







#### OFFICE OF GREENWAYS AND TRAILS

The **Office of Greenways and Trails** was established to fulfill the Florida Greenways and Trails Act...

To ... "conserve, develop, and use the natural resources of this state for healthful and recreational purposes"













#### OFFICE OF GREENWAYS AND TRAILS - PURPOSE

Coordinate and Advance the Florida Greenways and Trails System to support Florida's:







#### FLORIDA GREENWAYS AND TRAILS SYSTEM PLAN GOALS

Goal 1

Delineate Regional Systems Goal 2

Strategic
Investment of
Resources to
Advance
System
Completion

Goal 3

Promote and
Market the
Florida
Greenways and
Trails System to
Residents and
Visitors

Goal 4

Establish
Partnerships
and Engage
Stakeholders



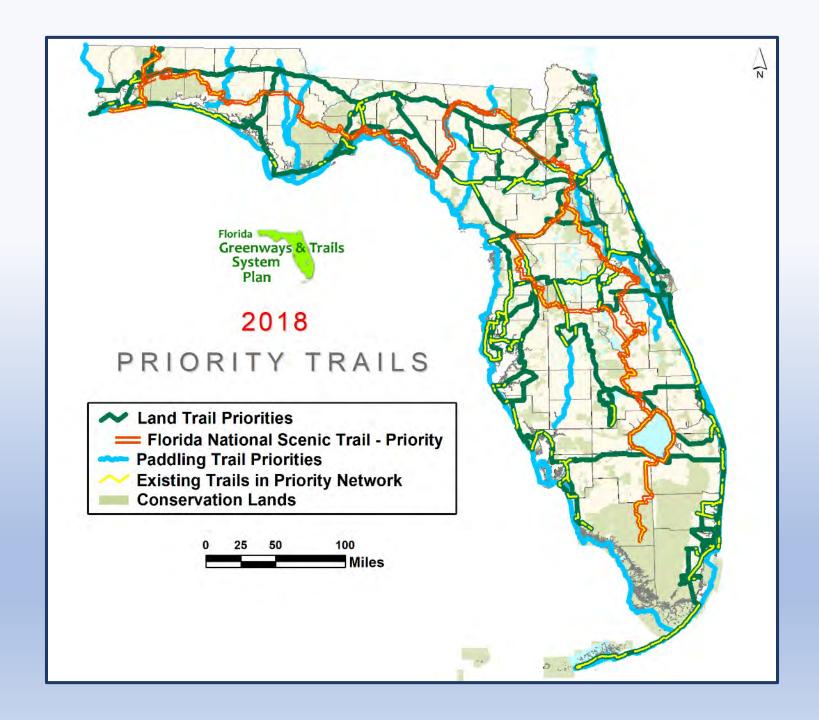
#### Goal 1: Delineate Regional Systems





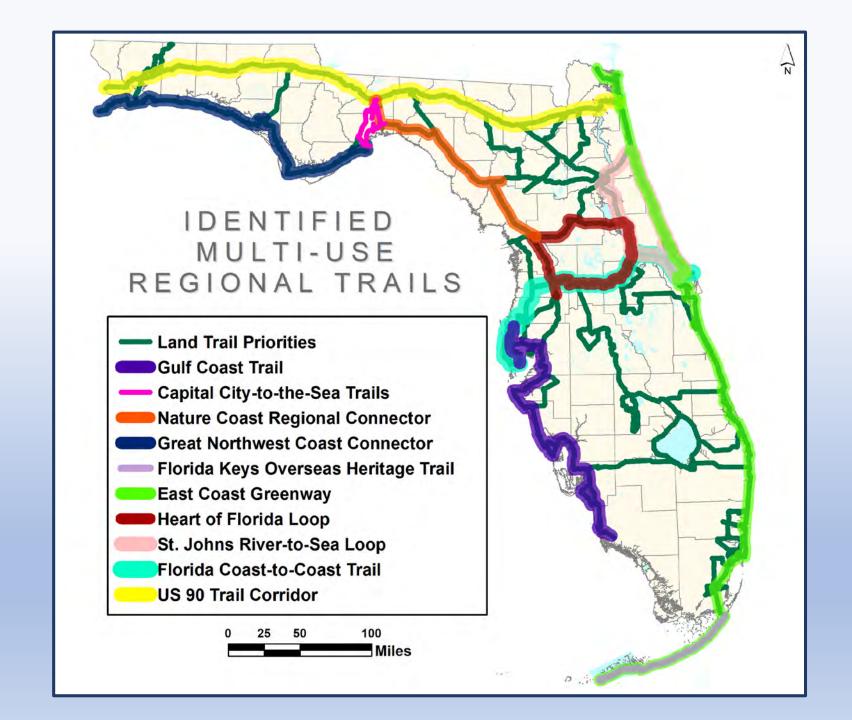














#### SHARED USE NON-MOTORIZED (SUN) TRAIL NETWORK

**CHS 335.065 AND 339.81, FLORIDA STATUTES** 

- The Florida Shared-Use Nonmotorized Trail Network is established as the paved multi-use trail component of the Florida Greenways and Trails System in chapter 260
- Florida Department of Transportation given the authority to fund the statewide system of interconnected multiuse trails
- Planning, Acquisition, Design and Construction of priority multi-use trails identified within the Florida Greenways and Trails System under chapter 260





#### PARKS AND COMMUNITY TRAILS



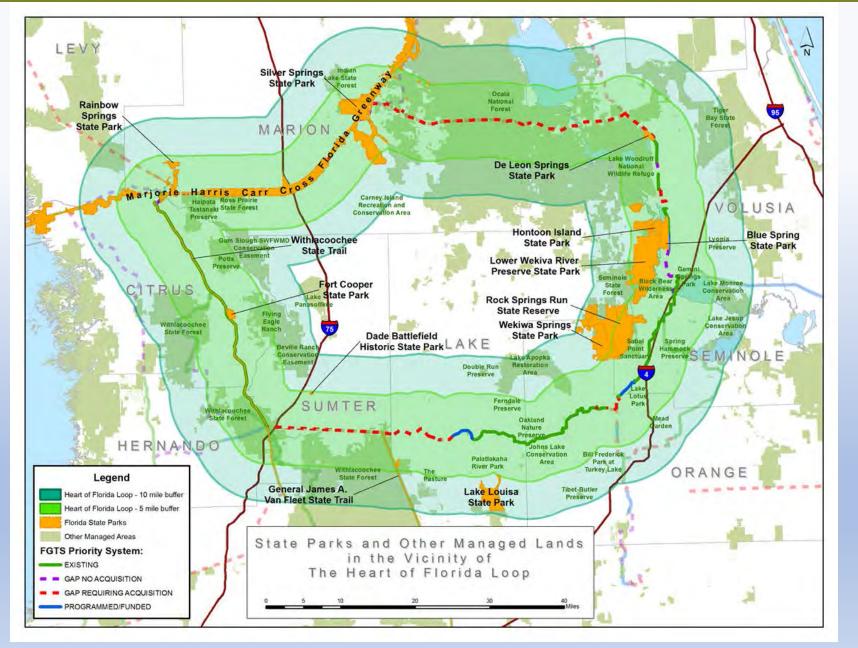
**Goal:** Connect community parks and state parks to the Florida Greenways and Trails Priority System

Efforts are being made to connect state parks to the Florida Priority Greenways and Trails system





#### PARKS AND COMMUNITY TRAILS



Efforts are being made to connect state parks to the statewide trails system



Outdoor Recreation in Florida

# THE BIG PICTURE

## \$58.6 Billion in Annual Consumer Spending

- 485,00 DIRECT JOBS
- \$3.5 BILLION IN STATE AND LOCAL TAXES
  - \$17.9 BILLION IN WAGES





Fiscal Year

16/17

\$3 BILLION

Direct Economic Impact



**Attendance:** 

32 Million



JOBS SUPPORTED 48,622

**Cross Florida Greenway and Florida Keys Overseas Heritage Trail has greatest direct economic impact** 





#### 2017 ECONOMIC STUDY OF FLORIDA RECREATIONAL PURSUITS

BICYCLING ON PAVED ROADS AND TRAILS

BICYCLING ON UNPAVED TRAILS

\$6 BILLION

\$2 BILLION



FITNESS WALKING AND JOGGING

\$13.5 BILLION

**PADDLING** 

\$3 BILLION





# EVERY DOLLAR SPENT ON WALKING PATHS SAVES \$3 IN MEDICAL EXPENSES

**American Heart Association** 







# TRAILS ARE AMONG THE TOP 4 COMMUNITY AMENITIES SOUGHT BY HOMEOWNERS OF ALL AGES

National Association of Homebuilders, 2016









**West Orange, Little Econ and Cady Way Trails in Orange County** 

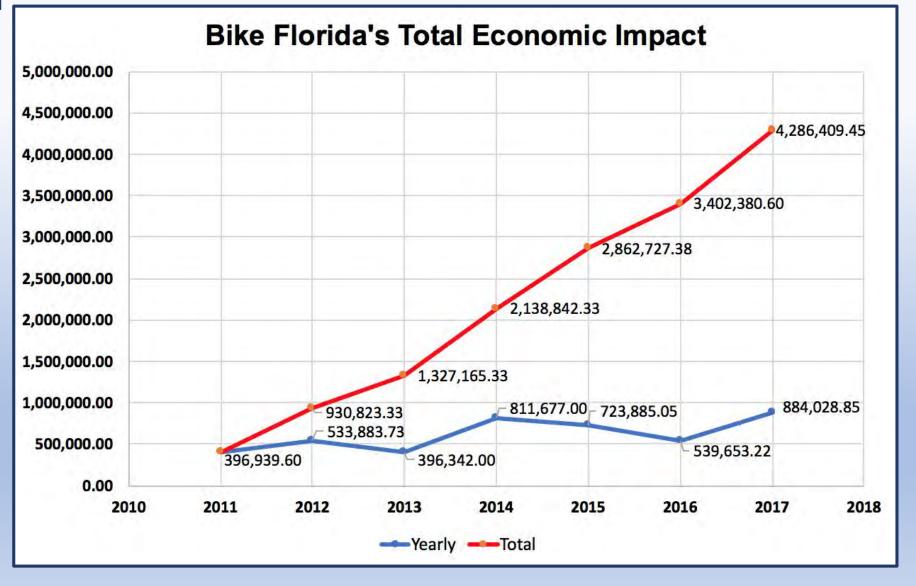
### REGIONAL TRAIL STUDY

- 516 JOBS
- ANNUAL ECONOMIC IMPACT OF \$42.6 MILLION
- SUPPORTED 61 JOBS IN DOWNTOWN WINTER GARDEN





## TRAIL EVENTS BOOST LOCAL AREAS





#### GOAL 2: STRATEGIC INVESTMENT OF RESOURCES TO ADVANCE SYSTEM COMPLETION







# GOAL 3: PROMOTE AND MARKET THE FLORIDA GREENWAYS AND TRAILS SYSTEM TO RESIDENTS AND VISITORS









# Working with national, state and local partners to promote local trails and stimulate tourism







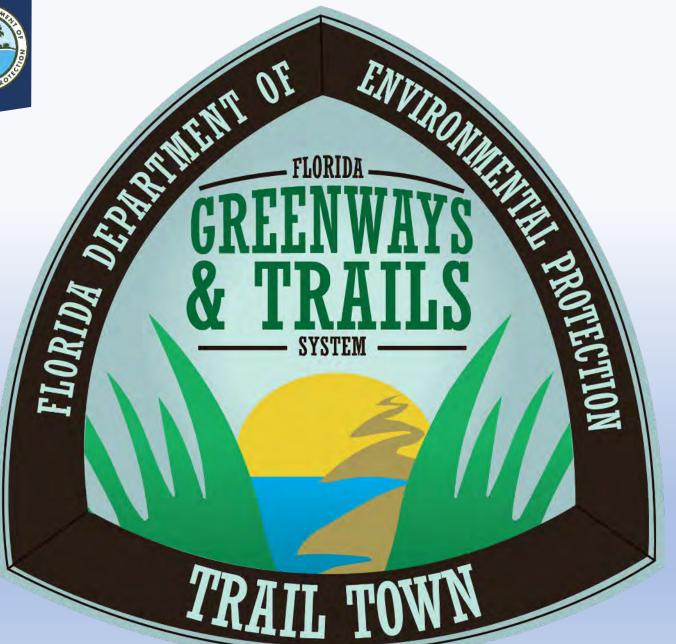












**DESIGNATED TRAIL TOWNS RECEIVE** SIGNS, STICKERS FOR PARTICIPATING BUSINESSES, **WEBSITE PRESENCE AND PUBLICITY** 





# TRAIL TOWN PROGRAM GOALS



- Enhance the quality of the trail experience
- Promote tourism and growth of Florida's trails
- Increase the amount and frequency of trail users
- Boost economy via purchases from trail users
- Engage citizens through community participation







# A WIN-WIN FOR BOTH THE TOWNS AND TRAIL USERS





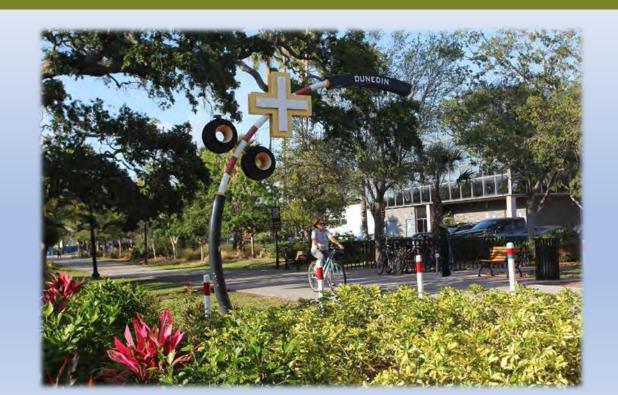






#### **DUNEDIN: FLORIDA'S INAUGURAL TRAIL TOWN**

"We couldn't be more proud. Our downtown has thrived around the trail and attracted folks of all ages and abilities. We like to think of the trail as the main artery of our community." Dunedin Mayor Julie Ward Bujalski







### GOAL 4: ESTABLISH PARTNERSHIPS AND ENGAGE STAKEHOLDERS

# The FGTS plan complements other statewide planning efforts and programs

































Florida Greenways & Trails Foundation





























