TRAFFIC ON THE TRAIL

Texas A&M AgriLife Extension

HOUSTON- MEMORIAL PARK

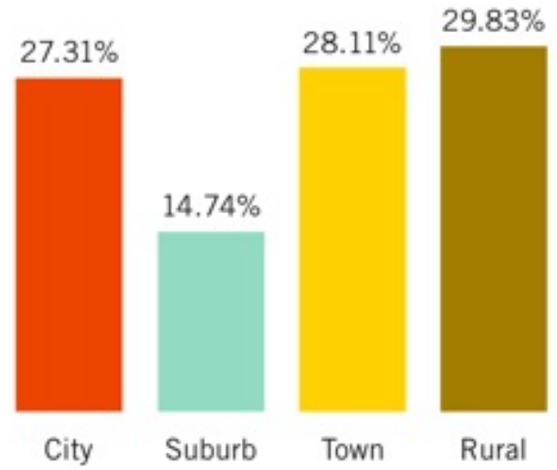
Texas Public Libraries

FISCAL YEAR 2010

Quick Stats

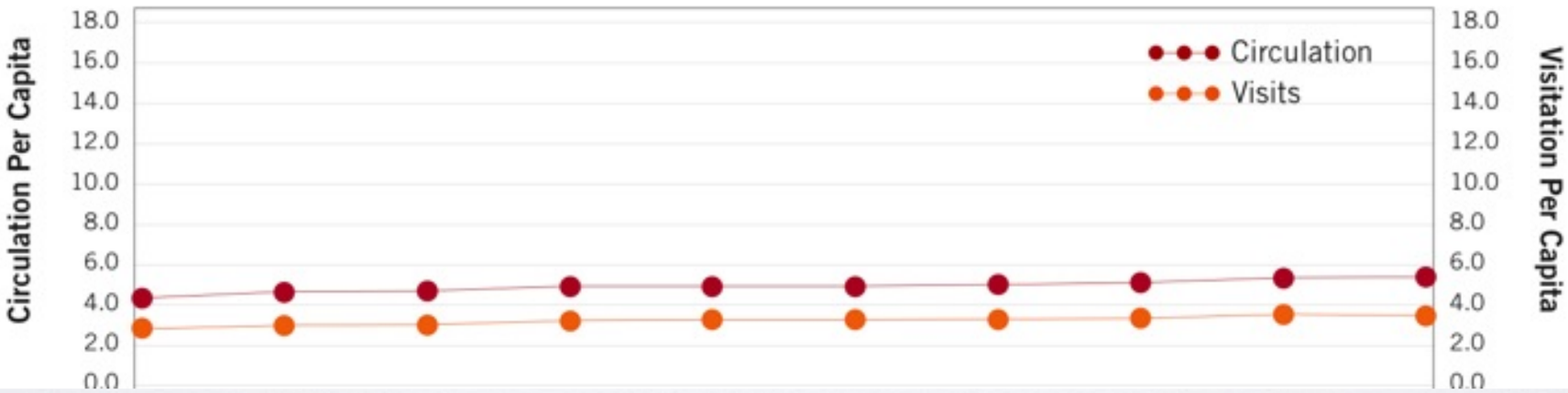
Number of Public Libraries	549
Number of Public Outlets	852
Population Served	22,962,963
Number of Full Time Equivalent Librarians	2,251
Number of Full Time Equivalent Staff	7,115

Public Library Outlets by Locality



Locality based on NCES locale codes.
For additional details see http://go.usa.gov/YPMW.

Visitation and Circulation Per Capita (FY 2001-2010)



10,000 users a day?

Trouble Shooting

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Which Method?

What is "Use"?

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When to count?

Types of Use/Users?

Where to Count?

Data Entry Form

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Loop Trail?...?....?

Time of Day

Special Use/Seasonal Use

Weather, seasons, drought

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Telling their Story

Users

vs

Uses

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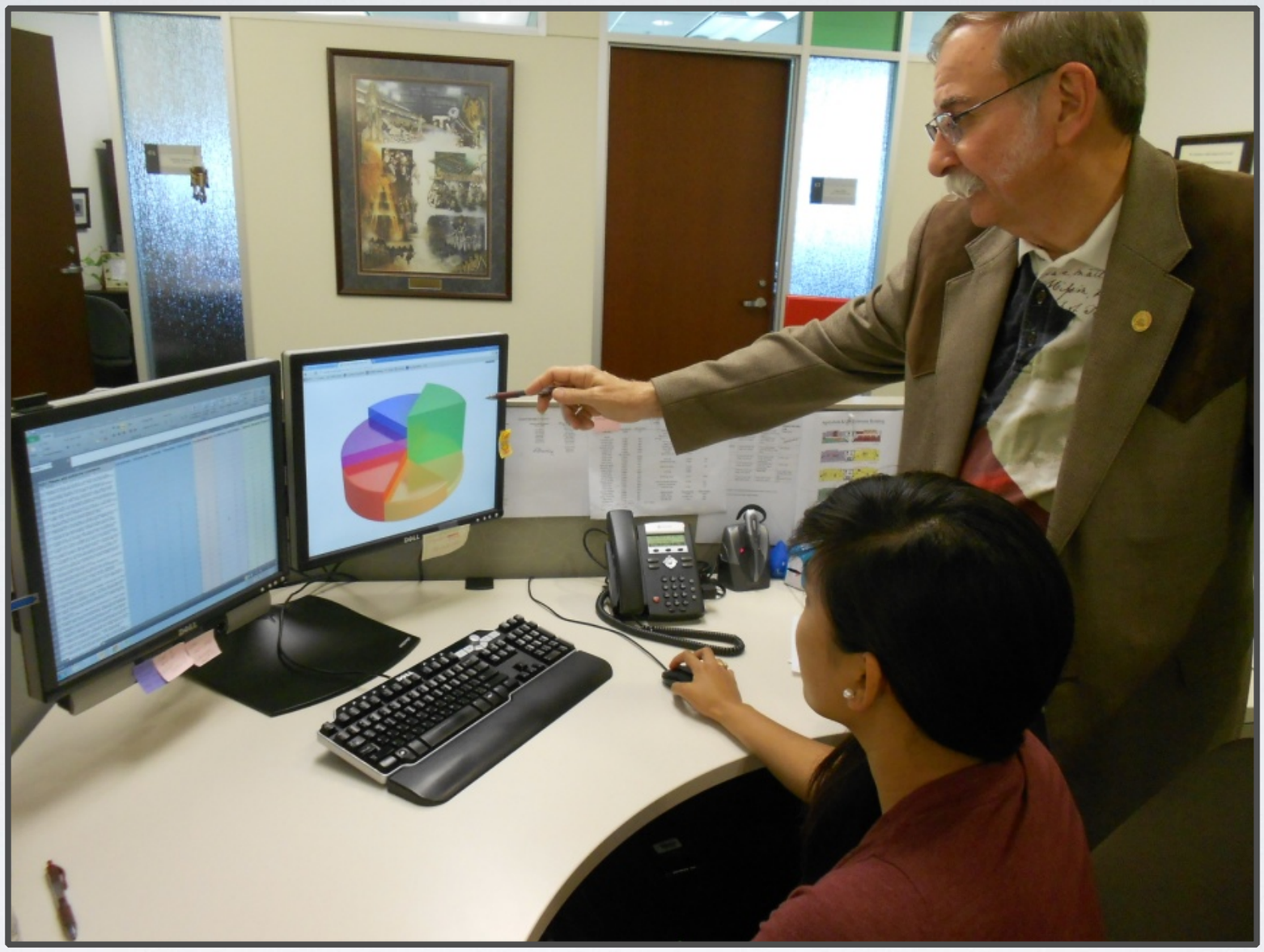

Opinion not Data Driven

Correlation NOT causation

KEY CONCEPTS

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Have a clear Goal

Be systematic and consistent

Follow the Golden Rule

Be transparent

limitations plural of **lim·i·ta·tion** (Noun)

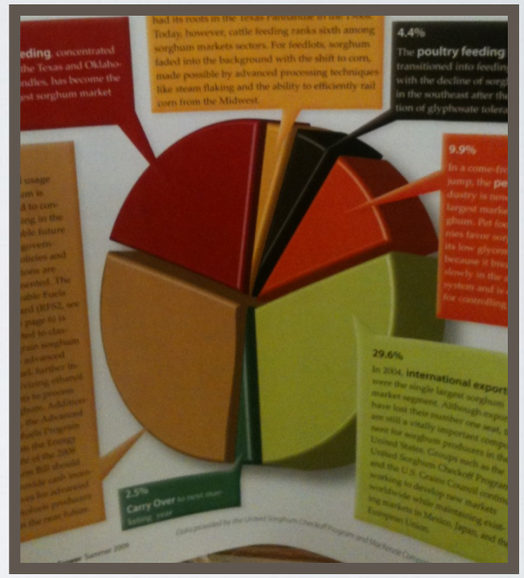
Noun

1. A limiting rule or circumstance; a restriction.
2. A condition of limited ability; a defect or failing.

Understand & Report Limitations

Pilot Test, Pilot Test, Pilot Test…

Counting Locations
Seasons, Times, Days
User Counts
Data Entry
Data Findings



San Jose trail count shows increases

Volunteer counting trail users on San Jose's Guadalupe River Trail

1. Ascertain daily usage volume.
2. Determine trail user needs, demographics, and perceptions.
3. Confirm that trails support both recreational and commute uses.
4. Determine the share of daily commuters.

Trail Count is conducted annually with the support of community and corporate volunteers, City staff, and the Guadalupe River Park Conservancy, Silicon Valley Bicycle Coalition, and Five Wounds Trail Neighborhood/Communiversity.

The count of trail users was done on Wednesdays, September 14 and 28. Counts at six stations occurred along

Know the Value of your Data

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