



# WEAVING COMMUNITIES TOGETHER

Davidson Learns

January 19, 2022



# AGENDA

- Vision, history, role
- Benefits
- Partners
- Examples
- Plans





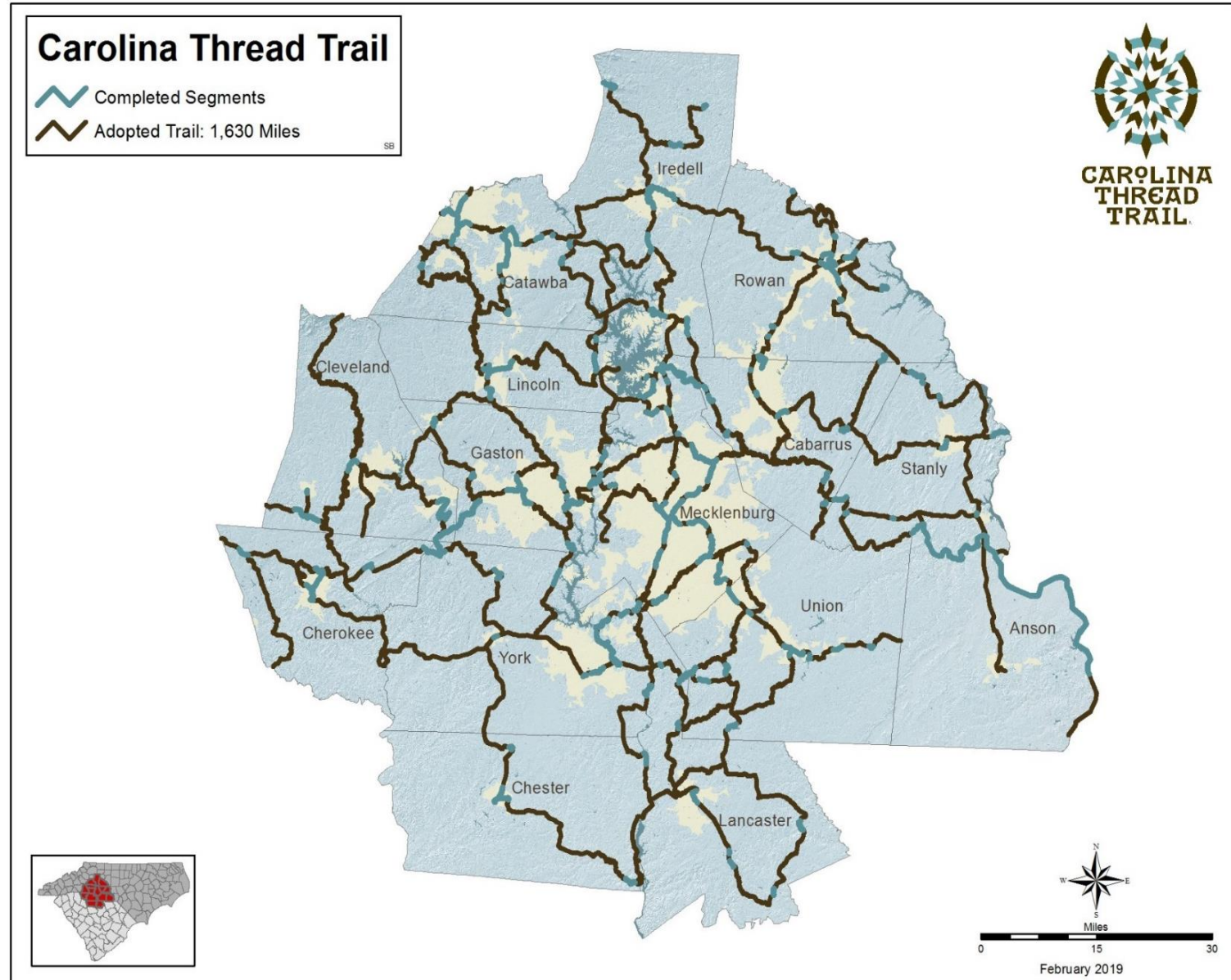
# VISION, HISTORY, ROLE





# THREAD TRAIL VISION

- 500-mile plan grew
  - Now 1,630
- 15 counties
  - 88 municipalities
  - In two states
- 325 miles open
  - 400 with blueways
  - connecting 2.3 million
- Trails
  - Greenways
  - Blueways (paddling)
  - Sidewalk Connectors
  - Variety of Trail Surface Types





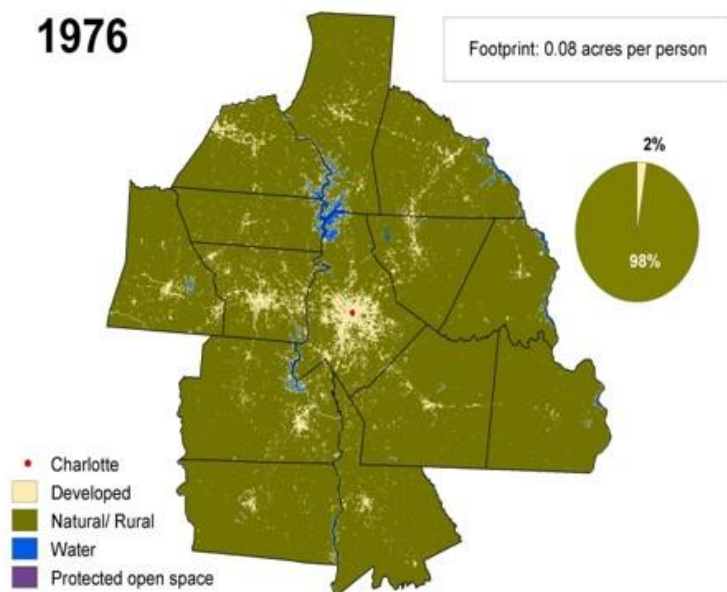
# IN PARTNERSHIP WITH...



**- CATAWBA -**  
**LANDS CONSERVANCY**

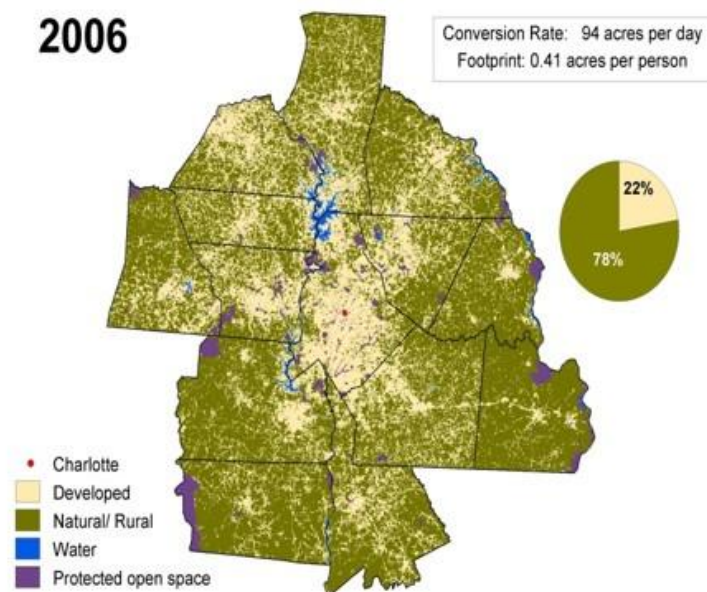
LAND | WATER | FARMS | NATURE

**1976**



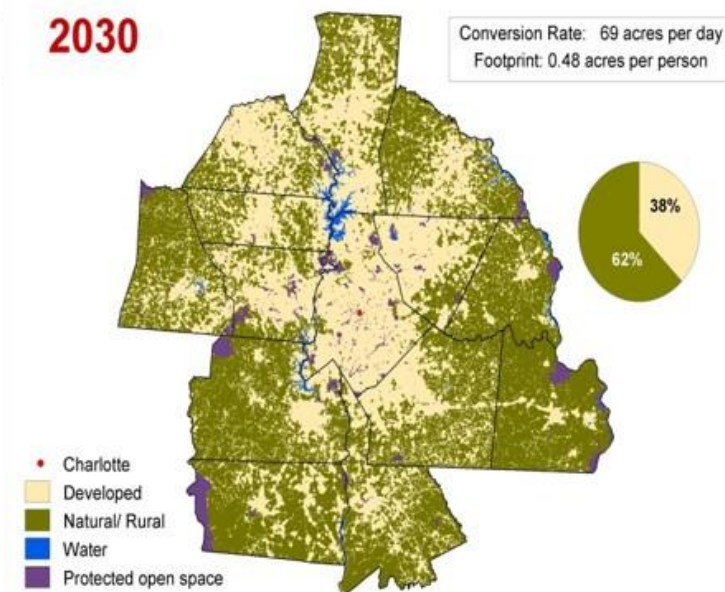
89,600 acres

**2006**



985,600 acres

**2030**



1,702,400 acres





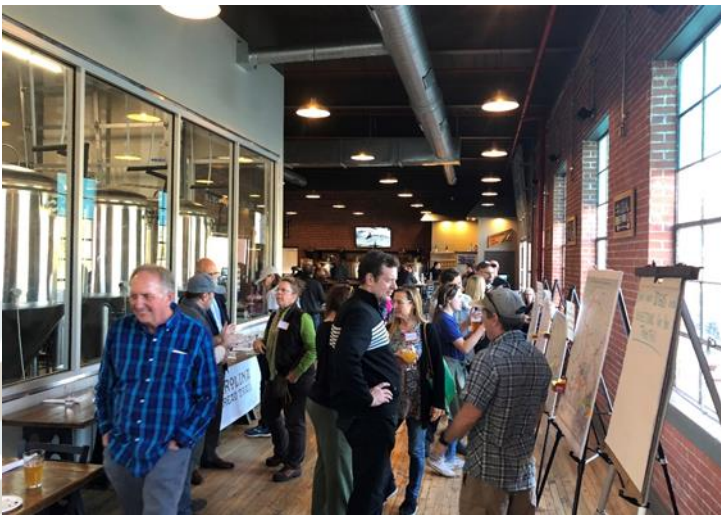
# TWO ORGANIZATIONS, ONE GOAL: SAVING LAND AND CONNECTING LIVES TO NATURE



South Fork Trail | McAdenville, NC



# THREAD TRAIL'S ROLE-CATALYTIC



- Promote regional vision of **connectivity**
- Facilitate **implementation** of master plans
- Facilitate **collaboration** among communities
- Provide technical **education** and **support**
- Provide **grants** to acquire land, plan, & construct trails
- Seek local, regional, state, and national **funds**
- Coordinate with CLC to create trail opportunities





# BENEFITS





# TRAIL BENEFITS

NATURAL SELLING POINTS.

## HEALTH SAVINGS



## BUSINESS DEVELOPMENT



## JOB CREATION

Trail construction over 15 years results in 2,700 new jobs during that period



## ALTERNATIVE TRANSPORTATION



## INCREASED PROPERTY VALUE

4% increase in vicinity of trail, resulting in increased property tax revenue of \$17 million



## INCREASED TAX REVENUE

## TRAIL USER AND TOURIST SPENDING

\$42 to \$84 million of increased spending, resulting in \$3 to \$6 million in incremental state and local tax revenue





# INCREASED USE - PANDEMIC



- Rapidly increasing usage — 50-100% average
  - As much as 2,000%!
  - Little Sugar Creek Greenway 420,00/year
  - Riverlink Trail 72,000/year
  - Crowders Mountain 800,000/year



# ECONOMIC IMPACT

- Outdoor recreation - \$28B/yr
- Increase visitors & tourism
- Revitalize communities
- Increase property values
  - Trails and green space top consideration when choosing a home
  - 4% increase in property value
- Increase tax revenue
  - \$3-\$6 million annually from tourism
  - \$17 million due to increased property values







# COMMUNITY REVITALIZATION - GREAT FALLS



- Future Rail Trail
- Purchase of CSX RR Corridor
- New Park
- Whitewater opportunity





# COMMUNITY REVITALIZATION - CRAMERTON

- New park
- New trail
- Connecting towns
- New businesses





# COMMUNITY REVITALIZATION - MT HOLLY

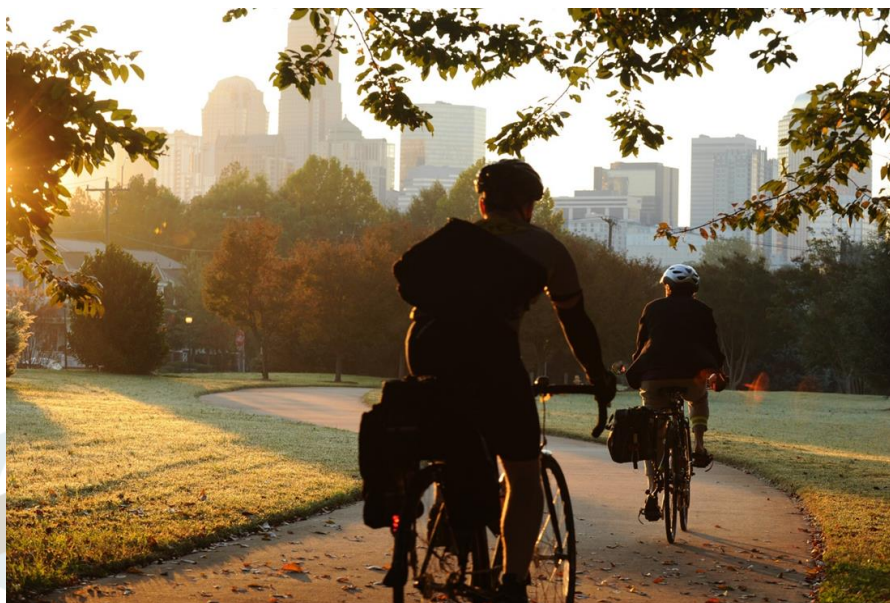
- Bond issue
- Branding
- Connect parks
- Connect people
- Literally bridging neighborhoods





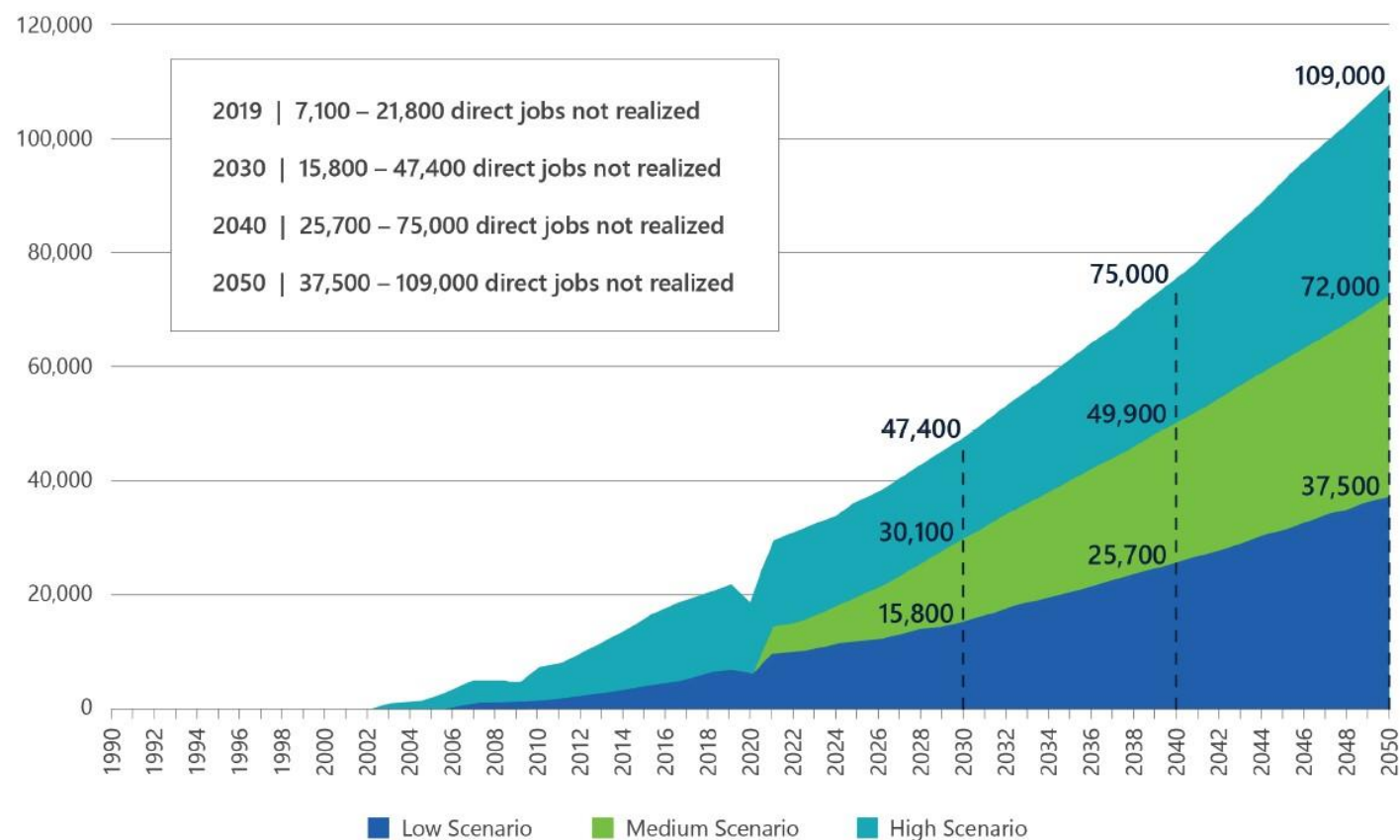
# TRANSPORTATION

Fewer bike accidents: Off-road greenways reduce injury rates by 60% (Teschke, Kay. "Route Infrastructure and the Risk of Injuries to Bicyclists". (2012). American Public Health Association)



## Less Congestion

UNREALIZED JOBS DUE TO CONGESTION IN THE CHARLOTTE-CONCORD-GASTONIA MSA





# HEALTH & ENVIRONMENT



## Health

- Access to outdoor recreation increases physical fitness and reduces healthcare costs
- Walking in nature reduces depression and anxiety
- Builds community!

## Environment

- 150,000 acres of land protected
- Reduction of greenhouse gases
- Increased connection & appreciation of nature





# Water Quality





# TRAILS AND CRIME

## Greenway increase crime risk for nearby properties?

(Greenways and crime on nearby properties, Love 2005 UNC Chapel Hill)

- Criminal incidents same or decreased slightly
- No evidence trail increases criminal activity

### Lower Booker Creek Trail, Chapel Hill

- **Two year period prior to completion** there were **75 incidents** of crime per square kilometer
- **In a two year period following completion** there were **68 incidents** per square kilometer

*Lower Booker Creek Trail*





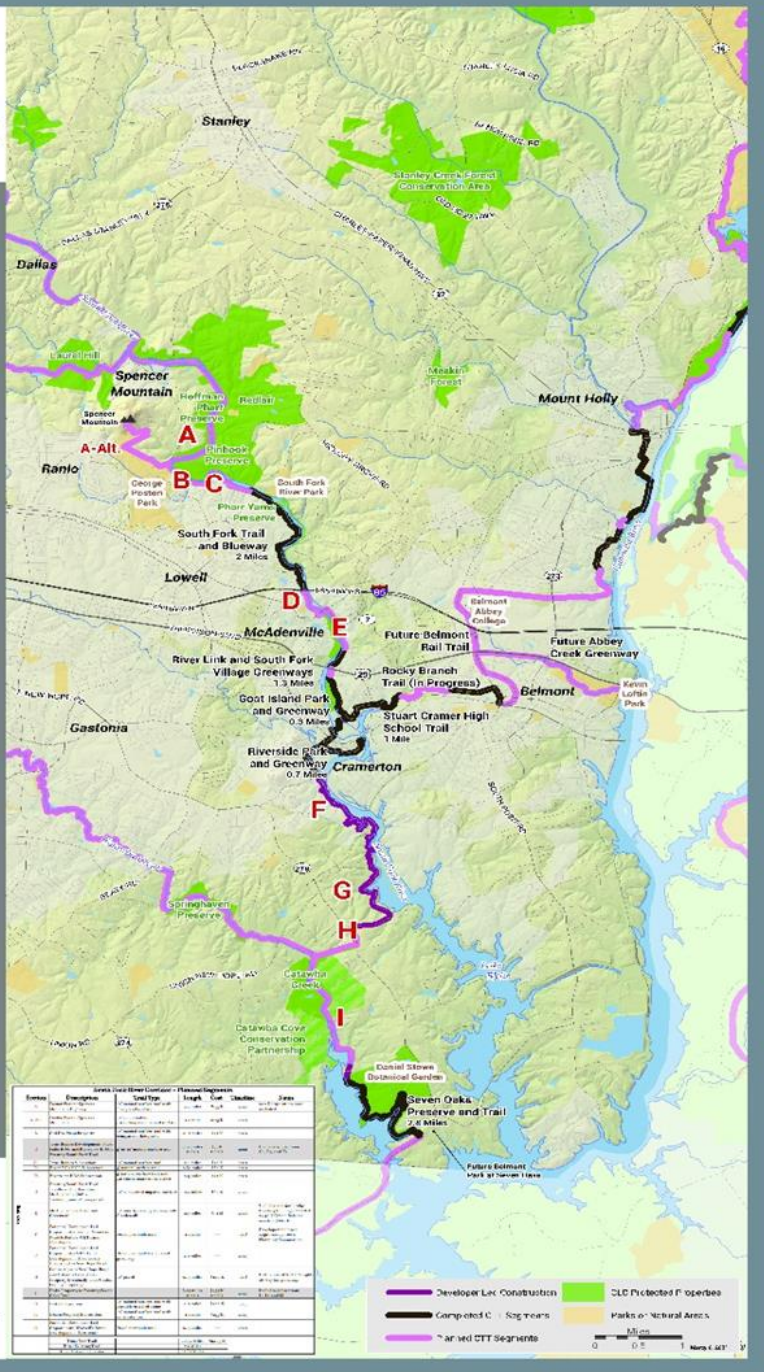






# Carolina Thread Trail Gap Assessment

South Fork Corridor Gaston County



## MANY TYPES OF PARTNERS

- 15 counties
- 88 municipalities
- Other land trust
  - Especially DLC
  - Katawba Valley Land Trust
  - Foothills
  - Three Rivers
- Developers
- Corporate partners







CAROLINA  
THREAD  
TRAIL

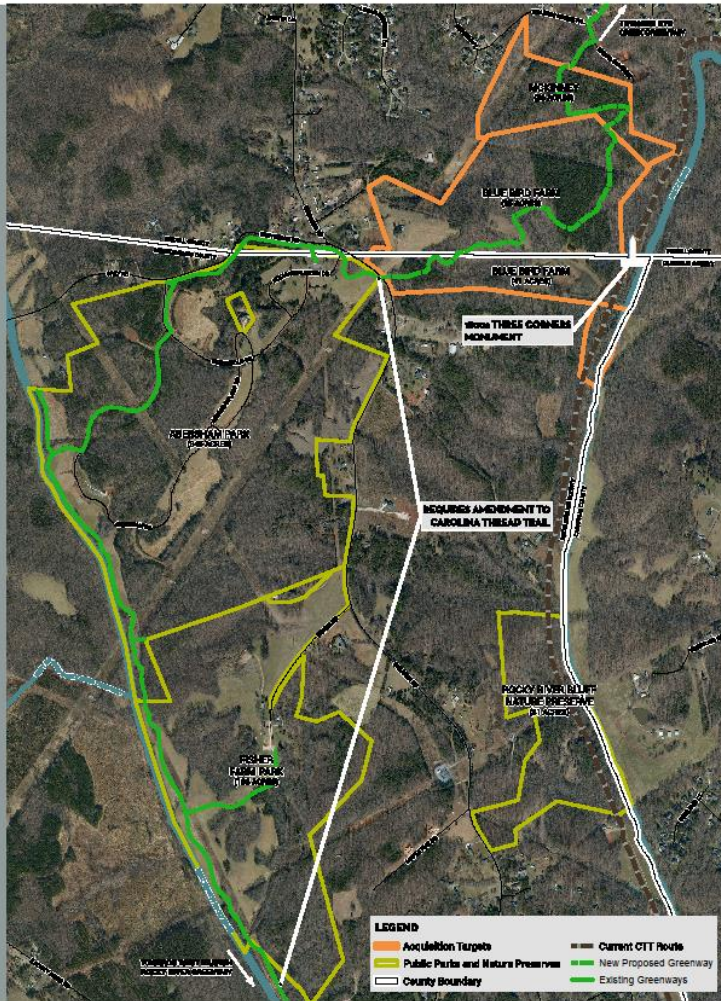


-CATAWBA-  
LANDS CONSERVANCY  
LAND WHERE WILD LIVES

DAVIDSON LANDS  
CONSERVANCY

## THREE CORNERS CONSERVATION VISION

Mecklenburg, Iredell, and Cabarrus Counties, North Carolina



## DLC JOINT PROJECT

- Working to coordinate
  - At junction of Mecklenburg, Cabarrus and Iredell Counties
  - Conservation opportunity
  - Trail opportunity
  - Collaboration between governments
  - Collaboration between land trusts

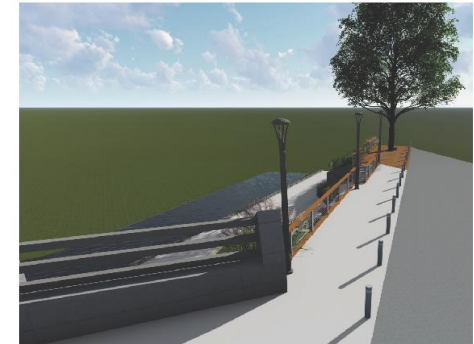


# CORPORATE PARTNER - ATRIUM

Re-do of  
campus

Re-do of  
LSCG  
between  
East and  
Morehead

\$6-10M





The image is a composite. The left and right sides show a lush green forest with a dirt path. On the right, a group of people are hiking away from the camera. The center of the image is a dark brown overlay featuring a large, light-colored geometric logo made of interlocking triangles. The word "EXAMPLES" is written in a light blue, sans-serif font across the middle of this overlay.

## EXAMPLES

Variety of plans

Each community goes their own way

Lots of excitement re possibilities





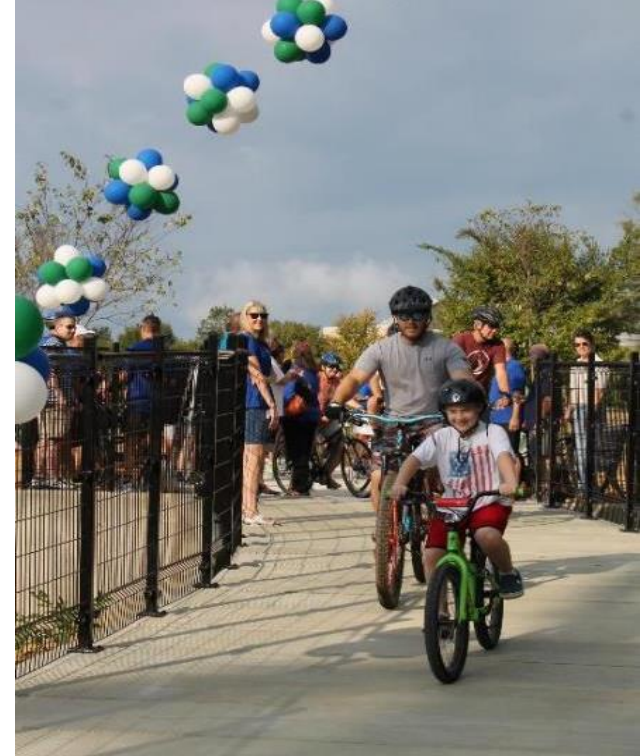
## DLC TRAILS



- Part of CTT network
- Great way to enjoy green space
- Great way to get around – no traffic







# ANTIQUITY GREENWAY

Connecting Towns







# NORTH-SOUTH SPINE: LITTLE SUGAR CREEK GREENWAY

22 connected miles  
As of this year!







# UPTOWN CYCLE TRACK

Urban Trail





# ART & OVERLOOKS



Brooklake Overlook

Copyright: Barbara Petersen



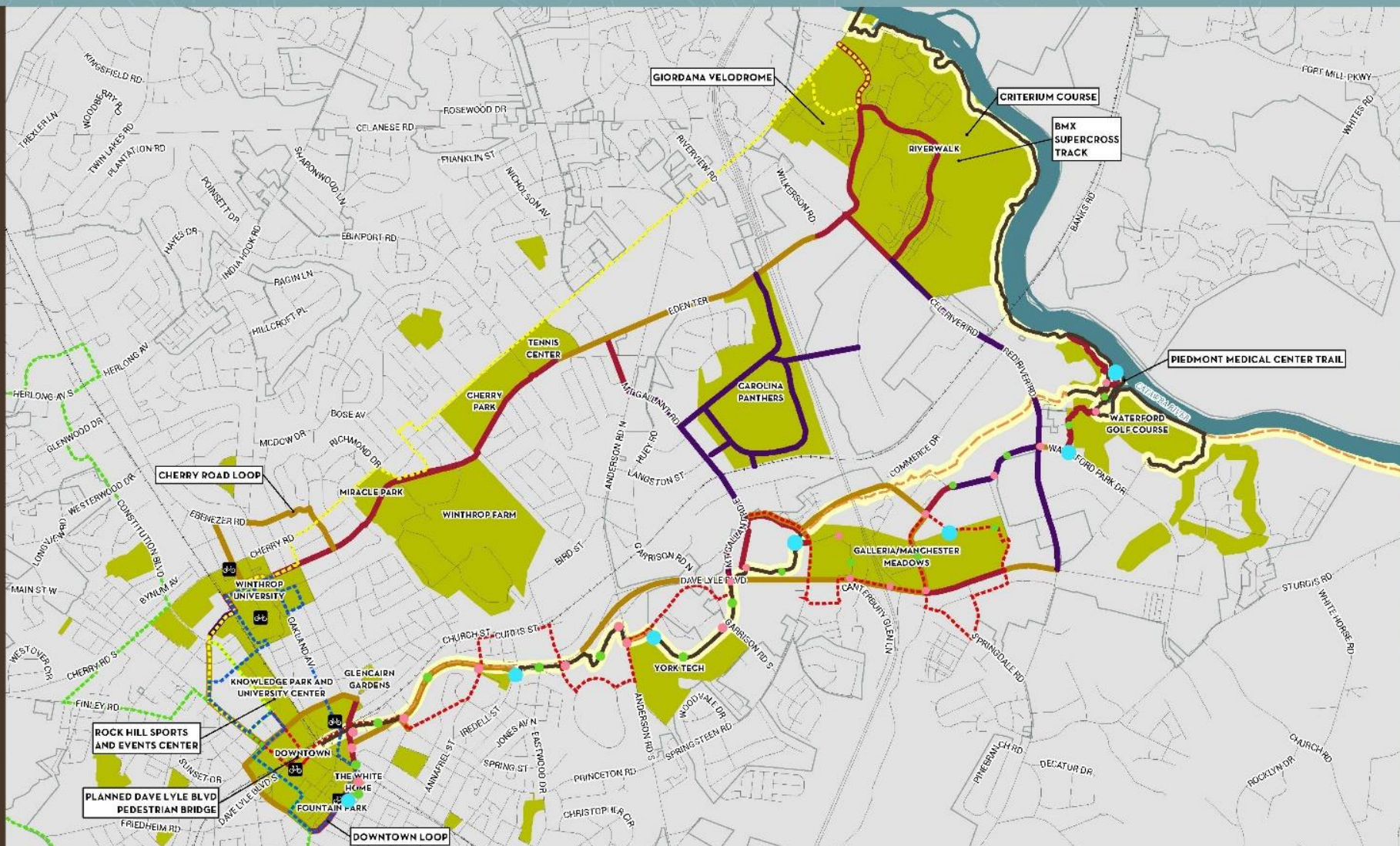
hikethehudsonvalley.com



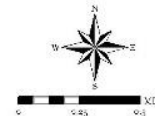


# CITY OF ROCK HILL TRAIL PROJECTS

**Carolina Thread Trail, City of Rock Hill, and Comporium**



**CAROLINA  
THREAD  
TRAIL**



LEGEND

-

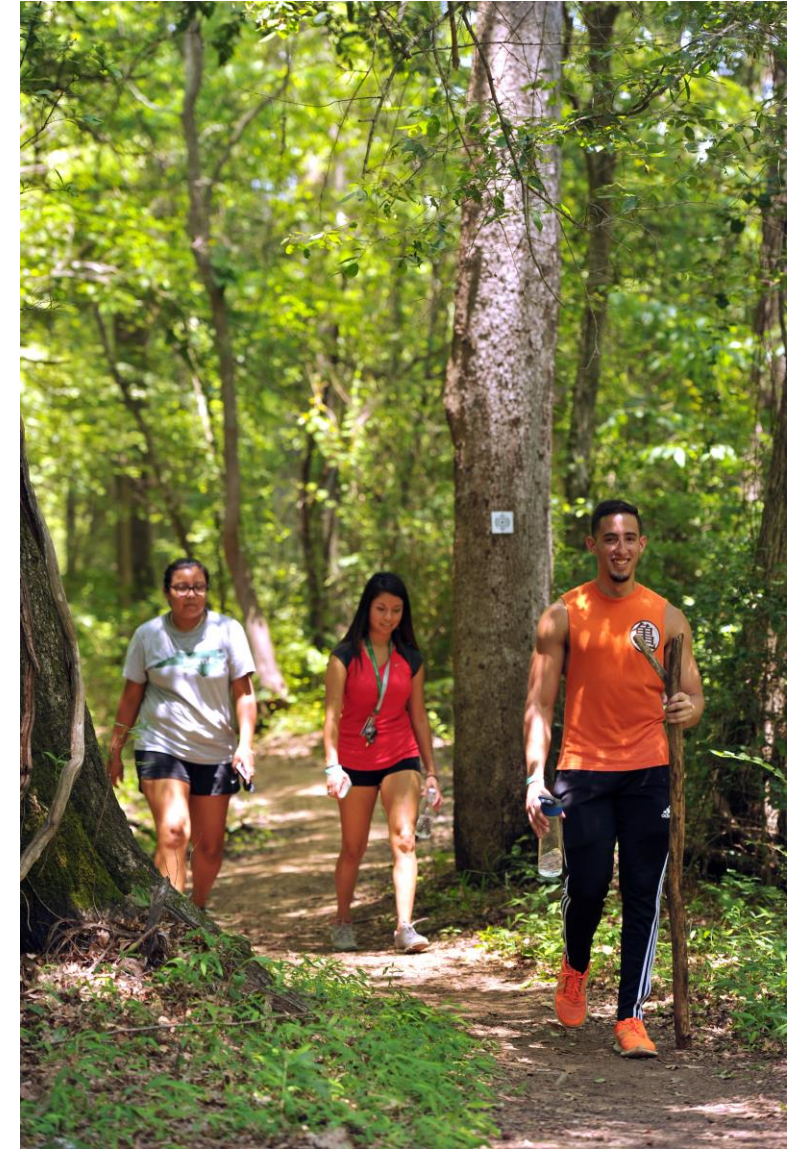
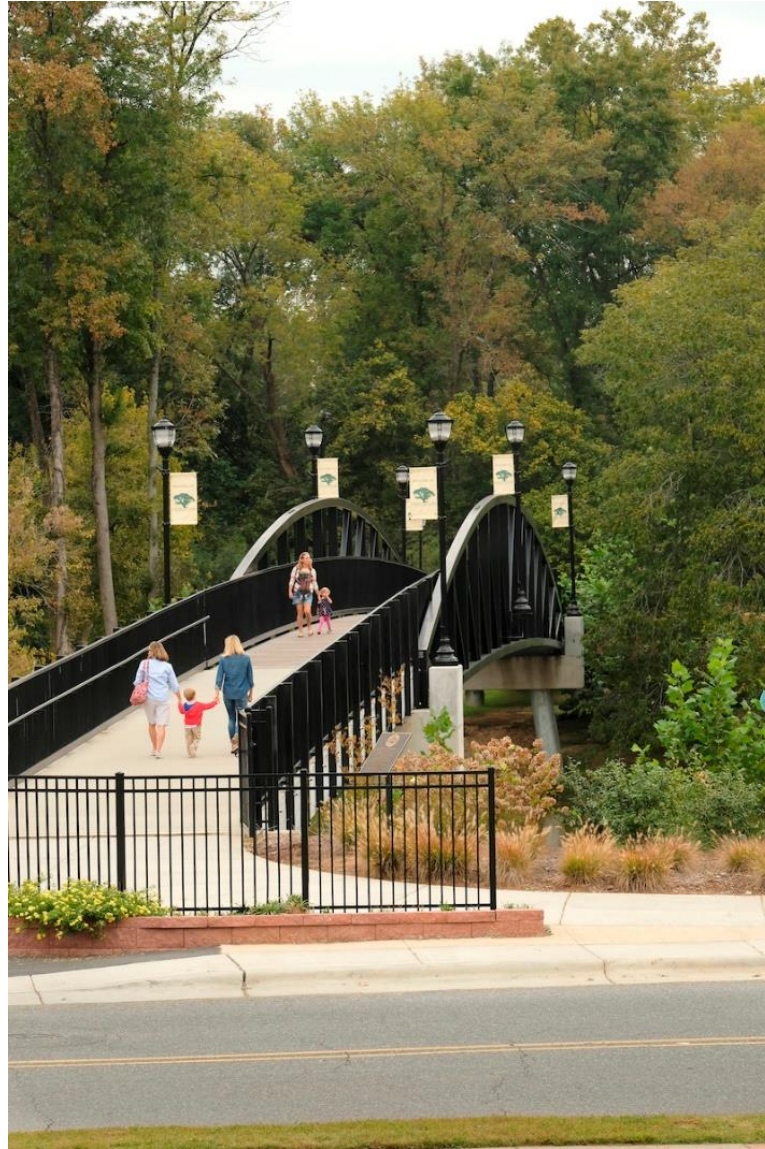




# SOUTH FORK CORRIDOR - CONNECTING & REVITALIZING TOWNS



Lowell, Cramerton,  
McAdenville, Mt Holly,  
Belmont







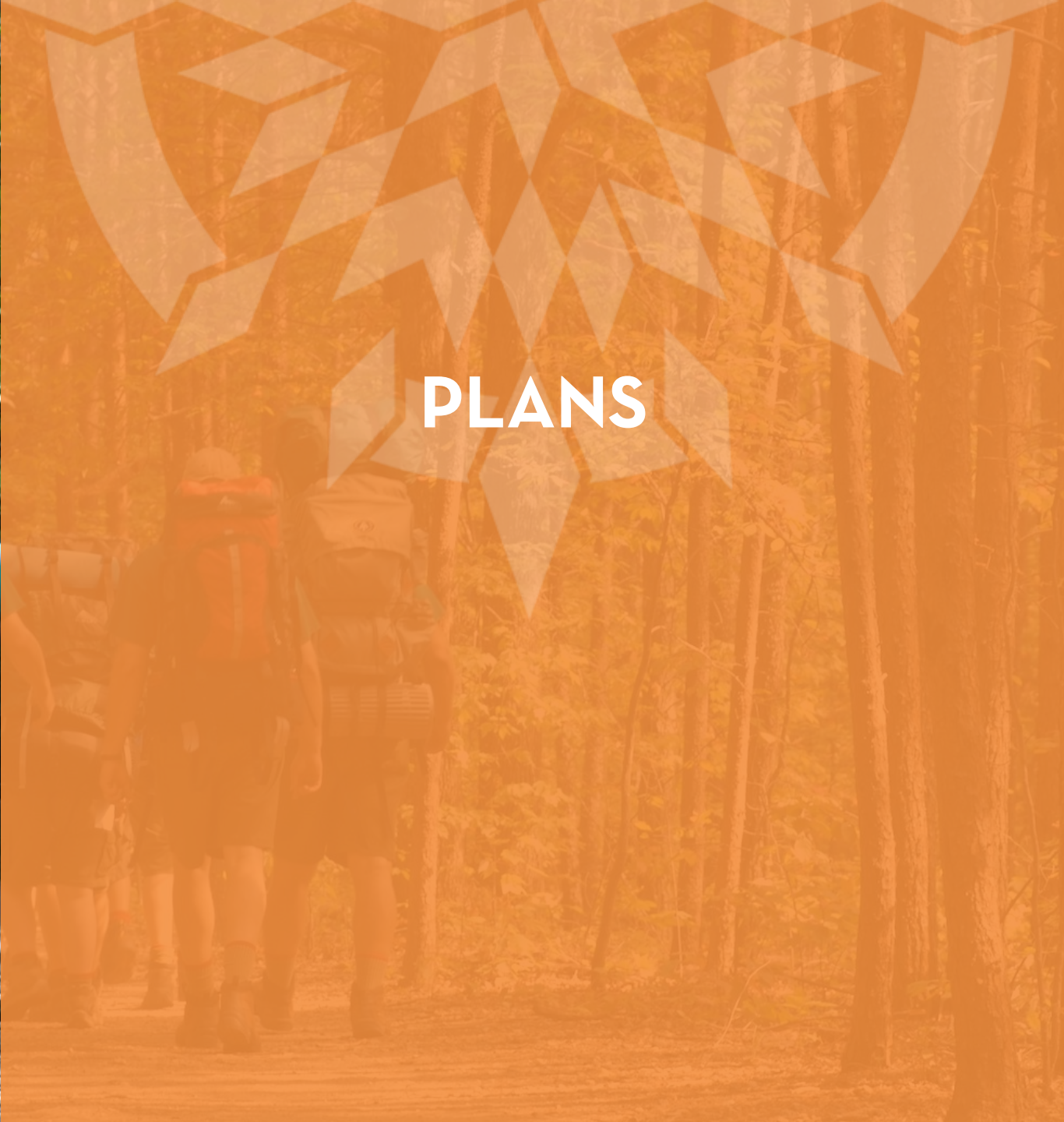
# BLUEWAYS

Catawba River  
South Fork River  
Rocky River  
Pee Dee River





# PLANS





# NEW SIGNAGE PROGRAM



Trailhead



Intersection



Assurance

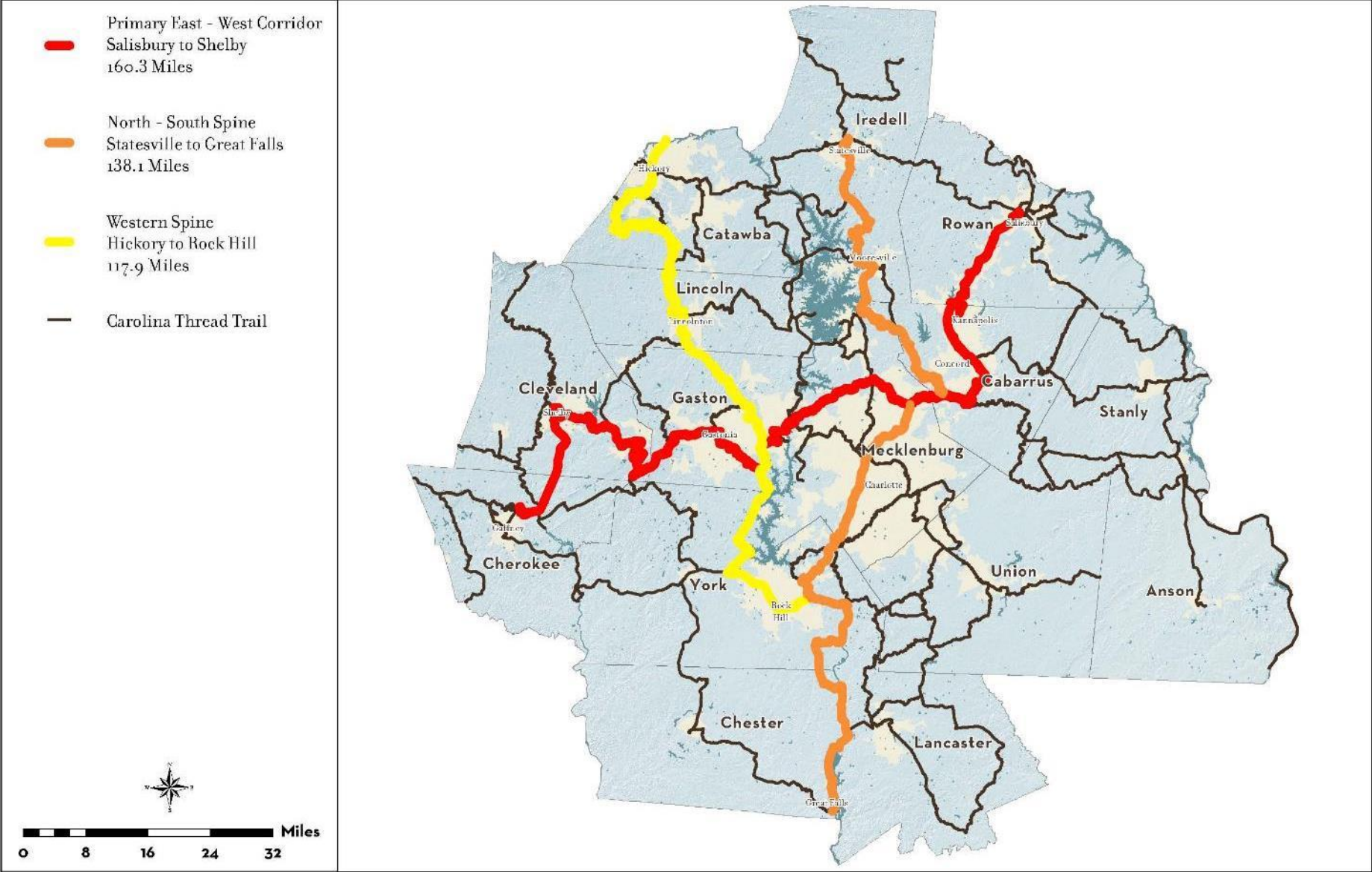


CAROLINA  
THREAD TRAIL





# PRIORITY CORRIDORS – 200 MORE MILES IN 5 YEARS





# STAY TUNED!



## Carolina Thread Trail

@CarolinaThreadTrail · Nonprofit Organization

[Learn More](#)

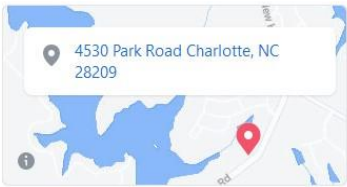
[carolinathreadtrailmap.org](https://carolinathreadtrailmap.org)

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### About

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The Carolina Thread Trail is a network of trails, greenways, blueways and conservation corridors linking 15 counties in North and South Carolina and i... [See More](#)

Carolina Thread Trail is this region's developing connected network of over 1,600 planned miles of trail, greenway and blueway connecting 15 counties ... [See More](#)

12,298 people like this including 2 of your friends



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Carolina Thread Trail

★ Favorites · 6 hrs · [View](#)

Name this trail and section! This week's [#threadtrailthursday](#) features a brand new 2-mile section of paved greenway that incorporates public art, wetlands and a historical site!

Correctly name this greenway AND section to be entered into our weekly Thread ... [See More](#)



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[OUR FOOTPRINT](#)

[WHY TRAILS MATTER](#)

[HOW YOU CAN HELP](#)

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## Sign Up for Carolina Thread Trail's Newsletter!

Sign up to receive information from Catawba Lands Conservancy and Carolina Thread Trail to be informed with news, updates and opportunities to volunteer!

\* Email

\* First Name

\* Last Name

