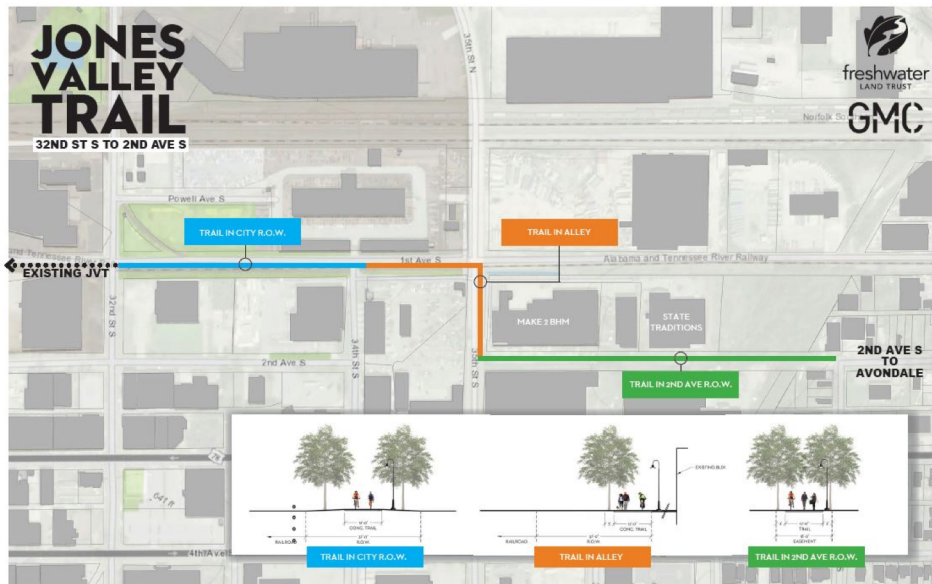


JONES VALLEY TRAIL EXTENSION

CONNECTING ROTARY TRAIL TO AVONDALE'S 41ST STREET

Freshwater Land Trust is leading a campaign to fund and build Jones Valley Trail Extension.

This highly-anticipated, multi-use trail will connect downtown Birmingham from Rotary Trail to Avondale's 41st Street and make many other Red Rock Trail System connections possible.



Proposed route for Jones Valley Trail Extension



TRAIL OVERVIEW

Running through the middle of Birmingham, Jones Valley Trail has grown in popularity as residents and tourists alike spend time in outdoor destinations like Railroad Park, Rotary Trail, Sloss Furnaces, and the Pepper Place Market District. Commuters also frequent the trail to cycle, walk, and run between Birmingham's eastern, western, and downtown communities.

Jones Valley Trail Extension will pick up at 32nd Street South near Marx Brothers and tie into 41st Street South in Avondale, providing a safe, multi-use trail for existing users and a new outdoor destination for individuals living in, working in, and visiting Greater Birmingham.

Jones Valley Trail Extension is part of Jefferson County's Red Rock Trail System, a growing trail network facilitated by Freshwater Land Trust.

Jones Valley Trail Extension will add a critical mile to the trail system's central corridor, make various trail connections to new neighborhoods possible, and bring us one step closer to connecting Ruffner Mountain Nature Preserve in the east to Red Mountain Park in the west.

\$1,000,000 GOAL

Freshwater Land Trust (FLT) is leading efforts to raise \$1,000,000 for the trail's construction.

FLT is working with the City of Birmingham to finalize the trail extension design and hopes to open the trail in the summer of 2021, ahead of the 2022 World Games.

To follow our progress, visit:
jonesvalleytrail.swell.gives

INITIAL RENDERINGS

We are working with landowners, Avondale businesses, and the City of Birmingham to finalize a multi-use trail design that is safe, aesthetically pleasing, and accessible to all residents.

Once Jones Valley Trail Extension is complete, we anticipate an increase in annual trail users and economic investment along the trail extension. Already, businesses are planning upgrades and beautification projects along their properties in anticipation of the extended trail.



BEFORE / FACING EAST TOWARDS AVONDALE



AFTER / FACING EAST TOWARDS AVONDALE

WHY TRAILS?

Trails consistently trigger economic benefits in the communities where they are built.

- The Katy Trail in Missouri generates over **\$18 million** annually in local revenue.¹
- On the Great Allegheny Passage in Maryland and Pennsylvania, business owners indicate that **25% of their gross revenue** was directly attributed to trail users.²
- The total economic impact of the Virginia Creeper Trail is estimated at **\$1.59 million**.³

Trails also consistently improve health outcomes and reduce associated healthcare costs.

- In Alabama's Jefferson County, **89% of survey respondents** said that if they had access to a nice, safe place that could be used for walking or biking, they would use it.⁴
- Providing space for walking and biking saves approximately **\$21 million in direct medical costs** per year, if only 19% of respondents who say they will use the space 4+ times a week follow through.⁴
- A study in Nebraska found that every dollar invested in trails for physical activity led to **\$2.94 in direct medical benefits**.⁵
- In Nova Scotia, a professor of economics found that the total annual value of increased physical activity expected to arise from a proposed trail was approximately **\$456,000** (\$2.88 per trip).⁶

RED ROCK TRAIL SYSTEM

Facilitated by FLT, Red Rock Trail System is a planned 750-mile network of trails, bike lanes, and sidewalks in Jefferson County with over 120 trail miles already open to the public. FLT's vision is for every resident to have safe, convenient access to the outdoors where they can run, walk, bike, and play with their families.

Each year, we work with partners to build new trails and promote the growing trail system as a whole. Some of the newest trails include:

- **Kiwanis Vulcan Trail** (2018, Birmingham)
- **Rail Trail** (2018, Bessemer)
- **High Ore Line to Red Mountain Park** (2019, Midfield and Birmingham)
- **Five Mile Creek Greenway** (2019, Gardendale and Fultondale)



Photos of Jones Valley Trail and Rotary Trail

Sources

- 1 Synergy Group et al., *Katy Trail Economic Impact Report* 6 (2012).
- 2 Campos, Inc., *The Great Allegheny Passage Economic Impact Study* (2007-08) 16 (2009).
- 3 J.M. Bowker, et al., *The Virginia Creeper Trail: An Assessment of User Demographics, Preferences, and Economics* 28 (2004).
- 4 Bisakha (Pia) Sen. University of Alabama at Birmingham. *Assessing the Impact of Green Spaces on Physical Activity (PA) & Healthcare Costs in Jefferson County, AL*. (2010)
- 5 Wang et. al, *A Cost-Benefit Analysis of Physical Activity Using Bike/Pedestrian Trails*, 6 Health Promotion Practice 174 (2005).
- 6 Brian Vanblarcom, *Comparing the Costs and Health Benefits of a Proposed Rail Trail*, 5 J. Pol'y Research in Tourism, Leisure & Events 186 (2013).



Rotary Trail. Photo by AirFowl.

TRAIL BLAZER BENEFITS

As a Jones Valley Trail Extension Trail Blazer, you will be part of a trail project that is bridging infrastructural gaps between Birmingham's neighborhoods and downtown, promoting outdoor recreation, and encouraging economic growth in our area.

Iron Trail Blazer

\$1,000 and up

- Recognition on FLT's website

Bronze Trail Blazer

\$25,000 and up

- All the benefits of an Iron Trail Blazer, plus:
- Listed on Jones Valley Trail Extension's donor recognition sign

Silver Trail Blazer

\$50,000 and up

- All the benefits of a Bronze Trail Blazer, plus:
- Recognition through a custom sign installation along Jones Valley Trail Extension

Gold Trail Blazer

\$100,000 and up

- All the benefits of a Silver Trail Blazer, plus:
- Naming rights for a custom designed and crafted bench or table

Platinum Trail Blazer

\$500,000

- All the benefits of a Gold Trail Blazer, plus:
- Exclusive naming rights, including two trailhead signs

Please contact us to discuss other opportunities for investor recognition and corporate engagement.

ABOUT US

Freshwater Land Trust (FLT) conserves, connects, and cares for land and water in Central Alabama, creating dynamic green spaces for future generations. Since 1996, FLT has conserved over 12,000 acres of land that protect rivers and wildlife and established Red Rock Trail System, an ambitious network of trails, bike lanes, and sidewalks in Jefferson County.

In their efforts to advance Red Rock Trail System, FLT relies on robust partnerships with government, business, and community leaders across Jefferson County. Key partners include:

- Jefferson County Department of Health
- UAB's Live HealthSmart
- City of Birmingham
- Five Mile Creek Partnership, a coalition of six cities in north Jefferson County

FLT serves as an expert and champion for high-impact, long-lasting conservation, stewardship, and public access to the outdoors in Alabama. They are nationally accredited by the Land Trust Accreditation Commission.

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