

## Canton, Connecticut

Population 10,292



The historic village of Collinsville, located within Canton, is the heart of the town. In the 1990s a railbed converted to a trail brought cyclists closer -- but not quite into -- town. Barriers along the trail kept people confined to either on the trail or off. Then a few years ago, Canton extended the bike trail to make a 28-mile loop.

Enter 2012: A master plan emerged to develop the village and remove the barriers separating trail users from the businesses. The carefully delineated design components began bringing people into town in 2014. Business owners noticed immediate results: From August of one year to the next, those closest to the trail saw 100% sales increases. Even after the novelty wore off, business continued to increase, as it did for those merchants a bit farther from the trail. The data showed the need for continued improvements, though, as the town businesses farthest from the trail saw little change.



Canton sees data as an asset: Laser counters installed on the trail help gather information for planning. In one two-hour time period they recorded 500 non-motorized movements, and more than 100,000 in the season.



- People spend money locally when non-motorized transportation brings them to town.
- Learn about “bike-onomics,” the evidence that cyclists make smaller, more frequent purchases

*Thank you to and photos courtesy of Neil Pade*