developing a cycling trail that will run along the Wabash River, effectively connecting the Wabash trail system to the Huntington trail system. Connecting to trail systems in other communities will make Huntington one of many destination stops along this ever-expanding trail system.



HARTA PROJECTS

Future Trail Construction

It is important that **HARTA** continue looking for ways to expand the trail system in the community of Huntington. Possible areas of expansion include a trail leg to Parkview Huntington Hospital, an underground tunnel or overpass across US 24. This would allow for Huntington University students as well as Huntington community residents to access the north retail section of the community and the Parkview Huntington Medical Clinic.

Our Financial Goal

In order to make the dream of having maintained, suitable trails a reality, **HARTA** is aware that significant financial resources outside of what has already been completed, will need to be committed. Therefore, it is our goal to launch into a multi-tiered campaign strategy, with several opportunities for giving over the next five years. We have looked at the cost of implementation, maintenance, and necessary amenities, and have set a goal of raising \$1 million over the five year time-frame.



Your Involvement:

HARTA offers two exciting avenues for your participation in the financial development of trails in Huntington:

1. Be a premier partner in launching H-TAP.
 - Link charitable giving to trail app usage through per mile donations, tracked by our app database, and invoiced annually
 - Recognition through promotion on app and signs along trail
2. Be a community partner at one of our designated Gifting Levels, which come with recognition in various ways.

Gifting Levels

Goal: \$1 million over 5 years, \$200,000 per year

Level 1 (1 needed): \$100,000 **\$20,000 per year**

Recognition: Naming rights to a trail, signage, app sponsorship

Level 2 (5 needed): \$50,000 **\$10,000 per year**

Recognition: Naming rights to a pavilion, signage, app sponsorship

Level 3 (10 needed): \$25,000 **\$5,000 per year**

Recognition: Rest node sponsor, signage, app sponsorship

Level 4 (20 needed): \$10,000 **\$2,000 per year**

Recognition: Trailside interpretive signage sponsor, app sponsorship

Level 5 (20 needed): \$5,000 **\$1,000 per year**

Recognition: Choice of: Bench/Picnic Table/Landscape Bed sponsorship, app sponsorship

Level 6 (40 needed): \$2,500 **\$500 per year**

Recognition: Choice of: Bike Rack/Tree sponsorship, app sponsorship

Level 7 (Many needed): Gifts to add more mileage onto trail....cost is \$75/square foot



Data, Research, Literature:

- **Workplace Wellness Programs Study:**
<http://www.dol.gov/ebsa/pdf/workplacewellnessstudyfinal.pdf>
- **Economic Benefit of Trails**
American Trails.org:
<http://www.americantrails.org/resources/economics/economic-benefits-trails-macdonald.html>
- **2014 Recreational Trails Annual Report:**
http://passthrough.fwnotify.net/download/715927/http://www.fhwa.dot.gov/environment/recreational_trails/overview/report/2014/report_2014.pdf
- **Property Value/Desirability Effects of Bike Paths Adjacent to Residential Areas:**
<http://sites.udel.edu/dct/files/2013/10/Rpt.-188-Bike-Paths-1wthsln.pdf>
- **IN Shape Indiana.org:**
<http://www.inshapeindiana.org/index.htm>
- **In it Together—Building a Culture of Health**
Robert Wood Johnson Foundation:
<http://www.rwjf.org/en/about-rwjf/annual-reports/presidents-message-2015.html>
- **Transportation Enhancements & Alternatives Spending Report**
JUNE 2014 Transportation Alternatives Data Exchange
- **The transportation prescription BOLD NEW IDEAS FOR HEALTHY, EQUITABLE TRANSPORTATION REFORM IN AMERICA**
BY Judith Bell, President, PolicyLink
Larry Cohen, Founder and Executive Director, Prevention Institute
EDITED BY Shireen Malekafzali, Senior Associate, PolicyLink
- **PEDESTRIAN AND BICYCLE INFRASTRUCTURE: A NATIONAL STUDY OF EMPLOYMENT IMPACTS**
Heidi Garrett-Peltier
Political Economy Research Institute, University of Massachusetts, Amherst,
June 2011
- **DRIVEN TO SPEND:**
Pumping Dollars out of Our Households and Communities
Surface Transportation Policy Project, June 2005

