Using What You Have, Where You Are

Ideas for Pooling Resources and Funding
Adventure Cycling Association

• Who we are
• Our Partners: Amtrak, National Parks, DOTs
• Rural Road Safety
• Case Studies:
  • Kansas Dpt. of Transportation
  • Natchez Trace Parkway
  • Idaho Dpt. of Transportation
Inspiring, empowering, & connecting people to travel by bicycle
Adventure Cycling Association

- Bikecentennial ride in 1976
- 53,000 members globally
- Non-profit mission: to inspire, empower, & connect people to travel by bicycle
  - Route network: Maps & App
  - Adventure Cyclist magazine
  - Over 100 organized tours
  - Gear & How-to resources
  - Amtrak Bicycle Task Force
  - National Parks & State Parks
  - Rural Road Safety
- National coordinator of the U.S. Bicycle Route System
- 42 staff and many volunteers
Tours & Experience Program

--- **Types**
- Self Contained
- Fully Supported
- Van Supported Hybrids
- Inn to Inn
- Road & Dirt (bike packing)
- *Free volunteer led 1-2 day events: Bike Travel Weekend & Bike Your Park Day*

--- **Varying lengths**
- Multi-week trips across the country
- Week+/ - from beginner to advanced
- Weekend trips for beginners
- Family & Women only

--- **Education**
- Scholarship Program
- Leadership Training
- Intro to Dirt or Road

*Income goes into programs & advocacy*
Amtrak Bicycle Task Force
U.S. Bicycle Route System
National Parks & State Parks
Rural Road Safety
Amtrak Bicycle Task Force
50,000 MILES OF BIKE ROUTES

Connecting America by Bicycle

LEARN MORE

ruralsafetycenter.org
The U.S. Bicycle Route System

- 1982: First routes designated
- 2003: Project restarted & task force created
- 2005: Adventure Cycling pledged staff support
- 2008: AASHTO approved process & corridor plan
- 2011: First new route designated since 1982
Currently: over 13,000 miles in 26 states

50,000 miles when complete
The U.S. Bicycle Route System

• Uses existing roads, highways, and trails appropriate for bike touring

• U.S. Bicycle Routes connect:
  • 2+ states
  • 1 state + an international border
  • 1+ other U.S. Bicycle Routes
1. Route maps and turn-by-turn directions are created.
Designating U.S. Bicycle Routes

2. Agreements are gathered from all road owners.
Designating U.S. Bicycle Routes

3. State transportation agency signs off on application.
Designating U.S. Bicycle Routes

4. AASHTO reviews the applications + approves routes.
5. Adventure Cycling adds the route to Ride with GPS and publishes maps for users.
Designating U.S. Bicycle Routes

6. Everyone involved celebrates with a ribbon cutting.
Designating U.S. Bicycle Routes

7. The DOT and partners sign the route.
Benefits of the USBRS

• Quality long-distance routes for bicycle travelers
• National recognition for local/regional routes
• Positive health/environmental impacts
• Economic development via bicycle tourism
What is Bicycle Tourism?

Encouraging increased visitation by people who choose to ride a bicycle – for the purposes of economic development through tourism.

*Cyclists visit less traveled routes, spending $ in small towns across the country.*
That's more than agriculture...

That's more than the oil & gas industry...

$374 Billion
US Dept of Commerce GNP of Outdoor Recreation
Economic Impact of Bicycle Tourism

https://www.youtube.com/watch?v=1Zfdeo4M4yo
Path Less Pedaled: Bicycle Tourism Saves Small Towns

- $600 in 8 days
  - 500 miles
- $360 in 5 days
  - 500 miles
Bike Tourism Generates $83 Billion annually (Outdoor Industry Association)

Touring cyclists spend 40% more than other types of tourists (Institute for Tourism & Recreation Research, University of Montana)
National Park Service

National Agreement: collaborate with Park Service units on bicycle tourism, U.S. Bicycle Routes and cyclist safety.

*Active Transportation Guidebook
Rural Road Safety

- Complete Streets or similar policies
- Focus on suburban & rural
- Distracted Driving
- Public Campaigns
- Legislation
- Partnerships
- Safe Passing Laws
- Collaborate to pass & educate
- Legal Enforcement
- Outreach to law enforcement
Rural

Shoulders & Rumble Strips
TransAm
Designated USBR 76 in VA, KY, IL, MO, KS
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TransAm Bike Race: Non-Sanctioned, no purse, endurance
Rural Road Safety
Kansas: Fatalities, Injuries, & stories of near misses
Kansas Partnership: ACA

- Route Researcher documents conditions, looked at alternative routes
- Volunteers & Community Involvement
- First Draft Sign Plan for KDOT based on other states
- Pilot Route Safety Map: Kansas
- Options for shoulders, narrowing lands
Kansas Partnership: DOT

- Strategic Highway Safety Improvement Plan
- Safety Dollars to fund signs
- Infrastructure improvements
- Governor’s Council on Fitness: June Bicycle Month
Takeaways

• Partnerships, collaboration & volunteerism expand DOTs reach/capacity

• Funding can come from unexpected places (communities)
Takeaways

• Joint Legislative Transportation Vision Task Force: $2 mill for bicycle & pedestrian (economic development & tourism!)

• Bicycle and Pedestrian Projects can be a good use of safety dollars
Natchez Trace Parkway
Natchez Trace Parkway

- Budgets shrinking
- Traffic increasing
- Incidents rising
Natchez Trace Safety Plan

- Law Enforcement
- Lights & Vests
- Ticketing
- Public Awareness
- Radio PSA's
- Visitor Centers
- Infrastructure
- Signs
- Messaging
- Website
- Adventure Cyclist Articles

Not just a road – a National Park
Takeaways

- Funding: partners & research grants
- Seeking outside expertize
- Cultural shifts take time
- Difficult to measure

- Engaged Management = outside the box solutions
- Pilot Projects – a good way to test solutions
Idaho Department of Transportation
“They have the right equipment, and we could give them an opportunity to economically benefit from construction,” resident engineer Joe Schacher said.

The shuttle operated for nine weeks and hauled 263 bicyclists who were visiting from all over the country and the world.
Thank You!

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