

Lehigh Valley Greenways Conservation Landscape SUCCESS STORY

By: City of Bethlehem
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South Bethlehem Greenways Economic Impact Study (2012)

SUMMARY

In order to document the economic impacts of the South Bethlehem Greenway, the City of Bethlehem collaborated with the Lehigh University Social Science Research Center to conduct a Southside Greenway Utilization Report. This report was compiled through partnership with Liberty High School students conducting surveys of Greenway users. This information is intended to be a baseline to monitor the Greenway's expanding impact over time.



CHALLENGE

The first phases of the South Bethlehem Greenway were completed in 2010 and 2011. Over a year into its utilization, a full analysis is necessary to build a baseline that allows for the study of impacts over time. With this data available, ways to make the Greenway more accessible and pleasurable to users will be illuminated.

FUNDING

Grant Award:
\$4,771

Match:
\$5,000

Total Project Cost:
\$9,771

PARTNERSHIP IS KEY

**Lehigh University Social
Science Research Center**

Liberty High School



SOLUTION

The survey was conducted through an in-person intercept survey of Greenway users over four months in the spring and summer of 2013. Surveys were offered in three languages and collected by trained student volunteers from Liberty High School. The results of these surveys were compiled by Lehigh's Social Science Research Center into the Southside Greenway Utilization Report in July 2013.

RESULTS

- 255 user responses collected over four months
- 97% of users rated the Greenway as "excellent" or "good"
- 69% of users have increased their trips to local businesses as a result of the Greenway opening
- A trail extension, addition of facilities, more trees, and improved safety most frequently suggested by respondents

Contact



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