

Riverpark Usage Data Project

Active Living

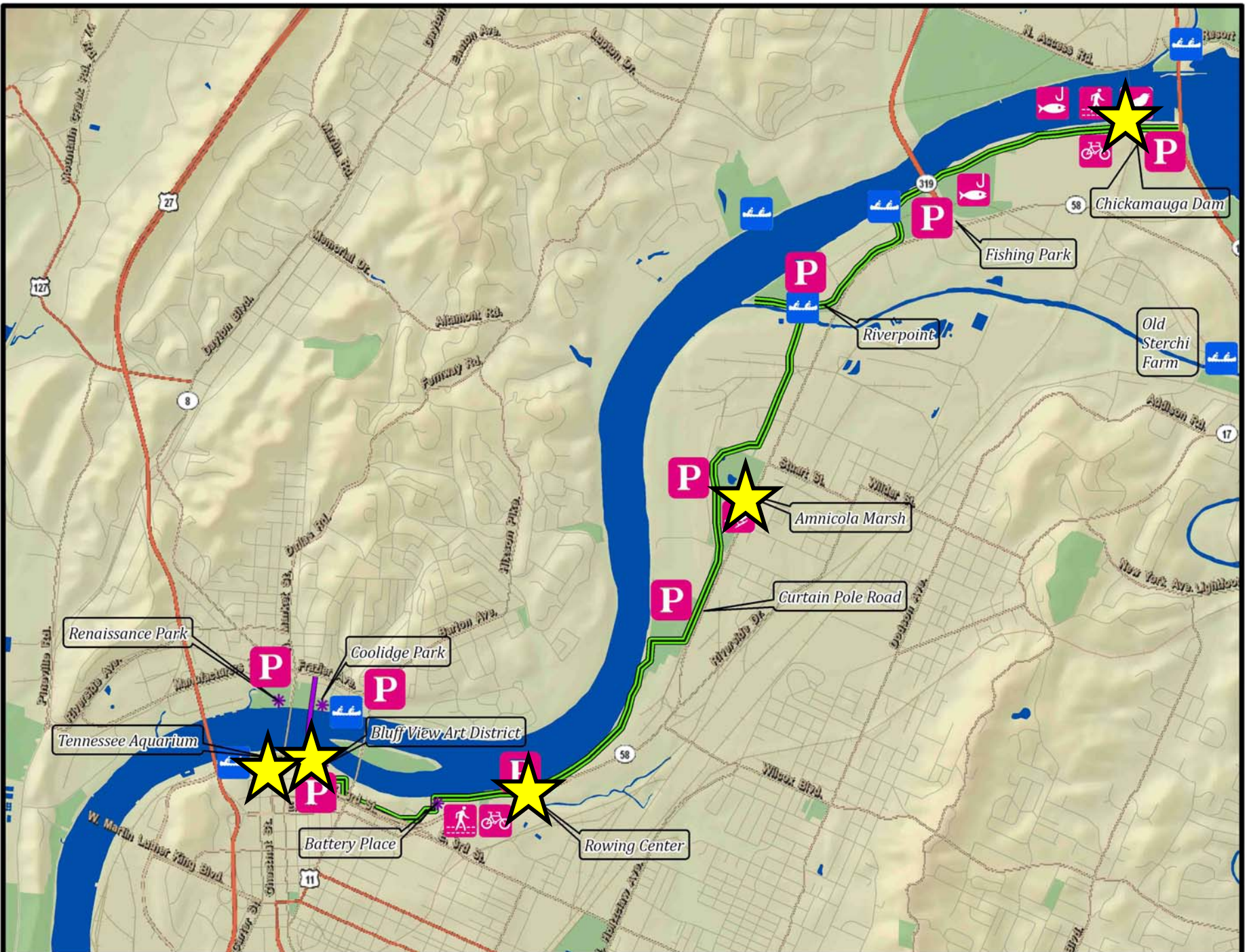
Transportation Network

- To encourage, facilitate and research ways for people to integrate physical activity into their daily routine.
- To stimulate a connection to and an awareness of the environment at large through the use of active transportation.
- To strengthen the relationship within the greater Chattanooga community through action, research and practice.

Method

- 120 + Student Researchers
- 3 Academic Classes
- 4 Months
- 5 Locations
- 167 Observation Hours
- 6322 Observed Cases
- 263 Intercept Surveys

Where?



Chickamauga Dam

Fishing Park

Riverpoint

Old Sterchi Farm

Amnicola Marsh

Curtain Pole Road

Renaissance Park

Coolidge Park

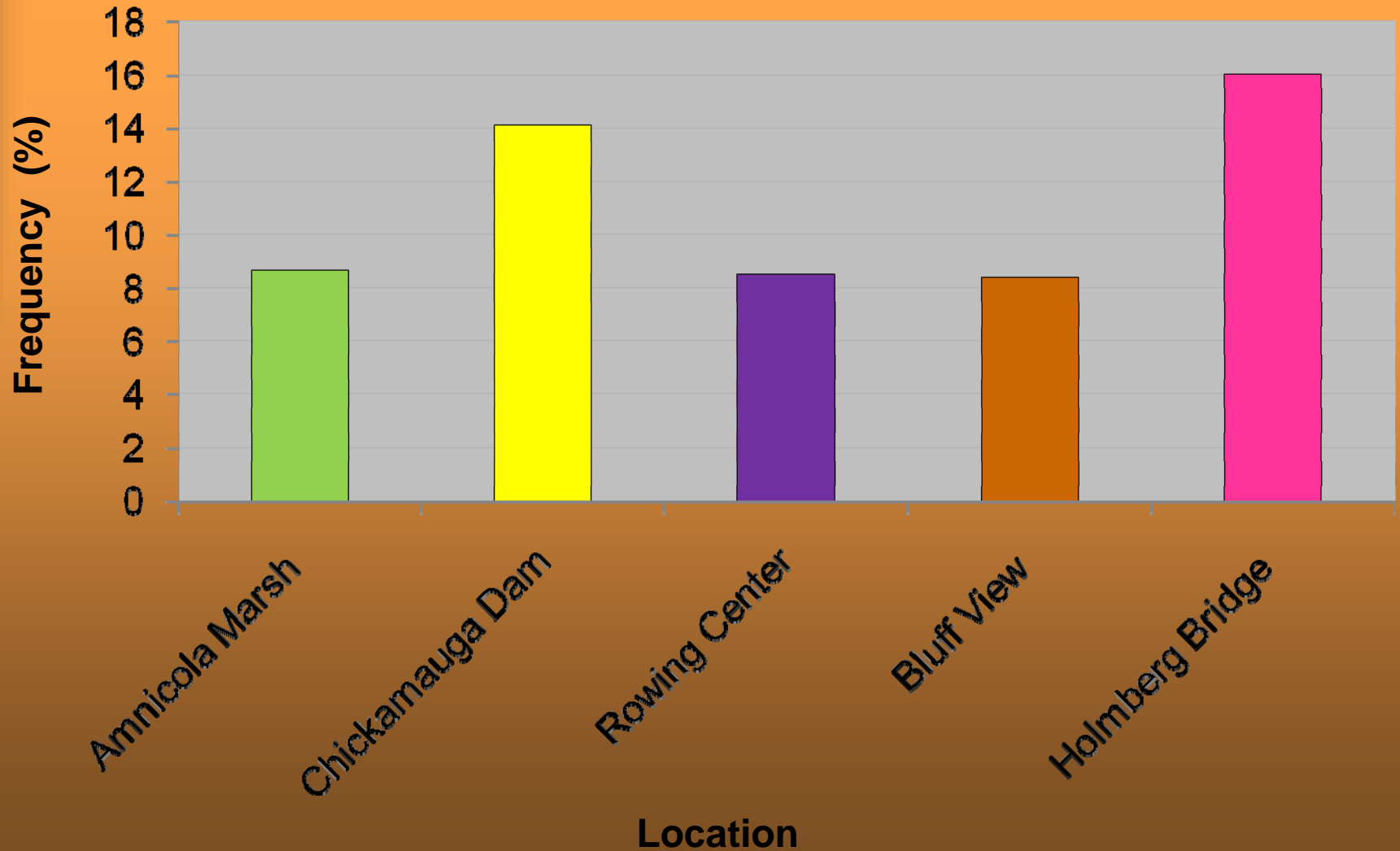
Tennessee Aquarium

Bluff View Art District

Battery Place

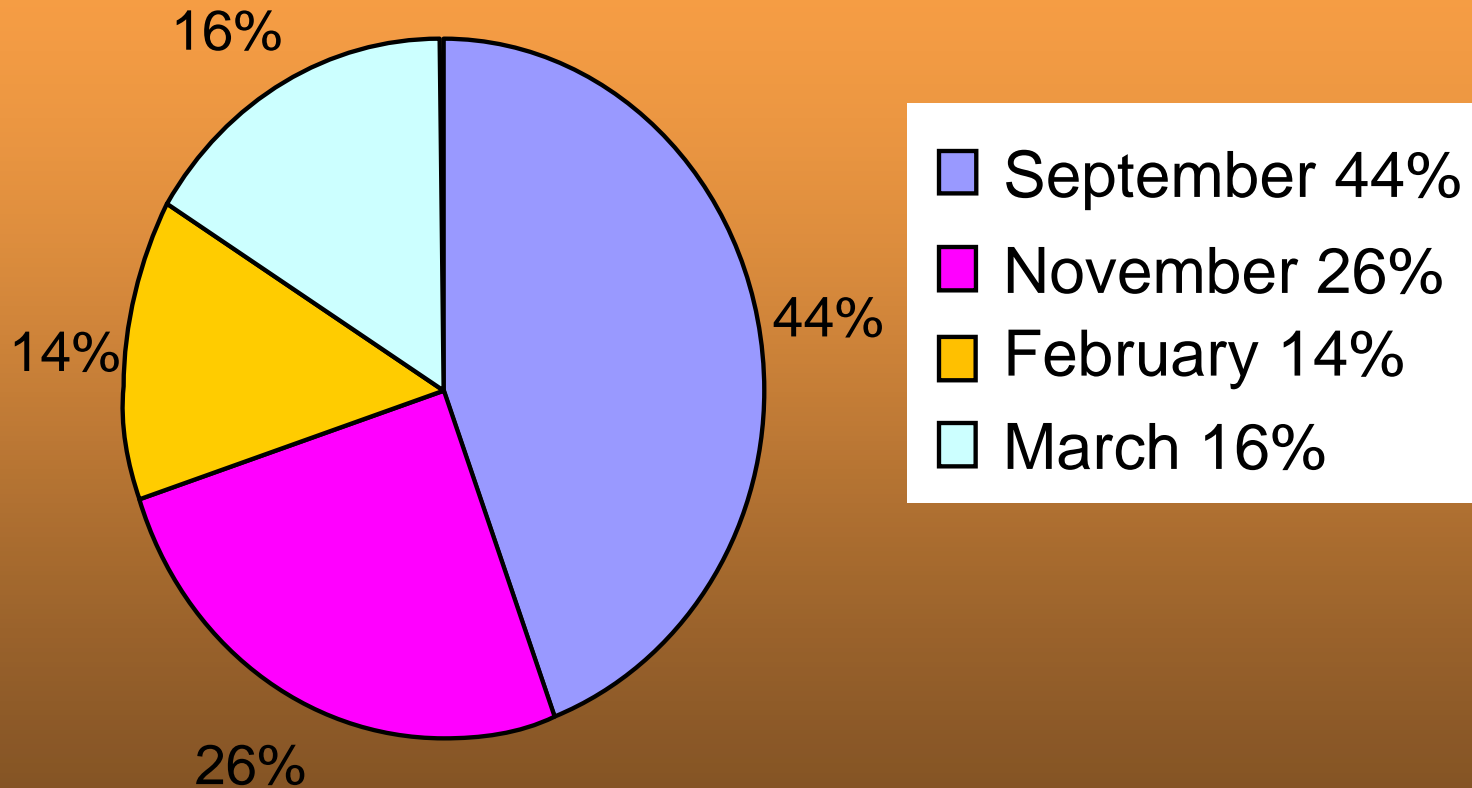
Rowing Center

Observational Locations

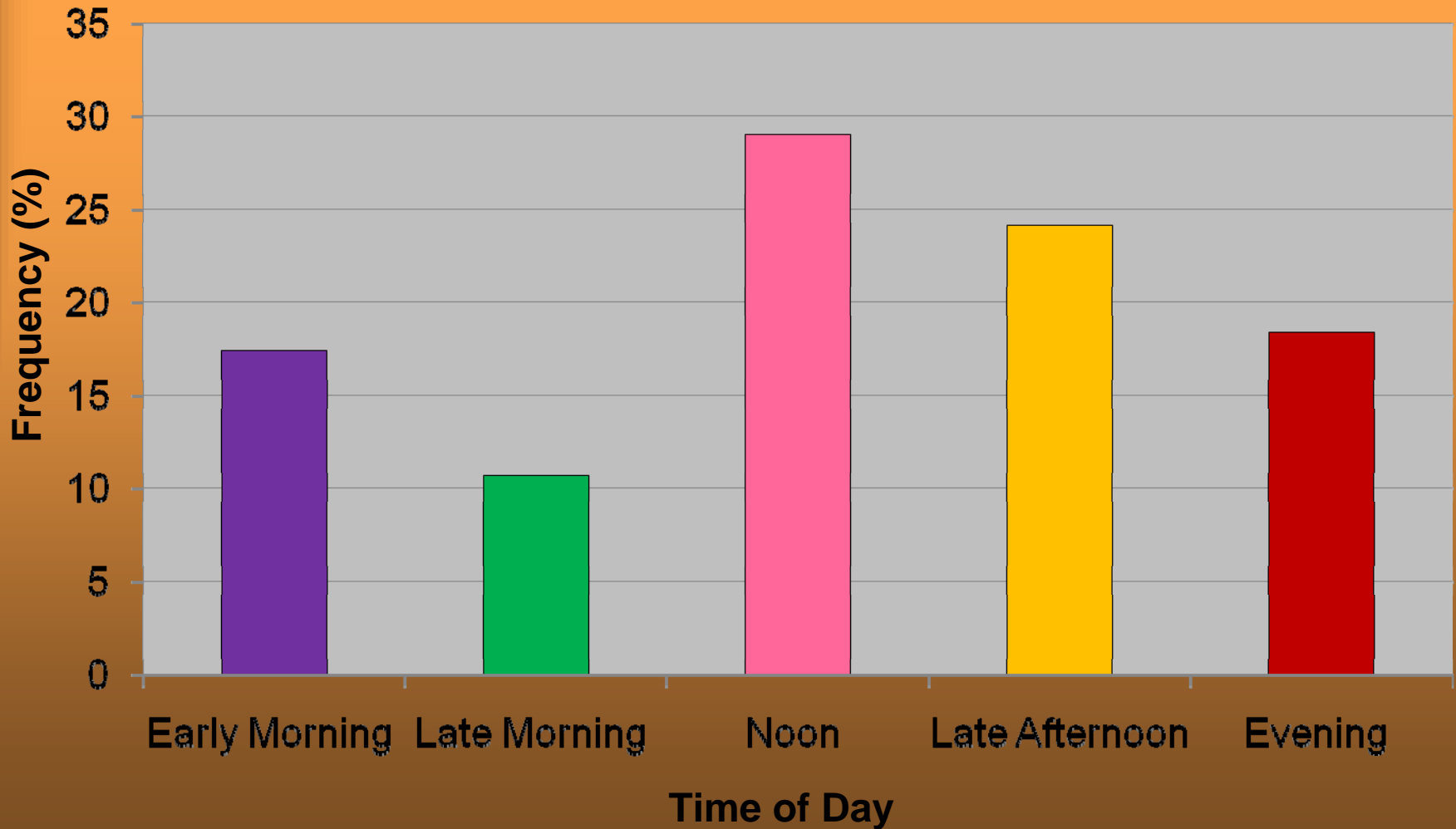


When?

Observations per Month



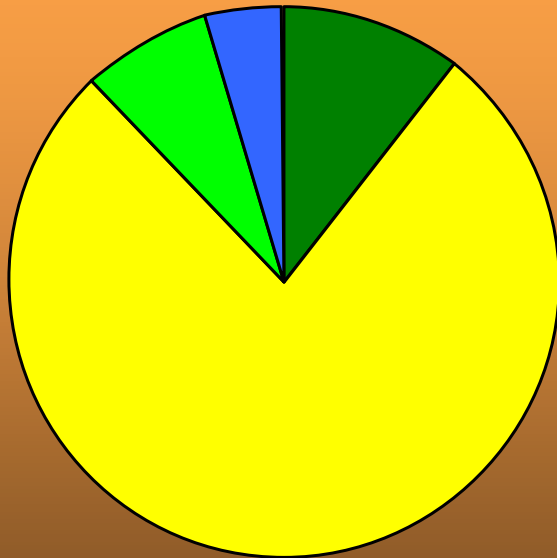
Observational Time



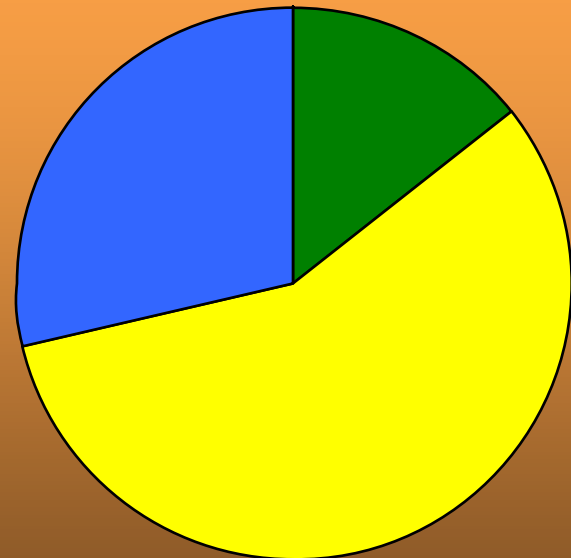
Who?

Observational Age Versus 2007 Census Data

Observational Data



Hamilton County 2007 Census

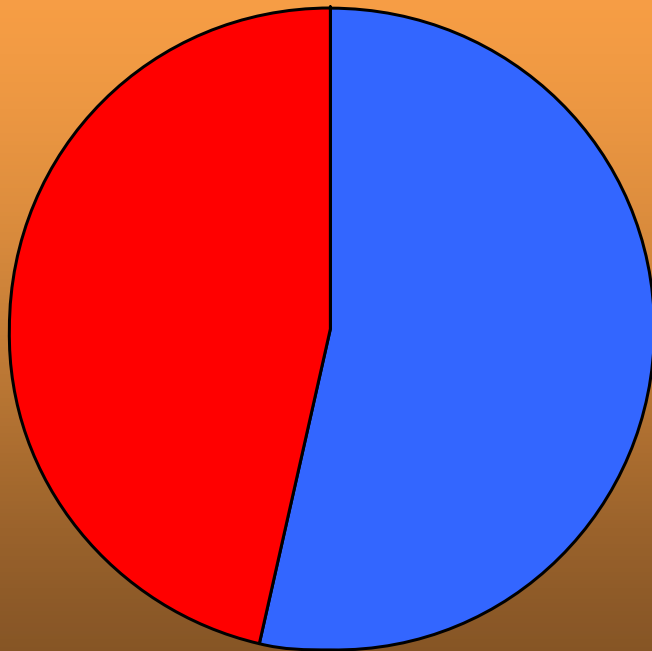


■ Senior 65+ - 11% ■ Adult 18 - 65 - 77%
■ Teen 13 - 17 - 8% ■ Child <13 - 5%

■ Senior 65+ - 14% ■ Adult 18 - 65 - 57%
■ Under 18 - 29%

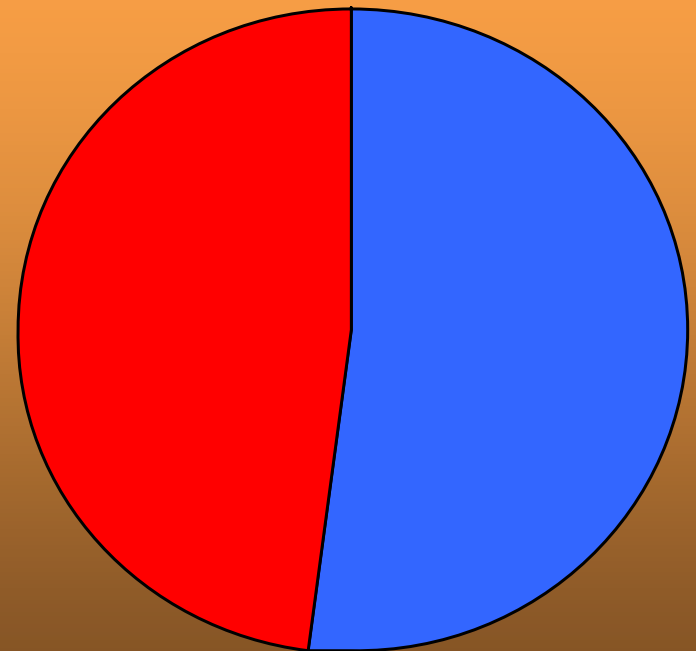
Observational Gender Data Versus 2007 Census Data

Observational Data



■ Female - 46% ■ Male - 53%

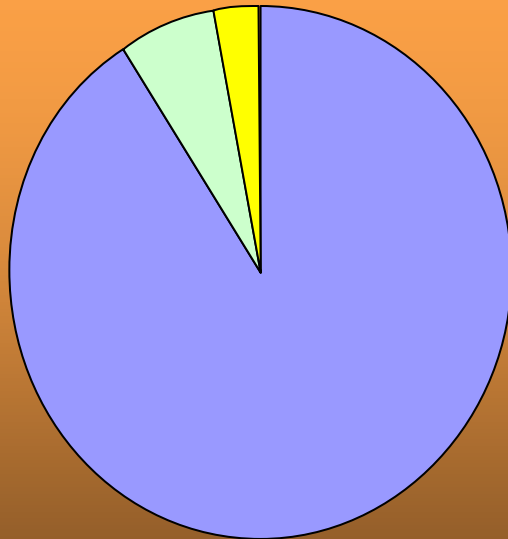
Hamilton County 2007 Census



■ Female- 48% ■ Male - 52%

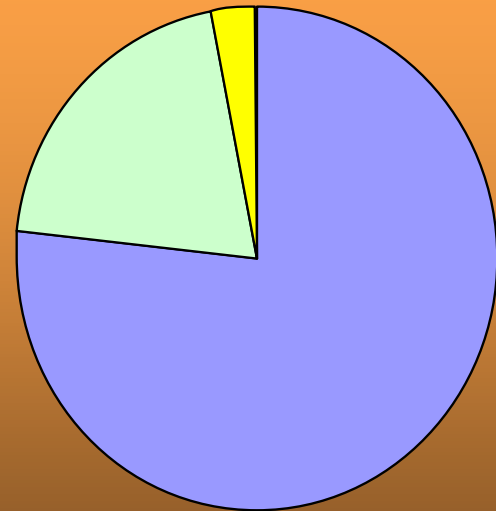
Observation Ethnicity Versus 2007 Census Data

Observational Data



- Caucasian - 91%
- African-American - 6%
- Other Race/Ethnicity - 3%

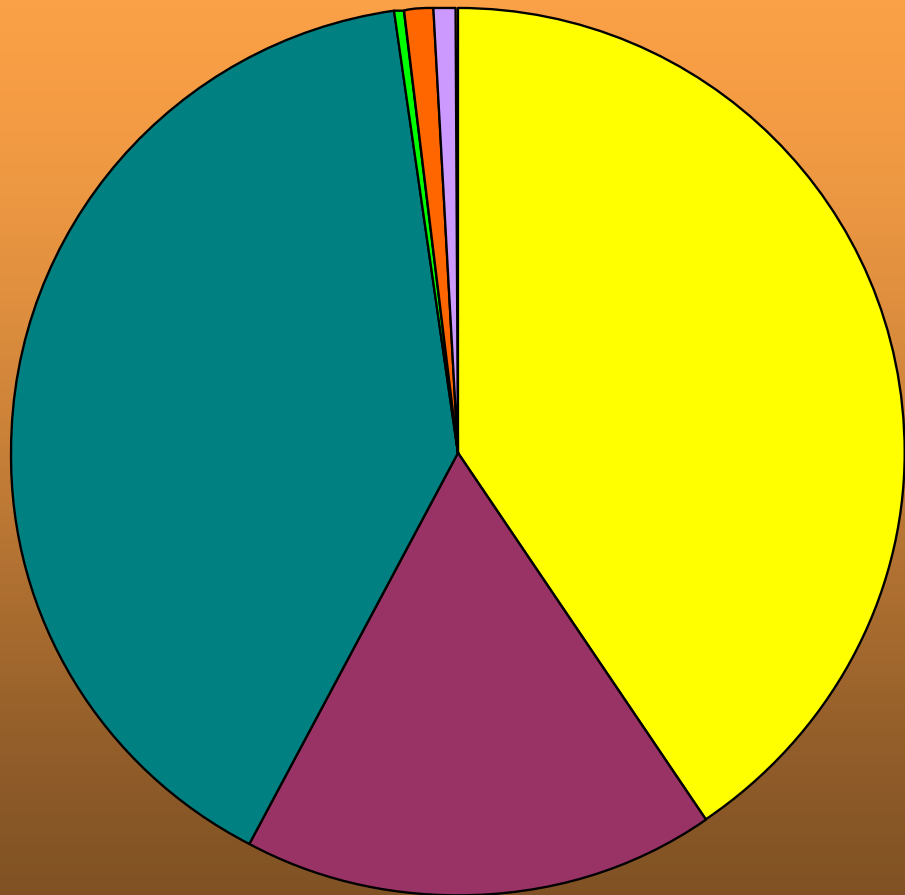
Hamilton County 2007 Census



- Caucasian - 77%
- African-American - 20%
- Other Race/Ethnicity - 3%

What?

Observational Physical Activity



Walk - 41%

Run/Jog - 17%

Bike - 40%

Skate - 0.3%

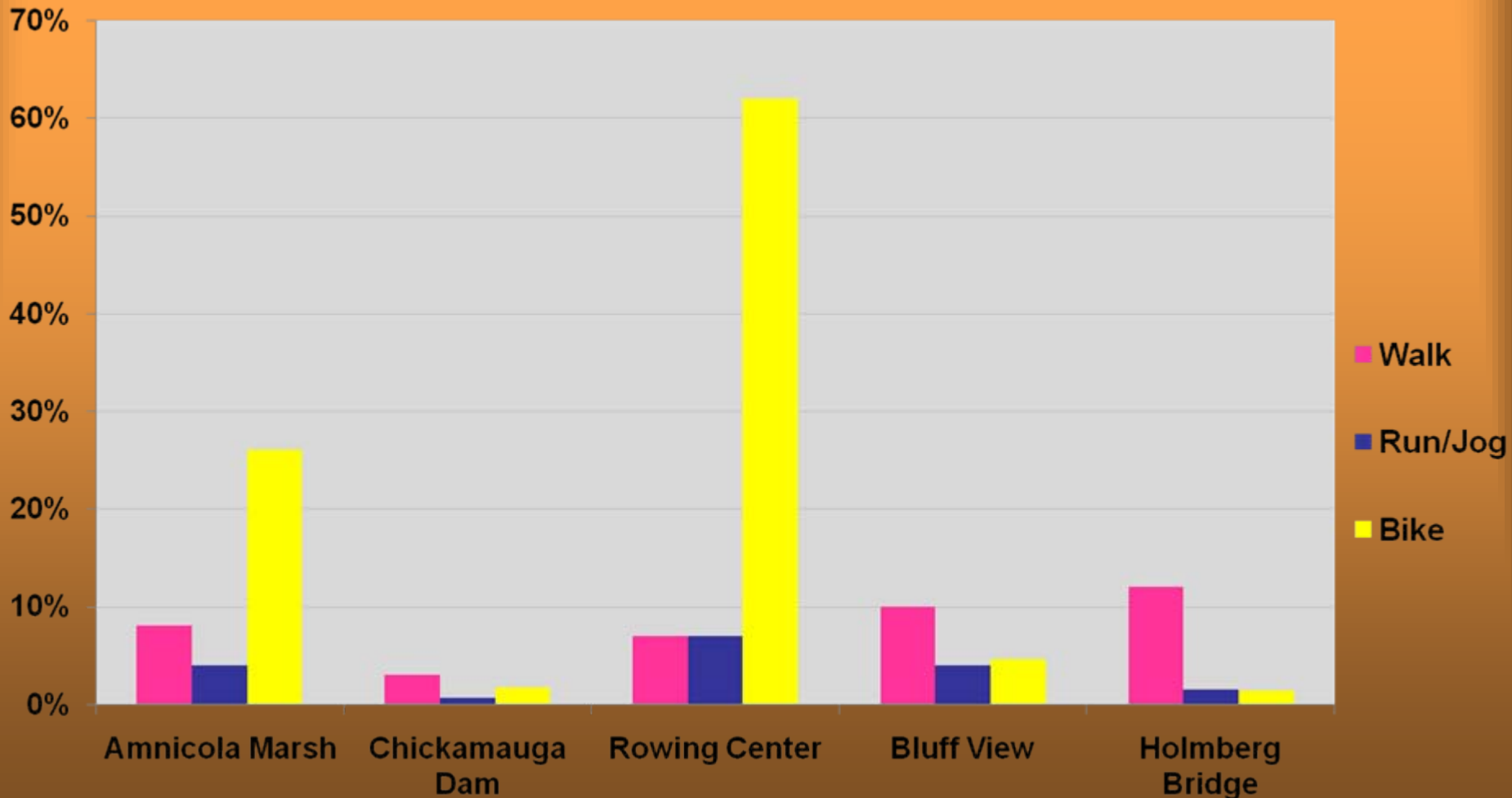
Stroller - 1%

Mobility Device - 1%

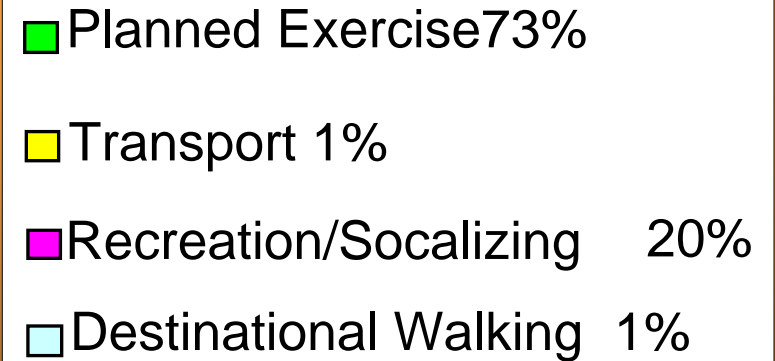
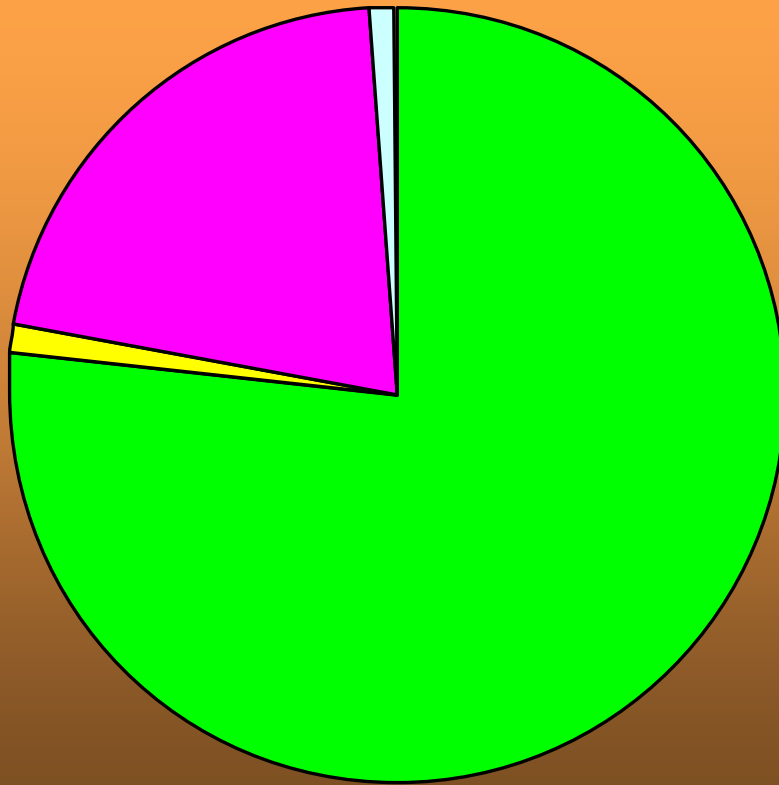
Examples of Ways to Help Multiple Users



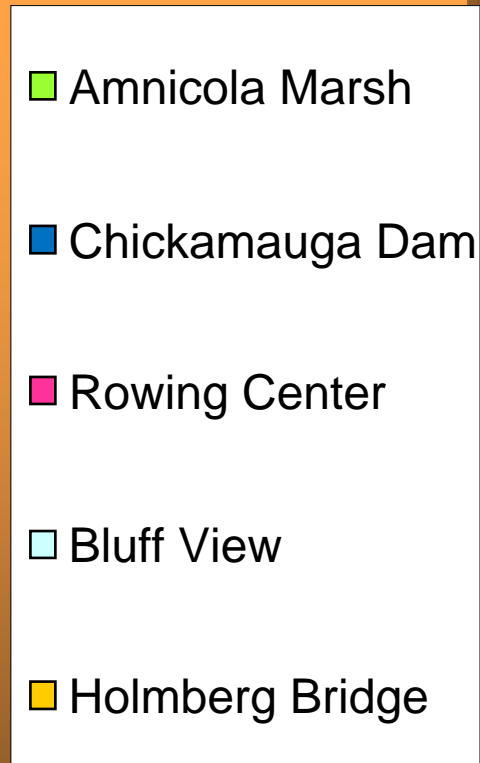
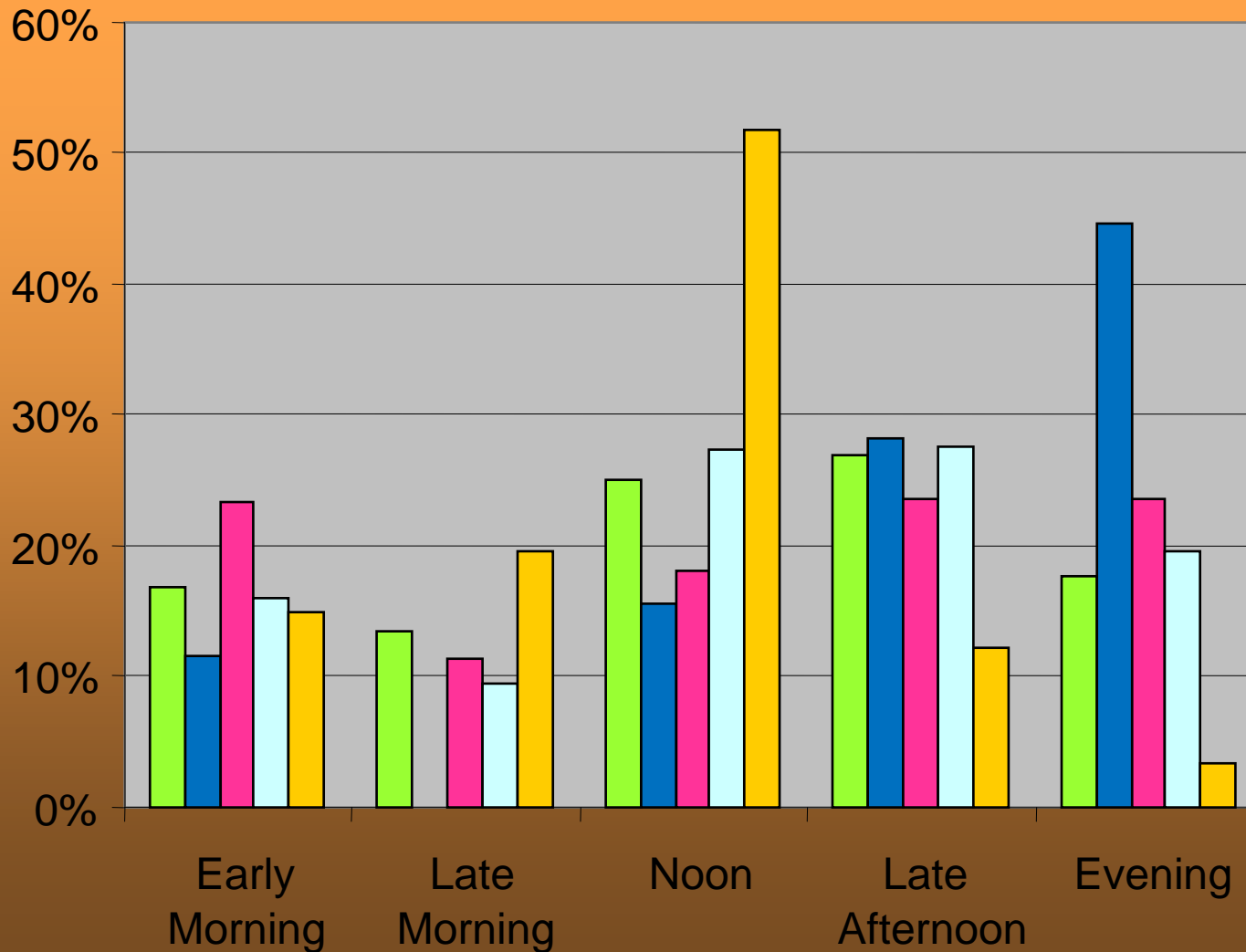
Information about Activity that is Unique by Location



Reason For Trail Usage

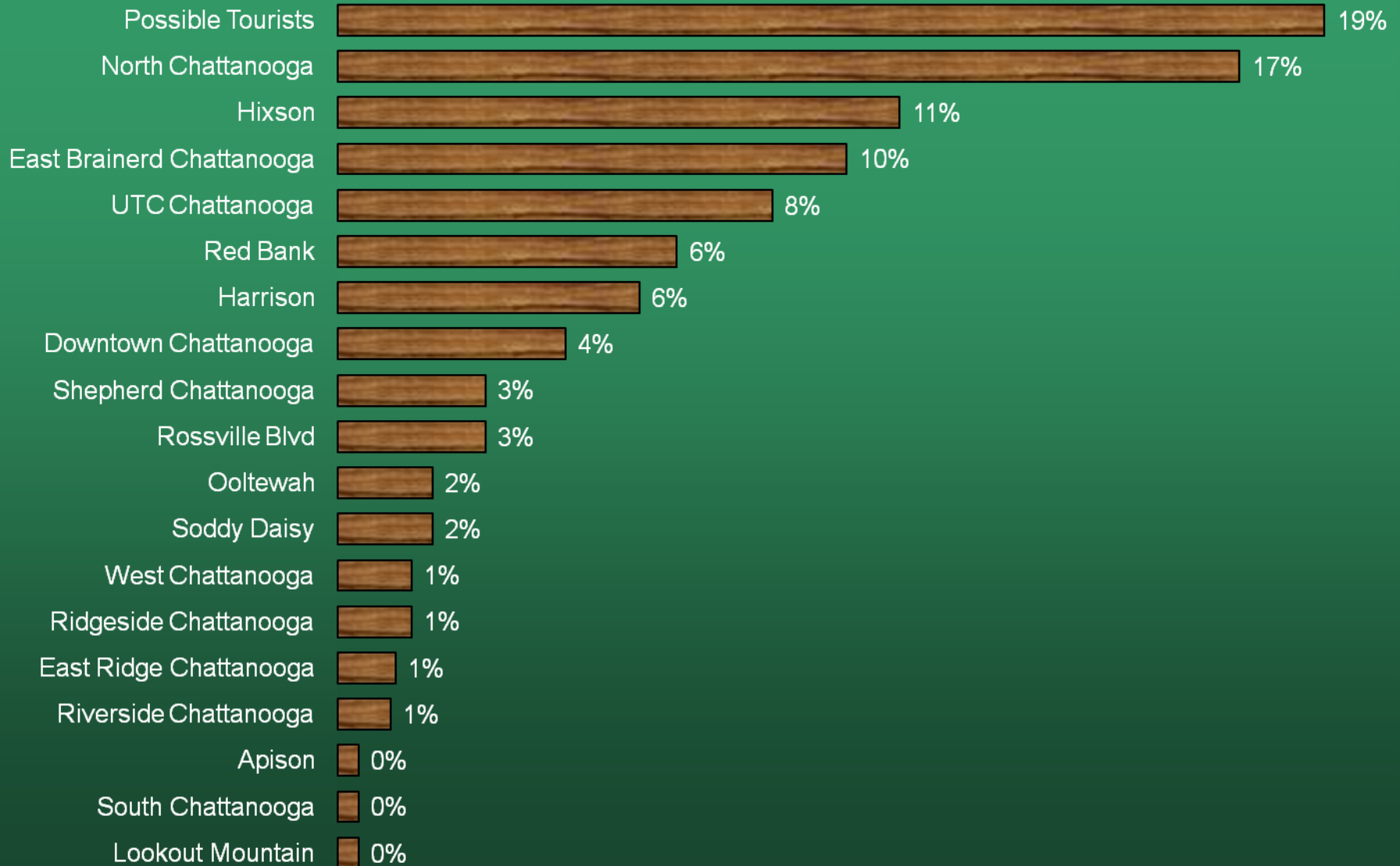


Percentage of Location Usage By Time of Day



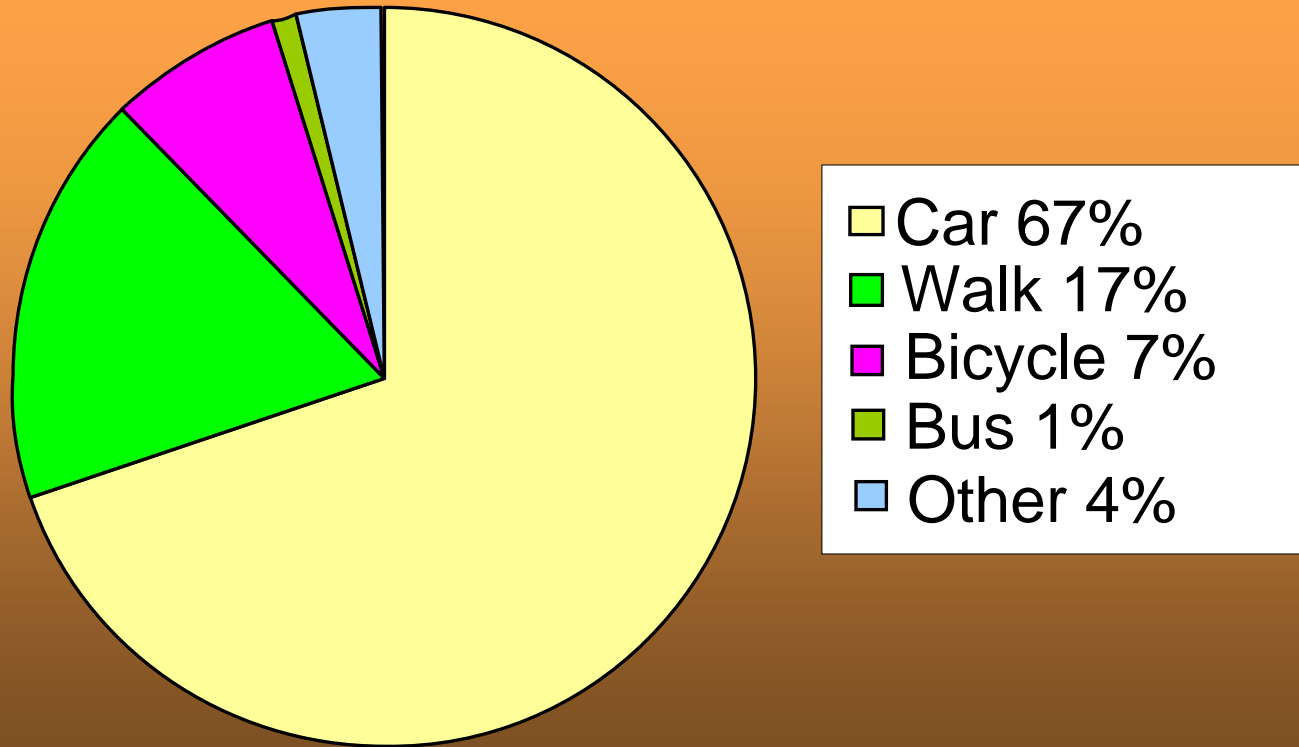
From Where?

Usage By City

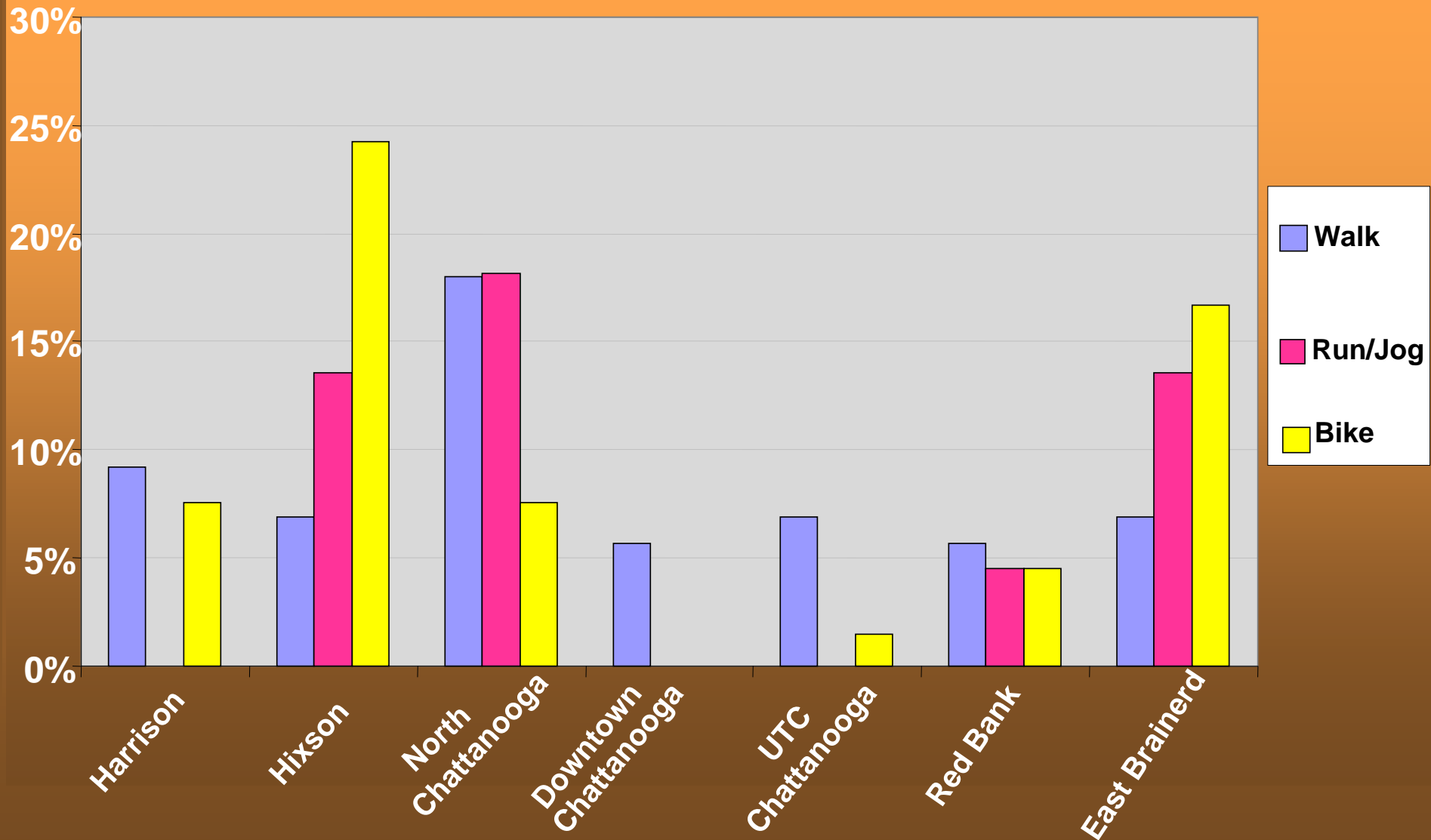


How?

How Do Users Get There?

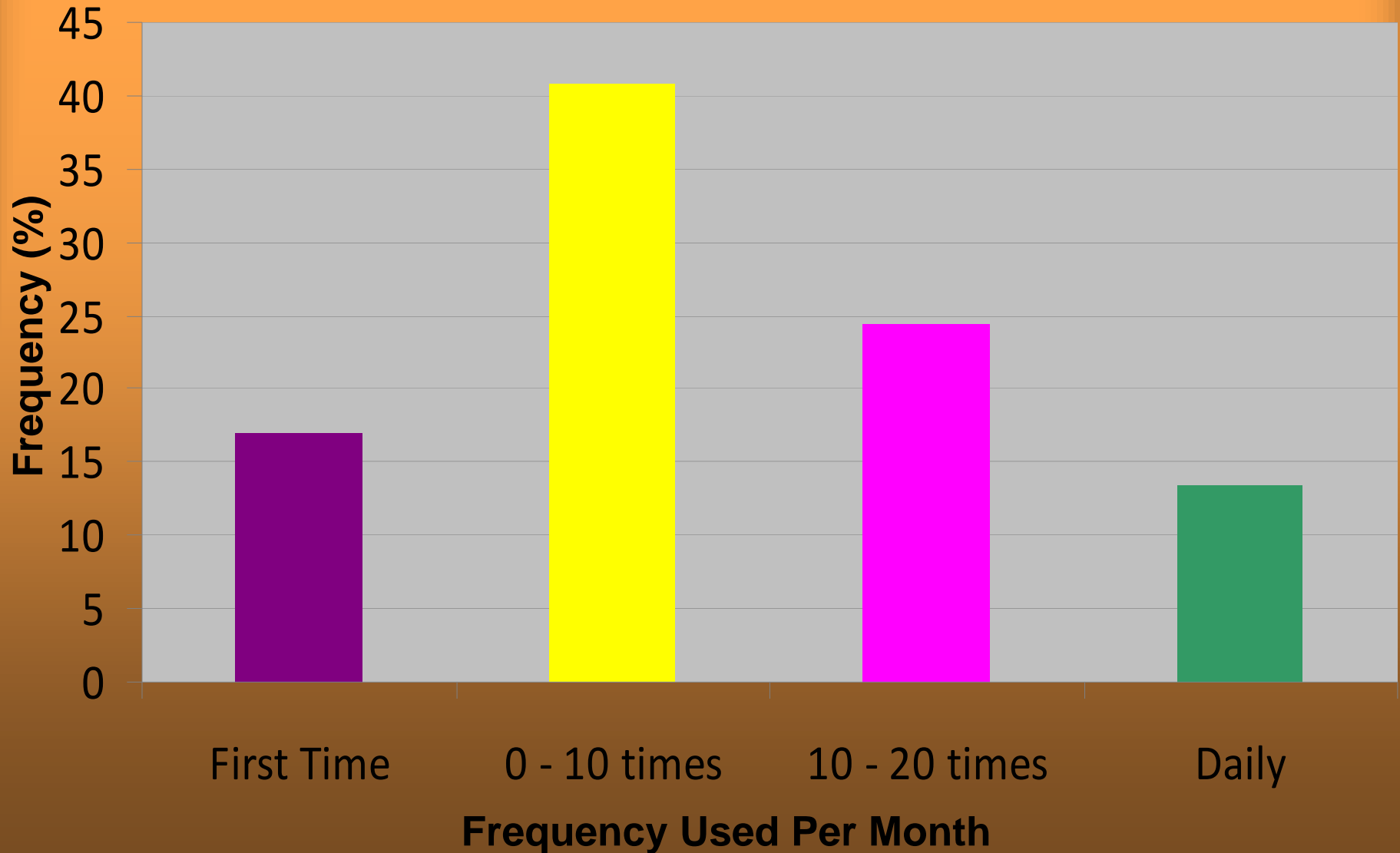


Types of Activity of Those Who Transported By Car

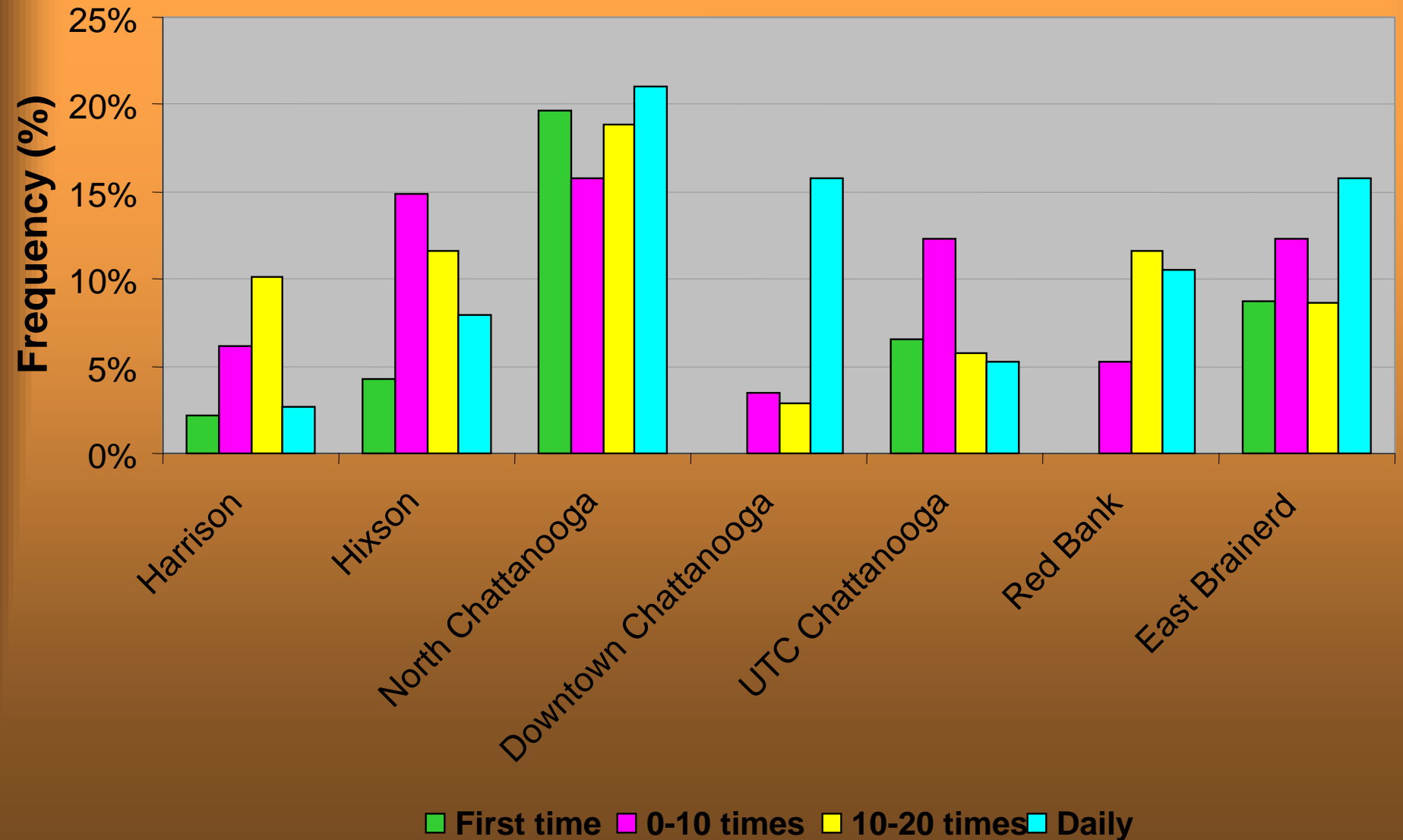


How Often?

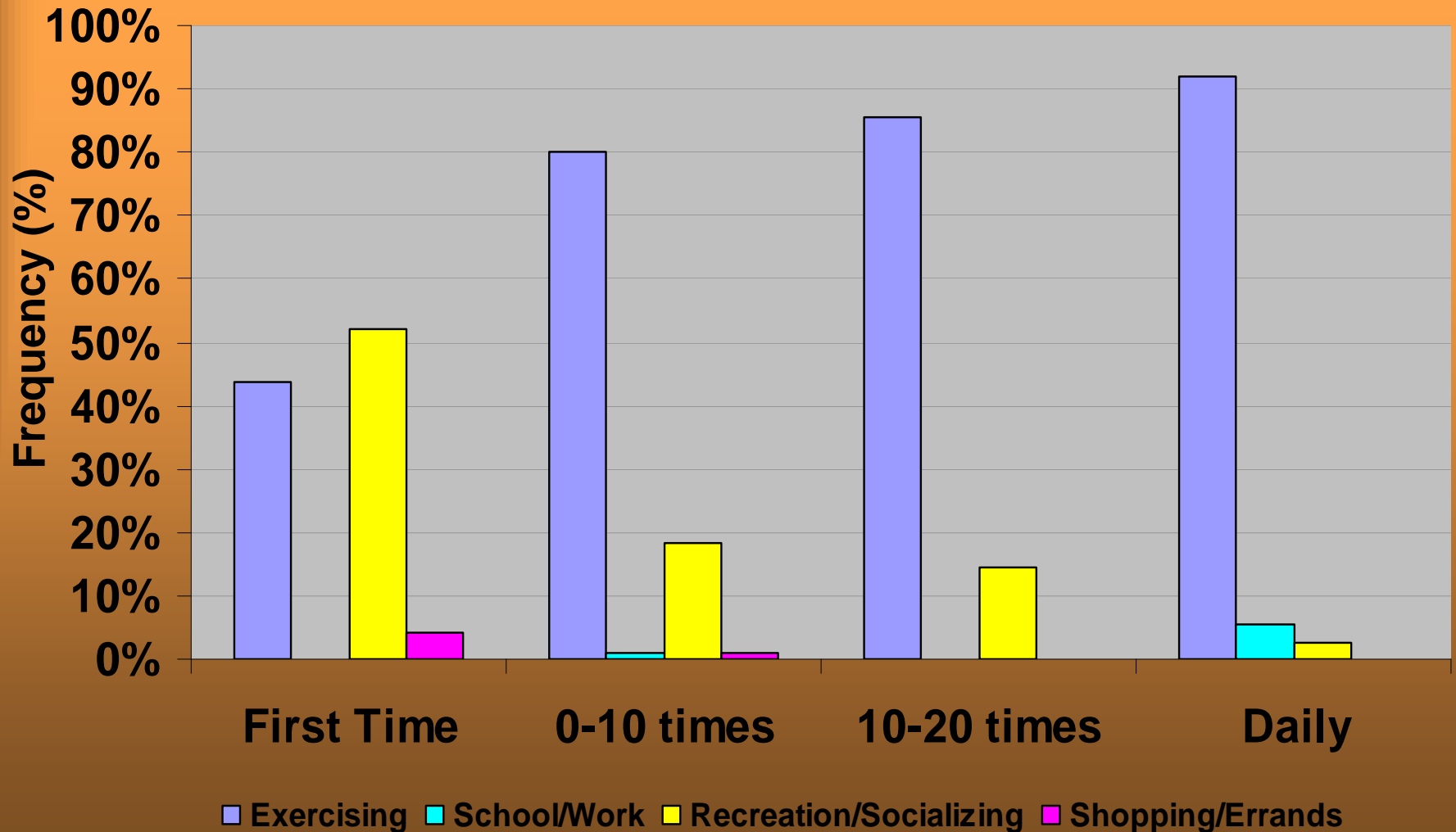
Frequency Usage Per Month



Frequency by Area

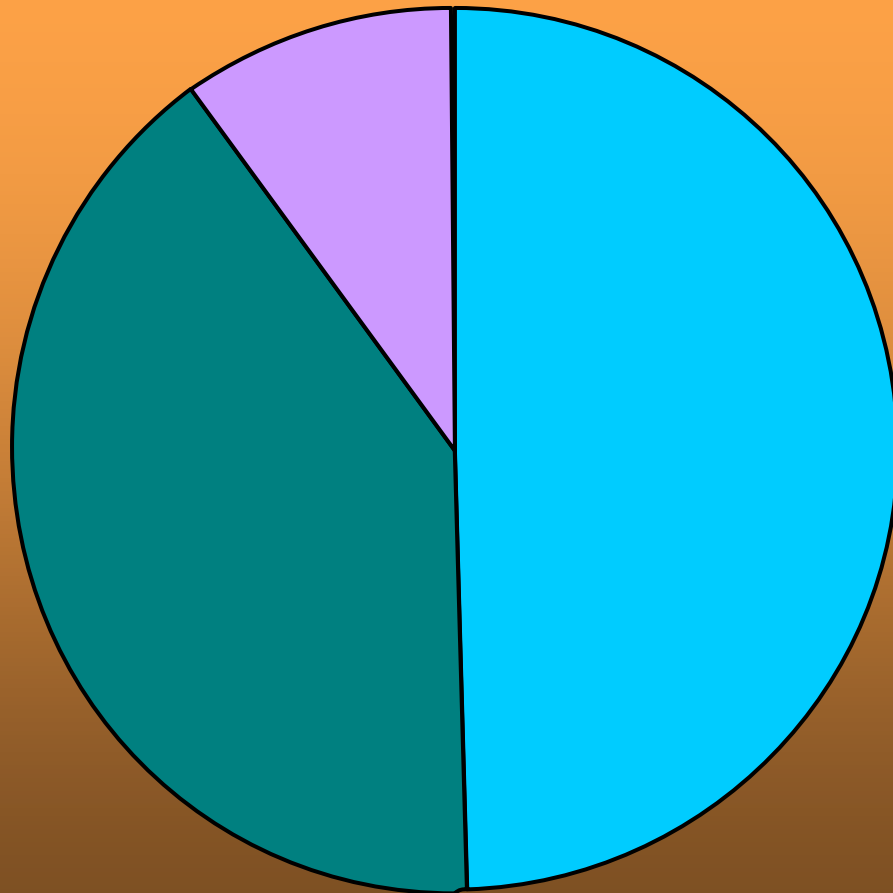


Frequency and Reason



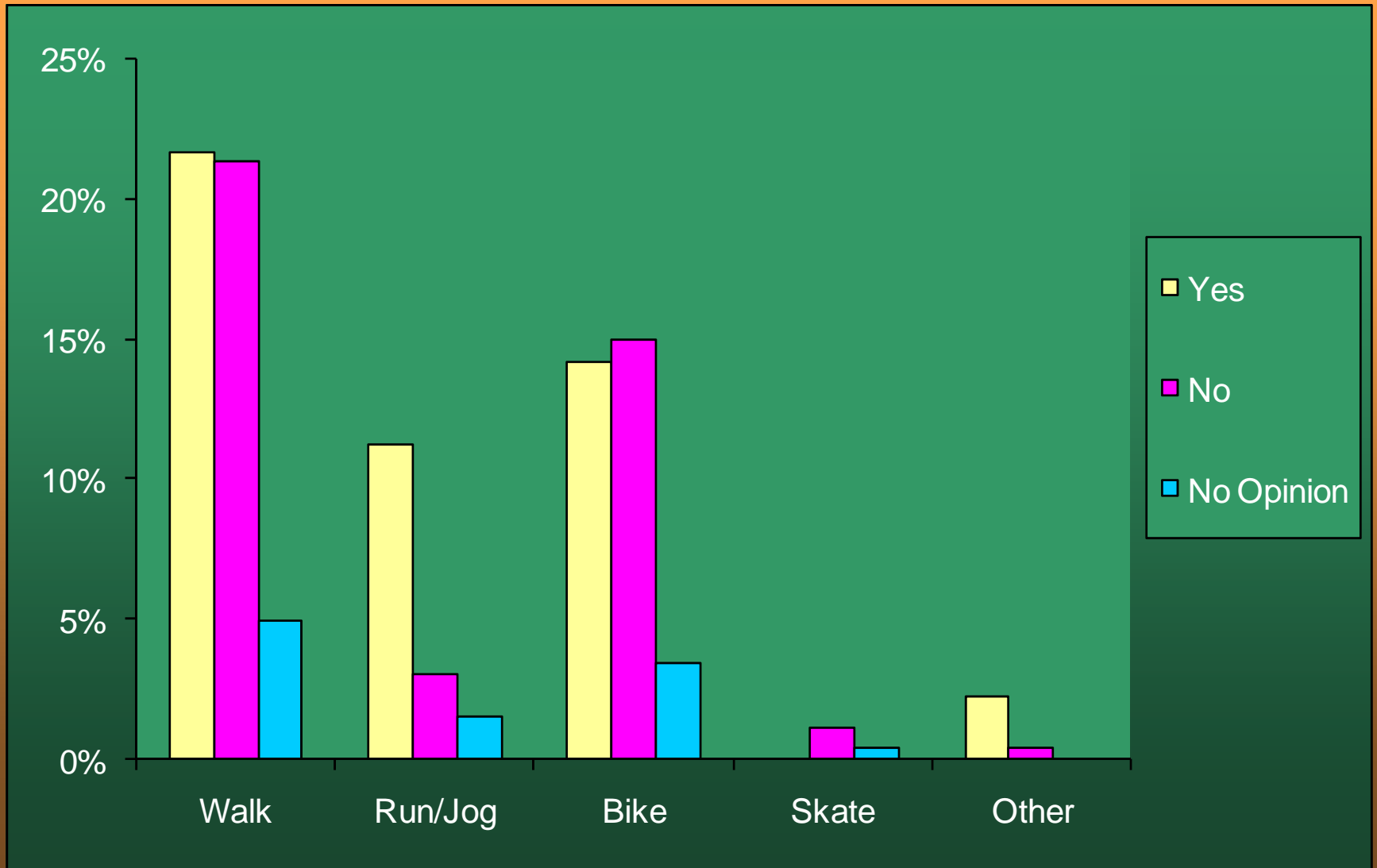
Pets

Should Pets Be Allowed?



- Yes - 47%
- No - 39%
- No Opinion - 10%

Pet Opinion and Activity



Future Research Questions

- What activities are done in conjunction with Riverpark usage?
- Why do people choose the Riverpark instead of locations closer to home?
- How does place of employment impact Riverpark usage?