

THE VIRGINIA CAPITAL TRAIL

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AN ECONOMIC SUCCESS

CAT ANTHONY

VIRGINIA CAPITAL TRAIL FOUNDATION

EXECUTIVE DIRECTOR



**VIRGINIA
CAPITAL TRAIL
FOUNDATION**



WHAT IS THE CAPITAL TRAIL?

- 51.7 mile trail for recreation and transportation
- Connects the City of Richmond, Henrico County, Charles City County, and James City County following Route 5
- Paved, off the road, multi-use
- 1.2 million trail counts in 2020
- Took 20+ years to get completed, fully completed October 2015



RICHMOND

HENRICO COUNTY

CHARLES CITY COUNTY

WILLIAMSBURG

JAMES CITY COUNTY



TRAIL ETIQUETTE

- Be Respectful and Alert
- Stay to the right, pass on the left
- Give audible warnings
- Obey all Trail and Road Signs
- Use safe speeds, slow down in congested areas
- Pull off the Trail when stopped
- Leash and clean up after pets
- Maintain single file
- No unauthorized motorized vehicles

- Parking
- Restrooms
- Picnic Areas
- Convenience Stores
- Restaurants
- Camping



RICHMOND

Richmond Section: Lighting, Graffiti, Edging, Debris Removal, Litter, Amenity Repair, Mowing, Edge, Fertilize, Overseed, Debris Removal DPW
 Shiplock Park: Lighting — DPU, Trash DPR, Landscaping — Capital Trees
 Along Dock St./Low Line: All Landscaping Maintenance — Capital Trees

HENRICO COUNTY

Henrico and Charles City County:
 V-DOT, Ashland Residency
 (Richmond District)

CHARLES CITY COUNTY

WILLIAMSBURG

JAMES CITY COUNTY



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James City County:
 Asphalt, Bridges, Storm Damage—
 V-DOT Williamsburg Residency (Hampton District)
 Grass, Landscaping, Debris — JCC

RVA = 2.25 mi
Henrico, Charles City County = 42 mi
James City County = 7.5 mi

- Parking
- Restrooms
- Picnic Areas
- Convenience Stores
- Restaurants
- Camping



VIRGINIA CAPITAL TRAIL FOUNDATION

Mission Statement:

The Virginia Capital Trail Foundation exists to protect, promote, and enhance the Virginia Capital Trail, and to serve as a resource, community builder, and connector to other trails throughout the Commonwealth.

- Unified Voice of the Capital Trail
- **Programs:** Trail Ambassadors, Adopt-a-Trail Program, Trail Clean-ups, and Pop-Up Rest Stops
- **Events:** Cap2Cap Bike Ride, Cap Trail 10m/5k, and Cap Trail Challenge
- Amenities and Public/Private Partnership with VDOT
- Trail Advocacy
- Trail Promotion and Marketing
- Economic Development

ACCOMPLISHMENTS

— 2020 —



ANNUAL USAGE COUNTS OF OVER

1.2 MILLION

42% INCREASE IN ANNUAL TRAIL USAGE



TRAIL AMBASSADORS RODE
15,171 MILES

19% INCREASE IN TRAIL REPORTING

OVER **505** BAGS OF TRASH COLLECTED BY
588 VOLUNTEERS



Anti-Litter Program
ADOPT-A-TRAIL
501 VOLUNTEERS
142 CLEANUPS | 393 BAGS

44% GROWTH TRAINED AMBASSADORS
115



2ND ANNUAL

CAP TRAIL 10 MILE / 5K

160+

RUNNERS/WALKERS



679

 CYCLISTS

15TH ANNUAL CAP2CAP

LAUNCHED

QUARANTINE CHALLENGE

PARTICIPANTS **786**

18%

 NEW TRAIL USERS

OVER **750** VOLUNTEERS
EST. **2,635** HOURS OF SERVICE



OUTREACH PROGRAMS

OVER **45** COMMUNITY PARTNERS



Including VDOT

51.7

 MILES

SOLE ENTITY THAT OVERSEES ALL

USAGE COUNTS BY JURISDICTION

CITY OF RICHMOND	362,487
HENRICO COUNTY	498,821
CHARLES CITY COUNTY	119,311
JAMES CITY COUNTY	249,745

SOCIAL CHANNEL ENGAGEMENT

FACEBOOK FOLLOWERS	9,961	NEWSLETTER REACH	23,000+
INSTAGRAM FOLLOWERS	4,721	ANNU. WEBSITE VIEWS	286,000+
TWITTER FOLLOWERS	2,215		

CONNECT   
www.virginiacapitaltrail.org

ECONOMIC IMPACT FY2018-19:

- \$8.9 Million (est.) generated to the Commonwealth's economy (\$8.5 million spent within 50-miles of the Trail)
- \$6.1 Million (est.) in increased revenue (90 percent spent within 50-miles of the Trail)
- 99 full-time equivalent jobs supported
- \$3.6 Million (est.) in associated labor income
- \$5.3 million (est.) in value-added effects contributed to gross domestic product
- \$613,000 in state and local tax revenue
- 3.7 percent increase in property values that bordered the trail between 2014-2016 over similar properties not adjacent to the trail





COMMENTS AND QUESTIONS?

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