

Friends of the Jackson County Greenways

Jackson County Greenways: A Smart Public Investment



Who We Are

The Friends of the Jackson County Greenways:

- Secure private funding and grants
 - Mobilize volunteer labor
 - Provide educational programming
 - Expand fundraising capacity
- Every private dollar and volunteer hour protects and grows the County's investment.

A Heavily Used Public Asset

- **Approximately 150,000 visits projected this year** *
 - Most greenway users visit 2-6 times per week **
 - ✓ Free and open to all
 - ✓ Fully accessible, paved, and multigenerational
 - ✓ Year-round preventive health resource
- The greenway is not simply an amenity; it is infrastructure that supports public health and safety.

Strong Public Return on Investment

- National research shows: **every \$1 invested in greenways returns \$3–\$4 in health and economic benefits** ^
 - Greenways are a top homebuyer amenity ^^
 - Greenways attract families, retirees, and visitors
 - Increased foot traffic supports local businesses
- Greenways provide economic and community health benefits.

2025–2026 Momentum

- **1.6-mile expansion advancing this spring**
 - Aligned with adopted county priorities
 - Connectivity increasing toward WCU and the Cullowhee River Park
 - Additional (simultaneous) greenway momentum occurring in Cashiers
 - Expanded educational programming strengthening grant competitiveness.
- Community engagement is high. Public support is visible.

Why Continued Investment Matters

The Jackson County Greenway is:

- ✓ An established asset
- ✓ Highly used
- ✓ Competitive for matching grant funding
- ✓ Strongly supported by the community

Thank you for your leadership and stewardship of Jackson County resources.

*Jackson County Parks and Recreation, *Trail Counter Data Collected on the Jackson County Greenway from January 2025–December 2025*.

** Friends of the Jackson County Greenways, *Greenway User Survey, 2024-2025*.

^American Journal of Preventive Medicine, "Parks, Trails, and Greenways for Physical Activity," J Reynolds et.al. (2024).

^^Journal of Park and Recreation Administration, "The Impact of Greenways and Trails on Proximate Property Values," G Lindsey et.al.