

Section IV

Perceived Benefits and Concerns

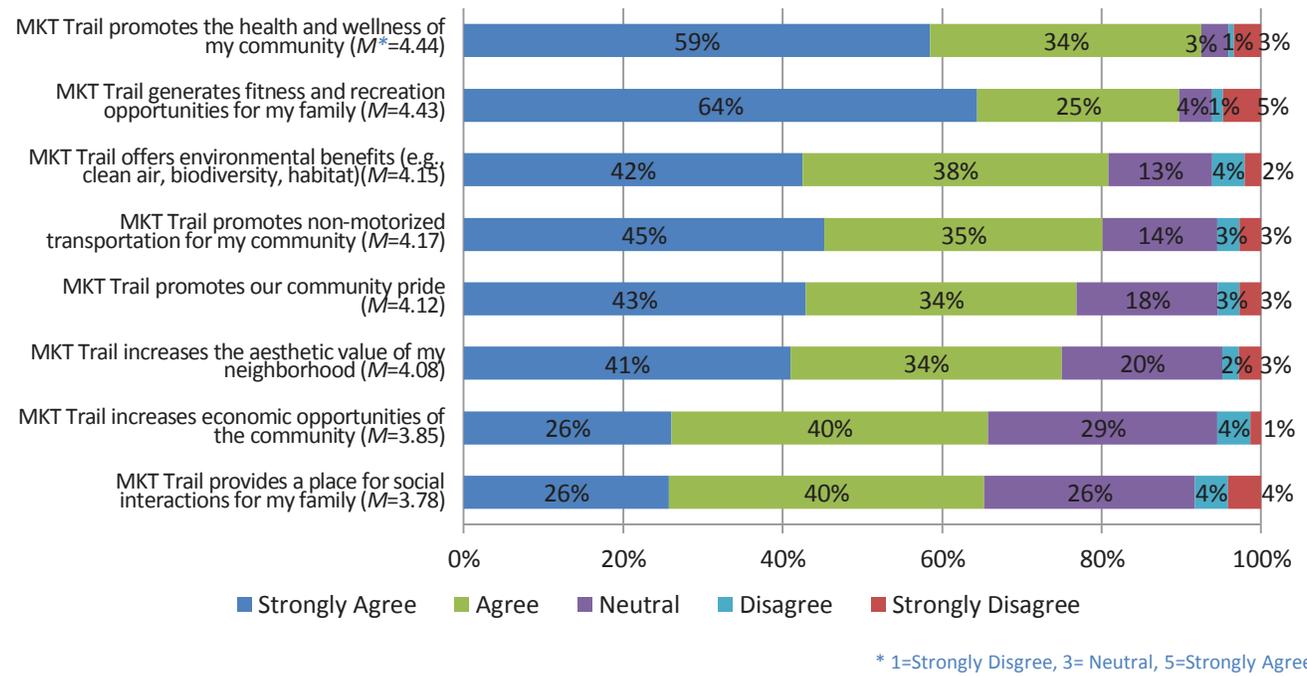
➤ PERCEIVED BENEFITS

Eight benefits of the MKT Trail were examined in the questionnaire, asking the property owners to rate the extent to which they agree or disagree with each of the statements (1=Strongly Disagree, 3=Neutral, 5=Strongly Agree; Figure 14). Respondents had a very high rating on potential benefits of the MKT Trail ($M=4.13$). A majority (66% to 93%) of the respondents indicated that they strongly agreed or agreed on all eight benefits. Additionally, 3%-29% indicated they were neutral on each of the benefits.

Of the benefits, the highest percentage of respondents agreed that the MKT Trail promoted the health and wellness of the community (93%), followed by the MKT Trail generated fitness and recreation opportunities for the community (89%), offered environmental benefits (80%) and promoted non-motorized transportation for the community (80%).

Figure 14

Benefits of the MKT Perceived by MKT Trail neighbors

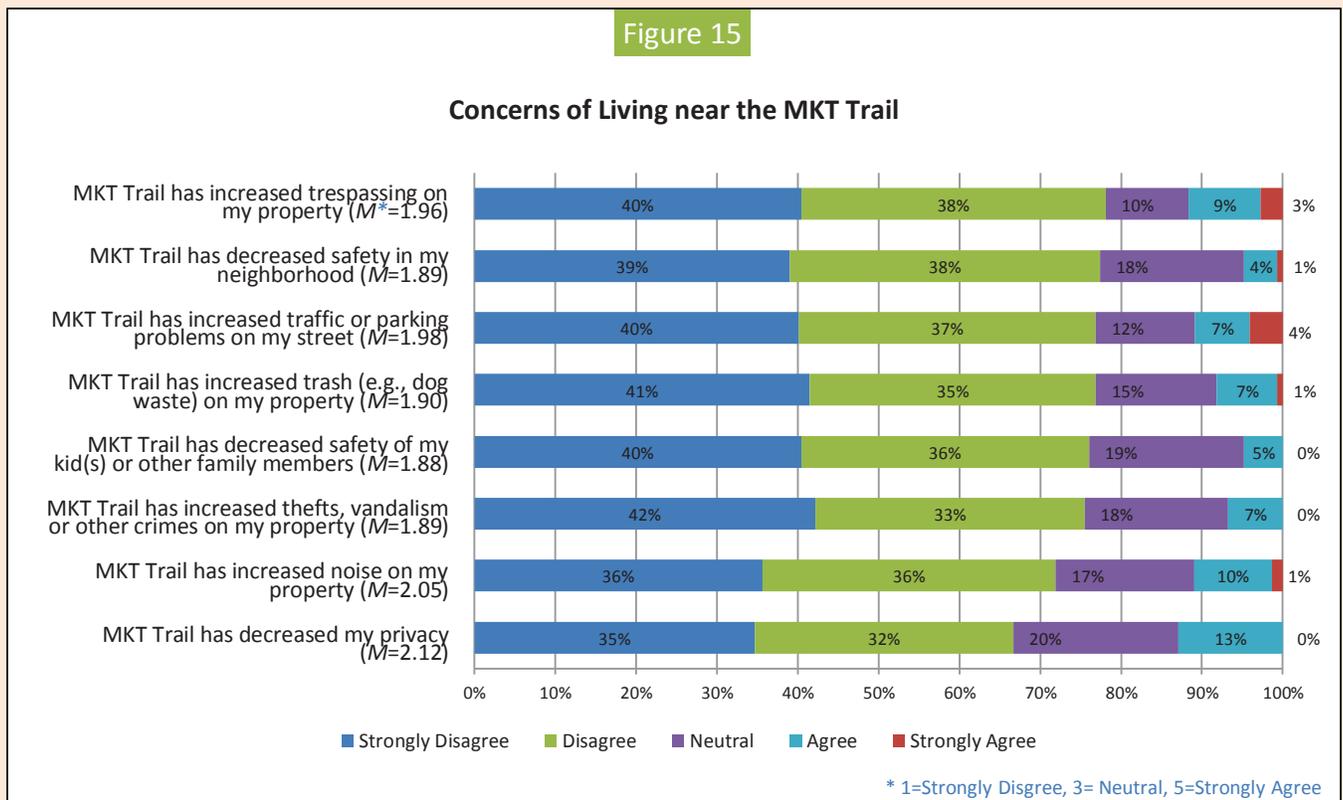
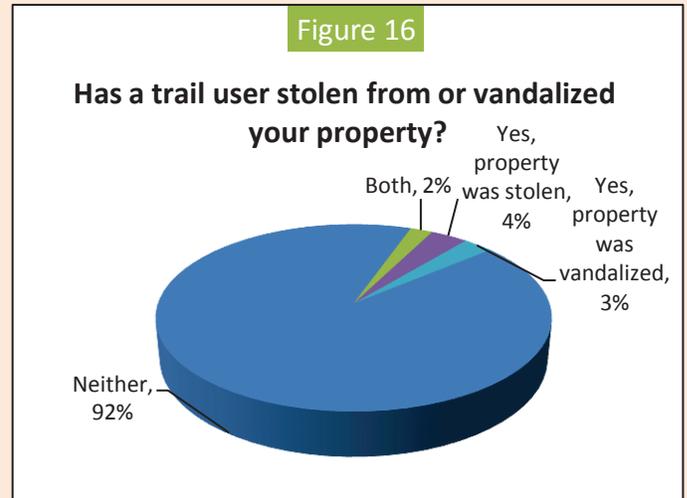


➤ **PERCEIVED POTENTIAL CONCERNS**

Eight types of potential concerns of living near the MKT Trail were examined in the survey (Figure 15). Overall respondents had low concerns about living near the MKT Trail ($M=1.96$). Only a small percentage of respondents (5%-13%) reported they agreed or strongly agreed with the listed concerns. The concern that the highest percentage of respondents had were decreased privacy (13%), increased trespassing (12%), increased traffic or parking problems (11%), and increased noise on their property (11%). They were least concerned about safety issues such as decreased safety in the neighborhood and decreased safety of kids and other family members.

Given previous studies have identified that property loss and vandalism is one of the largest concerns for property owners along trails, respondents were also asked to report

crimes on their property to better understand this issue. Actually, most respondents (92%) reported that nothing on their property had been stolen or vandalized by a trail user (Figure 16). Four percent (4%) reported that they had suffered theft from their property, 3% reported their property had been vandalized, and 2% reported both.



➤ **FACTORS INFLUENCING SATISFACTION**

To better understand how these benefits and concerns affect the overall residents' satisfaction, two binary logistic regression models were used to examine the relationship between these potential benefits and concerns, and satisfaction levels. Given the small sample of respondents indicating unsatisfied (n=2) and indifferent (n=7) perceptions, these two categories were excluded for analysis. Therefore, the binary logistic regression measures the possibility of changing from being satisfied to being very satisfied, as the ratings on benefits or concerns change. Both models controlled for gender, trail use frequency, income, and age as these factors may affect satisfaction as well.

The model examining benefits' relationship with satisfaction showed that the items "MKT

Trail promotes non-motorized transportation for my community" ($\beta=1.13, p=0.04$) and "MKT Trail promotes our community pride" ($\beta=1.66, p=0.02$) were positively associated with overall satisfaction (Figure 16). This result indicates that promoting the trail's benefit on non-motorized transportation and promoting community pride for the trail could increase the already high satisfaction levels.

The model on concerns revealed "MKT Trail has decreased safety of my kid(s) or other family members", which is the lowest rated concern, was negatively related with the possibility of the rating changing from "satisfied" to "very satisfied" ($\beta=-3.27, p=0.02$). Therefore, better addressing citizens' safety concern about their kids or other family members could positively affect overall satisfaction.

