

QUALITY OF LIFE PROJECT INTRODUCTION

WILBUR WRIGHT TRAIL PHASE 3

The Wilbur Wright Trail Phase 3 is a newly redesigned trail. This project aligns with the “Quality of Life”, one of the three READI 1.0 qualities. The alley incorporates two of the READ 1.0 focus area: “Trails & Parks”, and “Capital/Infrastructure”. The project is located in Henry County, IN. READI Program invested \$245,000 and the total matching amount from non-READI sources was \$1,911,340. The total investment was approximately \$2,156,340.

The READI Project description says that “The third phase of the project in Henry County will add 2.6 miles of paved, multi-use trail to the existing 3.1 mile Wilbur Wright Trail. The trail is being built on a former railroad corridor in Blue River Township and will connect to the Town of Mooreland in northeastern rural Henry County. In future phases the Wilbur Wright Trail will connect to the Cardinal Greenway. READI funds will contribute to the construction of the trail and will also be used as a match to IDNR Next Level Trail funds. The project will begin construction in September 2022 and is projected to be completed by November 2022. The project is being delivered through a design-bid-build process with Healthy Communities of Henry County serving as the project owner. Trail construction will be procured through a public bid process and will likely work under a general contractor for the project. The intended outcome of the project includes 2.6 miles of paved trail. There are no planned direct impacts to climate change.”



Pictured: Wilbur Wright Trail
Courtesy: East Central Indiana Regional Partnership

QUALITY OF LIFE PROJECT OVERVIEW

WILBUR WRIGHT TRAIL PHASE 3

Henry County, Indiana led a collaborative effort to develop the Wilbur Wright Trail extension, adding 2.6 miles of paved, multi-use trail to the existing 3.1-mile corridor. The project improves regional connectivity and outdoor recreation, aligning with READI 1.0 priorities.

BEFORE (12/01/2022 - 11/30/2023)

AFTER (12/01/2023 - 11/30/2024)

Unique Visitors



2,700

3,700

↑ 37%

Total Visits



7,900

9,400

↑ 19%

Most Weekly Visits



6,300 Week of Aug 7, 2023

7,700 Week of Aug 6, 2024

\$2,156,340

Total Project Investment

\$1,911,340

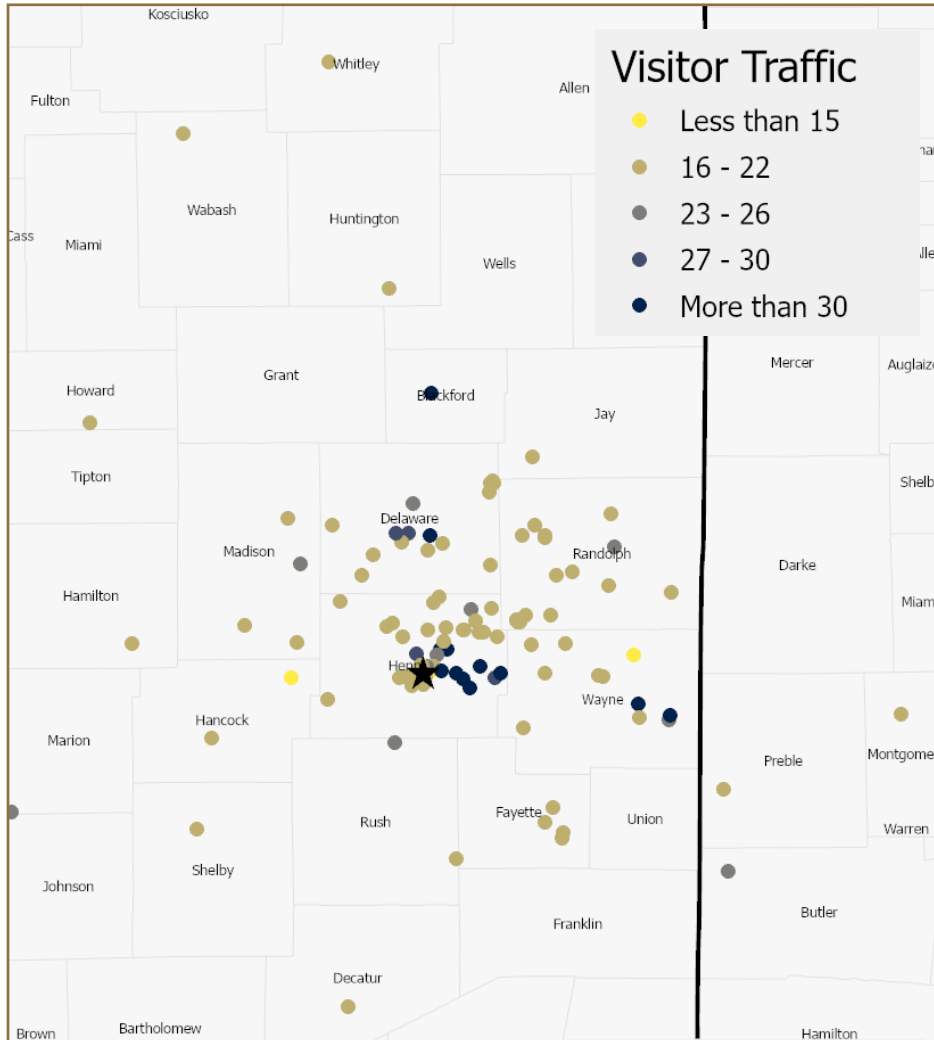
Non-READI Sources

\$245,000

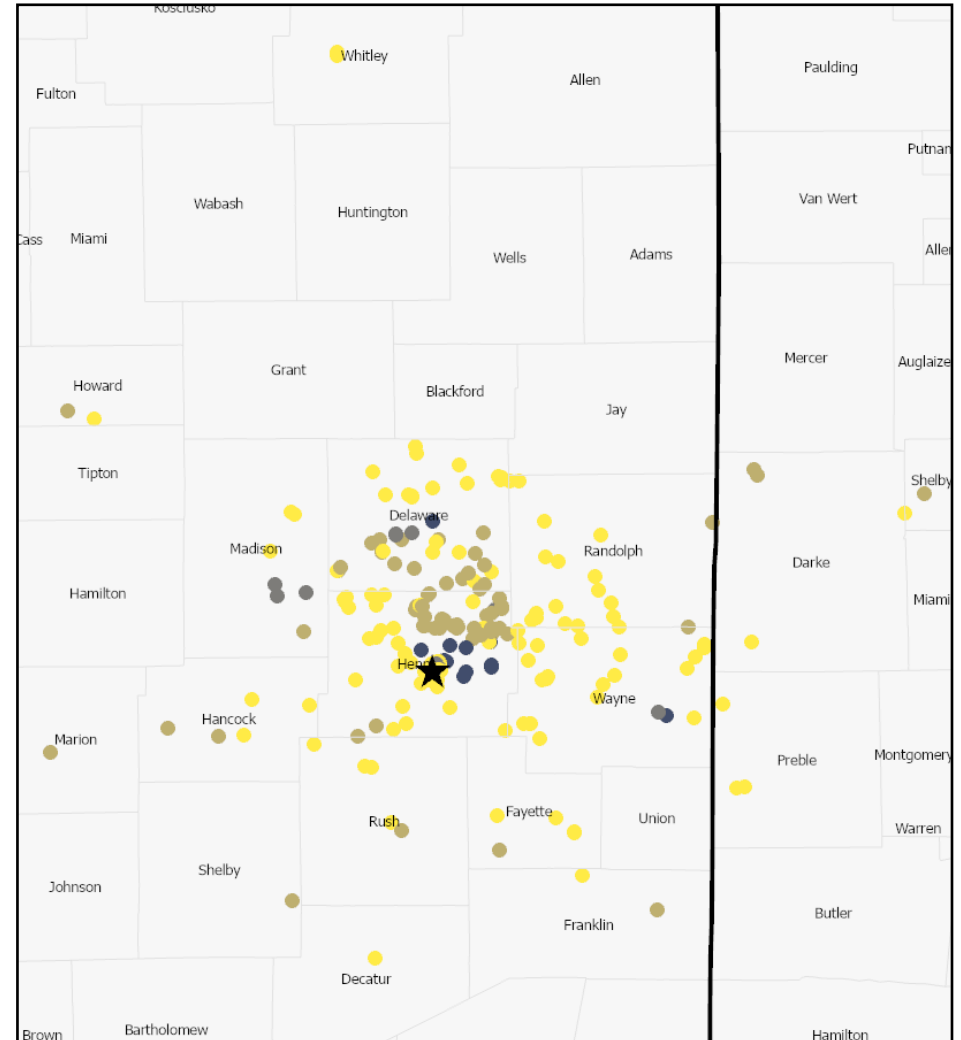
READI Program Match

WILBUR WRIGHT TRAIL PHASE 3

BEFORE (12/01/2022 - 11/30/2023)



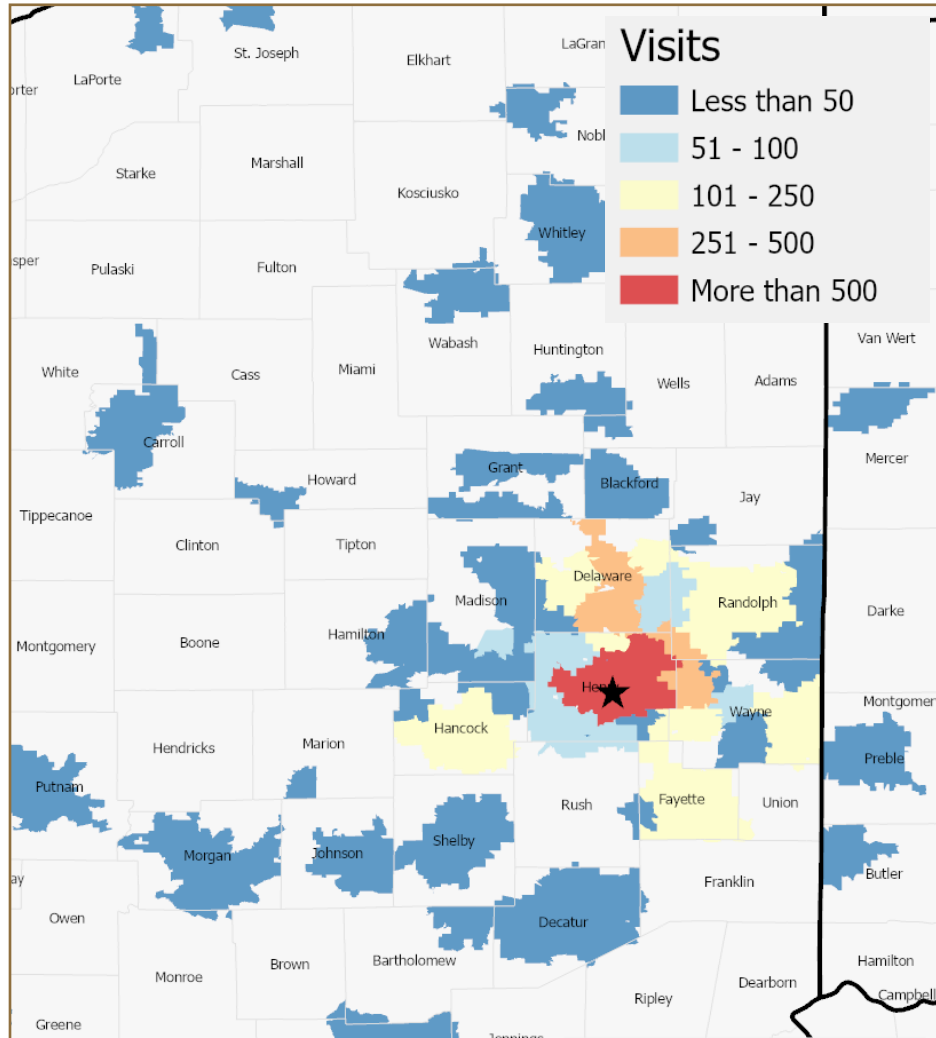
AFTER (12/01/2023 - 11/30/2024)



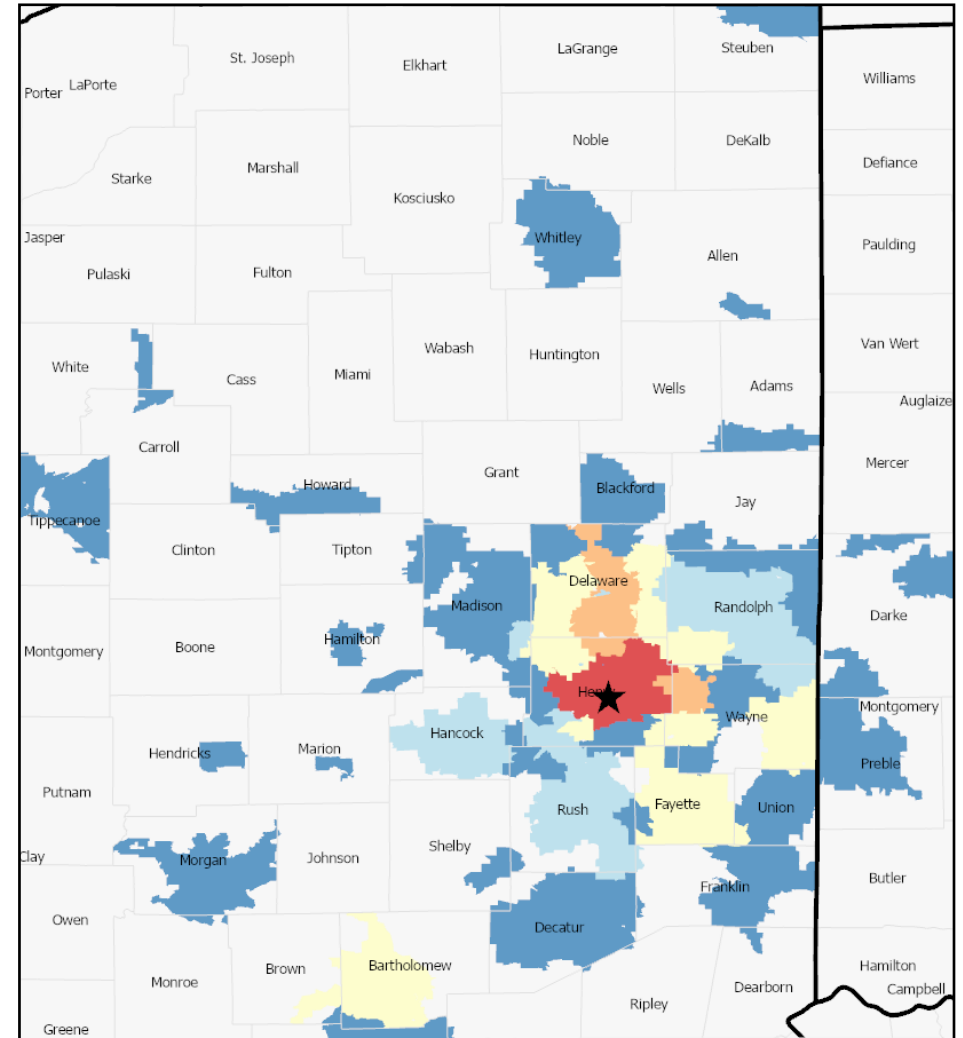
QUALITY OF LIFE PROJECT VISITS

WILBUR WRIGHT TRAIL PHASE 3

BEFORE (12/01/2022 - 11/30/2023)



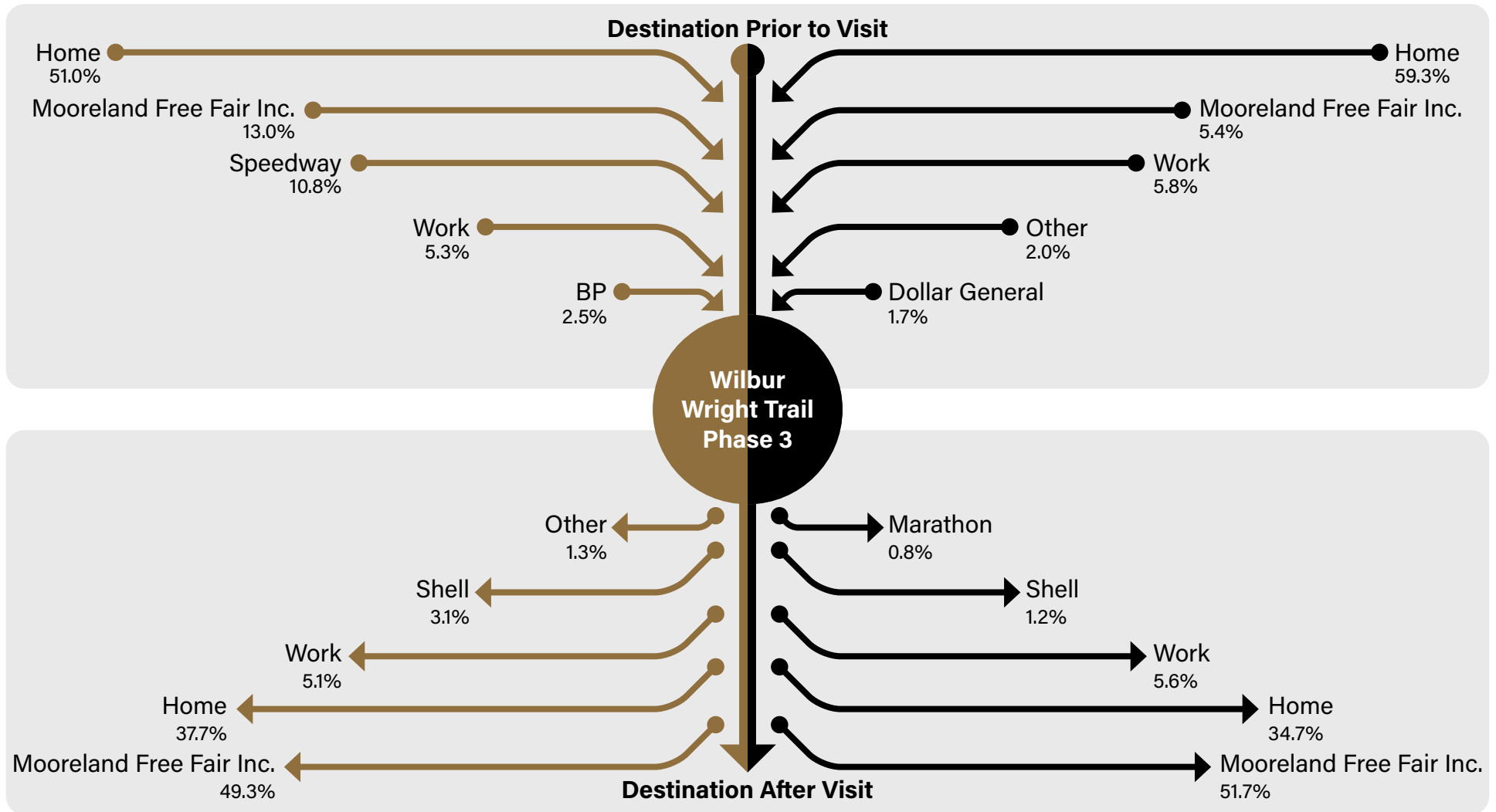
AFTER (12/01/2023 - 11/30/2024)



WILBUR WRIGHT TRAIL PHASE 3

BEFORE (12/01/2022 - 11/30/2023)

AFTER (12/01/2023 - 11/30/2024)



QUALITY OF LIFE PROJECT DRILLDOWN

WILBUR WRIGHT TRAIL PHASE 3

BEFORE (12/01/2022 - 11/30/2023)

Unique Visitors

Visit	7,900	➡	9,400
Visit YoY	37%	➡	19.5%
Visitors	2,700	➡	3,700
Visit Frequency	1.47	➡	1.3
Panel Visits	406	➡	599

High Frequency Visits

Days with over 100 visits	4	➡	3
Days with over 200 visits	1	➡	2
Days with over 300 visits	1	➡	1
Days with over 400 visits	1	➡	1
Days with over 500 visits	1	➡	1

Visitor Journey

Prior: Most Place	Home (51%)	➡	Home (59.3%)
Prior: Second Most Place	Mooreland Free Fair Inc. (13.0%)	➡	Mooreland Free Fair Inc. (8.4%)
Post: Most Place	Mooreland Free Fair Inc. (49.3%)	➡	Mooreland Free Fair Inc. (51.7%)
Post: Second Most Place	Home (37.7%)	➡	Home (34.7%)

AFTER (12/01/2023 - 11/30/2024)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Thursday (27.7%)	➡	Friday (28.9%)
Least Daily Visits	Sunday (2.4%)	➡	Monday (5.38%)
Most Hourly Visits	6:00 pm (20.2%)	➡	6:00 pm (23%)
Average Visit Duration	22 min	➡	17 min
Median Visit Duration	6 min	➡	6 min

Demographic Characteristics

Median Household Income	\$53,900	➡	\$54,800
Bachelor's Degree or Higher	20.3%	➡	18.4%
Median Age	37.8	➡	37.7
Most Common Ethnicity	White (85.6%)	➡	White (86.6%)
Persons Per Household	2.42	➡	2.54

Favorite Places

First Favorite Place	Kings Plaza (7.9 mi)	➡	Kings Plaza (7.9 mi)
Second Favorite Place	Trojan Plaza (7.7 mi)	➡	Muncie Plaza (17.2 mi)