

# Eco-Counter - IMBA MTB WHY COUNT

## TRENDS

- Capture daily, weekly, and seasonal usage trends
- Understand weekday vs. weekend trail use
- Understand the impact of weather on trail usage
- Creation trail use prediction models
- Understand summer vs winter ridership patterns
- Capture peak periods
- Understand year on year growth of trails
- Capture changing demand for recreation (ex. growth in popularity of fat bikes)
- Track demand for parking and other amenities

## MAINTENANCE + PLANNING

- Inform trail maintenance planning on the most used trails
- Assess trail development needs
- Capture entry and exit trends
- Understand usage flows across different sections of a trail and network
- Gain an understanding of which trails are more popular for climbing versus descending efforts
- Undertake conservation efforts on well-trafficked trails
- Target events & promotions based on usage patterns
- Optimize trail maintenance schedules
- Improve security by understanding if trails are being accessed outside of permitted hours

## JUSTIFY

- Scale with survey or economic data to capture the economic impact of trails
- Justify investment in trails
- Scale with survey or health data to capture the socio-health benefits of trails
- Capture success metrics to apply for grants and funding
- Communicate with the public on the success of mountain bike trails

### Example:

In Northwest Arkansas, The Walton Family foundation uses count data [to demonstrate](#) the success of trail projects to the public.

ANNUAL BIKE USAGE  
IN NORTHWEST ARKANSAS  
INCREASED BY **24%**  
BETWEEN 2015 AND 2017



2017 Northwest Arkansas Trail Usage Monitoring Report

