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# Eastern Trail Alliance Newsletter

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Fall/Winter 2012

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All photographs in  
this issue are by  
James Bucar

## 58,000 MILES IN ONE DAY? (Around the Earth—twice— along the Maine Coast)

By Bob Bowker,  
MLR Ride Coordinator

### MAINE LIGHTHOUSE RIDE 2012

With Mother Nature cooperating once again, the 9<sup>th</sup> Annual Maine Lighthouse Ride was a resounding success. A total of 941 registered riders rode the roads, a remarkable 36% increase over 2011! The ambitious century ride edged out the flagship 40-mile 8-lighthouse ride, with 294 riders doing the 100, and 278 riders opting for the 40-mile. The metric-century wasn't far behind with 209, followed by 157 riders for the 25-mile jaunt. The 941 riders pedaled a total of 57,803 miles! Yes, do the math – that's over twice around the Earth!



Century rider at Biddeford Pool



The start at Spring Point Light

Despite fog that hugged the coastline for most of the morning, spirits were high, and when the sun rose clear around noon, spirits rose even higher. When early in the day a volunteer apologized for the

absence of a normally spectacular view from the Kettle Cove rest stop, the rider replied, "This is fun! We don't have fog where we live." Despite a few of the inevitable and normal glitches— e.g., riders missing a turn, mechanical miscues— rider surveys showed that over 99 percent reported a positive experience. That kind of word-of-mouth praise explains why they are willing to travel to enjoy our spectacular Maine coast; 20 states and Canada were represented at this year's ride.

But more than splendid scenery drew kudos. Once again, riders couldn't say enough about the friendly, helpful volunteers. This year, we had nearly 90(!), many of whom attended the annual volunteer party held at the ocean front Poole cottage two weeks after the ride. Thank you once again, volunteers! You deserve all the credit for another great and memorable event.

Now, on to 2013, and our 10<sup>th</sup> Annual Maine Lighthouse Ride!



Riders at Goose Rocks Beach



Volunteer cheerleaders at Fortune Rocks Rest Stop



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## The Value of the Trail

by ETA President Bob Hamblen

An advantage that those promoting the Eastern Trail have enjoyed touting for years now is its economic value to the communities it crosses and connects. ETMD President Tad Redway, who also works as Arundel's town planner, reports that the local business support group is well aware of and is making plans to take advantage of the still-new Eastern Trail section that crosses the town from Biddeford to Kennebunk.

Nor has the message been lost on Old Orchard Beach, which announced plans last spring to create a 2.8 mile connector trail from its downtown to the Eastern Trail. Combining on- and off-road pathways, the connector clearly indicates that business people and local government recognize the value of bringing trail users into their community, which in turn becomes one more gateway to the ET— all, by the way, at a relatively low cost to the town. In two public meetings, town residents have strongly endorsed the project.

As recently reported by the League of American Bicyclists, and the Alliance for Biking and Walking, recreational bicyclists number 60 million in this country. Annually, this relatively affluent group can be expected to spend \$46.9 billion on meals, transportation, lodging, gifts and entertainment. No wonder Arundel and Old Orchard Beach are paying attention to the spin-offs and benefits made possible by the ET!

The League's report, entitled "Bicycling Means Business," is full of useful information for those making the argument that trails mean business. A 2009 study done in Minnesota found that walkers/hikers are the most active trail users in the state, followed by bicyclists. The value of goods and services stemming from bicycle riders was calculated at \$261 million, supporting more than 5,000 jobs and generating \$35 million in taxes.

Closer by, Vermont, with its 626,000 residents, experienced over \$56 million in revenue from bicycle and pedestrian-related businesses,



resulting in more than 1,000 jobs and \$26 million in wages. And Quebec reports that bicycle tourists

spent an average of \$83 per day in 2005, as compared to an average of \$66 per day by all other tourists.

And this example from the Outer Banks of North Carolina: taking note of bicyclists' affluence— half the cyclists visiting the area earn more than \$100,000 annually, and 40% possess either a master's or doctoral degree— the region sank \$6.7 million into bicycle infrastructure: paths, shoulders and lanes. The result: an annual 9:1 return on investment. Gee, if only the Dow average and our mutual funds did as well!

Well, clearly our Eastern Trail host communities are on to a good thing. From 2001 through 2011, the towns and cities that have been Eastern Trail Management District members have each paid a total of \$50,000 in annual dues.

Their return on investment? An average of \$600,000 per mile in trail construction costs. So, for example, Saco with roughly 3.5 miles of ET within its borders has realized a return on its investment of about \$2.1 million. And have users taken notice? You know they have, and so have the local bike shops, restaurants, ice cream stands, and variety stores.

So, as you, friends, family, and neighbors enjoy the ET, know that you are part of a phenomenon being measured, analyzed and embraced for a multitude of reasons, not the least of which are firmly rooted in economic development. That's all great, and will often be cited when the ETA is trying to "sell the Trail" to communities and potential supporters. But, we know the real value in our trail, don't we – expressed in every smiling face we pass as we walk or bike under the trees, through the Marsh, under a blue sky.



The "Bicycling Means Business" report can be viewed at [http://www.infrastructureusa.org/wp-content/uploads/2012/09/Final\\_Econ\\_Updatesmall.pdf](http://www.infrastructureusa.org/wp-content/uploads/2012/09/Final_Econ_Updatesmall.pdf).



# A Busy 2012 on the Eastern Trail

by Bob LaNigra

The Eastern Trail has quickly become a mecca for special events, whether walking, running, biking, dog walking, or competitive triathlons. This is especially true now that we have added the Biddeford to Kennebunk and the Saco to Scarborough sections. With all this activity, our members have been extremely busy helping out at these events, serving at water or rest stops, providing traffic control, assisting at registration, or directing the event, to name just a few volunteer functions.

The ETA has also benefited financially from several of these events that are, not incidentally, fund raisers for the ETA: for example, the Snowy Egret 5K race, held Memorial Day in Scarborough with over 300 runners; the REV 3 Triathlon, held in August in OOB and Scarborough, with over 1100 participants; and also the be Healthy Walk/Run at SMMC, held in October, with over 350 participants. These three events alone raised over \$2200 for the ETA as a result of our volunteer participation.

Many other events were also held on the trail. Several dog walks, a half marathon and three or four other running/walking events.



Snowy Egret 5K Race

hundred dollars.

Thus, not only is the trail being used by many organizations, which we fully support, but it is also becoming so popular that we have needed to establish controls and procedures to monitor the events. And it has also become a source of needed funds for the ETA/ETMD.

Most of us ETA volunteers agree that the chief benefit of having so many events on the trail is not just our involvement or our volunteering, but the tremendous satisfaction we derive from meeting so many people who are enjoying the trail in such healthy endeavors.

Come join us by volunteering at some of these special events. You'll quickly become hooked on the excitement of the event as well as enjoying the camaraderie of your fellow ETA members.



Dog Walk on the Trail

To preserve the condition of the trail and ensure the safety of both the daily trail users and the event participants, we require that the organizers must first complete a Special Events form for the ETMD/ETA, pay a registration fee, which is determined by whether they are a non-profit or for-profit organization, then go through the approval process with the towns or cities where the event will occur (police, emergency responders, etc.) and finally the ETMD/ETA. The application fee for larger for-profit groups can cost as much as several



Revolution 3 Triathlon on the Eastern Trail



[www.EasternTrail.org](http://www.EasternTrail.org)

## The Eastern Trail

Kittery



Eliot



South Berwick



North Berwick



Wells



Kennebunk



Arundel



Biddeford



Saco



Old Orchard Beach



Scarborough



South Portland

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## Eastern Trail Alliance Staff

Carole Brush

**Executive Director**

Scott Marcoux

**Communications  
Coordinator**

Larry Glantz

**Web Coordinator**

**ETA**

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## Welcome to New ETA Members

Albert Alschuler  
 Deb Arbique  
 Michael Babyak  
 Nancy Batchelor  
 Peggy Bensinger  
 A. Jan Berlin  
 Maripat Brady  
 Barbara Brunet  
 Kristen Brusky  
 Marty Burgess  
 Peter Cohen  
 Don Comeau  
 Chip Cooper  
 Mark Curtis  
 Michael Davis  
 Michael D. DeRosa  
 Janet Eastman  
 Julie Edwards  
 Irene Emery  
 Claire Fitts  
 Mary Fuller  
 Lynne Gaudette  
 Dillon Gillies  
 Michael Gower  
 Mary Keefe  
 Virginia & James Kenney  
 Rebecca Kraai  
 Penelope Kullaway  
 Laurier Lauze  
 Robin Lent  
 Corinne Lidsky  
 John Litvaitis  
 Alec Livingston  
 Daniel Lyons  
 Sarah MacColl  
 Amy Malette  
 Cynthia Morris

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# Healthy Partnering? - Partnering in Health?

The Eastern Trail has been a boon to Southern Maine Medical Center employees and patients. In a recent survey, nearly one-third of employees based at the medical center's Biddeford location reported using the Eastern Trail for exercise and recreation, with walking and cycling the two most frequent uses.



SMMC patients have also benefitted. "Walk Away from Cancer," a pilot program funded in part by the Maine Cancer

Foundation, relies on the Eastern Trail. Designed specifically for cancer patients recently diagnosed

or currently in treatment, this program seeks to provide the tools and motivation to help patients begin and sustain a program of beneficial exercise. Peggy Belanger, SMMC's Cancer Care Coordinator reports that "Walk Away from Cancer" works well because "we have such easy access to a safe, scenic place to walk: the Eastern Trail."

For two years, the Eastern Trail has been the site of the SMMC "Be Healthy" 5K Run/Walk, proceeds from which help support SMMC's Center for Breast Care. According to Becky



"Be Healthy" 5K Run/Walk

Wright, SMMC Director of Development, "The ability to host this event from our medical center campus makes it so much more fun and safer than if we had to go off our property."

## About the ETA

We are citizens of southern Maine, hikers, bikers, X-country skiers, birders, and other outdoor enthusiasts, dedicated to creating, enjoying, and maintaining the Eastern Trail.

The ET will be a four-season trail suitable for both transportation and recreation. It will connect Casco Bay in South Portland with Kittery on the NH border and the ten other communities in between.

## ETA Thanks Major Donors

Chiropractic Family Wellness Center

Coastal Healthy Communities Coalition

Davis Foundation

Saco & Biddeford Savings

Southern Maine Medical Center

Telecom Pioneers

Texas Instruments

## 2012 Maine Lighthouse Ride Sponsors

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Brady's Screen Print

Brown Industrial Group

City of Biddeford

Creative Awards

Doyle Enterprises

Hannaford's

Jay Beauchemin

Kittery Trading Post

Michaud Distributors

Micro Support Group

Moody's Collision

North Dam Mill

Ocean Park Association

P & C Insurance

Peoples Choice Credit Union

Poland Springs

Road ID

Rodger's Sports

Scott Dow

Sooper Dogs

Southern Maine Community College

Spring Point Publishing

State of Maine Parks

Town of Scarborough

Woodman Edmands Danylik Austin Smith & Jacques P.A.

York Hospital

York Hospital - Choose to be Healthy

# The ET - Making Things Happen

by Carole Brush, ETA Executive Director

When I stepped into the interim role of Trail Coordinator in 2008, the ET had completed four off-road sections totaling 10.5 miles. Then, in 2009, thanks to the tremendous support and confidence of the ET Board and member communities, I moved into the role of Executive Director.

Three years later, I am still quite happily enjoying that role—looking back at two more successfully completed projects entailing three bridges, one huge culvert, and an additional 10.5 miles of beautiful trail. Not content with that, the ET is now proposing designs to close a significant gap in Scarborough and to extend the trail south to Kittery.

None of this would have occurred without your support. Thank you.

So, it's an exciting, energizing time for the ET. Still, we have miles to go before we rest. With 22 of the 65 miles now completed, our attention turns to growing and managing both the trail and the organization.

We are actively seeking funding to continue the trail south—Kennebunk to Kittery—and to close gaps in Scarborough, and in Saco and Biddeford. In addition, as the trail expands, so does its visibility, bringing much more traffic and many "opportunities." In just one instance, once the amazing Turnpike Bridge was completed, the ET phone and email systems went on overtime.

I've never experienced such enthusiasm and interest. The volume of inquiries was rewarding . . . and a little overwhelming: "Where does it start?" "Where does it end?" "Can I camp on the trail?" "How about geo-caching?" "Can we host an event on the trail?" "Where's the nearest hotel, bike shop, restaurant?" Many other questions poured in—some better left unsaid.

In 2011, five successful events brought walkers and runners to the trail. Then, during 2012 that number ballooned to 15 events, including several 5K fundraisers for various causes, a 30-miler from Kennebunk to Bug Light, a half marathon, and a triathlon, some of which put hundreds of participants on the trail. The trail, itself, has attracted all this healthy and gratifying activity;

little publicity has been required.

That said, in the cause of growing the trail, ETA Trustees and volunteers have actively been spreading our message through various public events: Chambers of Commerce gatherings, "Eggs and Issues" Forums, and Employee Wellness Programs and Fairs at UNE, SMCC, TI, and other corporate sites. The Wells Transportation Center offered space for a promotional poster, and soon the Wells Chamber of Commerce will sport one. The ETA continues to provide updated trail history, maps, and literature in our many kiosks and in local bike shops (at their urgent requests) and other retail establishments along the trail. All of these outreach efforts bring new faces to the trail, provide opportunities for local businesses, and increase visibility for our communities.

As we enter a new year, I look forward to "getting out there"

even more to spread our message, promote the trail as a proven economic enhancement to our communities, and find the necessary funding to connect the dots and complete this masterpiece of a trail, which the Maine DOT has designated as one of the three trails in Maine of statewide significance!

I welcome your input: always feel free to give me a call at 207-284-9260 or email [eta@easterntail.org](mailto:eta@easterntail.org). To quote those famous folks, "I am here to serve *you*." Thank you for your past and continued support. Without you, the trail would not be where it is today.



**John Andrews Bridge and its Dedication Ceremony**



**Future Trail - Right of way in Wells, Looking South**



[www.EasternTrail.org](http://www.EasternTrail.org)

## New ETA Members

*(Continued from Page 4)*

Sally Nason  
Peter Neumann  
Stacey Neumann  
Susan Neumyer  
Edward Nichols  
Richard O'Brien  
Alan Penzias  
David Penzias  
Neal Perlut  
Marie Potvin  
Virginia Randall  
David Reece  
Richard Reese  
Kim Rich  
Emile L. Richard  
Kelly Scrivener Steindl  
James & Jennifer Skillings  
Naomi Stevens  
Susan Talbot  
Cyndy & Steve Thompson  
Kathryn A. & Timothy W. Tolford  
Sandy Ward  
James White

## Returning ETA Members

Brenda Edmands  
Roland Gagne  
Pat Ianni  
Joe Kline  
Michael McCann  
Peter Schroeter  
Mark Sundermann  
Town of OOB

**ETA**

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# Eastern Trail Alliance

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A transportation-recreation greenway  
connecting Kittery to Casco Bay in South Portland

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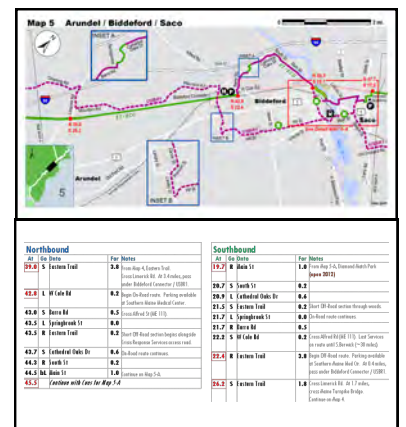
Available now:

## Up-to-Date Full-Color Guide to the Eastern Trail

Features:

- New Kennebunk-Arundel-Biddeford and Saco to Old orchard Beach sections.
- High resolution, 1 mile per inch scale.
- Cue sheets from Kittery to Casco Bay.
- The all on-road US Bike Route 1, approved by Maine DOT and American Association of State Highway Traffic Organizations, AASHTO.
- Expected Future off-road ET routes.
- Sized to fit snugly into a handlebar bag with viewing window.

Available for purchase or download at [www.easterntail.org](http://www.easterntail.org)



Join online or invite a friend to join online at [www.EasternTrail.org](http://www.EasternTrail.org)

The Eastern Trail Alliance is a 501 (c) (3) non-profit land trust. Your donations are tax deductible as provided by law.