
Best Practices for Signing, Mapping, and Promoting U.S. Bicycle Routes

Executive Summary August 2016



Laurie Gere, the mayor of Anacortes, Washington, and Lynn Peterson, Secretary of Washington DOT, cut the ribbon at a ceremony for U.S. Bicycle Route 10 in Anacortes. Credit: Washington Bikes

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Acknowledgements

The project team would like to thank all respondents to the Survey of State Bicycle and Pedestrian Coordinators and the Survey of U.S. Bicycle Route System (USBRS) volunteers and advocates. Additionally, the project team would like to thank the following people who provided interviews or other information for the project case studies: Bruce Day, Bike Walk TN; Barb Chamberlain, Washington Bikes; Josh DeBruyn, Michigan DOT; Matt Farr, Bike Walk TN; Troy Hearn, Kentucky Transportation Cabinet; Kerry Irons, Adventure Cycling; Colleen Tollefson, Explore MN; Liz Walton, Minnesota DOT; Jessica Wilson, Tennessee DOT.

Prepared by Toole Design Group for Adventure Cycling Association.
July 2016.



EXECUTIVE SUMMARY

Introduction

This report for Adventure Cycling Association identifies some of the best practices in signing and promoting long-distance bicycle touring routes, specifically the U.S. Bicycle Route System (USBRS), by presenting the following information:

- Surveys of state agencies and advocates to determine the status of signing and promotion of U.S. Bicycle Routes (USBRS) in the U.S.
- Case studies of states that have already signed USBRS or have already implemented successful USBRS promotions.
- Best practices in signing and promoting other non-USBRS bicycle touring networks, including an evaluation of whether an organizational model from the European Cycling Federation could be applied to the USBRS.

These examples, and the lessons learned from them, may be useful for agencies and organizations looking to promote their newly designated USBRS.

Surveys of State Coordinators, Advocacy Groups, and Tourism Agencies

In the preparation of this report, surveys were sent to three groups of USBRS stakeholders to inquire about the status of signing, mapping, and promoting USBRS in states with designated routes. These stakeholder groups included bicycle and pedestrian coordinators in state departments of transportation (DOTs), bicycle advocacy groups that have been instrumental in USBRS designation, and representatives at state tourism agencies.

The majority of USBRS have been designated since 2011, and the focus in the last five years has been on designating routes rather than promoting them. As expected, the surveys found that there are more plans and intentions to sign, map, and promote the USBRS than are examples where it has already been done. The surveys were helpful in identifying case study states to follow up with. The full reports of survey responses are included as appendices to the report. Several themes emerged from the surveys:

- The coordinators and the advocates agreed that Departments of Transportation (DOTs) have a role in promoting USBRS by providing printed maps and taking the lead on signing efforts.
- Survey respondents also agreed that regional and state tourism agencies should take on a greater role in marketing and promoting USBRS in their state.
- State tourism agencies need to be educated and engaged about the value of bicycle tourism and the existence of designated USBRS in their state.

Case Studies

Case studies detailing signing, mapping, and promotional efforts from Kentucky, Michigan, Minnesota, Tennessee, and Washington are presented in the report. The case studies conclude with lessons learned that may be useful for those working on USBR development in other states. Several themes emerged from the case studies:

Promotion of the USBR often began prior to its designation

- In Minnesota, Tennessee, and Washington, the foundational work for promoting USBRs occurred during the scoping and evaluation process prior to route designation. In-person meetings with local chambers of commerce or tourism contacts, public works officials, and stakeholders in many communities as part of the scouting process resulted in relationships that later translated to support and promotion of the route.

Signing

- Volunteers played a large role in preparing the sign plans in Michigan and Tennessee. In Tennessee, volunteers created sign plans based on signing guidelines that were approved by the DOT and used field work and Google Maps to determine the location and GPS coordinates of the signs. In Michigan, volunteers helped communicate with local agencies to support the placement of the USBR signs.
- DOTs can split the cost for installing signs by collaborating with other groups and jurisdictions. In Michigan, a matching grant from a fund established by a local bike ride purchased USBR signs, which were installed on non-state-owned roads. In Minnesota, a variety of funds were used to purchase signs, including national parks and Scenic Byways funds. In Tennessee, a Metropolitan Planning Organization (MPO) plans to use Federal STP funds to pay for signs through the MPO. By working in collaboration to pool those sources of money, jurisdictions can buy in volume. Signs can be reduced to about half price when the volume is high enough.
- States that have successfully signed routes made a plan for maintenance of the signs. Minnesota DOT required cities and counties to sign a resolution of support for the signs, as well as an agreement for maintaining the signs on road segments in their jurisdictions. Some public works agencies were reluctant to agree to maintain the signs. In order to ease that burden, MnDOT fabricated extra signs that are shared with the local agencies if a sign needs to be replaced.
- For USBRs that follow local or regional routes and need to be co-signed, like USBR 45 and the Mississippi River Trail in Minnesota, seek clear guidance early on from the Federal Highway Administration about the requirements for co-signing. Early communications with stakeholders provides an opportunity to discuss potential benefits and issues involved in co-branding and co-signing the route. A report commissioned through the National Cooperative Highway Research Program, [U.S. Bicycle Route Signing](#), provides recommendations on co-signing bicycle travel routes.

Give Communities the Tools to Promote Themselves as Part of the Route

- Kentucky and Minnesota provided marketing tools for local tourism agencies to contribute to the promotion of the overall route, and promote local communities and services to potential USBR users.
- Kentucky adopted a “Trail Town” program that helps communities create an action plan to improve walking and biking conditions and services to people using USBRs or other thru-routes.
- Minnesota used the League of American Bicyclists’ “Bicycle Friendly Community” certification program to provide a roadmap to improve bicycling conditions and services in communities along USBRs. Both programs used grant funding to pay for assistance to local communities to develop their action plans.

State Tourism Agencies Can be Engaged in Bicycle Tourism Promotion

- Sometimes the state tourism agency needs to be shown the benefits of bicycle tourism promotion before they will see the benefits of promoting USBRs. In Michigan, marketing analysis surveys and studies demonstrated the popularity of bicycling and its economic impact. Michigan created a bicycle tourism marketing plan, and USBR promotion was incorporated into the plan as a marketing strategy.
- Effective collaborations between DOTs and Tourism agencies often depend on personal relationships between agency staff. In Kentucky, the Trail Town program collaboration between the DOT and Tourism has resulted in a variety of projects that they collaborate on. In Minnesota, a working group of federal, state, and nonprofit organizations called “Pedal MN” work together to promote cycling on a broad basis. Having existing relationships in place has made it easier for the MnDOT to collaborate with *Travel Minnesota* to promote the Mississippi River Trail/USBR 45.
- To promote USBRs as tourism, it may be both useful and practical to package their promotion with other bicycling activities, such as mountain biking, trail riding, and bicycle racing.

Advocacy Groups Can Find a Niche in Promoting Bicycle Tourism, USBRs, and Economic Development

- The time-intensive work of building relationships with local jurisdictions and local chambers of commerce can be well suited to local or state bicycle/trail advocacy organizations. In many states, advocacy groups have taken on the role of contacting each jurisdiction along the USBR to get their support while also promoting the concept of bicycle tourism as economic development. In Kentucky, Tennessee, and Washington, the potential for economic development as a result of bicycle tourism was attractive to communities that are struggling economically.
- The internet lends itself to low-cost promotion, and bicycle travel content is very popular. Washington Bikes reports that any time they publish bicycle travel information on Facebook and Twitter, it gets significant reach. It can also be a virtuous cycle; in response to posts about bicycle travel on USBR 10, people often write and tell their story about riding a section on it, which can then get published online and liked and shared again.
- Bike Walk Tennessee was able to build on the work of the volunteers who worked on USBR 23 designation. As a result of that designation, the organization raised funds to hire an employee dedicated to designating other USBRs.

Best Practices from Other Long-Distance Bicycle Touring Routes

The report also examined other bicycle route networks to learn how they are promoted. These include routes in some American states, Canadian provinces, and numerous European countries. Some of the best practices and lessons learned from promoting, funding, and coordinating these bicycle route networks are summarized below:

Develop an Organizational Model that will Ensure the Route Signs and Promotional Information are Maintained

- In Oregon, state administration of the Scenic Bikeways program leverages state and federal funds and keeps quality of the routes high. Local management of Scenic Bikeway signs and accommodation information helps ensure that local proponents have a stake in inventorying signs and maintaining promotional information on a tourism website that promotes the routes. See RideOregonRide.com.
- It is important to develop policies so that when the primary advocate of the bicycle route network leaves, the network continues to be maintained and promoted. For example, job descriptions can be amended to include the duties related to maintaining and promoting the state bicycle routes, or agreements between local jurisdictions and the state DOT can clarify the responsibility of maintaining bike route signs along each segment. Likewise, “friends” groups and advocacy groups that receive grant money for the routes need to make plans for how to continue the work when grant money is exhausted.
- The European Cycling Federation (ECF) is the parent organization for EuroVelo, the European long-distance cycling route network. To improve international coordination and to decentralize route management and organization as much as possible, ECF established coordination centers for managing EuroVelo routes. This also has the advantage of maximizing ECF’s and EuroVelo’s outreach.

Have Detailed Information Available Online

- A web presence is very important, especially to provide high-quality maps, information about accommodations, and guides. Oregon Scenic Bikeways, through the RideOregonRide.com web interface, encourages local proponents to post comments about the current state of the bikeway (for example, “Highway N under construction” to keep the information current and relevant).
- Intermediary tools and services (maps, route information, and lodging) are often the first places people look to consider a bicycle tour. They will often bypass all of glossy images and brochures produced by travel bureaus. Good maps with services and lodging listings can be enough to inspire a trip. For example, the EuroVelo coordination centers in Switzerland, Germany, and the Netherlands have extensive information about lodging and other route information online.

Bicycle Tourism as Economic Development

- In economically depressed areas, such as along the Great Allegheny Passage, bicycle tourism can be promoted as an engine for economic development. Programs that help local communities take advantage of the economic opportunity presented by trails can benefit bike route users, bring tourism dollars into the economy, and also benefit the residents of those areas.

- Promotion is most economical when it is done across the board for all types of bicycling — mountain, road, touring, trail, etc. This is the way bicycling is promoted in Switzerland and Germany, and it takes advantage of certain economies of scale, as well as the reality that many bicyclists enjoy a variety of different bicycle modes.

Make Use of Public Transportation that Allows Bicycles

- Make the best use of public transportation services that can provide people with a start and/or end transportation facility. This is especially important for communities in the U.S. that are served by Amtrak lines with baggage stop locations (allowing passengers to board or disembark with bicycles) or have “walk-on” bicycle storage service. Bus line providers may also offer similar bicycle transport services. The EuroVelo coordination centers provide this kind of information, and the easy Amtrak ride between Washington DC and Pittsburgh has helped spur the popularity of the Great Allegheny Passage.

Best Practices for Signing, Mapping, and Promoting U.S. Bicycle Routes

Full Report
August 2016



Josh DeBruyn from the Michigan Department of Transportation, Russ Soyring from the City of Traverse City, Julie Clark of Traverse City Trails, and Kerry Irons of Adventure Cycling Association celebrate the designation of U.S. Bicycle Route 35 in Michigan at a 2012 ribbon cutting in Traverse City. Photo credit: John Williams

INTRODUCTION

The U.S. Bicycle Route System (USBRS) is a developing national network of bicycle routes that connects urban, suburban and rural areas using a variety of cycling facilities. To date, over 11,000 miles of U.S. Bicycle Routes (USBRs) have been officially designated in 24 states. When the system is complete, it will constitute a network of over 50,000 miles across the U.S.

Adventure Cycling Association is a national membership-based nonprofit bicycle organization dedicated to inspiring and empowering people to travel by bicycle. Adventure Cycling leads national coordination efforts to designate and promote the USBRS by working with local and state partners to expand the network. Now that many states have designated U.S. Bicycle Routes, Adventure Cycling and its partners are looking for guidance on signing, mapping, and promoting them.

This report includes case studies of states that have designated USBRs and have either already signed them or implemented successful mapping and promotional projects. It also identifies best practices in signing and promoting other non-USBRS bicycle touring networks and explores whether a coordination model from the European Cycling Federation could be applied to the USBRS. These examples, and the lessons learned from them, may be useful for agencies and organizations looking to promote their USBR.

SURVEYS

In the preparation of this report, surveys were sent to three groups of USBRS stakeholders to inquire about the status of signing, mapping, and promoting USBRs in states with designated routes. These stakeholder groups included bicycle and pedestrian coordinators in state departments of transportation (DOTs), bicycle advocacy groups that have been instrumental in USBRS designation, and representatives at state tourism agencies.

The majority of USBRs have been designated since 2011, and the focus in the last five years has been on designating routes rather than promoting them. As expected, the surveys found that there are more plans and intentions to sign, map, and promote the USBRS than are examples where it has already been done. The surveys were helpful in identifying case study states to follow up with. The full reports of survey responses are included as appendices to the report.

Survey of State Bicycle and Pedestrian Coordinators

An email was sent to a select group of state department of transportation (DOT) bicycle and pedestrian coordinators in states that have designated USBRs asking them to complete an online survey about the status of signing, mapping, and promoting the USBR in their state. Thirteen coordinators, out of a total of 18 contacted, responded to the survey.

Signs

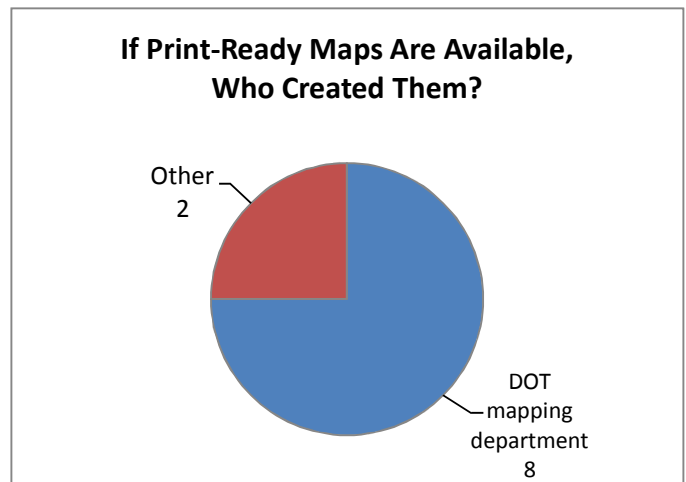
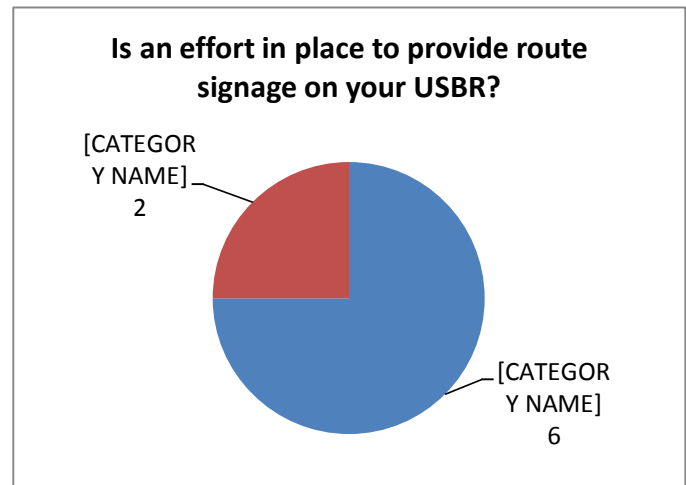
Of the 13 respondents, five reported that there are U.S. Bicycle Routes signed in their state. Most of the signed routes have been signed in the last three years.

- A mixture of federal, state, and local funds, as well as nonprofit grants, provided the funding for the route signs.
- Six coordinators reported that there are efforts in place to provide route signs in the future, with four reporting that a sign plan had been created. Most planned on signing both state and local roads, and most did not plan on co-signing the route with another designated route or trail.

Maps

Most states have chosen to include USBRs on their state bicycle maps. All USBRs are also shown on [OpenStreetMap](#), a volunteer-run, wiki-based mapping project that includes local, state, regional, national, and international bicycle routes. Coordinators felt that providing information about road conditions with a high degree of detail was most useful for touring cyclists, but downloadable GPX files were not useful. Most of the maps do provide turn-by-turn directions in either one or both directions.

- 12 respondents stated that their maps are available online — half of respondents reported printable maps, while the other half reported providing interactive online maps that do not allow printing.
- Most USBR maps are prepared by state departments of transportation. OpenStreetMap is maintained by volunteers that coordinate with Adventure Cycling.



Access to Information about the USBRS/Promotion

Most of the resources and information about the USBRS is provided to the public by state departments of transportation. Coordinators reported that DOTs created and paid for most of the print-ready and online interactive maps (excluding OpenStreetMap), and the information about the USBRS was usually only available on the DOT website.

- 8 state coordinators reported they did not have any promotional materials for the USBRS (aside from maps and signs) due to the newness of the routes and a lack of support or interest in promoting the USBRS from state agencies.
- For those states that do have some sort of promotional materials or promotional events, the state DOTs were usually involved in some way, although many relied on advocacy groups and volunteers. As one comment said, "(Our) DOT is not in the business of promotion. We have partnered with... other organizations to promote USBRs but we have done very little directly."
- State DOTs reported issuing press releases when there was designation of a USBR, mostly along with Adventure Cycling and AASHTO. According to the survey respondents, the press releases seem to be successful at generating newspaper articles about the USBRS designation.

Economic Impact Study

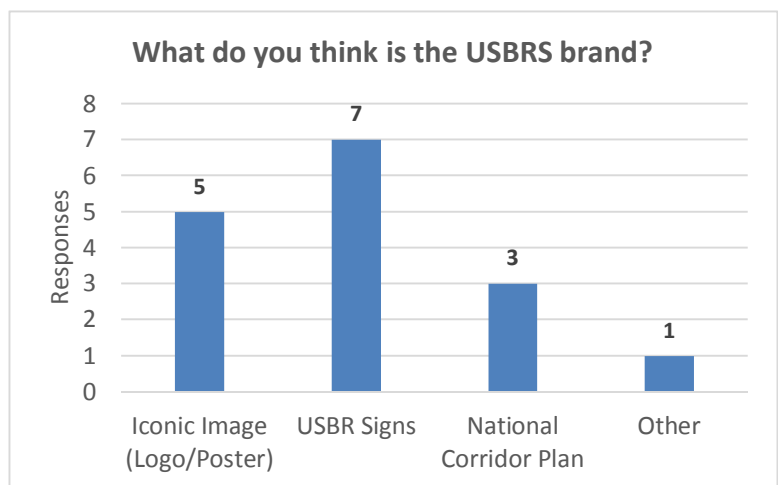
Six out of 13 coordinators did report that their state or region had conducted an economic impact study on the impact of bicycling, which can be a tool for advocates to use when promoting bicycle touring.

- Of the six states reporting that economic impact studies had been conducted, two of them were through a state Department of Transportation, two have been collaboratively funded with many organizations, and one was through the State Department of Environmental Protection.

USBRS Brand

When asked what the USBRS "brand" was, more coordinators thought that the USBR signs were the USBRS "brand" than the poster with the iconic image of a bicyclist.

- At the national level, all respondents felt there was some national awareness of the USBRS, and all agreed that to promote the USBRs at a national level there should be one central information source about the USBRS, such as a national website with routes on a map. All respondents thought that Adventure Cycling should continue to host that information on its national website. Most agreed with other ways to promote USBRs, such as linking state DOT websites to the central USBRS website and providing resources such as helping find funding for sign projects and providing model agreements between agencies for signs and sign maintenance.



- At a state by state level, respondents felt that state tourism websites should promote the USBRS. The coordinators also thought tourism agencies or organizations should be most responsible for providing information to the public, despite the fact that few are involved in marketing already.

Role of Adventure Cycling and AASHTO in the USBRS

The coordinators were also asked about the role of Adventure Cycling Association. A majority of coordinators felt Adventure Cycling should continue to provide technical guidance and staff support to the designation process, coordinate promotion activities in each state, and provide a central information source for the USBRS.

- Coordinators did not agree on who should provide funding and promotion for the USBRS, but five of them thought that that state tourism agencies should help, three identified the American Association of State Highway and Transportation Officials (AASHTO), and one suggested the Federal Highway Administration (FHWA).
- Coordinators did not agree on the role that AASHTO should play in promoting the USBRS. Some thought the organization could provide policy directions, sign guidelines, and some funding. Others did not think that AASHTO should, or would, take on the role.

Survey of Advocates

An email was sent to select advocacy groups in states that have designated USBRs asking them to complete an online survey about the status of signing, mapping, and promoting the USBR in their state. Ten advocates responded to the survey.

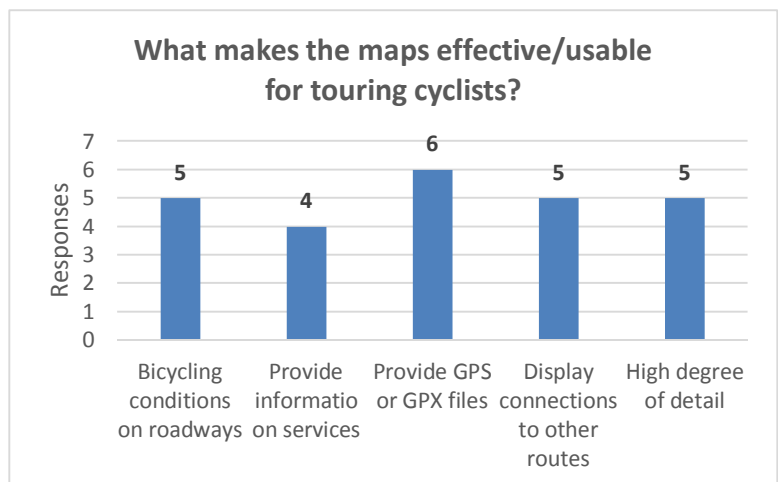
Signs

Of the ten respondents, four reported that USBRs had already been signed in their state. Five more advocates reported that there are efforts in place to provide route signing, and only one reported that no steps have been taken to sign the route.

Maps

Six advocates said that they had a map specific to the USBR, and only two said their map includes general bicycling routes that show the USBRS in some way.

- Unlike state coordinators, most advocates felt that the provision of GIS or GPX files was most useful for touring cyclists. Most of the maps do provide turn-by-turn directions in either one or both directions.



Access to Information about the USBRS/Promotion

Advocates agreed with coordinators that state DOTs often provide the resources and information about the USBRS. Advocates reported that DOTs created and paid for most of the print-ready maps (excluding Open Street Maps), and the information about the USBRS was usually available on the DOT website. Advocates also were much more likely to note that information about the USBRS was available on an advocacy group website.

- One advocate noted that Adventure Cycling maps provide the best touring maps, but when Adventure Cycling updated the print maps to use the newly-designated route in their state, the advocates were sometimes not informed and could not help promote the new print maps.
- Advocates were much more likely to point out that the advocacy groups promote the USBRs instead of, or in addition to, the state DOTs.
- Advocates agreed that DOT and Adventure Cycling press releases seem to be successful at generating newspaper articles and TV coverage about the bike routes.

Economic Impact Study

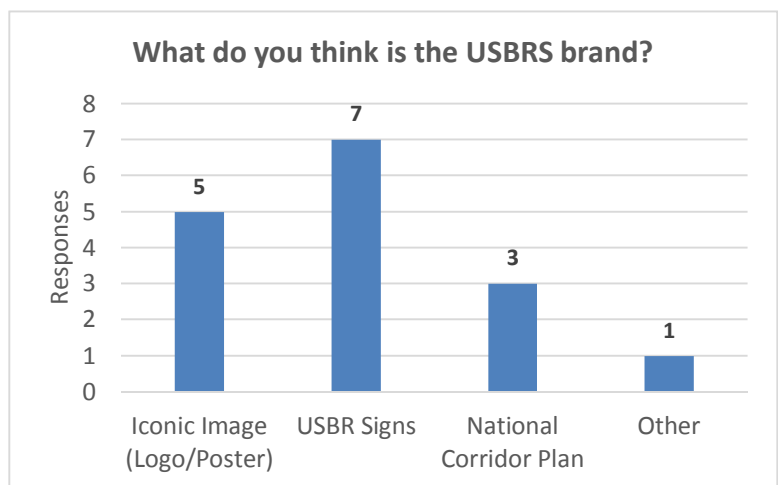
Five out of 10 advocates reported that their state or region had conducted an economic impact study on the impact of bicycling, which can be a tool for advocates to use when promoting bicycle touring.

Of the five economic impact studies that were reported, two of them were commissioned by a state DOT, one by an advocacy group, one through the State Resource Conservation Office, one through the State Planning Districts office, and one collaboratively funded by many organizations.

USBRS Brand

When asked what the USBRS “brand” was, more advocates thought that the USBR signs were the USBRS “brand” than the poster with the iconic image of a bicyclist. Two commented that the iconic graphic was attractive but not as well known or memorable as the route signs.

- Advocates felt that the most helpful materials to brand the USBRS would be accessible USBRS logos, USBRS sign graphics, and a guide for using USBRS marketing materials. All respondents said they would use these materials if they were provided, in conjunction with media and communication about the routes.
- At the national level, most respondents felt there was some national awareness of the USBRS, and almost all agreed that to promote the USBRs at a national level there should be a central information source for the USBRS, such as a national website with routes on a map. All respondents thought that Adventure Cycling should continue to host that information on its national website. Most agreed with other ways to promote



USBRS such as linking state transportation websites to the central USBRS website and providing resources such as helping find funding for sign projects and providing model agreements between agencies for signs and sign maintenance.

- At a state by state level, advocates agreed with state coordinators that state tourism agencies should take on a greater role in promoting USBRS in their state.

Role of Adventure Cycling and AASHTO in the USBRS. Advocates were also asked about the role of Adventure Cycling. Like the state coordinators, most advocates thought Adventure Cycling should continue to provide technical guidance and staff support to the designation process, coordinate promotion activities in each state, and provide a central information source for the USBRS.

- Advocates did not agree that there should be a National Coordination center separate from Adventure Cycling. One commenter stated, "AASHTO is the technical coordinator. We need a national promotion coordinator. Adventure Cycling is doing a good job but if funding is available, a national center would give more stature."
- Like the state coordinators, advocates did not agree on the role that AASHTO should play in promoting the USBRS. Some thought the organization could provide policy directions and sign guidelines for consistency between states. Others did not see AASHTO as having the expertise or interest in branding or promoting the USBRS.

Survey of Tourism Agencies

An email-based survey was sent to a group of state tourism agency representatives in states that have designated USBRS asking them to complete an online survey about the status of signing, mapping, and promoting the USBR in their state. Only four people responded to the survey, so it would be unwise to draw major conclusions from their survey responses. The lack of interest or awareness from tourism agencies indicates that those agencies need to be educated and engaged about bicycle tourism and the potential for bicycle tourism via the USBRS. The full survey data were provided to Adventure Cycling Association but were not added to the appendices of this report.

Conclusions from the Surveys

The low number of respondents to the surveys made it hard to draw firm conclusions about the state of signing and promotion. There are more plans and intentions to sign, map, and promote the USBRS than are examples where it has already been done. However, several themes did emerge from the surveys:

- The coordinators and advocates agreed that DOTs have a role in promoting USBRS by providing printed maps and taking the lead on signing efforts.
- Survey respondents also agreed that regional and state tourism agencies should take on a greater role in the other marketing and promotional efforts to encourage tourism along the USBRS.

- State tourism agencies need to be educated and engaged on the value of bicycle tourism, including long-distance bicycle tourism and the existence of USBRs in their state.

CASE STUDIES: SIGNING, MAPPING, AND PROMOTING USBRS

The following case studies focused specifically on states' efforts to sign, map, or otherwise promote the USBRS. Some states were identified through the survey of coordinators and advocates; Adventure Cycling staff helped identify the rest. To complete the case studies, interviews were conducted with state DOT bicycle and pedestrian coordinators, advocacy group staff, or the primary volunteers who worked on promoting the USBR in their state. The case studies conclude with lessons learned that may be useful for others working on USBR development in other states.

The TransAmerica Trail/USBR 76 in Kentucky

Delegating USBR Signing to District Transportation Offices

Summary Information

- USBR 76 was originally designated in 1982 and follows Adventure Cycling's TransAmerica Bicycle Trail.
- In 2013 the Kentucky Transportation Cabinet (KYTC) realigned USBR 76 to follow more suitable roads for bicycling (see pages 27-29 in "U.S. Bike Route System: Surveys and Case Studies of Practices from Around the Country" for rating methodology).
- KYTC is using Transportation Alternatives Program (TAP) funds to sign every turn of the 500-mile USBR 76.
- KYTC's bicycle and pedestrian coordinator works closely with the Kentucky Office for Adventure Tourism (a division of the state tourism agency) on a variety of projects related to active living, including USBR 76.



Bicyclists on USBR 76 in Kentucky. Photo credit: Troy Hearn.

Delegating the Sign Plan to District Transportation Offices

- KYTC installed about 200 signs for USBR 76 across the state using \$40,000 of Transportation Alternatives Program (TAP) funding. When developing the budget, the bicycle and pedestrian coordinator outlined a minimum sign plan (which would only include signs at turns) and a maximum sign plan (which would include confirmation signs after the turns). Given the amount of funding available, only the minimum sign plan is being implemented.
- In order to keep costs down and delegate the work, the bicycle and pedestrian coordinator provided each KYTC district transportation office with information about the [route and sign guidance](#) in the Manual on Uniform Traffic Control Devices (MUTCD) for U.S. Bicycle Routes. Each of the district offices finalized their own sign plans, installed the signs using their own road crews, and then provided the GIS locations of the installed signs to the KYTC bicycle and pedestrian coordinator.

Paper or Online Maps?

Since USBR 76 is Adventure Cycling Association's oldest mapped route, KYTC has decided not to invest in making its own paper maps. Instead, KYTC has kept Adventure Cycling informed during the process of realigning the route, with the intention that Adventure Cycling would then update their TransAmerica paper

maps. However, while Adventure Cycling aligns their routes in the [Adventure Cycling Route Network](#) with USBRs where appropriate, the two networks do not always align. AASHTO requires the state DOT to produce a map for the application and there is an expectation that state DOTs will create bike travel maps for the public. Since the USBRS is a public transportation system, maps should be free and accessible.

The KYTC website has online, interactive, downloadable maps of [U.S. Bicycle Route 76](#) in Kentucky that can be viewed on Google Earth or used on a GPS device.

Kentucky Adventure Tourism Office

Most of the promotion for USBR 76 in Kentucky has been done by the Adventure Tourism Office in the Kentucky Department of Travel and Tourism. The "[Unbridled Adventure](#)" section of the tourism website highlights the TransAmerica Bicycle Trail (USBR 76) along with road bicycling events and trails for the general public. The office itself demonstrates how a tourism office can set itself up to promote active vacations including bicycle touring.

The TransAmerica Bicycle Trail is also mentioned in the Kentucky visitor's guide, which is distributed at trade shows across the country.

The Kentucky Department of Travel and Tourism purchases advertising space in a variety of magazines and has highlighted the Transamerica Bicycle Trail on occasion when it was relevant to the magazine's readership or topic that month.

"Trail Town" Program Leverages Public Health Funds to Provide Tools for Communities to Promote Outdoor Tourism and Biking

Many former coal towns are interested in using outdoor tourism for economic development. The Kentucky Office of Adventure Tourism developed a "Trail Town" program that provides guidance and assistance to communities near biking, hiking, and horse trails for developing their tourism economy.

- Communities in the Trail Town program use a [workbook](#) with step-by-step instructions for forming a committee, conducting inventories of trail usage and community assets, measuring bicycle and pedestrian accommodation, and developing an action plan.
- Communities using the guide can work toward Kentucky Trail Town certification. As certified Trail Towns, they are included in statewide tourism marketing efforts and are eligible to receive training and technical assistance for developing bicycle and pedestrian plans. Funding for the technical assistance comes from a Center for Disease Control (CDC) grant to the Kentucky Department for Public Health provided through an initiative called [Partnership for a Fit Kentucky](#).

The Importance of Relationships between Transportation and Tourism Agency Staff

Kentucky's Trail Town Program has provided an opportunity for state transportation, tourism, and health agency staff to collaborate as they provide technical assistance to communities wishing to promote active tourism for economic development. The Trail Town Program results in frequent calls between the KYTC and Adventure Tourism staff. Their partnership on this project led to the collaborative promotion of USBR 76.

- [Eleven communities](#) in Kentucky have received the Trail Town designation. Two of these communities (Berea and Elkhorn City) are on USBR 76. Another community on the route, the city of McKee, is currently going through the process of becoming a Trail Town.

Lessons Learned

- In order to keep costs low and relieve the burden on the KYTC Bicycle and Pedestrian Program, Kentucky's signing plans are modest. The work of planning, ordering, and installing the signs has been delegated to the District Transportation Offices. The phrase "don't let perfect be the enemy of good" seems appropriate to apply to Kentucky's way of getting USBR 76 signed.
- In order for collaborations between transportation and tourism agencies to be effective, staff need to develop relationships across the agencies. Working on a variety of projects that cross both agencies is a good way to develop those relationships.
- State tourism agencies can educate local tourism boards about how to effectively promote U.S. Bicycle Routes and make sure they are promoted in their marketing efforts. They can also educate local tourism boards about bicycle tourism magazines or internet websites (such as Warmshowers.com) as good places to advertise. Kentucky's Trail Town program has institutionalized this assistance to local tourism boards. However, because the Trail Town program is not directly linked to USBR 76, there is no guarantee that Trail Town communities will actually be located along the route.
- By using the CDC grant to pay for bicycle and pedestrian planning in Trail Towns, the Trail Town program leverages scarce federal funds and promotes collaboration between state agencies to improve health, promote economic development, and create more bicycle-friendly communities.

Michigan Tourism Industry Understands Bicycle Tourism

USBRs Factor in Michigan's Broad Approach to Promoting Bicycling

Summary Information

- Along with Alaska and Florida, Michigan leads the country with the most designated route mileage — just over 1,000 miles. Designated U.S. Bicycle Routes include USBRs 10, 20, and 35. USBR 20 is completely signed and USBR 35 is currently partially signed on state highways.
- The Michigan Tourism Commission has developed an interest in bicycle tourism and created a Bicycle Tourism Marketing Plan.
- Michigan Tourism engages the Michigan Department of Transportation (MDOT) on promoting USBRs in the state and vice-versa.
- The Michigan Governor sees promotional value in a new cross-state route — the Iron-Belle Trail, which includes portions of USBR 8 and USBR 25 corridors.



A map of the USBRs in Michigan.

Signing USBR 20 in Michigan

Michigan has stepped up its efforts to support wayfinding and promotion of USBRs. To that end the following has occurred:

- MDOT purchased signs for the sections of the route that are on state highways.
- Local communities and counties were given signs purchased with grant funding from DALMAC, a Michigan bike ride. The grant funds were matched with in-kind labor from local recipients to install and maintain the signs.

Michigan officials and volunteers have learned several valuable lessons for signing USBRs:

- Buy in volume. Signs can be reduced to about half price when the volume is large enough. Working in collaboration with other nearby jurisdictions can increase buying power.
- Encourage collaborations for erecting signs. For instance, foundation money for the purchase of signs can be used to entice roadway agencies to contribute their labor to install the signs.
- Produce detailed sign plans. There cannot be enough detail in the drawings and/or spreadsheets that identify intersections and the signs required for each.

- Use volunteer help. Get one or two volunteers to call or send emails to get local agencies to support the placement of USBR signs.

Tourism — Bicycling Evolution in Michigan

Recently bicycling got a big push of support from the tourism industry in several ways. In 2012, the Michigan Travel Commission developed a Tourism Strategic Plan for the state. One of the main goals related to *product development* called on the state to “support the establishment and showcasing of Michigan as a state with a diverse, extensive, and high-quality network of motorized, non-motorized, and water-based routes and trails.” It called for agencies to inventory existing routes and trails and identify key gaps/opportunities (by mode and theme), and it encouraged communities and niche markets to develop more themed routes and trails for posting on Michigan’s tourism site.

A follow-up survey found that bicycling was the number one emerging tourism activity in Michigan. The strong showing for bicycling led to the development of the [Michigan Bicycle Tourism Marketing Plan](#) in 2014. This marketing plan was established as a template that could be used for other tourism efforts. Several important bicycle-travel-related actions were recommended in the marketing plan:

- Identification of the state’s most bicycle-tourism-friendly communities and, more specifically, the communities along USBRs.
- A recommendation that Travel Michigan be a central depository for all bicycle-tourism-related topics.
- Implementation of an initiative to educate communities and the tourism industry about the importance of bicycling and bicycle tourism.
- Identification of local bicycle and tourism agencies and organizations that could be tapped for promotional support.

Marketing the Route

The inclusion of bicycling in the state tourism strategic plan and subsequent development of a free-standing bicycle tourism marketing plan resulted in several major advancements that impact USBR marketing:

- *Recognition.* Although recognition was raised across the board for all bicycle tourism activities (mountain biking, trail riding, longer distance cycling, etc.), the Travel Commission’s efforts brought awareness to the importance of bicycle infrastructure and the need for connections between routes, trails, and tourism accommodations.
- *Brought Together a Constituency.* Especially with the development of the bicycle marketing plan, dozens of key participants were brought together with a common interest and goal.
- *Tourism Commitment.* Today bicycle tourism, including Michigan’s USBRs, has a presence on Travel Michigan’s *Pure Michigan* website. The [bicycling webpage](#) now links to information on the MDOT website about USBRs, and the MDOT bicycle and pedestrian coordinator contributed several blog posts about USBRs to *Pure Michigan* (for example, [13 Reasons to Bicycle Tour in Michigan](#) and [10 Reasons to Ride Michigan Rail-Trails](#)). The USBRS was also featured on a radio program through *Pure Michigan*.

At the same time that the marketing plan was being completed, Michigan's governor, Rick Snyder, saw the potential for developing a USBR route connecting the western edge of Michigan's Upper Peninsula with the far southeastern part of the state, called the Iron-Belle Trail. Several USBR corridors would be used including USBRs 8 and 25. His support placed the route's development and promotion as a priority for MDOT and the Michigan Department of Natural Resources (MDNR), fostering the overall importance of USBRs in the state.

Lessons Learned

- To promote USBRs as tourism, it may be both useful and practical to package their promotion along with other bicycling activities, such as mountain biking, trail riding, and bicycle racing.
- It is important for the state tourism agency to recognize the overall benefits of bicycle tourism promotion before they will see the benefits of promoting USBRs. Showing these benefits can be done through marketing analysis surveys and studies to measure the popularity of bicycling and economic impacts.
- Creating a bicycle tourism marketing plan is one way that tourism agencies can strategically approach bicycle tourism promotion, and USBR promotion can be incorporated into the plan as a marketing strategy.
- It is important for DOTs to work with tourism agencies on USBR promotion. MDOT and Pure Michigan Tourism opened up an ongoing line of communication when the bicycle tourism marketing plan and marketing template were created.

The Mississippi River Trail/USBR 45 in Minnesota

Providing Marketing Assistance to Communities along the Route

Summary Information

- Minnesota's Mississippi River Trail (MRT) began as a "sister route" to the Great River Road, an automobile touring route that follows the Mississippi River from Minnesota to the Gulf of Mexico. The MRT was designated as USBR 45 in 2013.
- The Minnesota DOT (MnDOT) used state highways and federal funds to carry out several projects to implement and market the MRT starting in 2010. The funding also allowed MnDOT to prepare an MRT sign plan for the entire route, fabricate and install signs, develop a detailed map book, and prepare a marketing toolbox. The route does not have USBR 45 signs installed but is considering co-signing at key intersections and trailheads.
- MnDOT and Explore Minnesota Tourism partnered with five other agencies and nonprofit groups as part of the "Pedal MN" effort to encourage more bicycling in the state, resulting in collaboration on the MRT/USBR 45 project.

The MRT Marketing Toolbox and Technical Assistance to Communities

MnDOT planned that marketing would be part of developing the MRT, so the agency budgeted significant funding for marketing during the route planning process. However, the marketing materials do not co-brand the MRT as USBR 45. Co-branding of designated local or regional routes like the MRT as USBRs is recommended so that the public knows that the route is part of the USBRS.

The marketing tasks produced a number of useful tools and strategies:

- MnDOT created the [MRT Marketing Toolbox](#) to support and supplement existing local marketing efforts so local communities could benefit from and share marketing responsibilities. The *Toolbox* was intended to be used to promote and market bicycling in general along any kind of bicycle route, not just the MRT/USBR 45. Toolbox resources include:
 - A checklist of almost 70 different marketing strategies to promote the MRT/USBR 45.
 - A process for communities to develop and implement their own local marketing plan.
 - Sample templates, checklists, and ride event planning guides.
- Six communities (one community for each geographic segment of the route) were competitively selected to receive assistance to develop Local MRT Marketing Action Plans, which were developed using the MRT Marketing Toolbox. As a result of this assistance, several communities have begun to promote cycling. For example, Lake City created the [Biking Guide of Lake Pepin](#).

- The six communities also received Bicycle Friendly Community Assessments from the Bicycle Alliance of Minnesota as part of this technical assistance. MnDOT reasoned that having a string of communities along the MRT/USBR 45 capable of serving bicyclists would make it a more attractive route for visitors. The League of American Bicyclists' [Bicycle Friendly Community program](#) provides a roadmap to improve conditions for bicycling. Both residents and visitors to these communities will benefit from these improvements, and the community can market its efforts. Seven communities along the MRT/USBR 45 received the national bicycle-friendly ranking.

Bemidji Becomes a Bicycle-Friendly Community

Located at the far northern end of the MRT near the Mississippi Headwaters, the city of Bemidji achieved bronze-level Bicycle Friendly Community status in 2012 thanks in part to technical assistance from MnDOT and the Bicycle Alliance of Minnesota.

The city has capitalized on the hundreds of miles of trails and routes in the area in addition to the MRT and has a thriving bicycle education network and advocacy group. The city also has a pilot bicycle rental service operated by [Nice Ride](#). The service is targeted to Bemidji residents and visitors to encourage more frequent trips by bicycle.

Signing the Route

MnDOT installed MRT signs in both upriver and downriver directions and along all alternative routes of MRT/USBR 45 in Minnesota, for a total of over 800 miles.

- The work of developing and marketing the MRT route began in 2010, before the route was officially designated as USBR 45. Because MnDOT began its work with the intention of only developing the MRT, the agency planned to sign the route as the MRT and budgeted only for MRT signs. When MnDOT also designated the route as USBR 45, the MRT sign plan and local agreements for maintenance were well underway. At that point, MnDOT learned that if they were to sign the MRT, they were also required by the Federal Highway Administration (FHWA) to sign the now-designated USBR 45. This dual-sign requirement caused much debate and frustration to many partners. MnDOT had a tight budget and could not afford a second set of signs nor pay for revisions to the partially-completed sign plans. The additional sign requirement drew opposition from local MRT advocates who felt that co-signing the route would be detrimental to the MRT brand. Also, local partners did not want to be responsible for twice the number of signs that they had originally agreed to maintain. Eventually, MnDOT got approval from the FHWA to install only MRT signs, and a [sign guidance study](#) was created to provide recommendations for effectively integrating existing named and numbered routes and trails into the USBRS. The agency may someday add USBR 45 signs at key intersections and trailheads, depending on funding. When routes like the MRT are designated as USBRs, it is recommended to include co-signing and co-branding in promotional plans early on to avoid these kinds of funding and communication issues.
- MnDOT used state highway funds to pay for signs on the route segments that were on state highways, and they used a combination of federal programs, including National Park Service and Scenic Byways funds, for the non-state highway segments.

- The sign project was broken into several phases, depending on the source of funding for the signs and the governing jurisdictions of the segments that were to be signed. MnDOT was responsible for phase 3 of the signing project. A total of about 640 signs were fabricated for about 200 miles one way at a total cost of \$10,000. Of those 640 signs, about 500 signs were installed using a private contractor at a cost of \$90,000. An excerpt of the sign plan is included in Appendix C.
- The signs were fabricated in the MnDOT sign shop to ensure the signs met new retro-reflectivity standards, had high-quality sign film, and were finished in the desired time frame.
- MnDOT required cities and counties to sign a resolution of support for the signs, as well as an agreement for maintaining the signs on road segments in their jurisdictions. Some public works agencies were reluctant to agree to maintain the signs. In order to ease that burden, MnDOT fabricated extra signs that are shared with the local agencies if a sign needs to be replaced. A sample agreement with Cass County is included in Appendix D.

Promoting the Route

- A variety of signature tours or ride events, such as the BAM (Bicycling Around Minnesota), the Headwaters to Hills ride, and the Train & Trail Tour helped promote the route. By introducing bicyclists to the route and communities along the route, organized events increase the potential for bicyclists to return on their own or with friends. The organizers for the BAM ride also incorporated the MRT logo into the jersey for the 2015 ride.
- MnDOT also promotes the route on their website with segment-by-segment [maps of the MRT/USBR 45](#).



The Bicycling Around Minnesota (BAM) ride incorporated a water bottle with an MRT logo in the design of its jersey.

Pedal Minnesota (Pedal MN)

The Minnesota DOT and Explore Minnesota Tourism are part of a collaborative effort, called Pedal Minnesota ([Pedal MN](#)), to market bicycling to people who are casual or new bicyclists. The collaborative effort began about seven years ago over breakfast meetings and is now made up of seven partner organizations: MnDOT, the Minnesota Department of Natural Resources, the Minnesota Department of Health, the National Park Service, Explore Minnesota Tourism, the Bicycle Alliance of Minnesota, and the Parks and Trails Council of Minnesota. Each agency puts in some of their own money, and private sponsors also help with funding for Pedal MN. The MRT/USBR 45 is one of many projects that the agencies now collaborate on as a result of the Pedal MN partnership. Other projects include:

- Four statewide conferences (most recently the 2015 Pedal MN Bike Conference).

- The Pedal MN website — pedalmn.com — run by Explore Minnesota Tourism, featuring bike event information and maps for bike routes, including the MRT/USBR 45.
- A biennial print-and-online [Minnesota Biking Guide](#) features an article about the MRT/USBR 45.
- The Pedal MN partners have also used their experience as a model for getting the right agencies in the room at the local level when communities work on bicycle-related issues.

Lessons Learned

- For USBRs that can be co-signed like the MRT, seek clear guidance early on from the Federal Highway Administration about the requirements for co-signing, and refer to the [sign guidance](#) that was developed. It is important to have early communications with all stakeholders, providing opportunities to discuss co-branding and co-signing the route.
- Agencies seem to collaborate best when they have a wide range of projects that they work on together. Pedal MN is a good model for how different federal and state agencies and nonprofit organizations can work together to promote cycling on a broad basis. Having existing relationships in place has made it easier for agencies and organizations to collaborate on promoting the MRT/USBR 45.
- Anticipating the need for marketing and promotion and including it in the MnDOT budget meant that funding and consultant staff were available to provide technical assistance to communities early on.
- The MRT Marketing Toolbox and Local MRT Marketing Action Plans provide tools for local tourism agencies to contribute to the promotion of the overall MRT and promote their communities and regional attractions. Including co-branding of the route as a USBR (USBR 45 in this case) in marketing efforts is important to extend its reach and be consistent with other USBR promotions across states.
- Bicycle organizations can help promote USBRs by organizing event rides on the route or by including segments of it in their existing rides. Including the route signs on the ride promotional materials (jerseys, brochures, etc.) is another way to brand and promote the route to the bicycling community.
- The Bicycle Friendly Community program run by the League of American Bicyclists can be used to provide a roadmap to improve bicycling conditions and services in communities along U.S. Bicycle Routes, which can in turn be used for marketing initiatives targeted for both visitors and residents.

USBR 23 in Tennessee

Volunteer Efforts Lead to a Full-Time Employee at Bike Walk Tennessee

Summary Information

- USBR 23 was officially designated in 2013 in Tennessee. Two volunteers from Bike Walk Tennessee, the statewide bicycle and pedestrian advocacy organization, did most of the route scouting, evaluation of alternative routes, and outreach prior to designation.
- Bike Walk Tennessee is leading the efforts underway to designate USBR 21, USBR 121, and USBR 80.
- Tennessee Department of Transportation (TDOT) and the Nashville Area Metropolitan Planning Organization (MPO) split the costs of paying for the installation of USBR 23 signs.

Volunteers Build Relationships with Local Tourism Contacts, Create Sign Plans

Two volunteers for Bike Walk Tennessee performed most of the work necessary to designate USBR 23 and documented their efforts [on a blog](#) specifically set up to solicit feedback on the process.

- As volunteers scouted each segment of the potential route, they would first call or stop by the local chamber of commerce or tourism contact. They also arranged in-person meetings with officials and stakeholders in many communities. Their approach resulted in relationships that translated to support and promotion of the route.
- The two volunteers also put together the sign plan using guidelines that they developed for Tennessee, which are included in Appendix E to this report. They rode the entire route and determined the junctures where signs were needed, but did not capture GPS coordinates while on the ride. To determine the GPS coordinates, they used Google Earth, which has sufficient aerial photography to lay pushpins at the predetermined sites. They then gave the final spreadsheet with the intersection detail, GPS coordinates, and sign types to the TDOT bicycle and pedestrian coordinator so she could have the signs fabricated and installed. An excerpt of the sign plan is also included, in Appendix F.

Role of the Bicycle and Pedestrian Coordinator

Jessica Wilson, the Tennessee Bicycle and Pedestrian Coordinator, helped the volunteers in four key ways:

- She opened doors and introduced them to the right people at TDOT who could help move the project forward.
- She gave the volunteers credibility because they could say that they were working with TDOT when they spoke with local engineers who were wary of the idea of a U.S. Bicycle Route on the roads going through their communities.
- She communicated with the DOTs in neighboring states to get concurrence as part of the route designation.
- She coordinated with the Nashville MPO to find funding for signing the route.
- She has also made sure that information about USBR 23 is available on [TDOT's website](#), both as printable maps and cue sheets, and also as downloadable GPX files.

Inaugural Ride along USBR 23 Gets Media Coverage

In April 2014, after USBR 23 had received official designation, the Bike/Walk volunteers organized an inaugural ride of the 150-mile route from the Kentucky border to the Alabama border to promote it. A [television reporter](#) and some local newspapers covered the ride and the newly designated route.

- The ride organizers calculated afterward that the 35 riders spent about \$10,000 on meals and hotels during the three-day ride, which translated to direct economic benefits to local communities along the route.
- Once the signs are installed (anticipated in 2016) there may be another ride to promote the route.



*The Crossroads Market in Delina on USBR 23.
Photo credit: Phil Vickery.*

Cost of Installing Signs Shared with Nashville Area MPO

TDOT was able to leverage the costs of installing signs on USBR 23 by collaborating with the Nashville Area Metropolitan Planning Organization (MPO). In Tennessee, transportation funds raised from the state gas tax may not be spent on local roads.

- Outside of the Nashville area, most of the route is on state highways, so TDOT used general transportation funds to pay for the USBR route 23 signs on state highways. Where the route runs on county highways, the county highway departments will be responsible for erecting the signs.
- In the Nashville area, the route uses local roads as it enters and leaves the metropolitan area. The Nashville Area MPO agreed to pay for signs on USBR 23 in the five-county metropolitan area using the MPO's allocation of federal Surface Transportation Program (STP) funds.
- The entire 150-mile route requires 424 signs, which TDOT estimated would cost \$34,800.

NOTE: At the release of this report in summer 2016, TDOT sign and assembly bids exceeded \$400,000, which far exceeds either the DOT or MPO's agreement and ability to produce and place the signs. Adventure Cycling, Bike Walk Tennessee, and the DOT are currently working on finding a solution.

Success Leads to Funding for Employee to Coordinate Remaining USBR Designation

- Bike Walk Tennessee was an all-volunteer organization for many years.
- The successful designation of USBR 23 prompted another volunteer (also owner of BikeTours.com) to find a foundation grant for the purpose of hiring a paid employee at Bike Walk Tennessee to implement the organization's [Connecting the DOTs](#) program. The program's goals include official designation of all U.S. Bicycle Routes in Tennessee (USBRs 21, 121, and 80) by the end of 2016.

- Bike Walk Tennessee's Executive Director Matt Farr was hired in 2015 to carry out the Connecting the DOTs initiative. As of December 2015, he was close to getting all of the necessary letters of concurrence from local communities for USBR 21 and 121, using the same steps and process that were followed for USBR 23.
- A job description for the Connecting the DOTs project coordinator can be found in Appendix G.

Lessons Learned

- The foundational work for promoting USBRs can occur during the scoping and evaluation process prior to the route designation. The time-intensive work of building relationships with local jurisdictions and local tourism agencies can be well-suited to advocacy and grassroots organizations.
- Volunteers can create sign plans by working with state departments of transportation to establish signing guidelines, then use field work and Google Maps to determine the location and GPS coordinates of the signs.
- The sign costs can be shared by the state DOT using state funding and local MPOs using federal STP funds.
- State bicycle advocacy groups can build on the success of designating a USBR to raise funds to hire employees dedicated to designating other USBRs.

USBR 10 in Washington

Advocacy Group Finds a Niche in Bicycle Tourism

Summary Information

- USBR 10 was designated in Washington State in 2014. The statewide bike advocacy group, Washington Bikes, was a key partner in the work to select the route and gather support for designation.
- Washington does not have a state tourism agency. A private membership organization, Washington Tourism Alliance, is in charge of the state's tourism promotion.
- Washington Bikes chose to focus on bicycle tourism as part of a strategic plan for the organization to grow its membership and gain political support for bicycling improvements.

Cascade Bicycle Club and Washington Bikes Merger

The work of Washington Bikes that is discussed in this case study was done while the organization was an independent nonprofit group that focused on statewide bicycle issues. On Jan 1, 2016, Washington Bikes merged with Cascade Bicycle Club, a large nonprofit in the Seattle area. The merged organization has an arm, which is still called Washington Bikes and is focused on statewide policy and advocacy including the support and promotion of USBR 10.

Promoting USBR 10 with Ribbon Cuttings and an Inaugural Ride

Washington Bikes tirelessly promoted USBR 10 before and after designation through online and printed media.

- While Working to get USBR 10 designated, Washington Bikes helped author Ellee Thalheimer write "[Cycling Sojourner](#)", a bicycle tourism guidebook for the State of Washington. Some of the tourism routes in her book are based on the USBR 10 route. Washington Bikes ran a Kickstarter campaign for the author to cover her up-front costs. Washington Bikes gets some royalties from the sales of the book, which is also a useful tool when speaking to local officials about USBR 10.
- After USBR 10 was designated, the organization coordinated several events to attract publicity to the route. One of the organization's board members rode the whole route and published daily [blog posts about his journey](#). Along the way, he met with agencies, communities, and businesses that supported route designation, and his bike tour was bookended with ribbon-cutting ceremonies. In Anacortes (the west end), the community held an Open Streets event the same day as the USBR ribbon cutting. In Newport (the east end), the ribbon cutting was performed on a stage in front of a group



Washington Bikes board member and volunteer USBRS coordinator, John Pope, meets with a North Cascades National Park ranger on his inaugural ride of U.S. Bicycle Route 10. Photo Credit: Michelle Pope

assembled for a community bicycle ride.

- The publicity generated on that trip resulted in even more publicity because a reporter for the *Spokane Spokesman-Review* decided to do the same trip and wrote about it for the newspaper.

Bicycle Tourism: A Strategic Niche for Advocacy Groups

As part of the organization's strategic plan to grow membership and gain political support, Washington Bikes decided to focus on providing information about bicycle tourism and bicycle travel for several reasons:

- There are few sources for information about long-distance bike routes and accommodations. Providing resources such as [bike route maps](#) on their website was a way to attract support from people who may not think of themselves as bicycle "advocates" — people who simply like to ride a bike and who are looking for information about good routes with services along the routes.
- The message that bicycle tourism and bicycle travel can contribute to local and statewide economic development resonated with members of the Washington state legislature and was helpful in building political support for bicycling.
- The lack of a Washington State tourism agency meant that Washington Bikes had a niche where it could provide a valuable service in [promoting bicycle tourism](#), both to potential bicycle tourists and to communities seeking tourism income.

Lessons Learned

- For statewide bicycle advocacy groups, being at the intersection of advocacy and bicycle tourism is a useful strategic niche for both membership and political purposes. The work of designating a USBR is advocacy work to get the support of every jurisdiction along the way, and it is also bicycle tourism promotion and a means of economic development.
- The internet lends itself to low-cost promotion, and bicycle travel content is very popular. Washington Bikes reports that any time they publish bicycle travel information on Facebook and Twitter, it gets liked and shared. And it can be a virtuous cycle; in response to posts about bicycle travel on USBR 10, people often write and tell their story about riding a section on it, which can then get published online, and liked and shared again.
- Washington DOT has yet to sign USBR 10, but Washington Bikes is continuing efforts to get the route signed as an additional form of promotion and for wayfinding for cyclists.

BEST PRACTICES FROM OTHER LONG-DISTANCE TOURING ROUTES

This section summarizes the best practices and lessons learned from promoting, funding, and coordinating other bicycle route networks. These include route networks in some American states, Canadian provinces, and numerous European countries.

Bicycle Route Networks in U.S. States (with limited or no USBR involvement to date)

Oregon Scenic Bikeways

State Coordination with Local Input and Management

Oregon Scenic Bikeways are themed and signed bicycle tourism routes that connect communities and historic, cultural, and scenic destinations. The routes go through a rigorous vetting process and are considered the “best of the best” of Oregon bike rides. This program has resulted in the approval of [14 Scenic Bikeways](#) across the state (so far), including a total of 982 miles.

Administration Model

The Oregon Parks and Recreation Department (OPRD) manages the state’s [Scenic Bikeways Program](#). During the approval process, local proponents of the route submit an application to the Scenic Bikeway coordinator at OPRD. The coordinator and a State Bikeway Committee review each proposed route. A [bikeway planning guide](#) walks local proponents through the application. Once the bikeway is “recommended” then the local proponents must work with Travel Oregon to develop a local marketing and maintenance plan.

Promotion

Local proponents agree to upload detailed information about accommodations, tourism attractions, and restaurants to Travel Oregon’s bicycle tourism website, [Ride Oregon Ride](#). The Ride Oregon Ride website has information on suggested routes and rides, places to stay and eat, and attractions. Members of the public can leave feedback and comments about each ride. Information about each route, downloadable map and cue sheets, and exportable GPS data are also available from the site.

Signs

Oregon Scenic Bikeways signs are installed by the road jurisdictions, with costs paid by OPRD and other state and federal funding sources. The local proponents need to create sign location tables that show the location of each directional sign and the jurisdiction in which the sign is located. The local proponents must perform a yearly inventory of missing or damaged signs that need to be replaced.

Funding Sources

The initial concept for Oregon Scenic Bikeways came out of a collaboration called Oregon Bicycle Tourism Partnership. At first, the Scenic Bikeways coordinator salary was paid for by Cycle Oregon, a cross-state annual ride that puts event revenue into a foundation to support new bicycle programs and projects across the state. After the first couple years of the program being supported by the nonprofit funding, the state parks were able to budget the staff and support team needed to effectively run the



A map of the current Oregon Scenic Bikeways. Credit: Oregon Parks and Recreation.

program.

Key Takeaways:

- State administration of the program leverages state and federal funds and keeps quality of the routes high.
- Local management of the program helps ensure that local proponents have a stake in maintaining the promotional information on the website and the inventorying of signs.

State Bicycle Routes in New York and Pennsylvania

State DOT Coordination

Both New York Department of Transportation (NYSDOT) and Pennsylvania Department of Transportation (PennDOT) designated and signed state bicycle route networks in the early 2000s. The routes were all marked with numbered or lettered bike route signs in the style of MUTCD M1-8 signs.

Administration Model

The sign program was supported by bicycle and pedestrian coordinators at both DOTs. After those individuals left those positions, there was a void in leadership in the DOTs for the state bicycle routes. Neither DOT appears to have a plan for inventorying and maintaining route signs or promoting the routes.



New York Bicycle Route 9 intersects with the New York City bicycle route network. Credit: [Wikipedia](#)

Promotion

NYSDOT's website has a [Bicycling in New York](#) search tool for all of its bike routes, including the state routes. However, it is unclear whether these resources are up-to-date, and the Google maps provided do not actually display the routes. It is recommended that DOTs do an annual update/inventory of the navigational resources they provide for designated bike routes.

The BicyclePA network was organized by and continues to be loosely managed by a group of "advisors" to PennDOT called the [Pedalcycle and Pedestrian Advisory Committee](#). PennDOT's website provides an [online interactive map](#) for the statewide network. Another website, called [PACommutes](#), displays an overview map of each lettered route, along with a route description, which is helpful for trip planning purposes. None of the maps are detailed enough for navigation, and other navigational resources are not provided. It is recommended that DOTs provide enough detail on online and print maps for cyclists to be able to navigate the routes.

Funding Sources

Both states used federal and state transportation funding for signs.

Key Takeaways:

- DOTs have the funding and expertise to designate and sign routes, but they lack the resources and expertise to map and promote the routes. Collaboration with state tourism and state/local bicycle advocates could help to address this barrier.
- It is important to develop policies to have in place so that when the primary coordinator of the bicycle route network leaves, the bike routes continue to be maintained and promoted. For example, the DOT bicycle and pedestrian coordinator job descriptions could be amended to include the duties related to

maintaining and promoting the state bicycle routes. Or agreements between the local jurisdictions and the state DOT can clarify the responsibility of maintaining bike route signs along each segment.

Allegheny Trail Alliance

Nonprofit Coordination and Promotion of Regional Route

The Great Allegheny Passage (GAP) is a 150-mile rail trail connecting Pittsburgh, PA, to Cumberland, MD. The GAP links seven independent rail trails and connects to the Chesapeake & Ohio Canal Towpath in Cumberland, which travels another 150 miles to Washington, DC.

Administration Model

The Allegheny Trail Alliance (ATA) is a coalition of seven trail managers and also includes trail partners, community leaders, tourism professionals, and supporters of the Great Allegheny Trail. The ATA's partners and supporters include the National Park Service, chambers of commerce, tourism organizations, event directors, hotel and business owners, friends groups, and state parks.

Promotion

In 2005, the ATA published a Trail Towns manual to help communities along the GAP take advantage of the economic opportunity of the trail and build services that will aid business development. Two years later, the [Trail Town Program](#) launched, offering technical assistance for businesses, such as marketing research, business plans, and workshops and networking. A Pennsylvania-based community and economic development organization (The Progress Fund) administers the program, which provides certification, low-interest loans, and some grants for businesses and communities.

The ATA publishes and sells TrailBook, a guidebook for the GAP and C&O Canal, which provides trail information, a planning guide, and maps. Advertising from TrailBook raises approximately \$40,000 annually, which is used as an emergency fund for trail maintenance or for trail amenities. The ATA website also provides downloadable maps, directions, and information about services, camping, and amenities.

Branding/Signing

In 2008, the ATA developed a [Graphic Identity and Sign Guidelines Manual](#) which clearly lays out the way the logo, trail signs, and promotional materials should be developed, and illustrations on design and layout of graphics for any signs that guide visitors to, from, or along the GAP.



One of the approved logo options for the GAP trail. Credit: Allegheny Trail Alliance

Funding Sources for Promotion/Signing

Funding sources include state recreation grants, National Park Service funds, tourism grant programs, private contributions, and economic development funds.

Key Takeaways:

- In economically depressed areas, especially rural communities, adventure tourism can be promoted as an engine for economic development. Programs that help local communities take advantage of the economic opportunity presented by trails can benefit bike route users, bring tourism dollars into the economy, and also benefit the residents of those areas.
- For bicycle routes that cross state lines, it is essential to have a nonprofit “friends group” or organization with a vision, goals, and priorities for the entire bikeway. Such an organization can raise money independent of state agencies, which are confined to their state boundaries, state highways, or park boundaries.

Lake Champlain Bikeways

Nonprofit Coordination across State and International Boundaries

Lake Champlain Bikeways is a nonprofit organization originally created to promote bicycling in the Champlain region. Twenty years ago, the organization published a route around Lake Champlain on a map along with turn-by-turn directions and made it available for bicycle tourists. The route goes through Vermont, New York, and Québec, Canada, and links up with La Route Verte, a provincial-wide route network in Québec that is coordinated by the nonprofit Vélo Québec but funded through provincial dollars. Lake Champlain Bikeways attributes their early success at promoting the route to the fact that they did not initially seek widespread permission, approval, or designation from any governing agencies.

Promotion

[Lake Champlain Bikeways](#) has a thorough website with downloadable maps, turn-by-turn directions, and information on accommodations. Individuals can request that these materials and maps be sent to them at no cost. The organization also goes to bicycle events in Vermont, New York, and Québec to promote the route. Other than in Burlington, local towns along the bikeway in the U.S. do not promote the route or their services to bicyclists.

Signs

Only the Vermont and Québec section of the Lake Champlain bikeway is signed. In Vermont, the organization applied to use Transportation Enhancement (federal) funds to make and install the signs. A volunteer from the organization drove the Vermont portion of the route with a Vermont DOT sign specialist and agreed where the signs should go. The organization agreed to install signs themselves on existing signposts, or hire a contractor to dig and place new signposts when needed. In Québec, the Lake Champlain bikeway follows the signed La Route Verte 2.

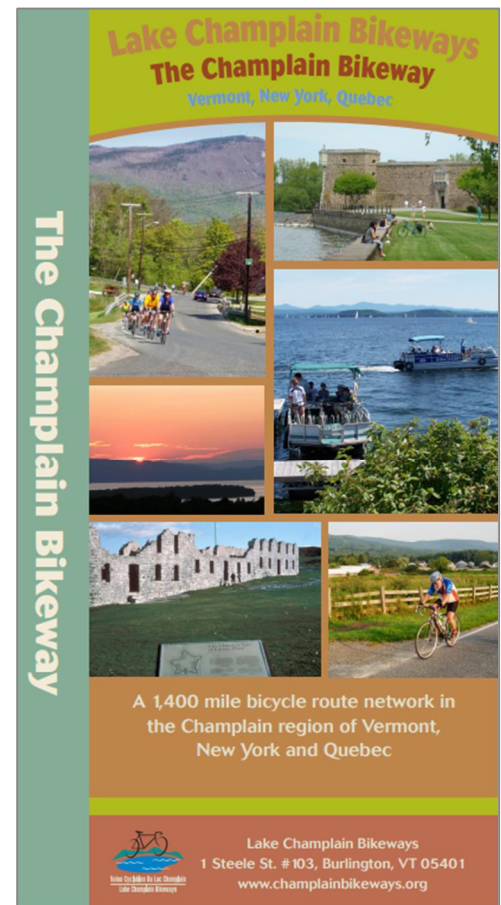
The organization was unable to convince New York DOT to coordinate signs. The mapped bikeway route uses town roads, and in many cases town officials feared that the lack of bicycle infrastructure on their town roads would make them liable if a bicyclist were injured or killed.

Coordination

Lake Champlain Bikeways made sure to include representation from New York, Québec, and Vermont in their governing board. Having all the stakeholders on the board made route promotion easier to coordinate.

Funding

Ten years ago, when the bikeways were being signed and promoted more actively, Lake Champlain Bikeways had a larger budget and



Lake Champlain Bikeways published maps of the routes with Federal money; they are available for free upon request.

employed a staff person. All the maps were published with federal money. When the organization mails a map to someone who requests it, they include a return envelope with a request for money. Currently, the organization is not very active and has a very low budget.

Key Takeaways:

- A web presence is very important, especially to make high-quality maps, information about accommodations, and guides available to the public.
- To facilitate coordination across jurisdictions, include representatives from those jurisdictions in the decision-making boards or committees.
- “Friends” groups and advocacy groups need to make plans for the sustainability of the organization and how to continue the work when grant money runs out.

European Route Networks

Introduction

Many European countries are known for their excellent cycling infrastructure and their efforts to promote bicycling. Over the past two decades, several important developments have occurred related to promotion of bicycle tourism. First, there has been a concerted effort at developing a network of long-distance bicycle routes in Europe, beginning in 1995, known as EuroVelo. Although several European countries, such as France, had long before been popular destinations for cycle touring, the EuroVelo effort greatly expanded the reach and robustness of the network. Today every European country, with just a few minor exceptions, is part of this international network.

Second, efforts have been taking place in most European countries to develop better bicycle networks within urban areas, create bicycle tourism destinations and to promote cycling overall. This has also resulted in improvements to the rural cycling networks and a boost to bicycle tourism, especially along several popular international river routes. According to a comprehensive report funded and prepared for the European Parliament in 2012, [*The European Cycle Route Network: EuroVelo. Challenges and Opportunities for Sustainable Tourism*](#), the countries with the highest percentage of trips made by bicyclists and with the largest investments for bicycle infrastructure were the same countries with the highest demand for bicycle touring. Even where rural cycling routes were not improved by adding paths or bicycle lanes, significant investments were made in bicycle route and wayfinding signs.

Third, promotional efforts have become more important and somewhat more prevalent as organizers and governmental agencies have realized the potential for tourism and economic development. However, while bicycle touring in particular is viewed as a sustainable tourism effort, the EuroVelo network is still underfunded yet has substantial potential for development and promotion in the next ten years.

As is the case in the U.S., in Europe there are few free-standing marketing efforts to solely promote bicycle touring routes. The common means for promotion is by engaging tourism agencies already established locally and at the provincial level to include bicycle tourism in their campaigns and literature. The European Parliament report states that creating the EuroVelo network will increase tourism by “bringing together the marketing power of hundreds of municipalities responsible for tourism development and promotion” (p. 121).



EuroVelo route network

Tourism Components

What components of bicycle touring are being successfully fostered in European countries? Are there other efforts that are contributing to the promotion of bicycle tourism? Which ones are most important? Before going on to summarize the answers to these questions, it is important to note that the growth and acceptance of cycle tourism varies significantly across Europe; some countries do it well while others do not. The level of support for promoting bicycle tourism varies as well.

Cycling Infrastructure

Much has been documented regarding the transformation of the urban bicycle infrastructure in many European cities and countries. Although users in Europe wish for separation from motor vehicles when bicycle touring, it is not often possible to consistently offer separated bicycle infrastructure over long distances. Where strides in rural bikeway development have been made, it has been along bicycle routes established along long rivers such as the Danube, Elbe, Rhine, Moselle, Loire, Saar, etc. A combination of paths, bike lanes, and restricted agricultural roads (allowing bicycles) are common bikeway types.

With good wayfinding, touring bicyclists can often be directed to lower volume roadways, despite less direct and slightly longer distances. [Veloland Schweiz](#) is the brand name for the network of nine routes across Switzerland and presents the one of the best examples of bicycle wayfinding. It is also one of the most popular bicycle tourism destinations in Europe.

Beginning and End Point Transportation

Travel by train in Europe is much more common than in the U.S. With many more cities served by train, the prospect for traveling to and from places with your bicycle is increased exponentially in Europe compared to the U.S. (however, as excellent as these services are, many Europeans are still critical of limitations that exist today). Many of the faster and inter-country trains require reservations for bicycles and often there are limited spots for the bicycles.

European Cooperation

The European Cycling Federation supports and coordinates EuroVelo. They have succeeded at establishing 14 international routes that pass through 40 separate countries, each with different approaches for route development. They have also organized coordinators in most countries. As the level of sophistication, services, and partnerships increase at the international level, status changes from being a “coordinator” to a “center.” Having this type of coordination and partnership at the international, national, and local levels helps ensure continuity and increases the likelihood of promotional efforts.

Bicycle Tourism Promotional Efforts

Often people think of marketing efforts when talking about promotion of bicycle touring. Slick brochures and advertisements come to mind. Promotional efforts commonly found in researching European route networks consisted largely of what could be considered intermediary services or tools. These consisted of maps, guides, and information for lodging (especially suited and targeted to bicyclists), public transportation, quality of bicycle routes and tourist sites. If a region presents itself well with this information and offers a high level of services, it will attract the interests of potential users in a more substantive way than glossy brochures.

Mapping and Related Information

Many coordination centers prepare detailed and beautiful printed maps of their cycle routes. Other centers and partners have focused more on creating digital maps for online use. Maps are often accompanied with listings of services and overnight accommodations. [Bikeline Cycling Guides](#) are an example of excellent maps from a private purveyor. EuroVelo routes are also included on [OpenStreetMap](#), a volunteer-run, wiki-based mapping project dedicated to open geographic data. Having accurate maps that match the on-ground wayfinding schemes increase the confidence of cyclists and the likelihood that cyclists will return for additional tours.

Combining Marketing for Different Bicycling Types

Examples from Europe and Canada further illustrate that communities that support a variety of types of bicycling tourism (bike touring, mountain biking, trail riding, city cycling, racing, etc.) can combine these promotional efforts to stretch marketing dollars and bring a variety of bicycle interests together for common promotions.

Support Services

Bicycle tourism has some natural allies. The “slow” movement promotes slow foods (local, diverse, intentional eating) and slow travel. While this niche is relatively small within the overall tourism market, it appeals to a large segment of the bicycle touring public. The [Adventure Travel Trade Association](#), a nonprofit that supports the adventure travel and tourism industry, highlights this connection in their research. In addition, since bicyclists move relatively slowly through a region (compared to automobile or train transportation), the amount of money spent on a per mile basis or on a per day basis is very high compared to other tourists.

Other European Examples

There are several successful organizations in Europe that provide important bicycle touring resources to the public, including Swiss Mobility Foundation (Switzerland), Allgemeiner Deutscher Fahrrad Club (Germany), and Fietsvakantiewinkel (Netherlands). All of these organizations support EuroVelo.

Swiss Mobility Foundation

The Swiss Mobility Foundation is formally a EuroVelo Coordination Center, but their charge is now very broad. Its mission is to assist all types of visitors to Switzerland. It initially began as the Cycling in Switzerland Foundation in the mid-1990s, in which many organizations from transportation, sports, and tourism were initially represented. This was later broadened to include services for rollerbladers, hikers, mountain bikers, motorists, and public transportation users. In coordination with the Swiss cantons (local governments, similar to counties), they helped develop nine national bicycle routes and now provide a [comprehensive set of services](#) for traveling cyclists. They provide wayfinding information at key hubs like train stations, at all intersections, in city centers, and an easy to use mobile app. Hundreds of regional and local bicycle routes have been added to the Swiss national system.



ADFC and bett+bike

Germany's [bett+bike](#) organization and its parent organization, Allgemeiner Deutscher Fahrrad Club (ADFC), is similar to the Swiss Mobility Foundation. ADFC is also a Eurovelo coordination center and provides general bicycle services nationwide accounting for a variety of promotional efforts. More specifically, the ADFC works closely with a national ministry using the "Germany — the travel destination" website and campaign to make available 70 routes to entice people to bicycle tour in Germany. ADFC's bett+bike arm provides specialized services, including the dissemination of lodging and route information. A mobile application allows users to find routes and lodging on one map. International and regional routes are provided on the maps and a "touren portal" is available on the ADFC website to help people to begin their search for their next bicycle tour.

Fietsvakantiewinkel (FVW)

Fietsvakantiewinkel (Dutch for bicycle holiday shop or service) is probably one of the more unique service providers in Europe with a long-standing and pronounced role in bicycle travel. It bills itself as the travel agency for bicycling but has many cooperative relationships with bicycle touring organizations in the Netherlands and throughout Europe. In fact, FVW is similar to Adventure Cycling Association and once had a formal association with it. Much like the other organizations above, FVW promotes "bicycle vacations and holidays" through the provision of important tools for bicyclists — maps, guides, lodging listings, books, and even buses to transport bicyclists to locations throughout Europe.

Key Takeaways

- It is unlikely and probably ineffective for communities and regions to develop their own marketing campaigns solely aimed at bicycle tourists. It is more important when promoting a long-distance route to "market" it to local, regional, and state tourism agencies and bureaus, convincing them to add this to their destination marketing programs. This is the approach taken in Europe and in particular by the ADFC and its national tourism agency.
- Promotion is most economical when it is done across the board for all types of bicycling — mountain, road, touring, trail, etc. This puts to use certain economies of scale for organizations and the promotion might also appeal to people who have more than one bicycle interest.
- Europe combines social movements and existing travel promotions — for example, bicycle tourism can benefit by invoking the slow travel and slow foods movement.

Promotion You Can't Buy

If you are lucky, a well-respected travel author or travel show host will plug bicycle travel or in this case, "tourism by bicycle."

"Some travelers are surprised when I tell them to consider biking in Europe. I explain that it gets you close to the ground and close to the people. Europeans love bicycles, and they are often genuinely impressed when they encounter Americans who reject the view from the tour-bus window in favor of huffing and puffing on two wheels. Your bike provides an instant conversation piece, the perfect bridge over a maze of cultural and language barriers."

Rick Steves,
Travel Author and Celebrity

- Public transportation services can provide people with a start and/or end transportation facility. This is especially important for communities in the U.S. that are served by Amtrak lines with baggage stop locations (allowing passengers to board or disembark with bicycles) or bicycle “walk-on” service. Bus line providers may also offer similar bicycle transport services.
- Intermediary tools and services (maps, route information, and lodging) are often the first places people look to consider a bicycle tour. They will often bypass all of glossy images and brochures produced by travel bureaus. Good maps with services and lodging listings can be enough to inspire a trip.
- Bicyclists traveling in Europe generally like routes that take you along rivers and lakes often because of their level terrain and the numerous communities along the way.
- Coordination centers are an effective management tool. The European Cycling Federation is the parent organization for EuroVelo. To improve international coordination and to decentralize route management and organization as much as possible, coordination centers have been established. This also has the advantage of maximizing ECF’s and EuroVelo’s outreach.

The Coordination Center Model

In researching the promotional aspects of the EuroVelo route system, the roles of National EuroVelo coordination centers emerged. They are an important tool for the European Cycling Federation (ECF) in implementing the EuroVelo system and a model that could be applied in the U.S.

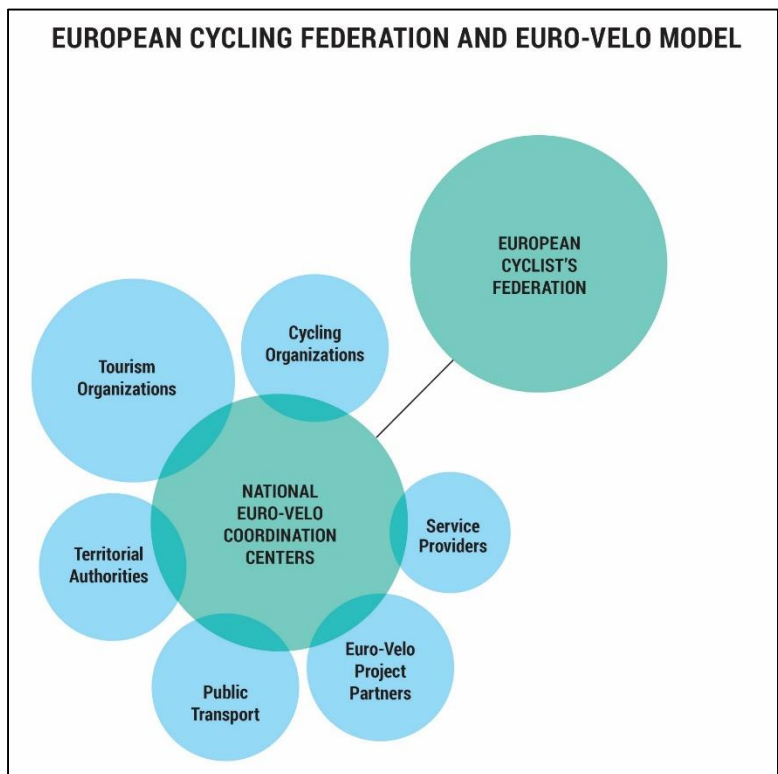
The ECF developed the approach for the coordinator/coordination centers based around the idea of “subsidiarity” organization. Subsidiarity is an organizing principle that proposes that matters should to be handled by the smallest, lowest, or least centralized competent organization or authority. With that in mind, here are the key aspects of the coordination centers.

- While ECF has responsibilities to EuroVelo internationally, the coordination centers have similar but *national* responsibilities. They ensure the implementation, operation, and quality assurance of EuroVelo at a national level.
- They are responsible for providing accurate and up-to-date information on the sections of EuroVelo routes that pass through their area and ensure the integration of EuroVelo routes into new publications.
- There are two different levels, beginning with a coordinator, that can elevate to a center as it matures, becomes more effective, and takes on more local partnerships.
- One of the main duties is promotion. They need to ensure nationwide communication of EuroVelo routes, services, public transport, overnight accommodation, cycle rental, route guides, maps, and books.

The coordinator/coordination center has an obvious and important management role — they bring together EuroVelo project partners such as roadway authorities, tourism organizations, cycling organizations, public transport companies, and service providers.

Applicability to USBRS

There are numerous similarities between the USBRS and EuroVelo. The European Cycling Federation (ECF) is the main international organization that coordinates and develops the EuroVelo network and has international management responsibilities. In summary, ECF acts as staff at the international level for EuroVelo. Organizationally, the role of Adventure Cycling is much like the ECF. One important caveat is necessary — while Adventure Cycling is a national organization



The organizational structure of the EuroVelo Coordination Centers (adapted from a chart in [The European Cycle Route Network: EuroVelo. Challenges and Opportunities for Sustainable Tourism](#)).

working in 50 states and working in a very modest manner internationally with Canada, the ECF is international in scope working with about 30 countries. Adventure Cycling is also membership based (with funds coming from its members) while ECF is not. For the following comparisons and questions, it may be helpful to view Adventure Cycling's relationships with states in the same way that the ECF relates to European nations.

Another difference is that the ECF has a broader bicycling mission (more like the League of American Bicyclists) and actually has just one staff person with responsibilities for EuroVelo. Adventure Cycling, on the other hand, specializes in bicycle tourism and provides a much greater set of services related to bicycle touring.

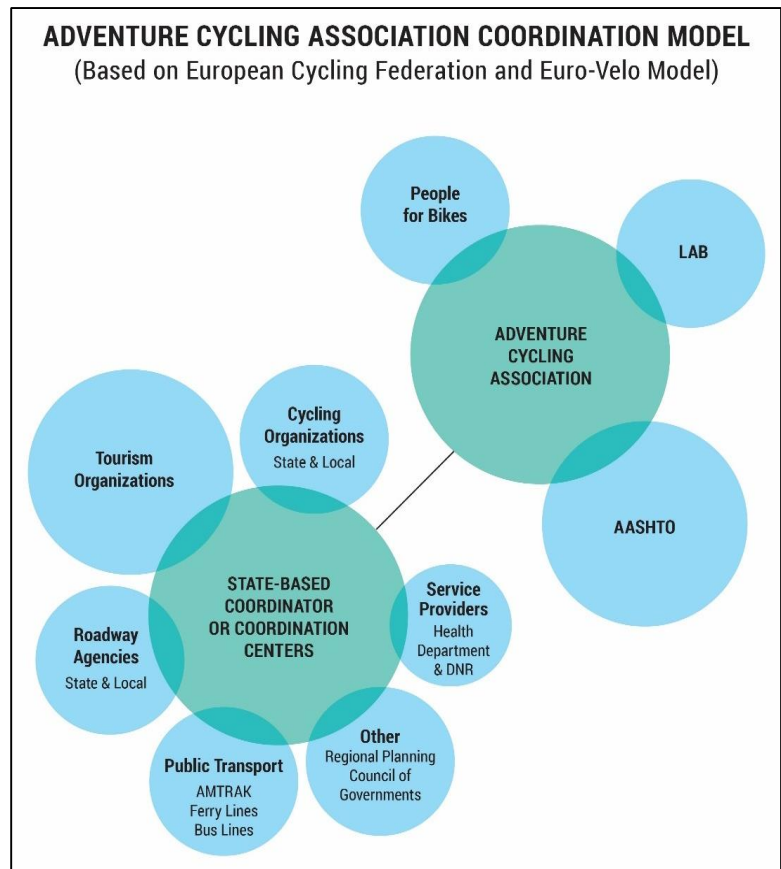
Can the U.S. have its own set of coordination centers based on the model from Europe? Yes, organizationally this is possible.

Adventure Cycling is viewed nationally as the primary leader on USBRS and long-distance routes in general (since it was established in 1976). There are other national organizations (League of American Bicyclists (LAB), Bikes Belong/People for Bikes) that should be drawn in as national partners to help with advocacy and potentially with funding.

The graphic illustrates a potential organizational structure for the USBRS based on the ECF/EuroVelo model.

How could this be established? Using the ECF/EuroVelo model, Adventure Cycling would need to be flexible in who they consider a coordinator or coordination center. Typically, if an existing organization is being considered, they should have a statewide role related to bicycling. The most likely organizations to fit this model are statewide bicycle organizations, such as state bicycle federations, coalitions, or alliances. The ECF has several resources for organizations that are considering applying as coordination centers on their website, including a manual and a detailed [application form](#).

To determine whether this concept is workable, pilot centers and coordinators could be established in three or four states. For those that already have organizations with staff capacity and aligning interests, centers would be formed. For those states that have interested organizations, but very small staffs or volunteers, a "coordinator" role could be tested. Based on the case studies and surveys that were conducted for this project, several states appear to have potential including Minnesota, Kentucky, Washington, Tennessee, and some of the New England states.



A possible organizational structure for coordination centers for the USBRS.

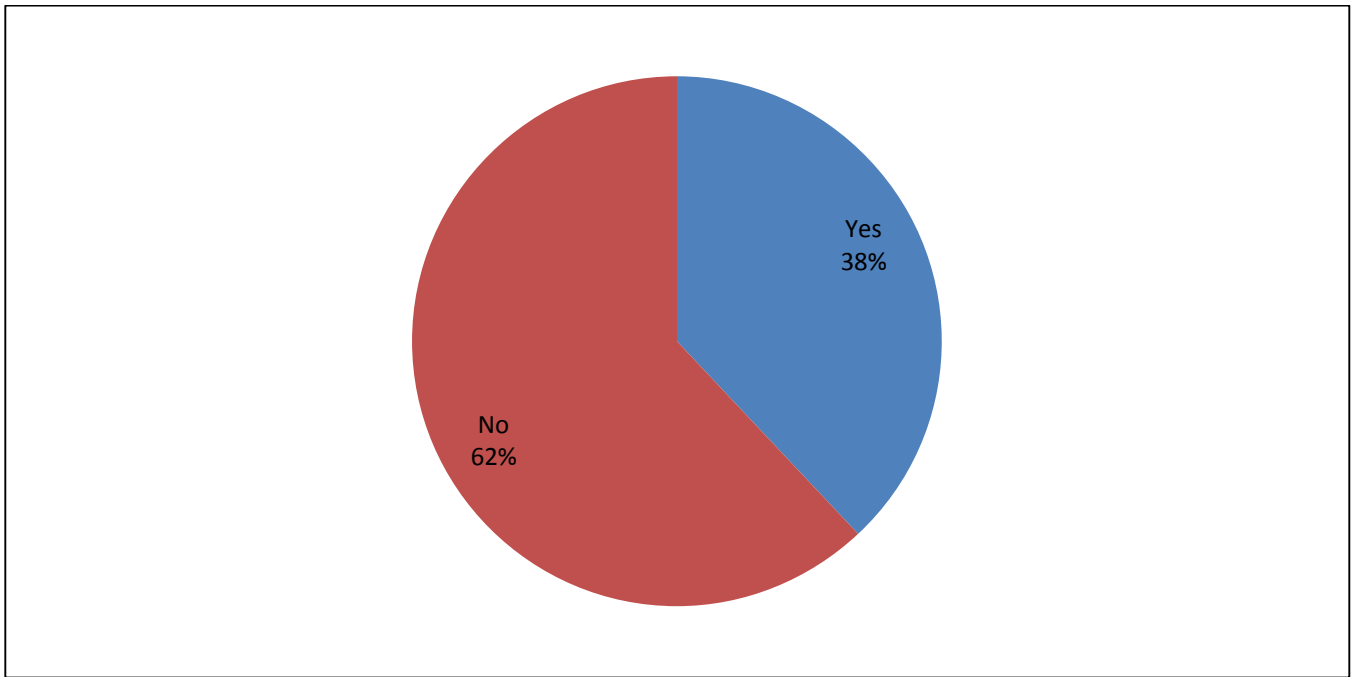
How would these coordination centers be funded? This is probably one of the more difficult hurdles. While a handful of statewide organizations might be willing to sign on as a coordination center without any dedicated funding, most organizations are going to be unable to do so without a sustainable funding source or at least two to three years of pilot funding. Continuing the funding of the centers might occur locally and regionally as partnerships are established and strengthened. Some sources include People for Bikes, health insurers and foundations (such as Kaiser and Blue Cross/Blue Shield), state-level foundations, state and local tourism agencies, and destination marketing organizations.

APPENDIX ITEMS

APPENDIX A: SURVEY OF STATE BICYCLE & PEDESTRIAN COORDINATORS RESULTS

Below are the full results of the survey submitted to the state bicycle and pedestrian coordinators in 2015.

1. Do you have any U.S. Bicycle Routes signed in your state?

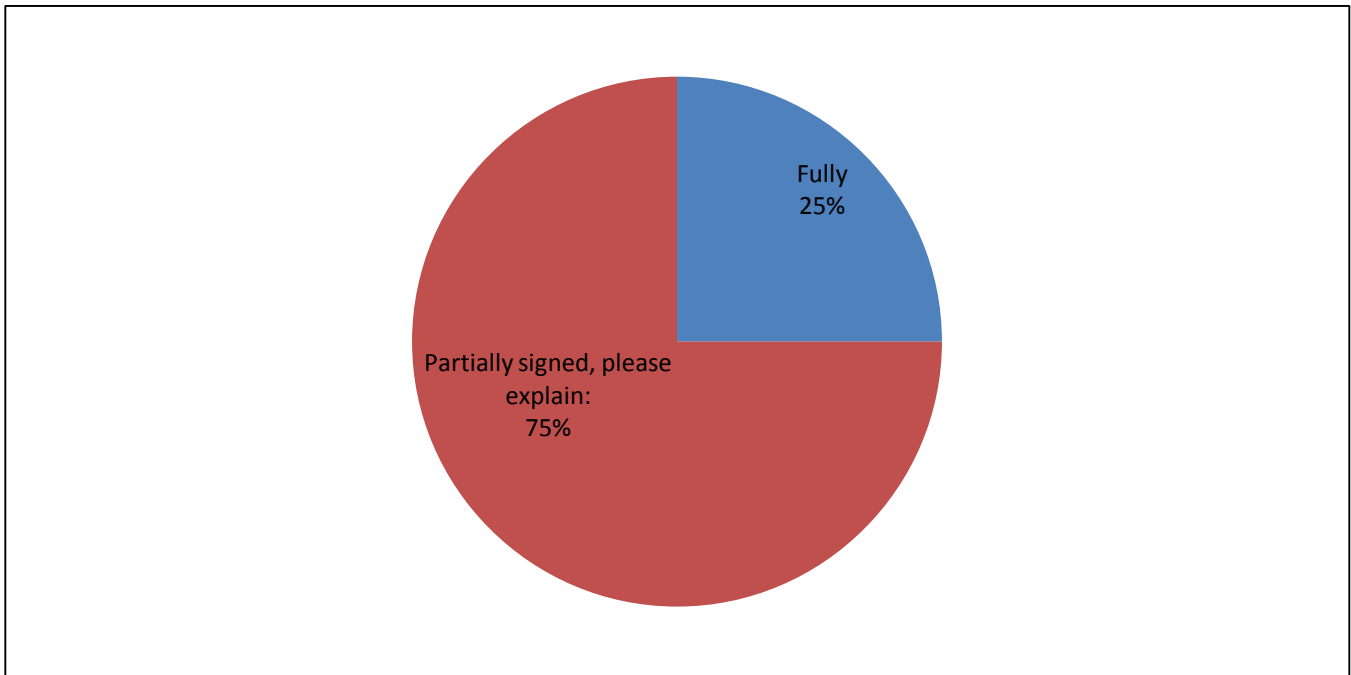


Value	Percent	Count
Yes	38.5%	5
No	61.5%	8
Total	100%	13

2. Please list the U.S. Bicycle Routes that have been signed in your state

Count	Response
1	1 and 76
1	79 and 70
1	Segments of U.S. Bicycle Route 35 and 20
1	USBR 76
1	in development

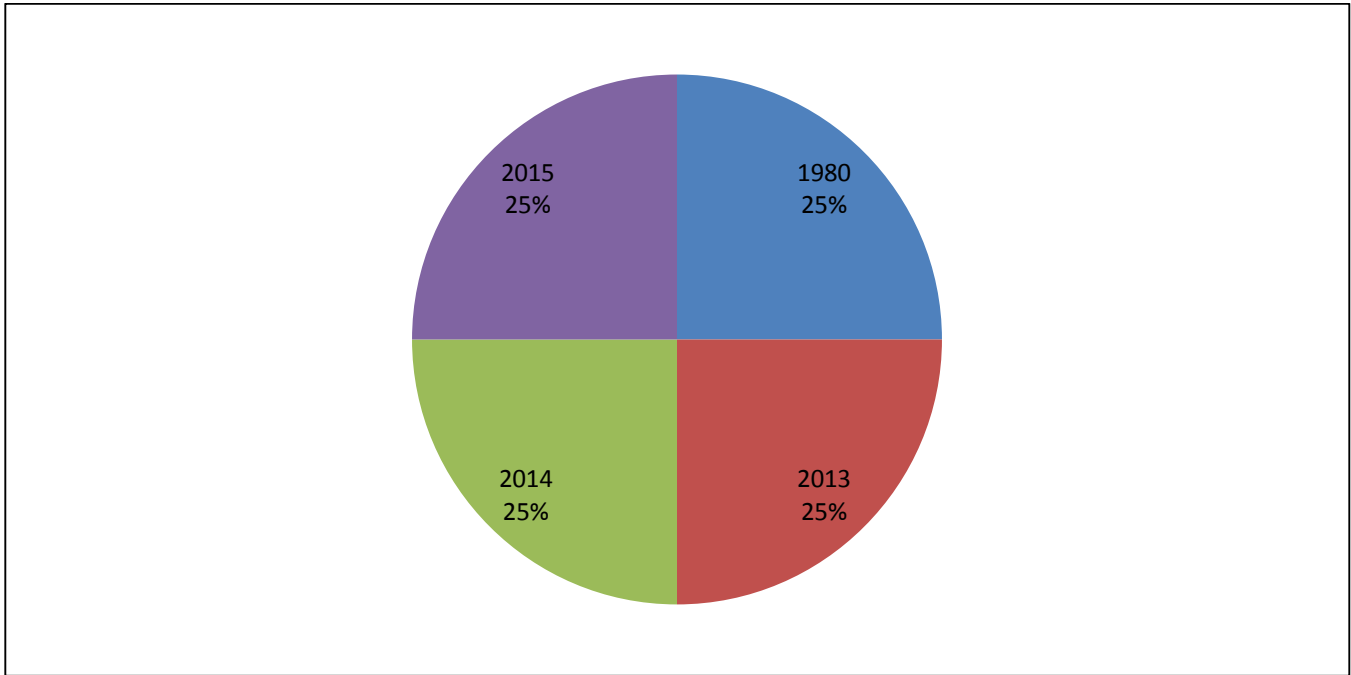
3. Is each route you listed partially or fully signed (please describe)?



Value	Percent	Count
Fully	25.0%	1
Partially signed, please explain:	75.0%	3
Total	100%	4

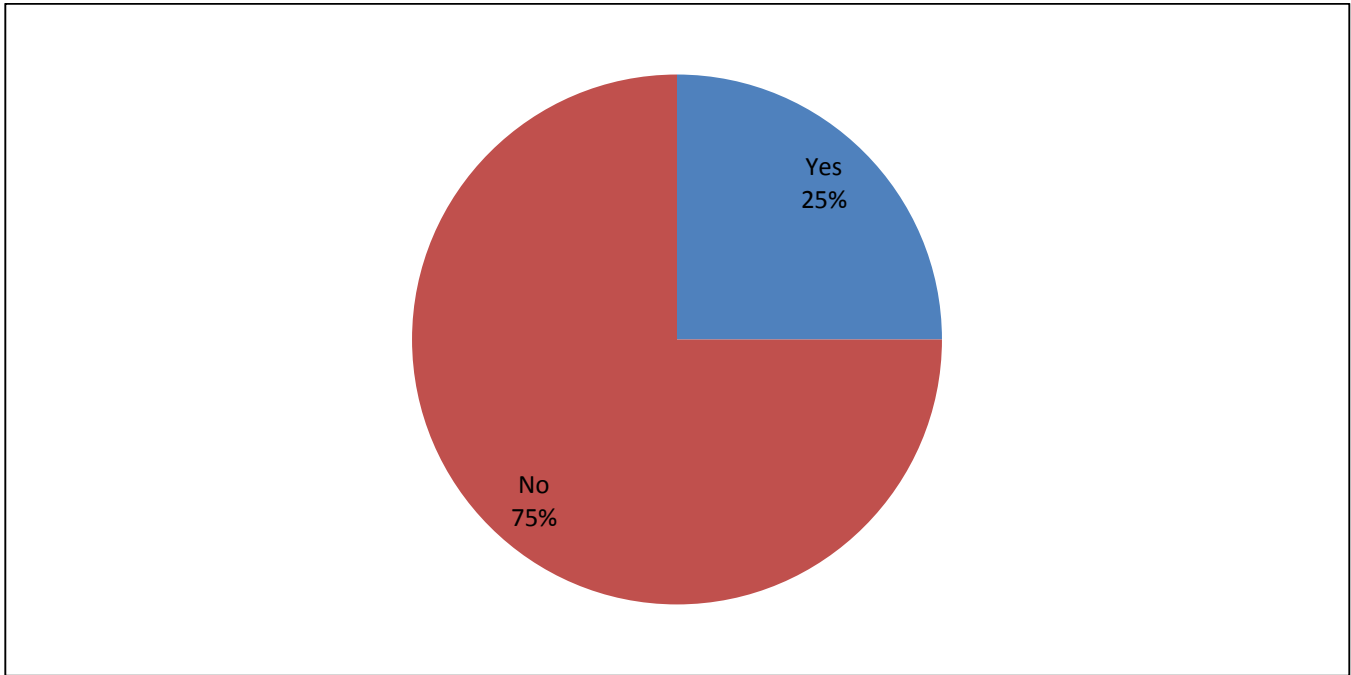
Responses "Partially signed, please explain:"	Count
Left Blank	10
76 is fully signed with a sign down here and there	1
still need CDOT and a few local govt formal approval letters	1
The Michigan DOT has signed all state highway segments. Some local agencies have signs on their segments but a detailed list of locally signed routes is not available.	1

4. When was the route signed?



Value	Percent	Count
1980	25.0%	1
2013	25.0%	1
2014	25.0%	1
2015	25.0%	1
Total	100%	4

5. Was a signing plan developed for the route?



Value	Percent	Count
Yes	25.0%	1
No	75.0%	3
Total	100%	4

Comments

Count	Response
1	A list of MDOT segments was provided to the MDOT signing staff who developed a work order to have MDOT segments signed. Other segments signed were done on a case by case basis using local resources. MDOT did draft sign guidance suggesting signing locations and layout where guidance in the MUTCD was lacking.

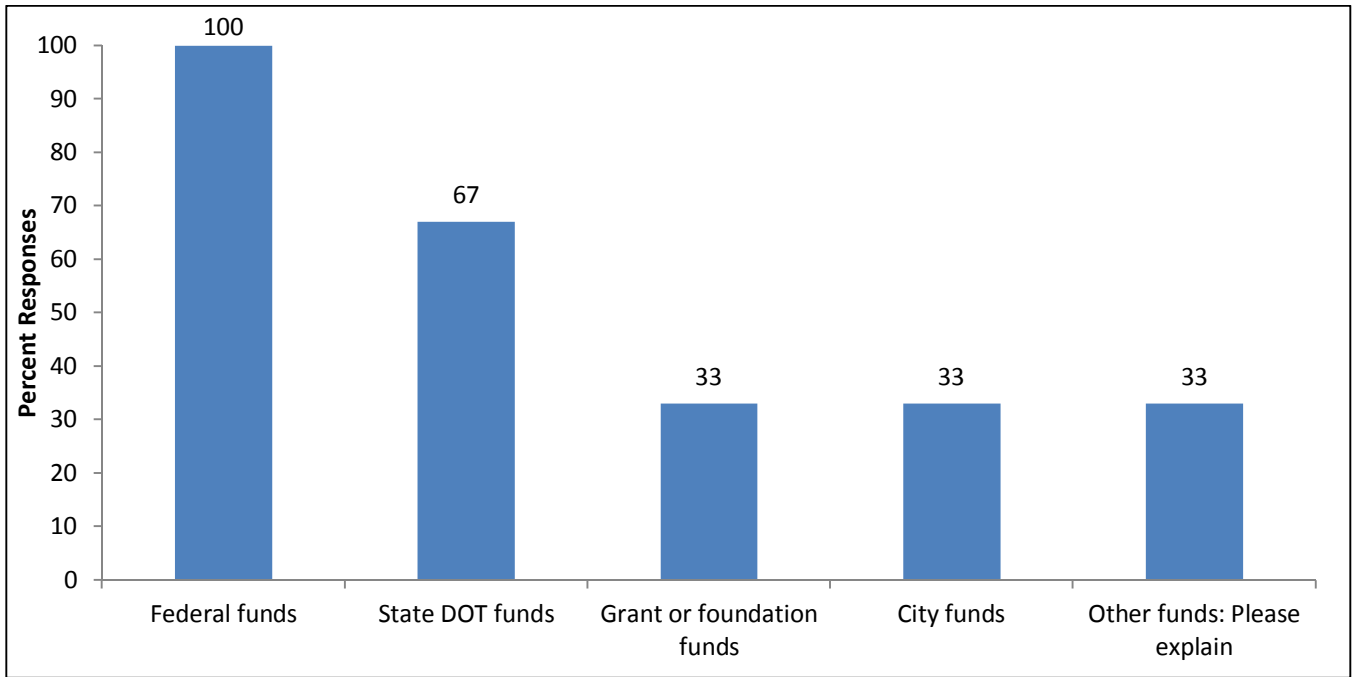
6. Approximately how many signs were used on the route (total, both directions)?

Count	Response
1	?
1	APPROX 365
1	This questions needs a little clarification. Are you talking sign assemblies (posts in the ground) or signs? MDOT installed 516 sign assemblies. These post had between 2 and three different signs on them including USBR sign w/ number, a cardinal direction, and maybe an arrow. You should also consult Kerry Irons who has worked with locals to sign non-state highway segments of USBR 20

7. Approximately how many miles is the signed portion of the route?

Count	Response
1	348
1	MDOT signed 79 miles of US Bicycle Route 20 and 170 miles of USBR 35.
1	most of 76 all but northern Virginia section of USBR1

8. How was the route signage funded? Check all that apply.



Value	Percent	Count
Federal funds	100.0%	3
State DOT funds	66.7%	2
State Tourism funds	0.0%	0
Grant or foundation funds	33.3%	1
County funds	0.0%	0
City funds	33.3%	1
Other funds: Please explain	33.3%	1

Responses "Other funds: Please explain"	Count
Left Blank	12
TART Trails in Leelanau and Grand Traverse County signed segments of their trail but I am uncertain of the source of the funds.	1

9. What was the approximate cost to sign the route? Planning:

Count	Response
1	Unknown

9. What was the approximate cost to sign the route? Signs:

Count	Response
1	\$84,000 for the MDOT segments of USBR 20 and 35

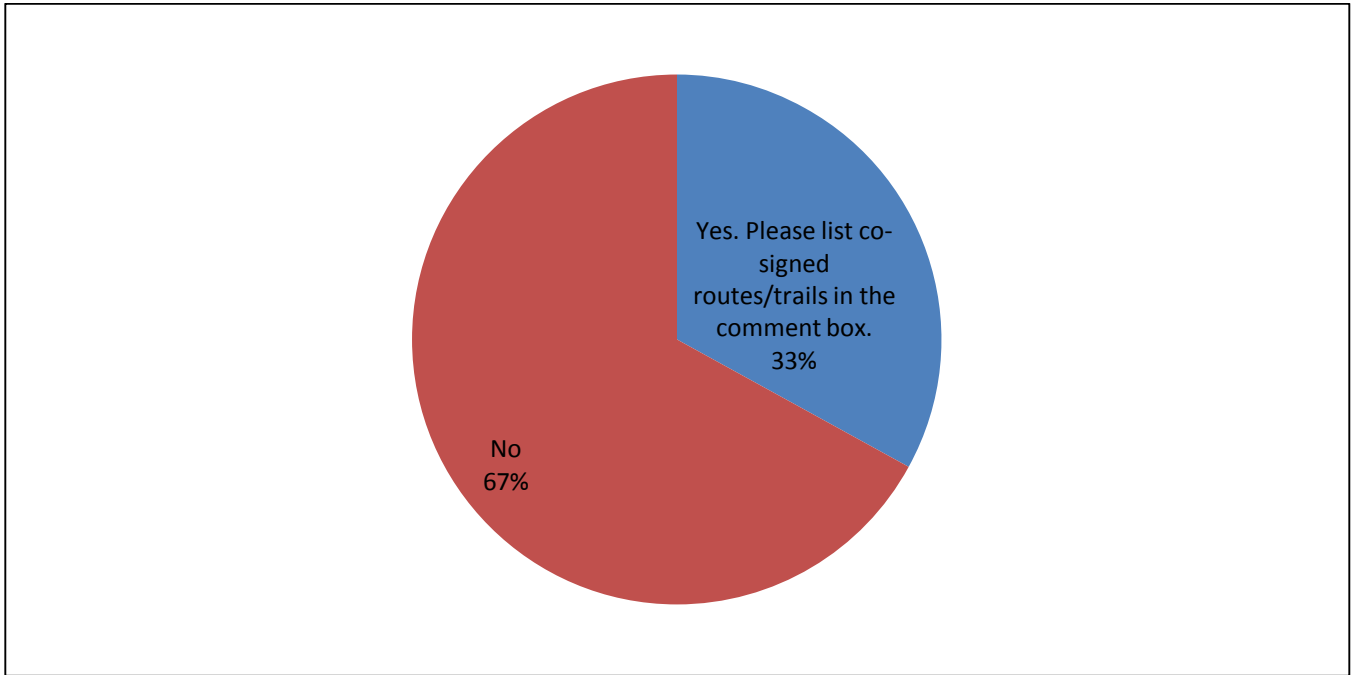
9. What was the approximate cost to sign the route? Labor:

Count	Response
1	Unknown

9. What was the approximate cost to sign the route? Total:

Count	Response
1	100,000
1	84,000

10. Is the route co-signed with another designated route or trail (i.e. USBR 45/ Mississippi River Trail)?

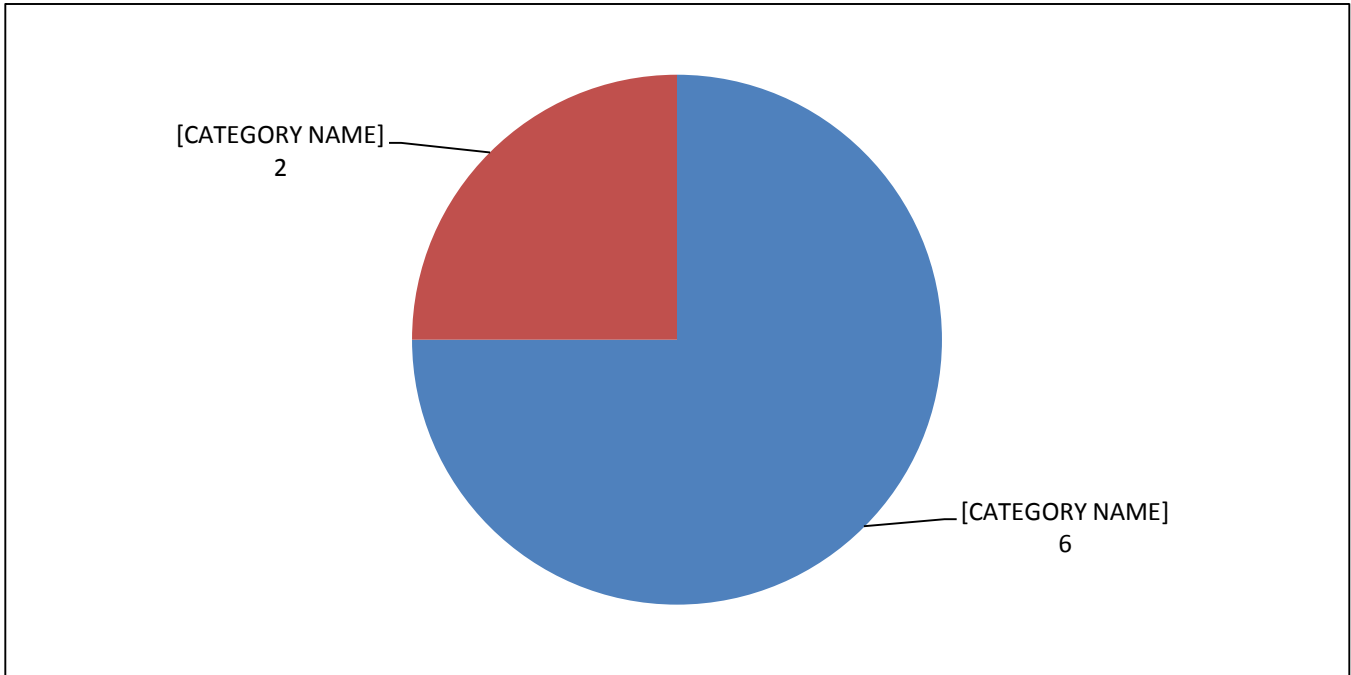


Value	Percent	Count
Yes. Please list co-signed routes/trails in the comment box.	33.3%	1
No	66.7%	2
Total	100%	3

Comments

Count	Response
1	Portions of the TART Trail near Traverse City is signed as USBR 35, Portions of the Pere Marquette Trail are co-signed as USBR 20. There may be other trails in Bay City that are co-signed, but these would be local segments and I am unaware if this is the case.
1	East Coast Greenway is not yet signed but there is a chance it would be cosigned with USBR ₁ in future

11. Is there an effort in place to provide route signage?

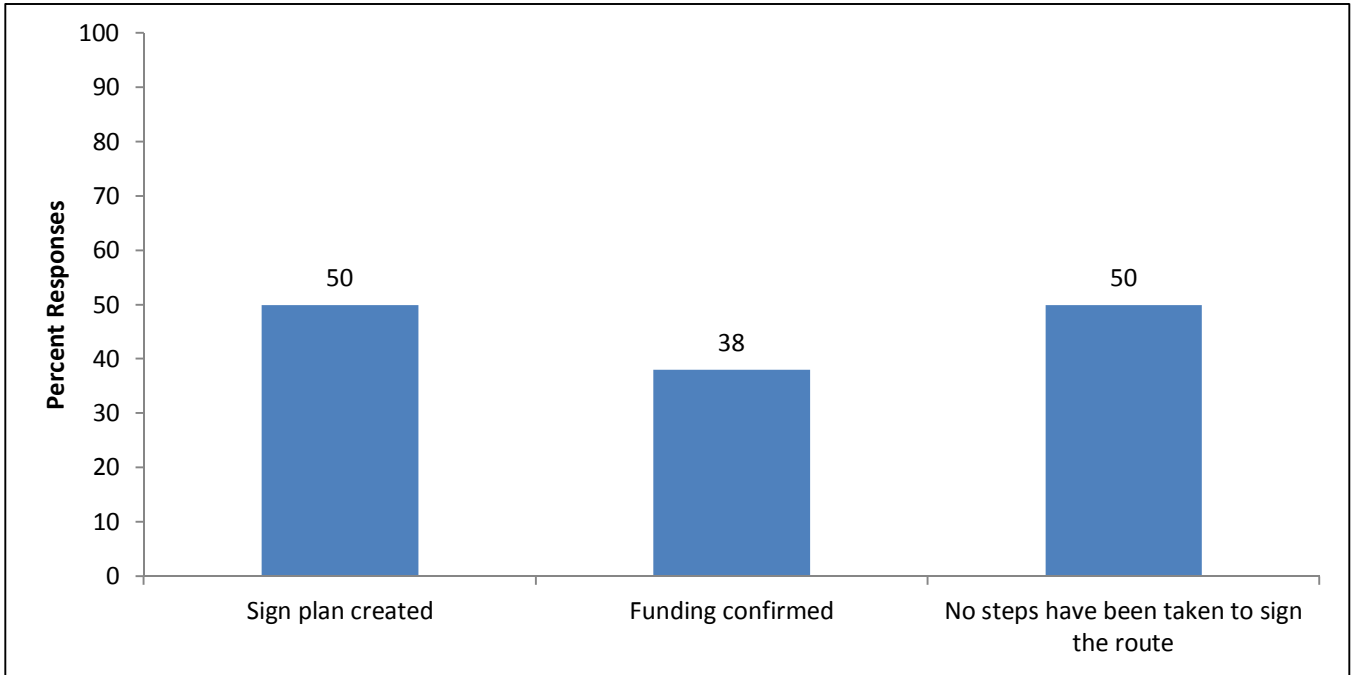


Value	Percent	Count
Yes	75.0%	6
No	25.0%	2
Total	100%	8

Comments

Count	Response
1	The route was just designated this past spring (2015).
1	This will be addressed at a later point in time.
1	USBR50 plans are nearly completed.
1	We are getting ready to sell a signing job for Ohio's portion of USBR 50
1	We have been in discussion with our Transportation Safety Engineers to develop a project.
1	We are exploring the possibility of signing routes on segments where there is no bike lane or paved shoulder (for example, through towns with on-street parking).

12. What steps have been taken to sign the route? Check all that apply.

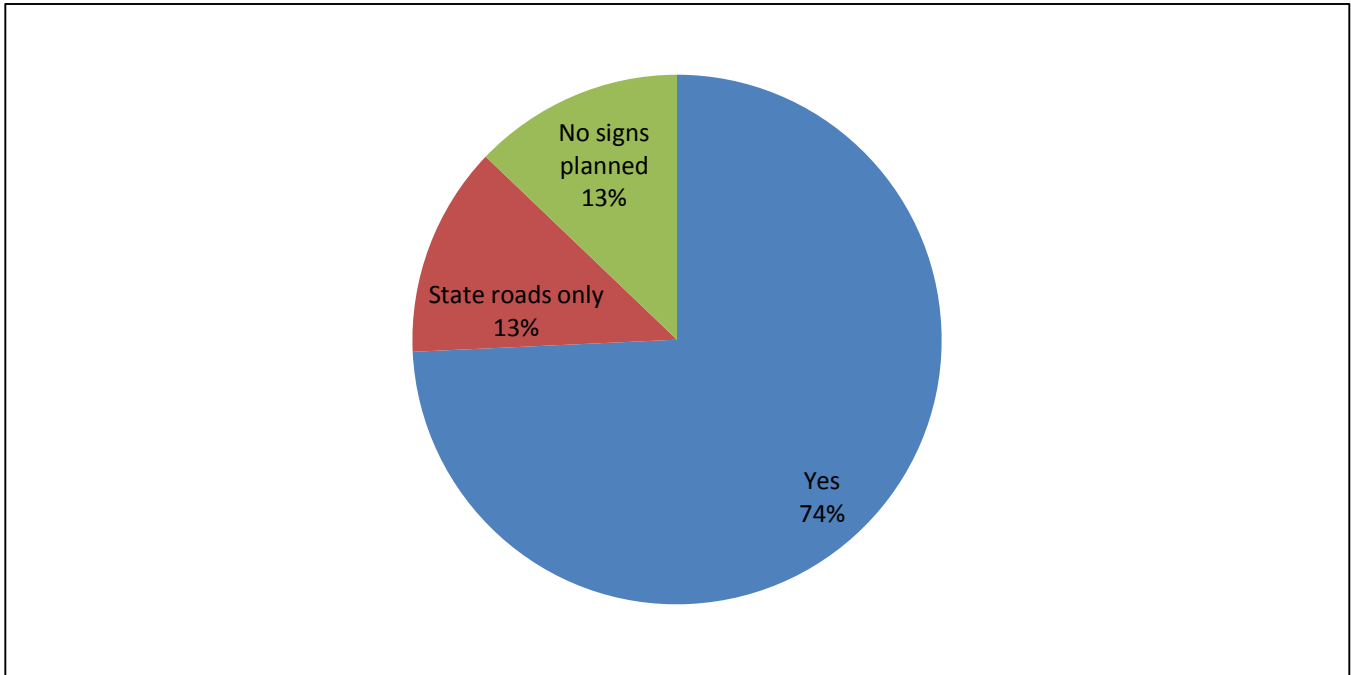


Value	Percent	Count
Sign plan created	50.0%	4
Funding confirmed	37.5%	3
Signs distributed	0.0%	0
No steps have been taken to sign the route	50.0%	4

Comments

Count	Response
1	Our plan is to hire a contractor to install signs.
1	We are allowing our district offices to review the sign locations.
1	We, ITD, are just beginning to work with the local jurisdictions on coming up with a plan and identifying funding sources.

13. Do you plan to sign both state and local roads?

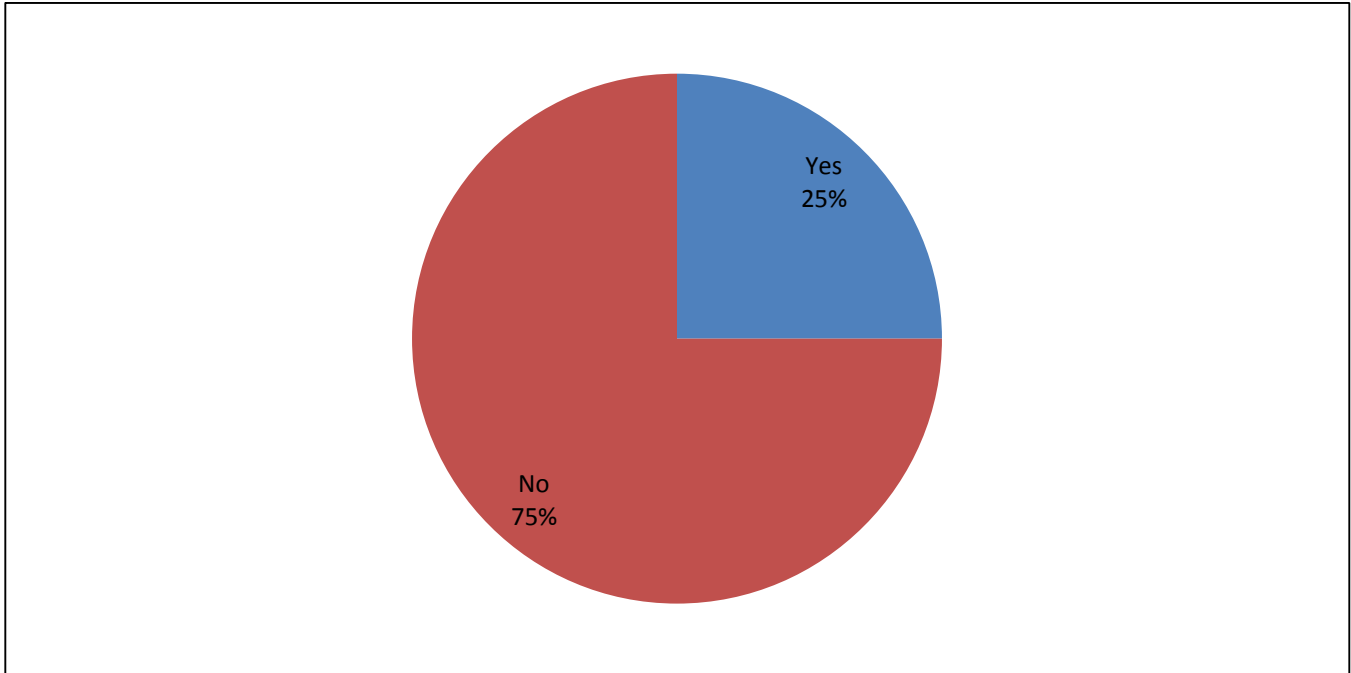


Value	Percent	Count
Yes	75.0%	6
State roads only	12.5%	1
Local roads only	0.0%	0
No signs planned	12.5%	1
Total	100%	8

Comments

Count	Response
1	It's our desire to sign both state and local roads.
1	45% of our route is on trail and we will be working with trail owners to sign the trail portion as well.

14. Do you plan to co-sign the route with another designated route or trail (i.e. USBR 45/Mississippi River Trail)?

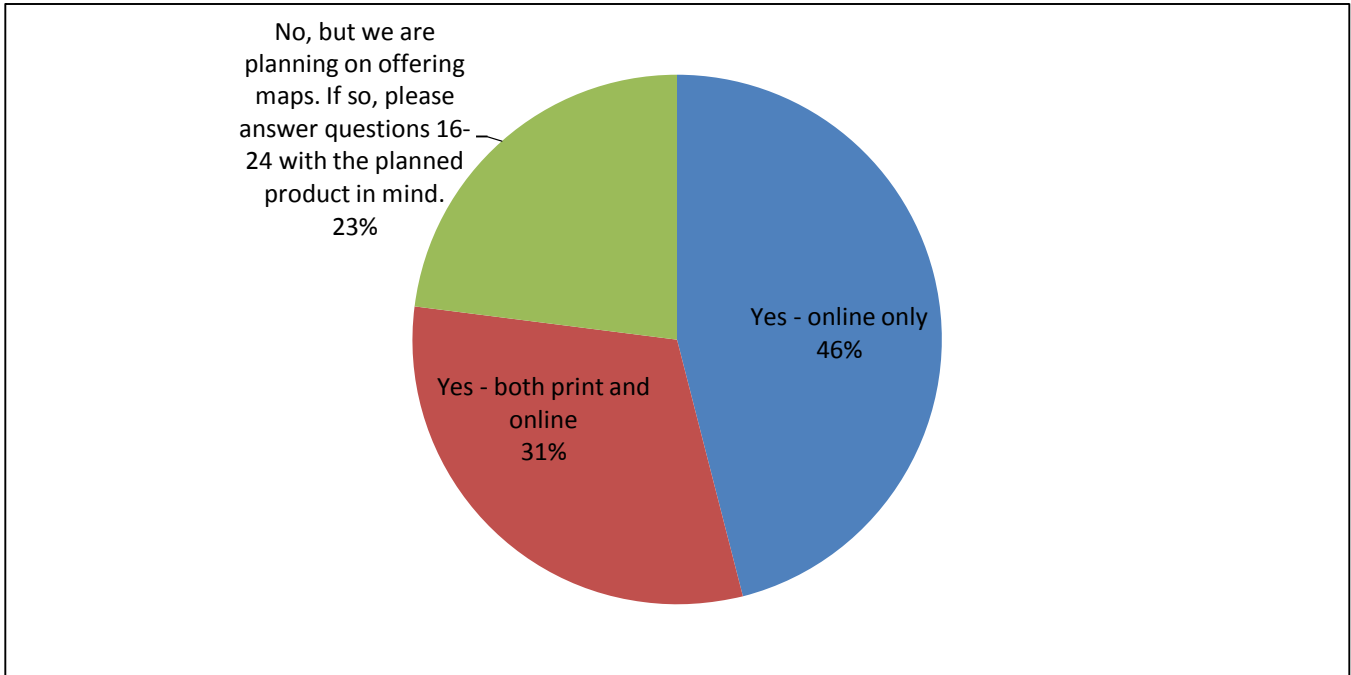


Value	Percent	Count
Yes	25.0%	2
No	75.0%	6
Total	100%	8

Comments

Count	Response
1	N/A
1	The signs will be placed separately.
1	Not exactly. Our sign contractor will work with local trail owners to assure signs are respectfully placed and co-located where possible. ODOT will only fund standard signs, not the more elaborate ones many trail owners in Ohio use.
1	The portions of the route on the state highway system are coincident with two scenic byways, the Pend Oreille Scenic Byway and the Panhandle Historic Rivers Passage. The latter also comprises the southern leg of the International Selkirk Loop which extends into Washington and British Columbia. How the route will be co-signed has not yet been determined.

15. Are maps of the USBRs in your state available to the public?



Value	Percent	Count
Yes - print only	0.0%	0
Yes - online only	46.2%	6
Yes - both print and online	30.8%	4
No, but we are planning on offering maps. If so, please answer questions 16-24 with the planned product in mind.	23.1%	3
No and we don't plan on offering maps. Please explain:	0.0%	0
Total	100%	13

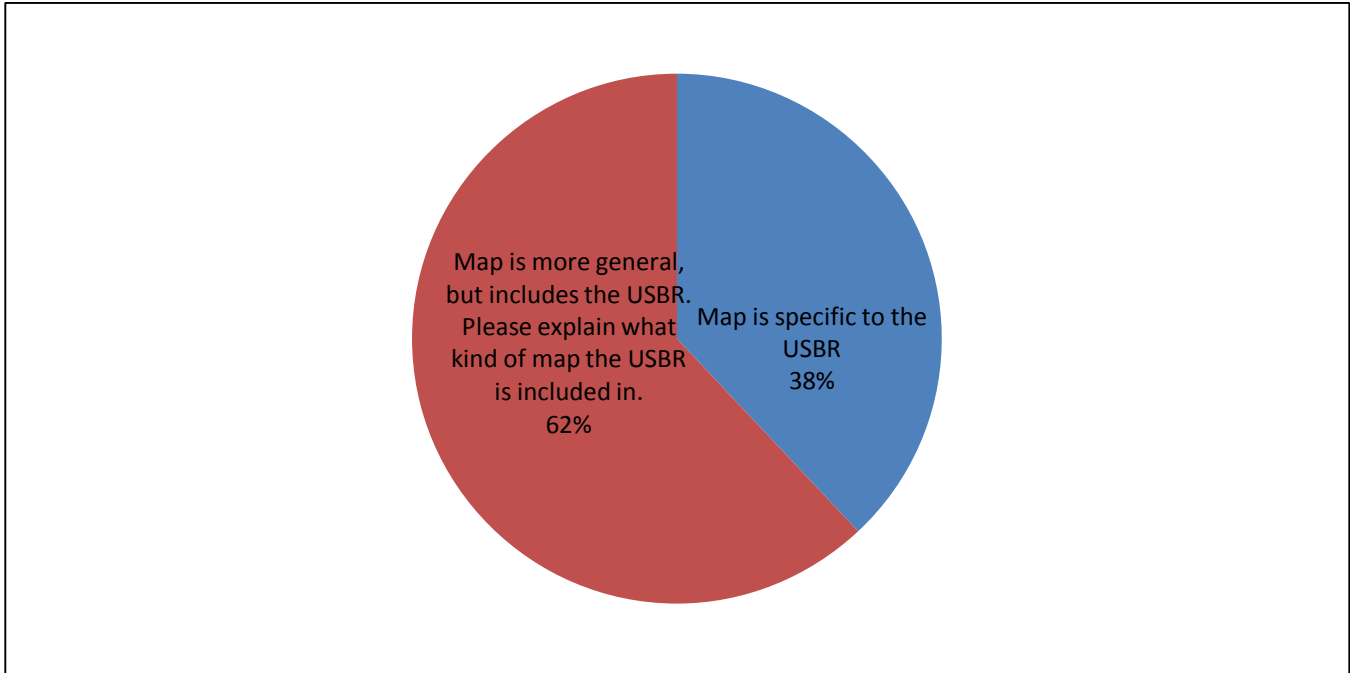
Responses "No and we don't plan on offering maps. Please explain"	Count
Left Blank	13

Appendix A: Survey of State Bicycle & Pedestrian Coordinators Results

16. Please provide the link to maps you offer if they are available online. If they are not available online, describe how/where to find them.

Count	Response
1	http://gis.dot.state.oh.us/tims/Map/ProgramManagement
1	http://transportation.ky.gov/bike-walk/Pages/Maps.aspx
1	www.maine.gov/mdot/bikeped/index.shtml
1	www.modot.org/othertransportation/bike_ped/Bike-PedProgram--RoadandRouteInfo.htm
1	www.virginiadot.org/programs/united_states_bicycle_route_1_and_76_in_virginia.asp
1	www.itd.idaho.gov/NewsReleases/Att%20A%20+%20B%20Final%20Map%20Route%20descriptions.pdf Planning to post the maps to the Bike/Ped page on ITD's website.
1	http://tdot/article/bicycle-routes-in-tennessee At the time of this survey, TN state government website recently went through a major update and there are many broken links that IT is in the process of fixing. The link to the bike route maps is currently broken.
1	Not available online at this time, but will likely be an interactive web map showing the route, points of interest, and other information.
1	http://fdot.maps.arcgis.com/apps/Viewer/index.html?appid=252220adb44e4f359a066ad1441a233a PDF versions with turn-by-turn logs are available at: www.dot.state.fl.us/planning/policy/usbr/
1	www.dot.state.oh.us/Divisions/Planning/SPR/bicycle/Pages/USBR-50.aspx We also have the map within an integrated mapping system called TIMS that shows all facilities in Ohio including cycling, however we are working on an easy way for the public to assess the information. http://gis.dot.state.oh.us/tims/Map/ProgramManagement
1	www.michigan.gov/mdot/0,4616,7-151-9615_11223_65460---,00.html We are also including the route on the MDOT Regional Road and Trail Bicycle Guides.

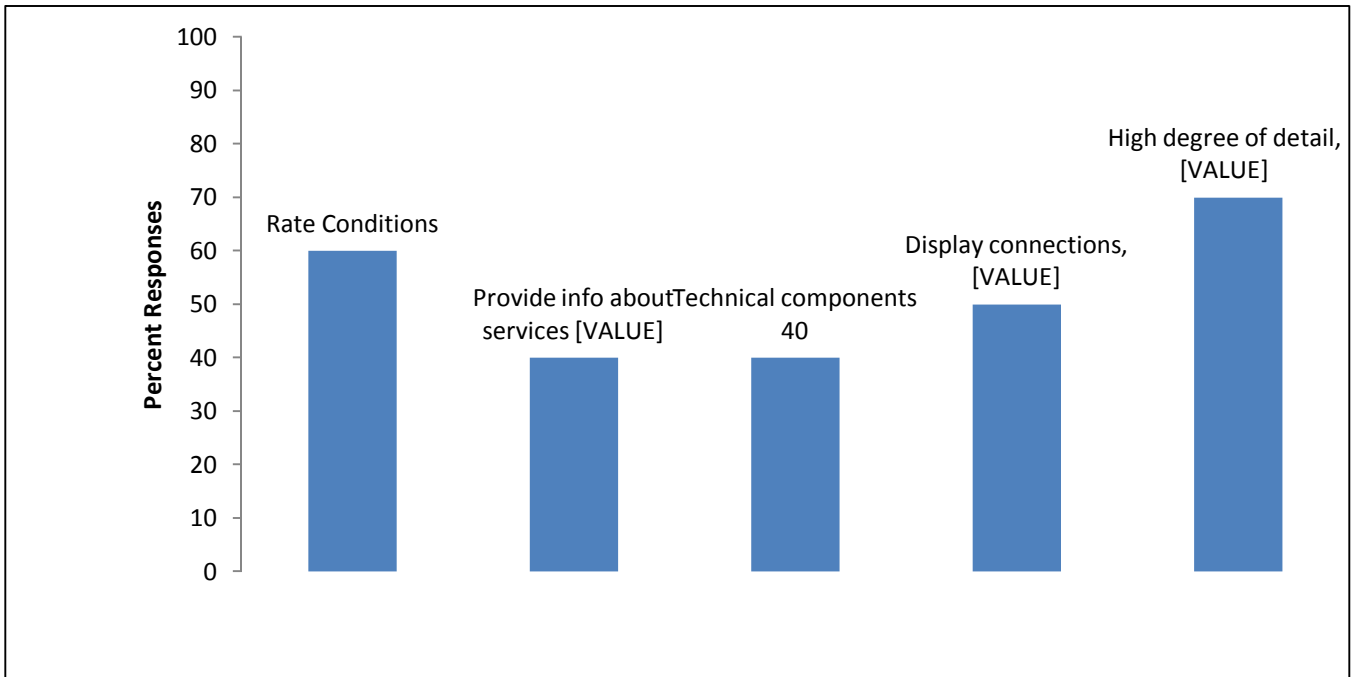
17. Are these maps specific to the USBR only or are the USBRs integrated into other bicycle map products, such as a statewide bicycle or highway map?



Value	Percent	Count
Map is specific to the USBR	38.5%	5
Map is more general, but includes the USBR. Please explain what kind of map the USBR is included in.	61.5%	8
Total	100%	13

Responses "Map is more general, but includes the USBR. Please explain what kind of map the USBR is included in."	Count
Left Blank	5
MDOT offers both USBR maps and we have the routes shown on our general bicycling maps.	1
State road map has a USBR 76 inset.	1
TBD	1
The USBR are on our Bicycle Friendly Roads mapping application.	1
The USBR map is under the Designated Bike Route layer that you can toggle on and off.	1
Online will be specific to USBR, printed map will be on state highway map.	1
Only is specific, print is general.	1
USBRS will likely be symbolized on the state highway map (hardcopy printed) as well as have a web map that's specific to the USBRS.	1

18. In your judgement, what makes the maps effective/usable for touring cyclists? Check all that apply.

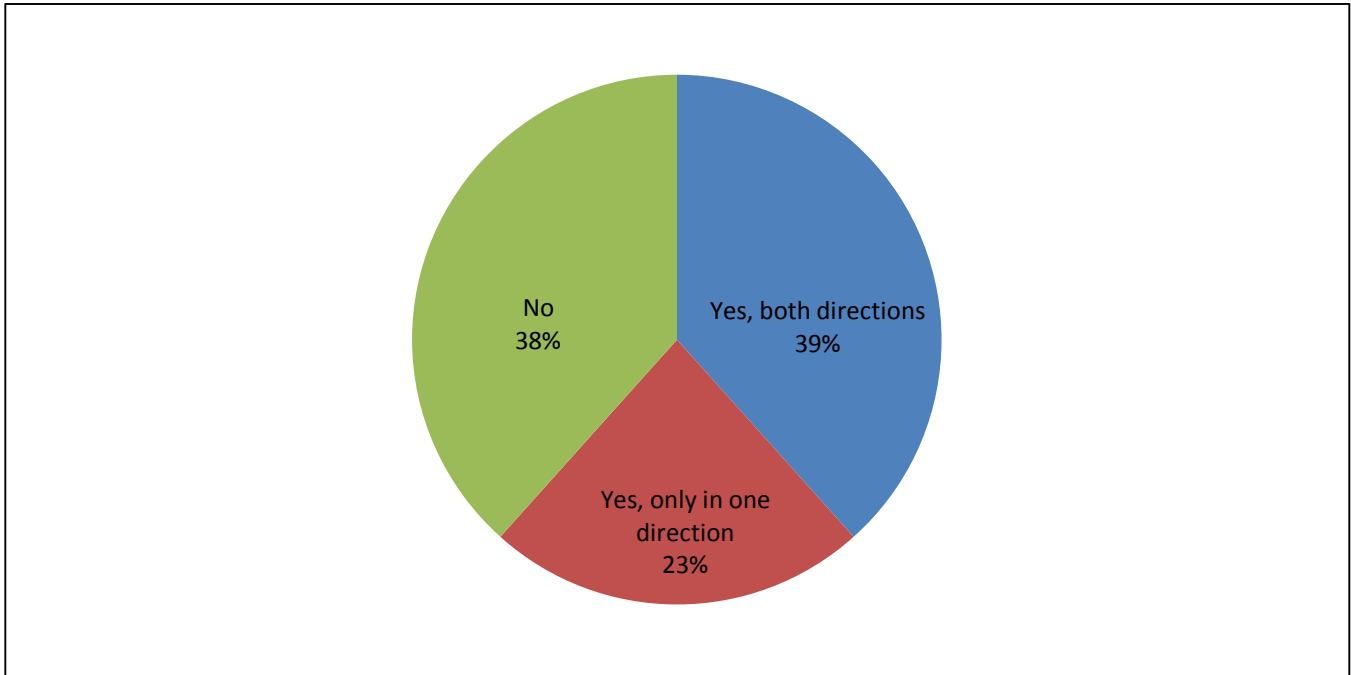


Value	Percent	Count
They rate bicycling conditions of route roadways (i.e. shoulder width, Average Daily Traffic, placement of rumble strips).	60.0%	6
They provide destination information such as availability of lodging/camping, restaurants, convenience stores, grocery stores, bicycle shops, emergency numbers, and water.	40.0%	4
They provide technical components (GIS, GPX, etc.).	40.0%	4
They display connections to bike routes in neighboring states.	50.0%	5
They show a high degree of detail, such as road names, trailhead locations, intersection details, etc.	70.0%	7

Comments

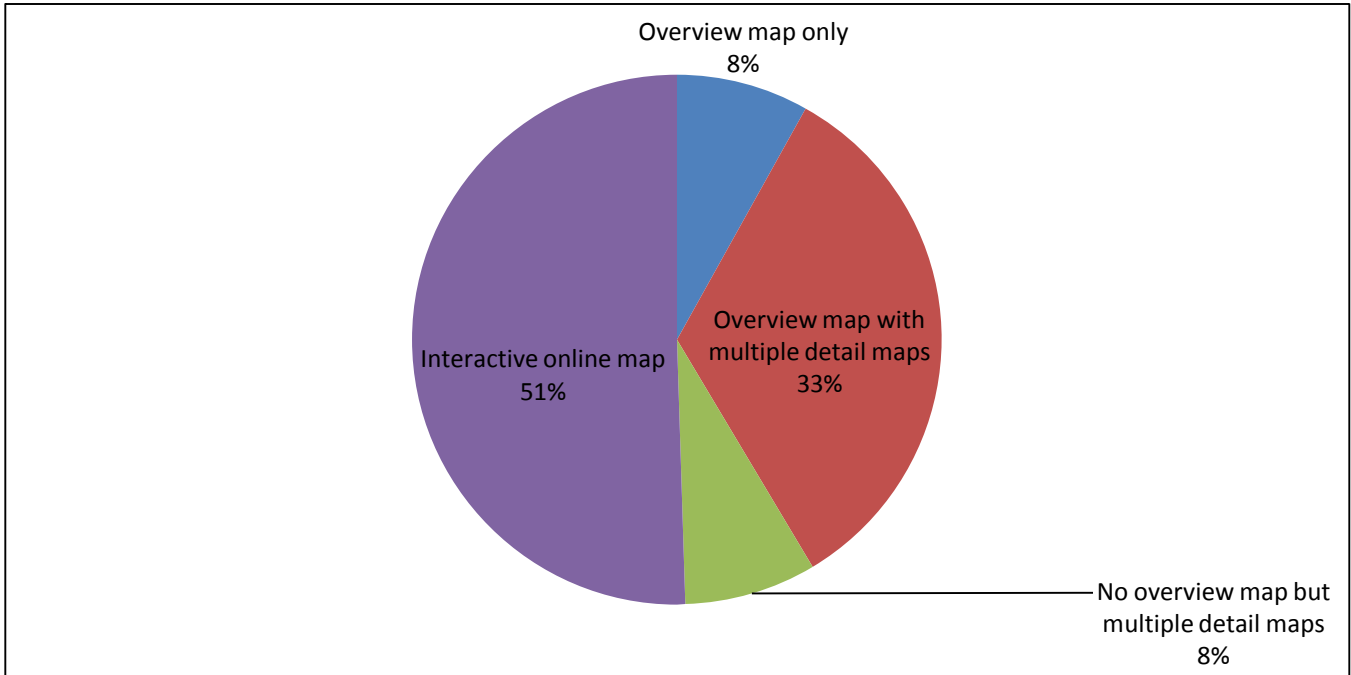
Count	Response
1	One of the 4 routes does provide a rating for Bicycling travel (comfort level).
1	Our maps do not rate conditions, but they do provide very detailed information on traffic, availability of bike lanes or shoulders, speed limits, truck volumes etc.
1	The USBR map can be used in conjunction with our State Bike Map (Bicycle Route Analysis Tool) which has information on paved shoulder widths, grade, summit elevations and other geographic information including our state park system. The Tool is available on the Bike/Ped page of the ITD website.
1	The maps are not effective for touring cyclists wishing to precisely follow the US Bike Routes. Our state transportation map is useful. We direct people to the Adventure Cycling Route.

19. Do you provide turn-by-turn directions for navigation?



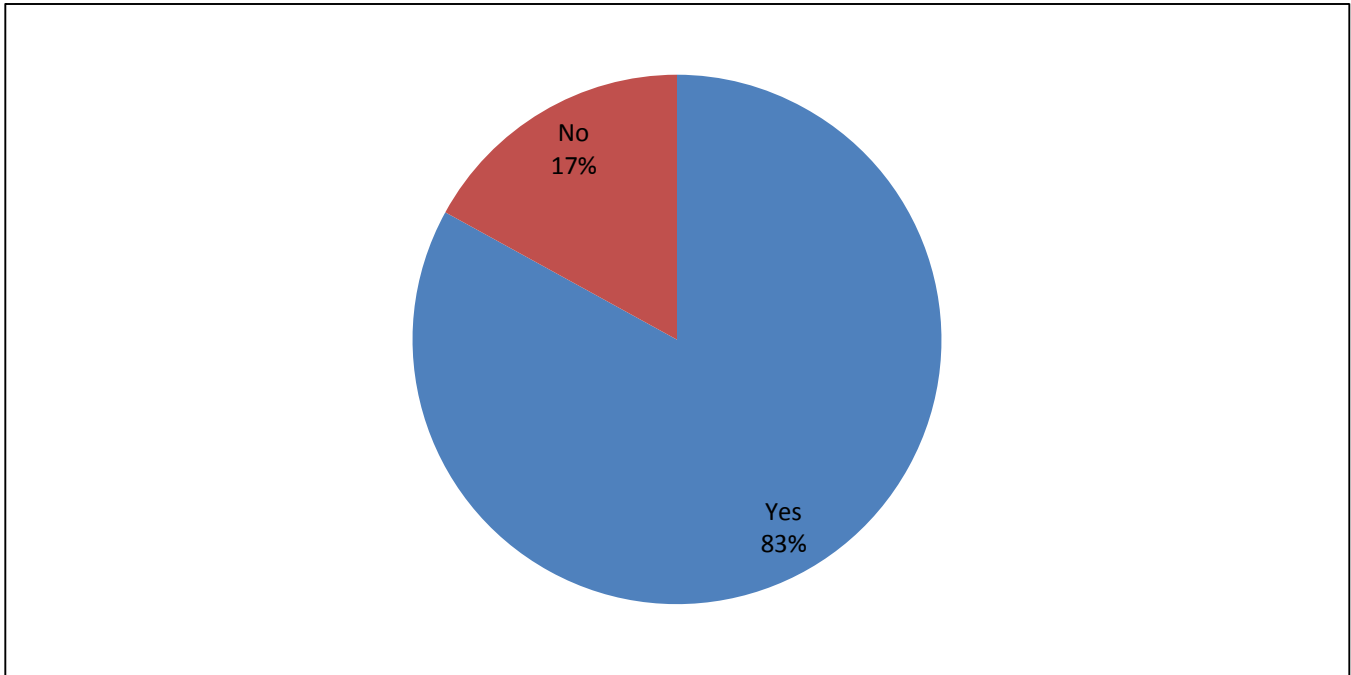
Value	Percent	Count
Yes, both directions	38.5%	5
Yes, only in one direction	23.1%	3
No	38.5%	5
Total	100%	13

20. What level of detail do your maps provide?



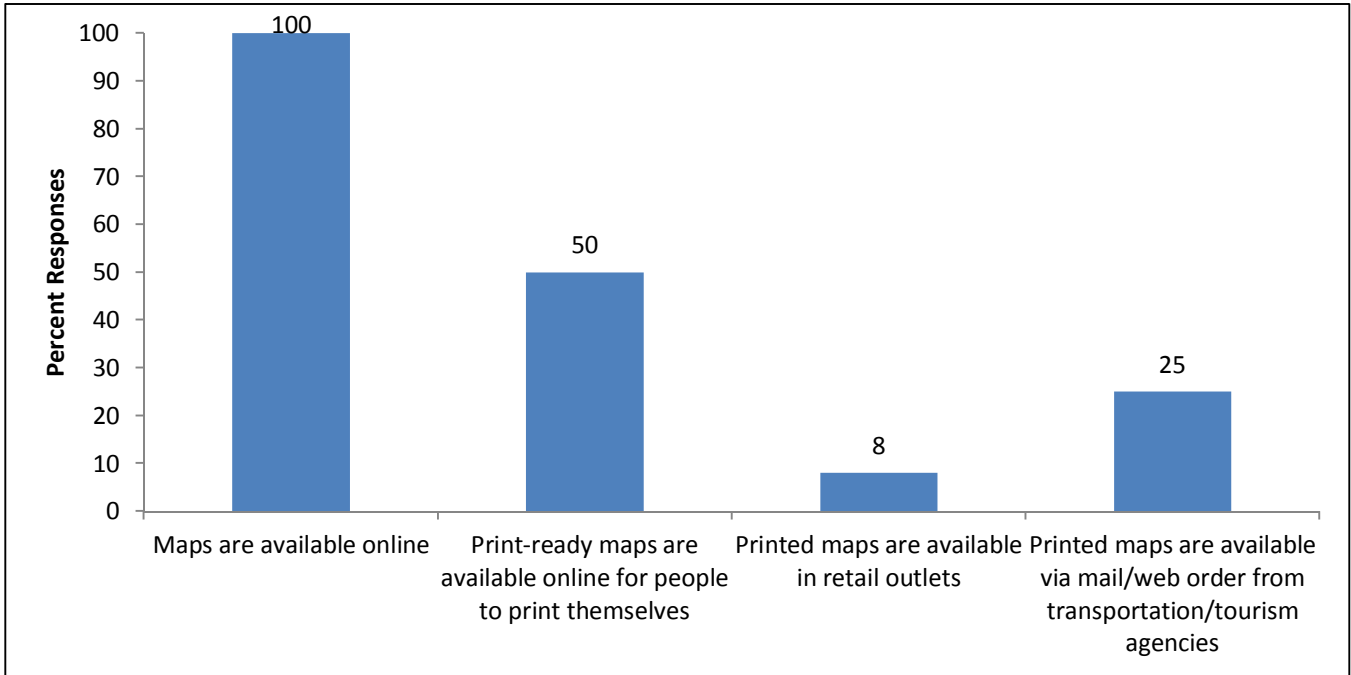
Value	Percent	Count
Overview map only	8.3%	1
Overview map with multiple detail maps	33.3%	4
No overview map but multiple detail maps	8.3%	1
Interactive online map	50.0%	6
Total	100%	12

21. Does the route exist as a GIS layer?



Value	Percent	Count
Yes	83.3%	10
No	16.7%	2
Total	100%	12

22. How are maps made available/accessible to the public? Check all that apply.

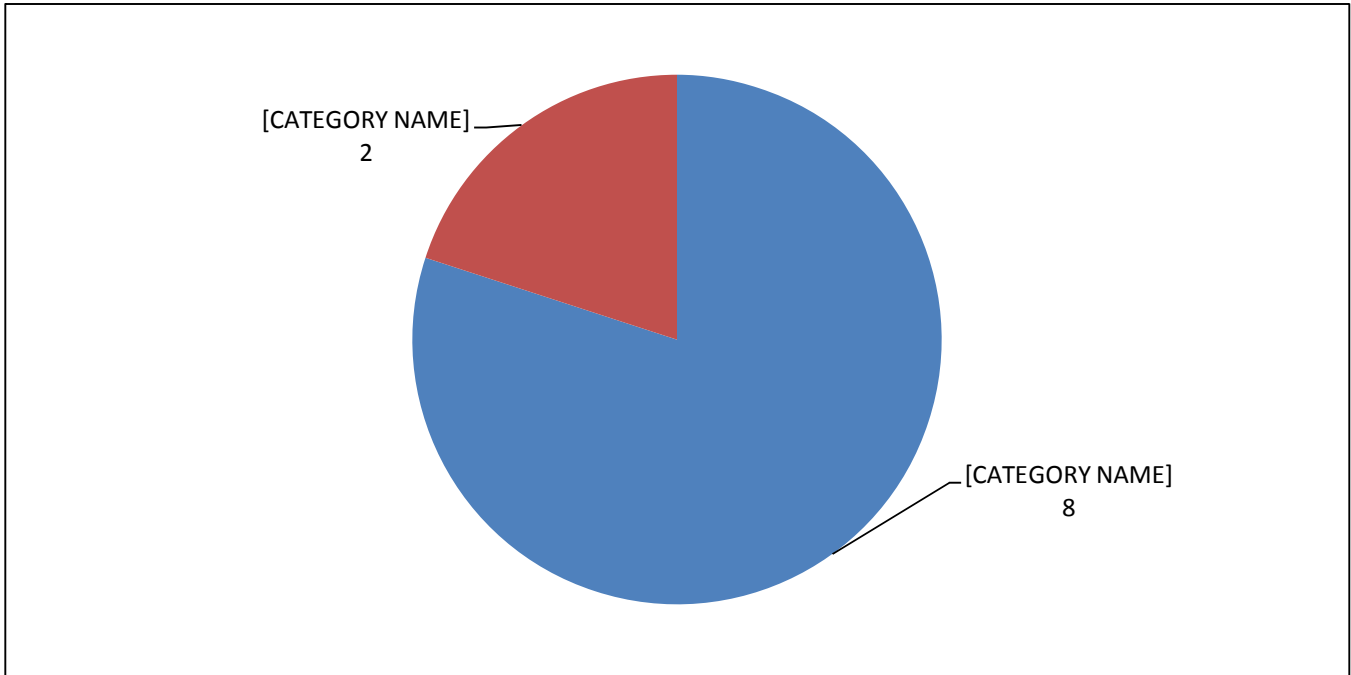


Value	Percent	Count
Maps are available online	100.0%	12
Print-ready maps are available online for people to print themselves	50.0%	6
Printed maps are available in retail outlets	8.3%	1
Printed maps are available via mail/web order from transportation/tourism agencies	25.0%	3

Comments

Count	Response
1	Printed maps to come.
1	http://bicycletouringroutes.com/system.php?systemid=1
1	Our USBR route map is currently only available online while our State bike map is available both in print and online.

23. If print-ready maps are available, who created them?



Value	Percent	Count
Contracted to private or nonprofit organization	0.0%	0
Department of Transportation mapping department	80.0%	8
Volunteer: please elaborate on what resources were used	0.0%	0
Other:	20.0%	2
Total	100%	10

Responses "Volunteer: please elaborate on what resources were used"	Count
Left Blank	13
Responses "Other:"	Count
Left Blank	11
MDOT maps were both contract made with a nonprofit organization and MDOT made. Depends on the map.	1
The State bike map was prepared by ITD headquarters while the USBR map was put together by ITD's District Planner and the local jurisdictions and interest groups.	1

Appendix A: Survey of State Bicycle & Pedestrian Coordinators Results

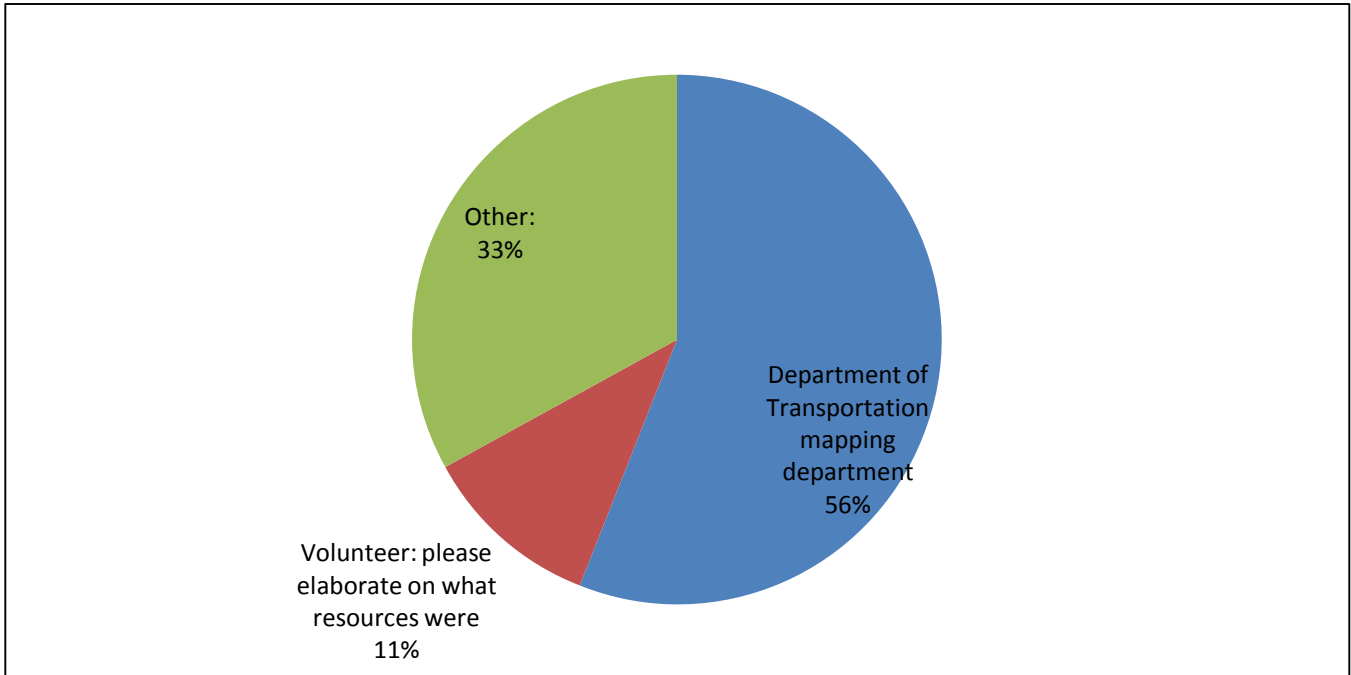
24. If printed maps are available, who paid for the printing and what group or agency disseminates them?

Count	Response
1	DOT
1	MoDOT INTERNAL STAFF
1	collaboration with UDOT
1	The Idaho Transportation Dept. pays for the printing and dissemination of our state bike map. The USBR maps are not yet available in print.
1	Planning Division paid for with Planning funds. Our public affairs distributes them the same as our state map.
1	Route will likely be symbolized on the Office State Highway Map and will be on the 2016/2017 update.
1	The printed maps that are available are the general MDOT Road and Trail Bicycle Guides and they show the route on a pretty high level. These maps were produced by MDOT and paid for using State Planning and Research funds.

25. If information is readily available, how much did the maps cost to print per map (or estimate to the best of your ability)?

Count	Response
1	15 cents a map
1	Don't know but are 11x17" and printed on poster stock paper.
1	UNKNOWN
1	no
1	Again the maps available are general road and trail bicycle guides and we just added the USBR information to them. The maps are quite extensive. For USBR 20 there are three different Regional maps. These maps cost \$25k each to develop so the total cost when complete will be about \$65k. There is some overlap in the mapping with USBR 35 thus a slightly reduced cost. For USBR 35 the route is on 4 different maps so the total costs for these maps is about \$80k. Again there is some overlay with USBR 35, 20, and 10 so there is some reduced cost.

26. If you have an interactive map of a USBR, how was the map created?



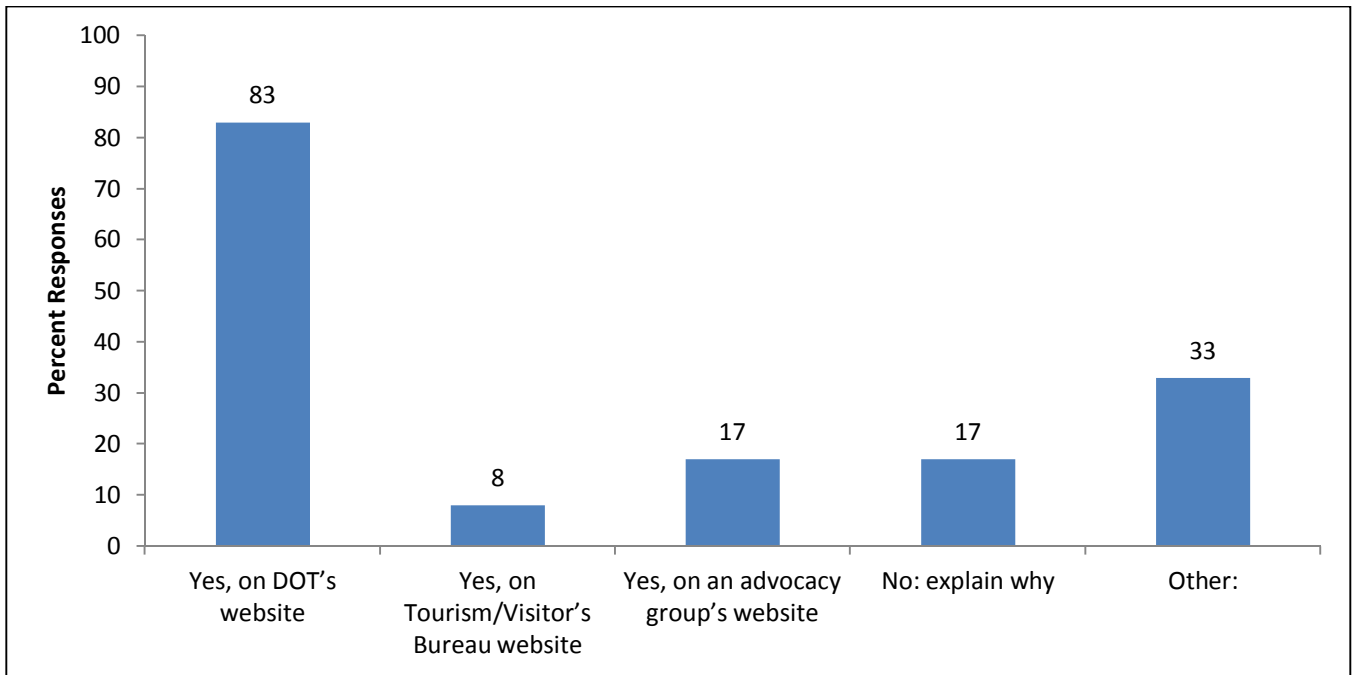
Value	Percent	Count
Contracted out to private or nonprofit organization	0.0%	0
Department of Transportation mapping department	55.6%	5
Volunteer: please elaborate on what resources were	11.1%	1
Other:	33.3%	3
Total	100%	9

Responses "Volunteer: please elaborate on what resources were"	Count
Left Blank	12
Google Maps. http://bicycletouringroutes.com/system.php?systemid=1	1
Responses "Other"	Count
Left Blank	10
DOT Safety Department	1
State Bike Ped Coordinator map it, put a KML file in google maps	1
The Bicycle and Pedestrian Program Coordinator's Office	1

28. If you work with state or local tourism, please provide contact information for your point person (State).

Count	Response
1	Elaine Wilson, KY Adventure Tourism
1	Aimee Rupert <Aimee.Rupert@development.ohio.gov>
1	http://travel.utah.gov/
1	http://www.virginia.org/ - Sandra Tanner
1	Michelle Grinnell, begnochem@michigan.org , Michigan Economic Development Commission Pure Michigan Campaign

29. Are information/resources (such as maps, turn-by-turn directions, route descriptions and photos, promotional videos or media, etc.) for designated routes available and accessible to the public? Check all that apply and provide links to these resources in the text box marked "Other" below.



Value	Percent	Count
Yes, on DOT's website	83.3%	10
Yes, on DNR's website	0.0%	0
Yes, on Tourism/Visitor's Bureau website	8.3%	1
Yes, on an advocacy group's website	16.7%	2
Yes, elsewhere (note in text box marked "Other" below)	0.0%	0
No: explain why	16.7%	2
Other:	33.3%	4

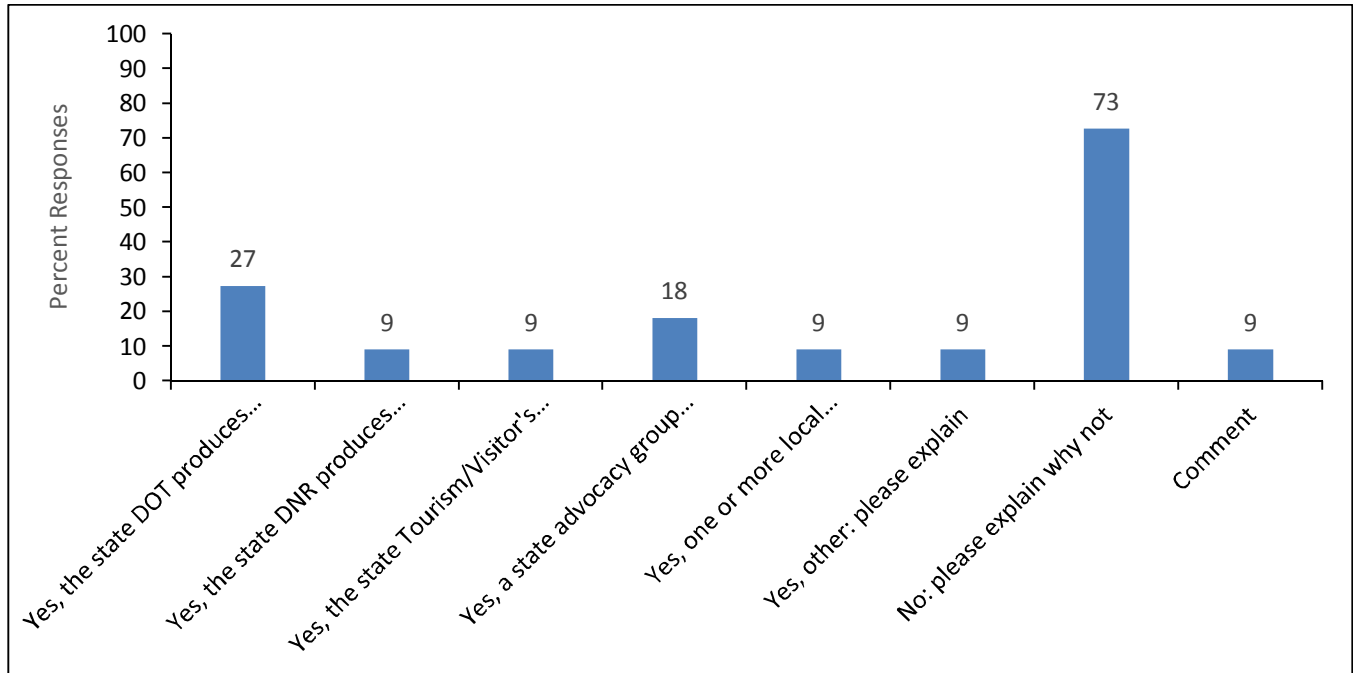
Appendix A: Survey of State Bicycle & Pedestrian Coordinators Results

Responses "No: explain why"		Count
Left Blank		12
Low priority, short staff		1
Responses "Other:"		Count
Left Blank		9
We are working on it.		1
We encourage/allow anyone to link to the maps on our website.		1
Again, these are NOT there today, but will be coming.		1
There are several websites and organizations that link to the MDOT page. I am not aware of any other organization that has files available for direct download. Most link to MDOT.		1

30. If information about USBRs is available from multiple resources, who coordinates it and how?

Count	Response
1	UDOT and Dept of Tourism, and advocate groups (collaboratively)
1	State bike ped coordinator
1	Coordination tends to be done jointly between ITD and the Idaho Walk Bike Alliance. Since our USBR is new, details of how this coordination will occur have not yet been finalized.
1	This will be a joint effort between Utah DOT, Utah Office of Tourism, Bike Utah (advocacy group), and local partners.

31. Are there promotional materials prepared at the local or state level that promote the USBR? Check all that apply.



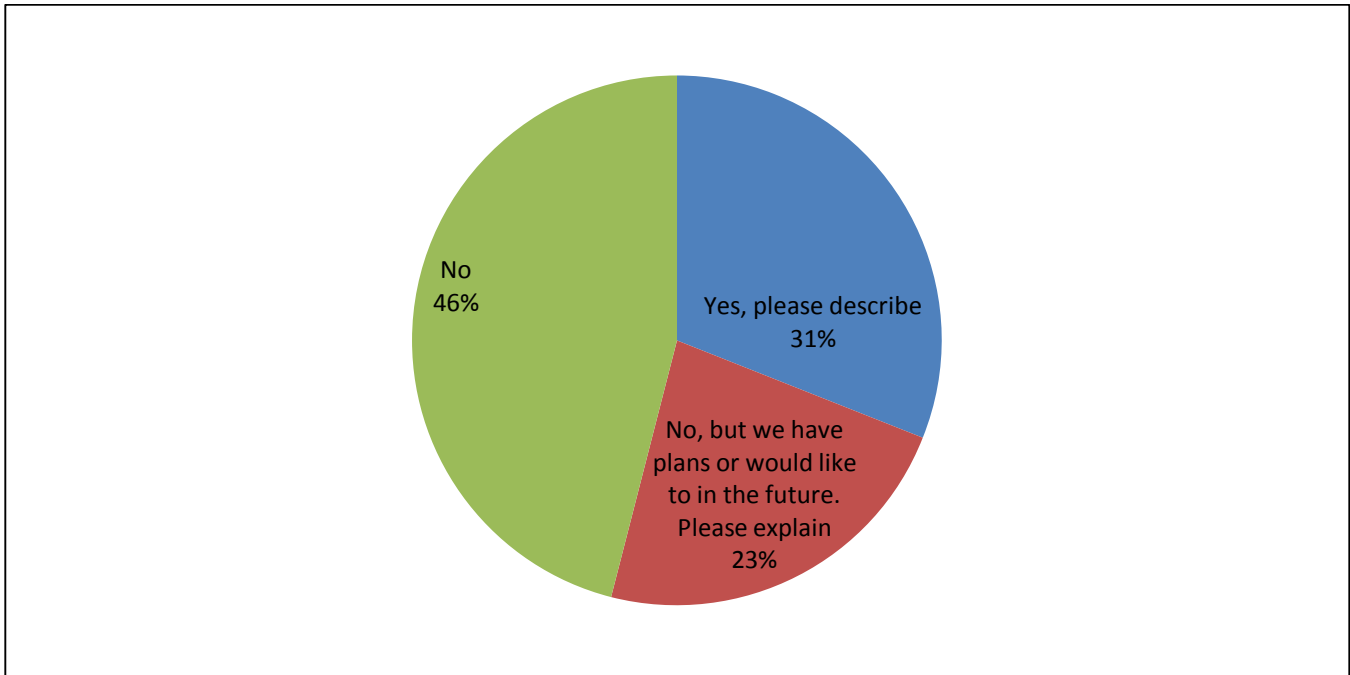
Value	Percent	Count
Yes, the state DOT produces promotional materials	27.3%	3
Yes, the state DNR produces promotional materials	9.1%	1
Yes, the state Tourism/Visitor's Bureau produces promotional materials	9.1%	1
Yes, a state advocacy group produces promotional materials	18.2%	2
Yes, one or more local communities produce promotional materials	9.1%	1
Yes, other: please explain	9.1%	1
No: please explain why not	72.7%	8
Comment	9.1%	1

Responses "Yes, other: please explain"	Count
Left Blank	13
Responses "No: please explain why not"	Count
Left Blank	7
No support from upper management in my office and Tourism doesn't do anything with it.	1
The route has just been designated.	1
We are letting Adventure Cycling promote the routes.	1
We are currently working on a plan to designate all of our routes by November of 2016. We will kick off something at that time.	1
Michigan DOT is not in the business of promotion. We have partnered with Adventure Cycling, MEDC and other organizations to promote USBR's but we have done very little directly.	1
The route was only approved and designated very recently, but we are currently exploring how to provide many of these resources in the future.	1
Responses "Comment"	Count
Left Blank	13

32. Please provide information on where to locate available promotional materials (link to website, social media, etc)?

Count	Response
1	http://www.dot.state.fl.us/planning/policy/usbr/
1	http://www.exploremaine.org/bike/
1	http://www.viriniadot.org/bikemap/default.asp
1	The route was only approved and designated very recently, but we are currently exploring how to provide many of these resources in the future.

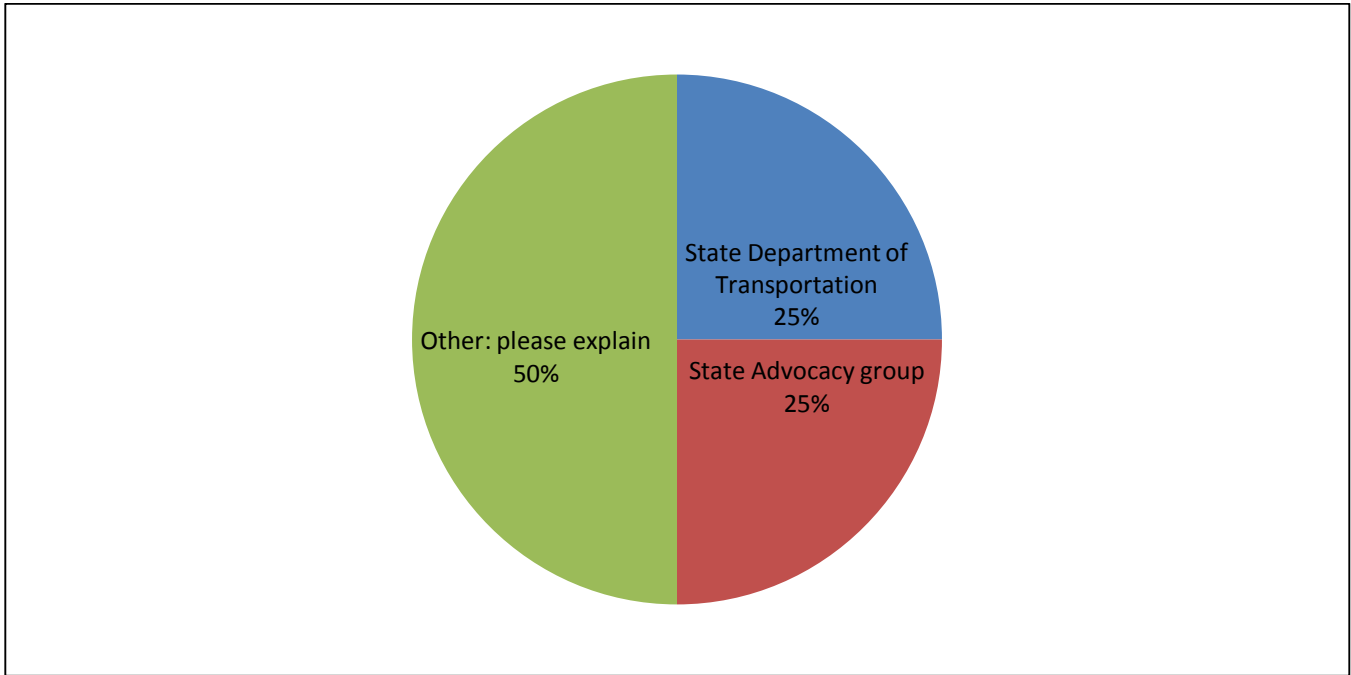
33. Has there been a promotional event for your state's USBR(s) (such as a ribbon cutting, inaugural ride, a "grand opening," others)?



Value	Percent	Count
Yes, please describe	30.8%	4
No, but we have plans or would like to in the future. Please explain	23.1%	3
No	46.2%	6
Total	100%	13

Responses "Yes, please describe"	Count
Left Blank	10
ITD press release and resultant media stories.	1
an inaugural ride led by Bike Walk TN	1
When USBR 35 was approved by AASHTO there was a ribbon cutting event and bicycle ride in Traverse City in 2012. A YouTube video was created and small stickers of the USBR 35 sign created and distributed. The video is available here: https://www.youtube.com/watch?v=cLSMTgR6DMU	1
Responses "No, but we have plans or would like to in the future. Please explain"	Count
Left Blank	10
As noted above, once all routes are official.	1
We plan a ride in 2016.	1
The route was only approved and designated very recently, but we are currently exploring how to provide many of these resources in the future.	1

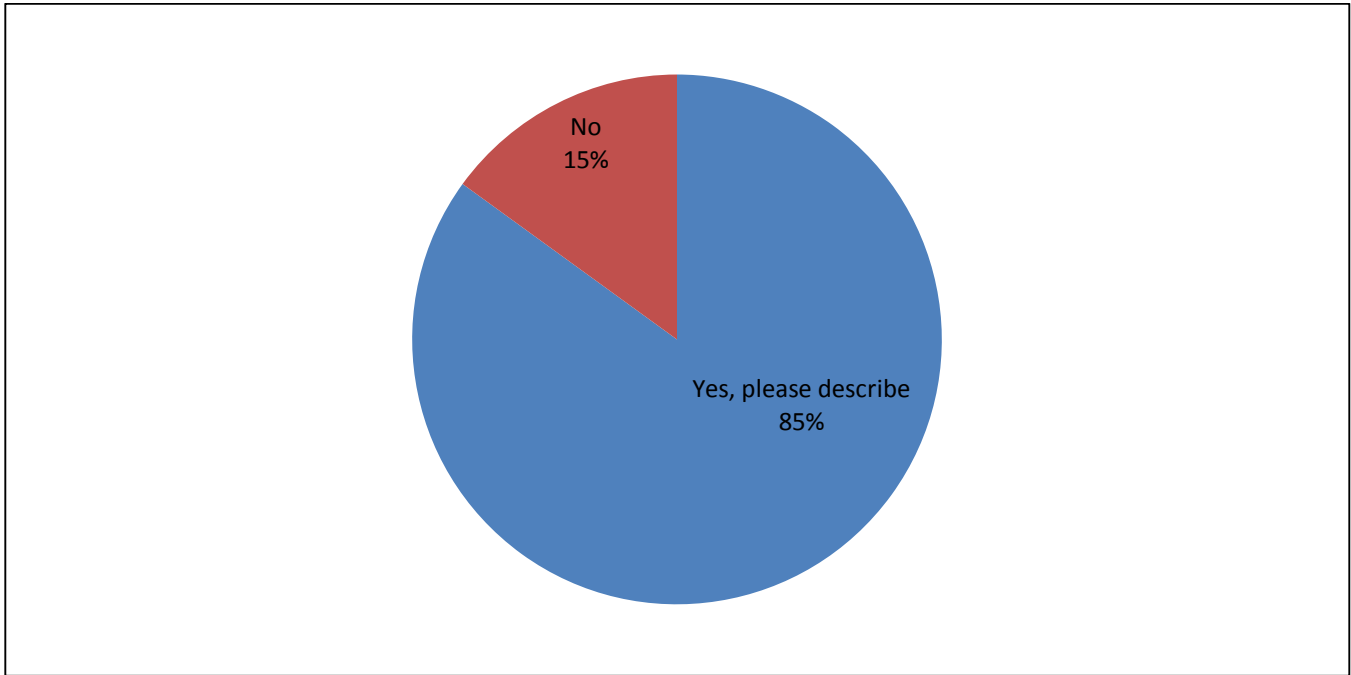
34. If yes to the previous question, who was the event hosted by? Check all that apply:



Value	Percent	Count
State Department of Transportation	25.0%	1
Local community	0.0%	0
State Advocacy group	25.0%	1
Volunteers	0.0%	0
Other: please explain	50.0%	2
Total	100%	4

Responses "Other: please explain"	Count
Left Blank	11
ALL OF THE ABOVE	1
MDOT organized the event but we relied on local advocates and volunteers to deal with the on-the-ground logistics since we were planning this event from several hundred miles away.	1

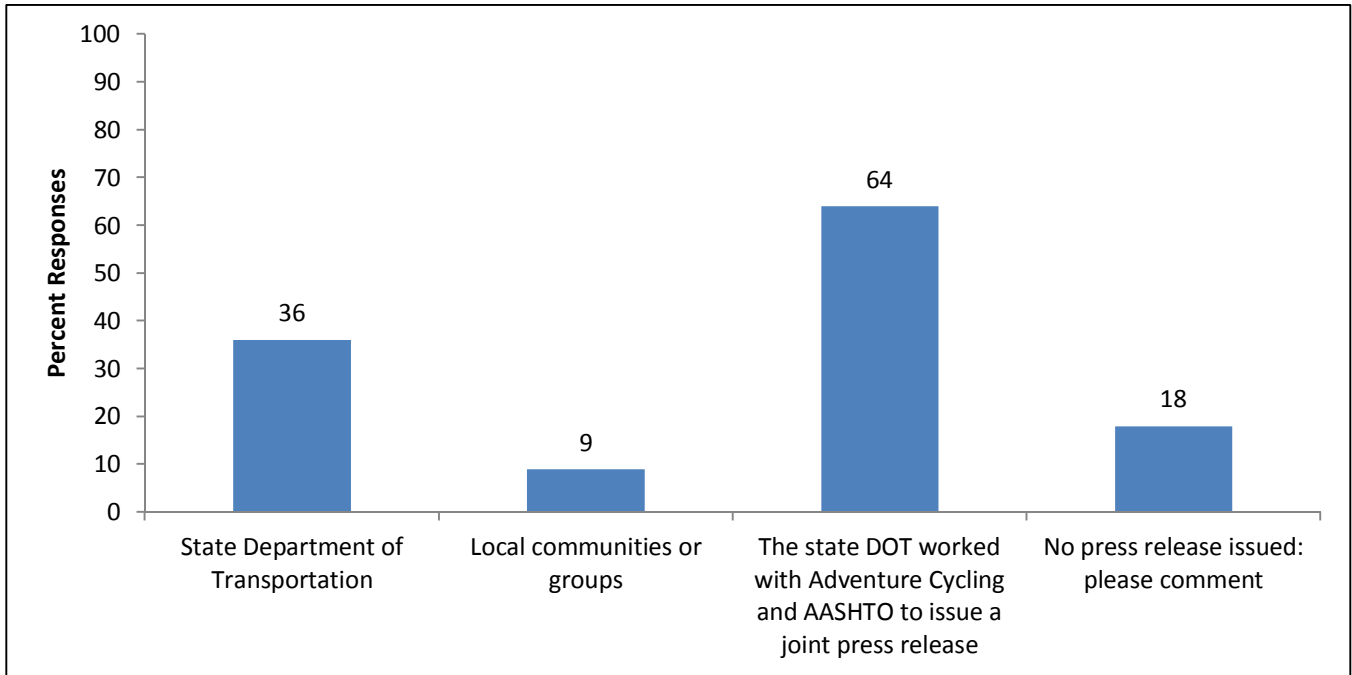
35. When a USBR was designated in your state, was there media coverage?



Value	Percent	Count
Yes, please describe	84.6%	11
No	15.4%	2
Total	100%	13

Responses "Yes, please describe"	Count
Left Blank	3
Adventure Cycling release picked up by a few media outlets	1
Joint press release between UDOT, AASHTO, and Adventure Cycling.	1
Newspaper articles.	1
Newspapers	1
SOME LOCAL PAPERS RAN STORIES	1
Several state newspapers wrote articles	1
There were stories in some local news outlets.	1
A little, press release, local media, social media	1
Newspaper	1
MDOT will do a press release then that is usually picked up by local media for additional coverage.	1

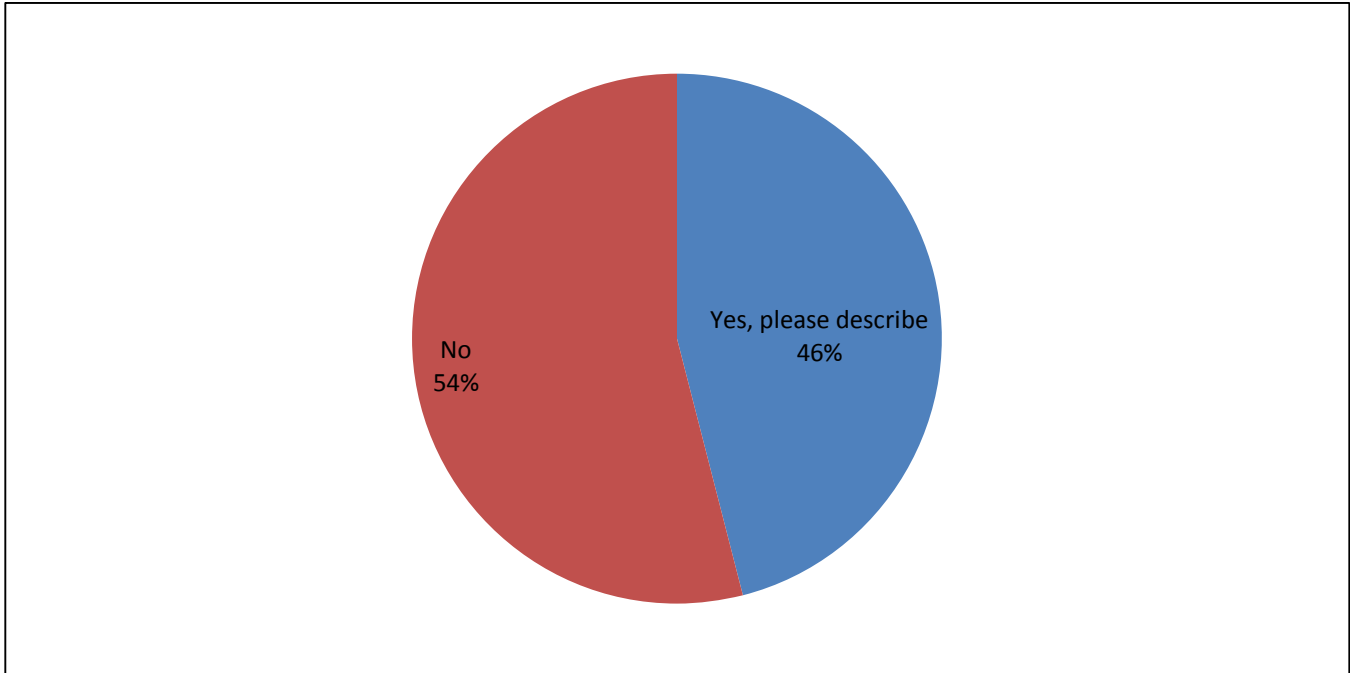
36. If there was a press release issued about the designation of a USBR, who issued the press release?
Check all that apply.



Value	Percent	Count
State Department of Transportation	36.4%	4
Local communities or groups	9.1%	1
The state DOT worked with Adventure Cycling and AASHTO to issue a joint press release	63.6%	7
Other	0.0%	0
No press release issued: please comment	18.2%	2

Responses "Other"	Count
Left Blank	13
Responses "No press release issued: please comment"	Count
Left Blank	11
The press contacted FDOT regarding the story. I'm not aware of any official press release.	1
Not sure	1

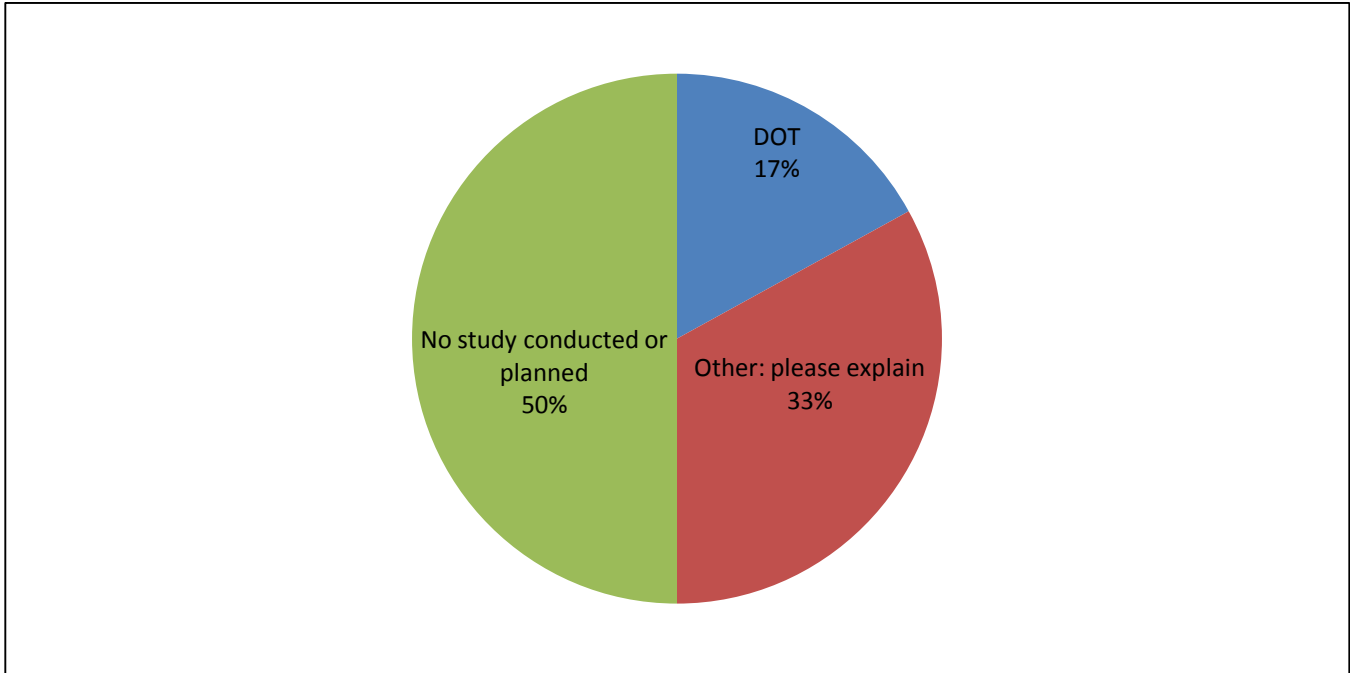
37. Has there been an economic impact study conducted in your state or are there plans to conduct an economic impact study on bicycling and/or bike tourism?



Value	Percent	Count
Yes, please describe	46.2%	6
No	53.9%	7
Total	100%	13

Responses "Yes, please describe"	Count
Left Blank	7
The Department of Environmental Protection conducted such a study.	1
Several smaller studies, led by local areas, nothing statewide, maybe in the future	1
Statewide economic study 2001	1
A statewide study has not been done. However, some local jurisdictions have done studies while other are planning to do so.	1
In 2012 MDOT initiated a two phased study on the economic impact bicycling has on the state. The report can be found here: http://www.michigan.gov/mdot/0,4616,7-151-9615_11223_64797_69435---,00.html . There have been other local studies on trails or individual communities.	1
Local studies have been done in the past — a larger, more comprehensive study is planned for the future as a joint effort between multiple groups.	1

38. If an economic study has been done or there are plans to do one, who is the lead agency or group doing the study?



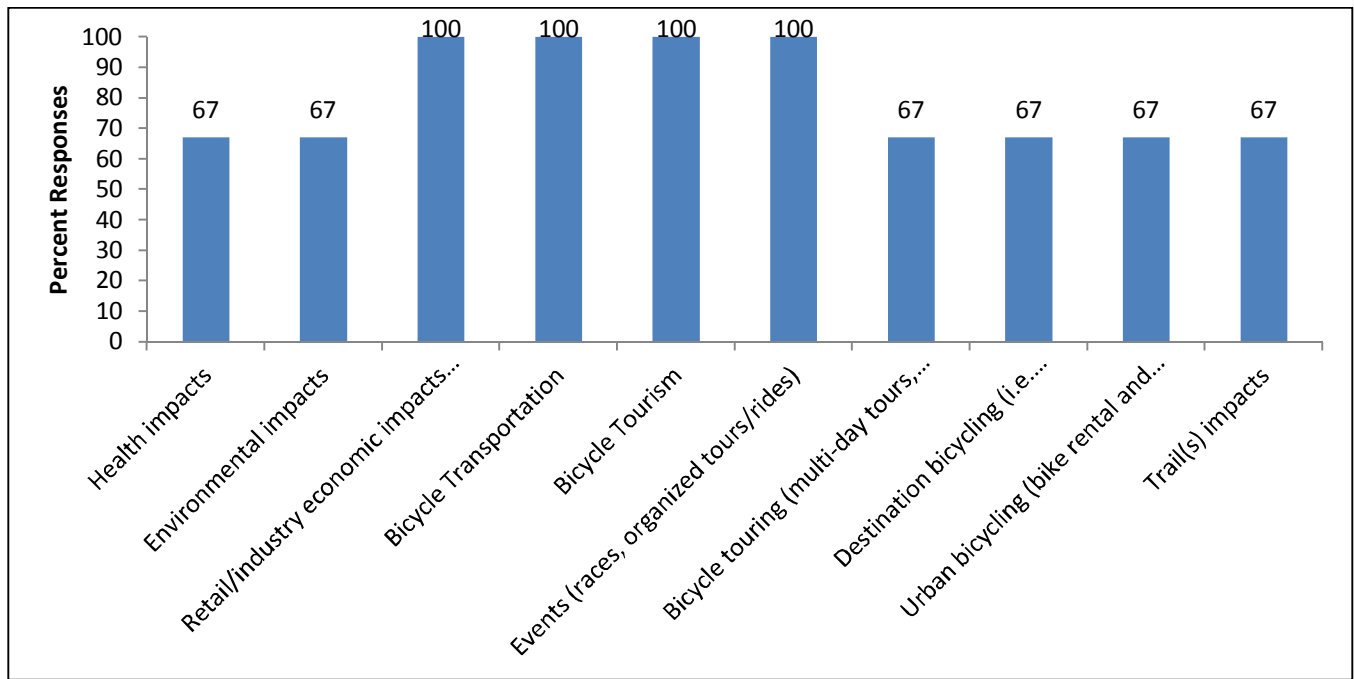
Value	Percent	Count
DOT	16.7%	2
Tourism	0.0%	0
Advocacy group	0.0%	0
University program	0.0%	0
Other: please explain	33.3%	4
No study conducted or planned	50.0%	6
Total	100%	12

Responses "Other: please explain"	Count
Left Blank	9
Department of Environmental Protection	1
Joint effort — UDOT, Utah Office of Tourism, local entities, Bike Utah.	1
The existing studies have been done by DOT, Local Advocacy Groups and Universities via contract with other agencies.	1
In Utah, we are very collaborative, an economic/health study will initiate in 2015 with many partners	1

39. How was the study funded?

Response	Count
Collaboratively — UTA, WFRC, MAG, UDOT, Dept of Health, and others.	1
I do not know.	1
Not sure.	1
A variety of funds. For the MDOT study the funds came from the State Planning and Research Program.	1

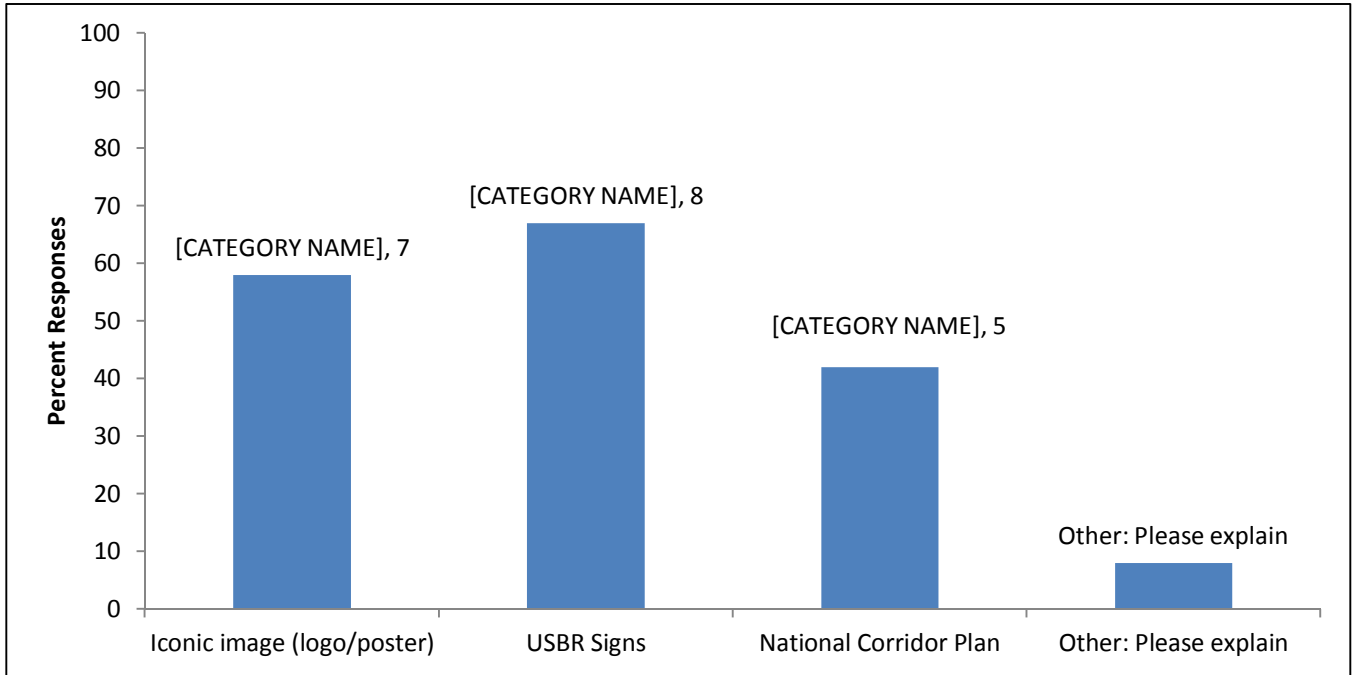
40. The study included: (check all that apply)



Value	Percent	Count
Health impacts	66.7%	2
Environmental impacts	66.7%	2
Retail/industry economic impacts (jobs creation, etc)	100.0%	3
Bicycle Transportation	100.0%	3
Bicycle Tourism	100.0%	3
Events (races, organized tours/rides)	100.0%	3
Bicycle touring (multi-day tours, self-contained)	66.7%	2
Destination bicycling (i.e. mountain biking, fat biking)	66.7%	2
Urban bicycling (bike rental and bike share)	66.7%	2
Trail(s) impacts	66.7%	2
Other:	0.0%	0

Responses "Other:"	Count
Left Blank	13

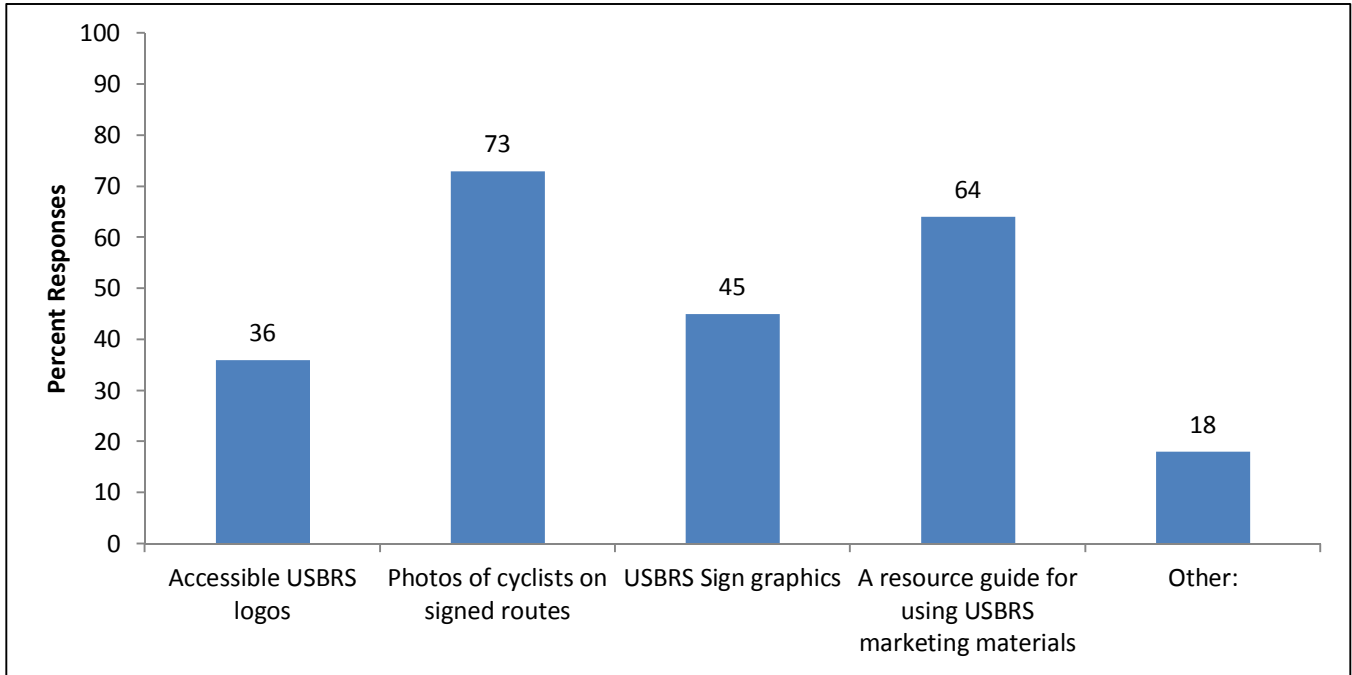
41. What do you think is the USBRS brand?



Value	Percent	Count
Iconic image (logo/poster)	58.3%	7
USBR Signs	66.7%	8
National Corridor Plan	41.7%	5
Other: Please explain	8.3%	1

Responses "Other: Please explain"	Count
Left Blank	13

42. What materials would help brand the USBRS? Check all that apply.



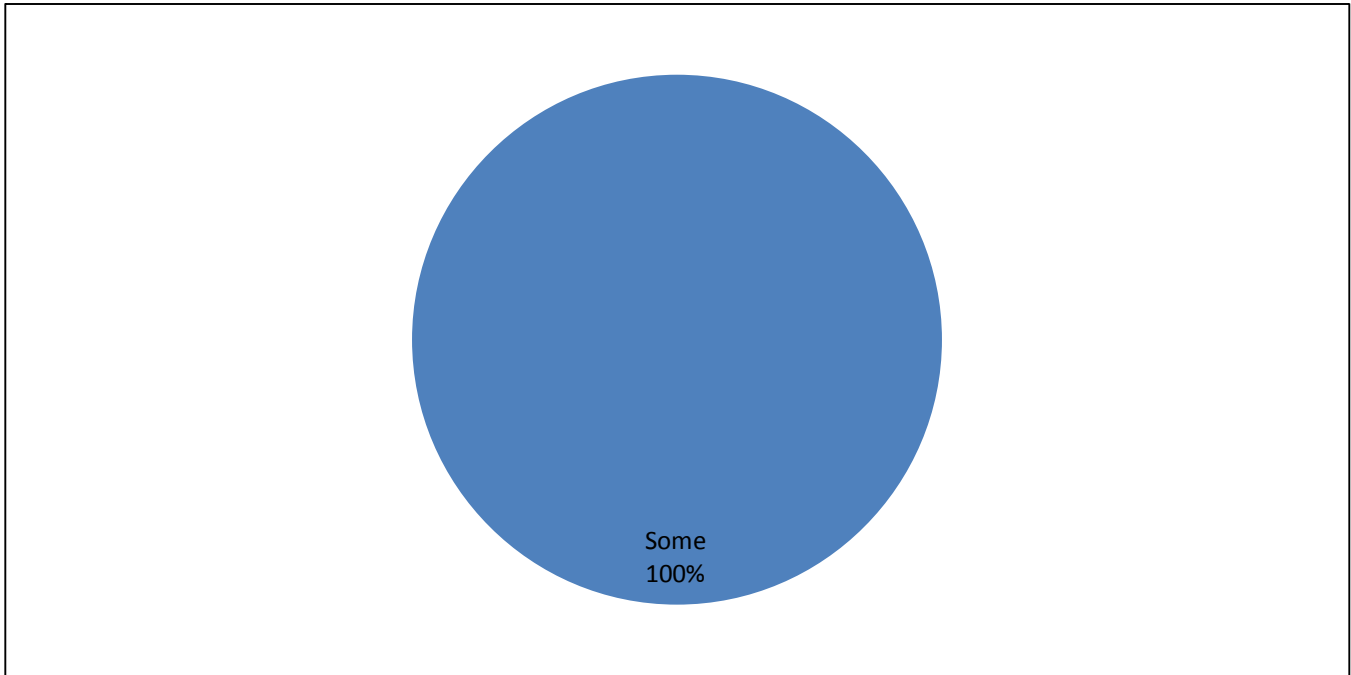
Value	Percent	Count
Accessible USBRS logos	36.4%	4
Photos of cyclists on signed routes	72.7%	8
USBRS Sign graphics	45.5%	5
A resource guide for using USBRS marketing materials	63.6%	7
Other:	18.2%	2

Responses "Other:"	Count
Left Blank	11
Looks good now.	1
Promotional materials showing the sights/scenery/activities/events to be seen along the route with accompanying pictures.	1

43. Would you use these materials if they were provided and how? Please explain:

Response	Count
In presentations.	1
Materials would be helpful on marketing strategies.	1
No. I don't do promotion as part of my job.	1
YES as appropriate.	1
Yes, for presentations and public outreach.	1
Not sure.	1
Not sure, would use in any way that is convenient and makes sense.	1
Yes, we would offer them to prospective riders who contact us about potential or planned routes in/through the state.	1

44. In your opinion, how much national awareness is there of the USBRS?

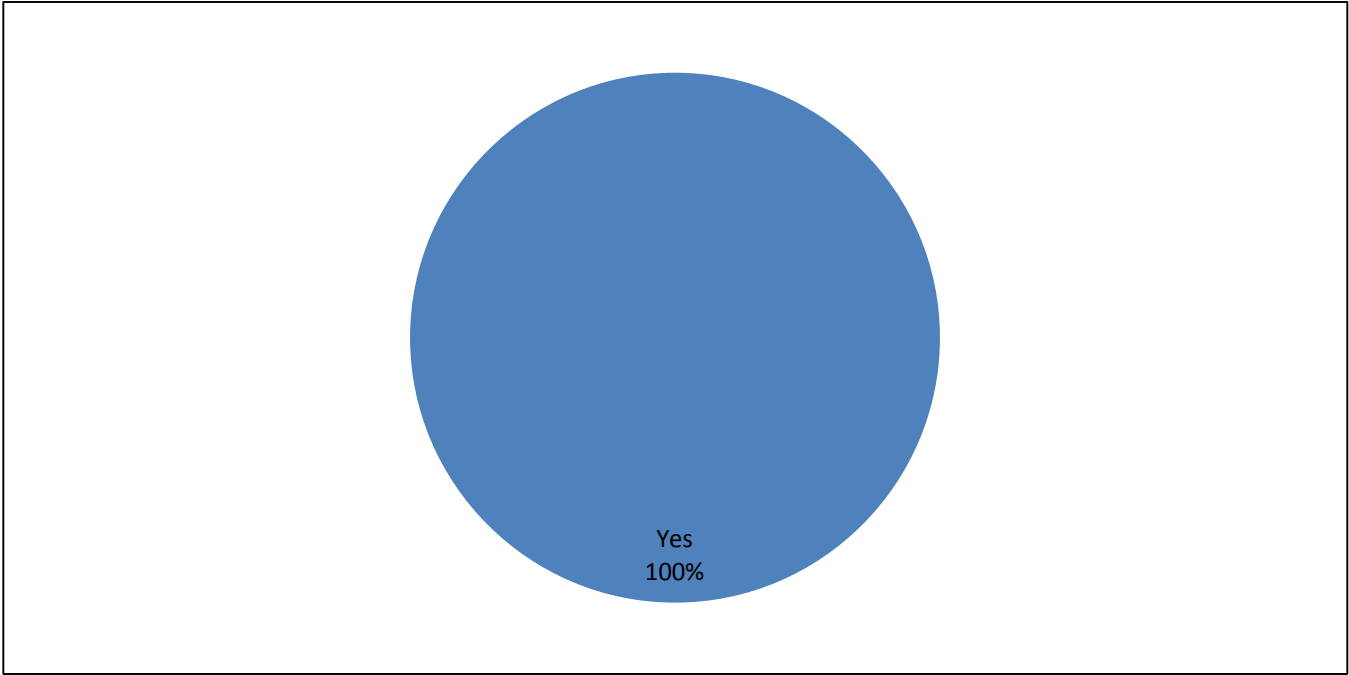


Value	Percent	Count
None	0.0%	0
Some	100.0%	13
A lot	0.0%	0
Total	100%	13

Comments

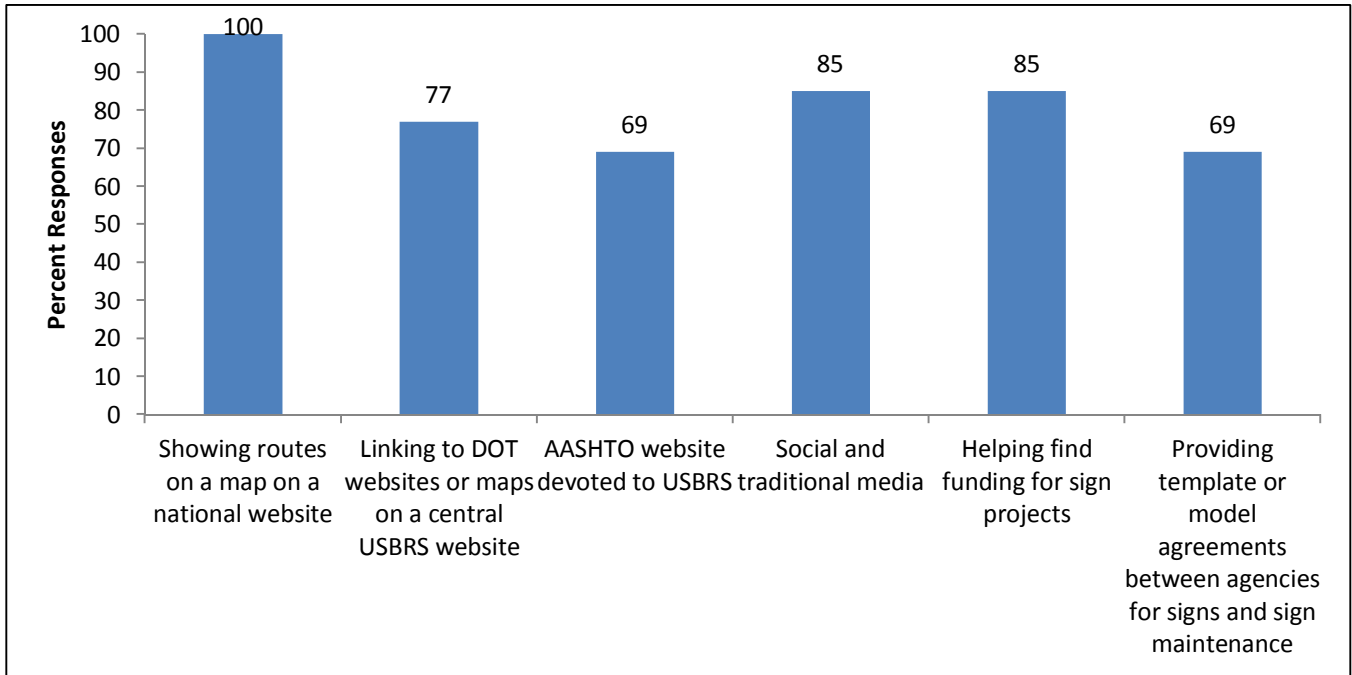
Response	Count
Mostly among touring cyclists.	1
Only amongst dedicated long distance cyclists.	1
Very little.	1
Very little for the general public, some for bicycle advocacy groups, and bicycle tourist groups.	1

45. Should state tourism websites promote USBRs?



Value	Percent	Count
Yes	100.0%	13
No	0.0%	0
Total	100%	13

46. What kind of promotion would you like to see on a national scale to promote USBRs? Check all that apply.



Value	Percent	Count
Showing routes on a map on a national website	100.0%	13
Linking to DOT websites or maps on a central USBRS website	76.9%	10
AASHTO website devoted to USBRS	69.2%	9
Social and traditional media	84.6%	11
Helping find funding for sign projects	84.6%	11
Providing template or model agreements between agencies for signs and sign maintenance	69.2%	9
Other:	0.0%	0

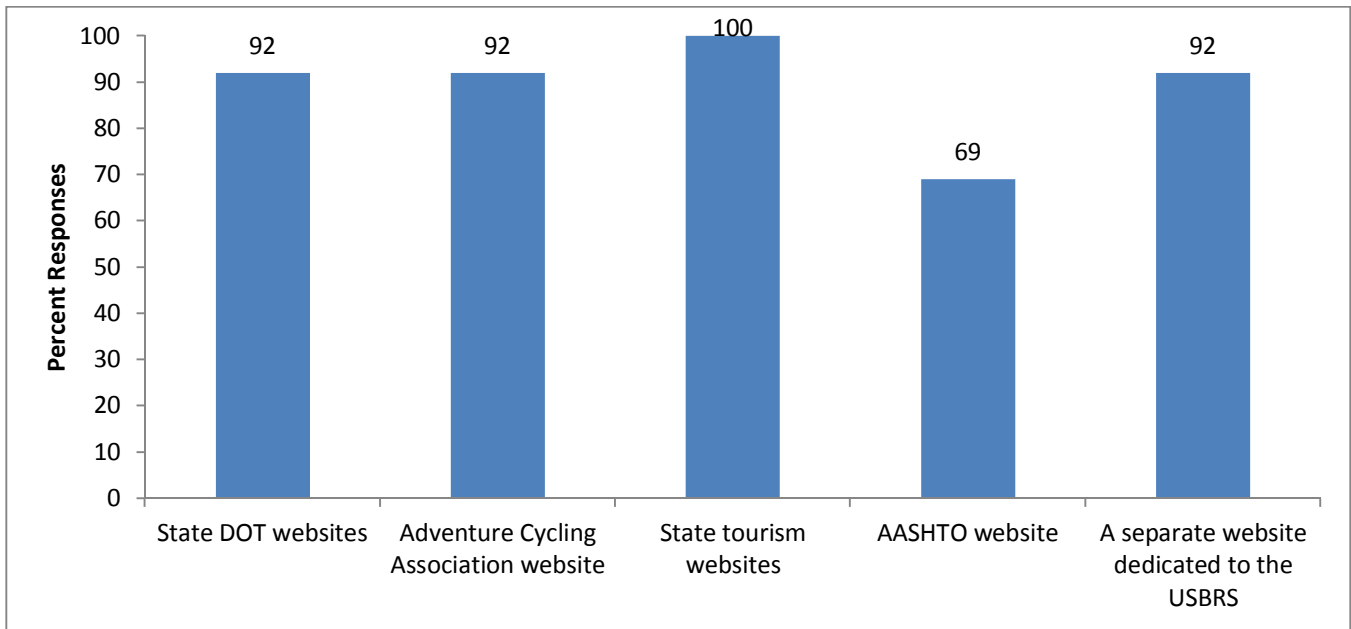
Responses "Other:"	Count
Left Blank	13

47. Which entity do you think should be responsible for providing information to the public about the USBRS? (Rank in order of importance, 1= most important; 6 = least important)

	Score*	Rank
The state tourism agency or Destination Marketing Organization (DMO)	51	1
Local level tourism and chambers	49	2
Local municipalities and counties	43	3
Adventure Cycling Association	43	4
The state DOT	42	5
AASHTO	36	6

* Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

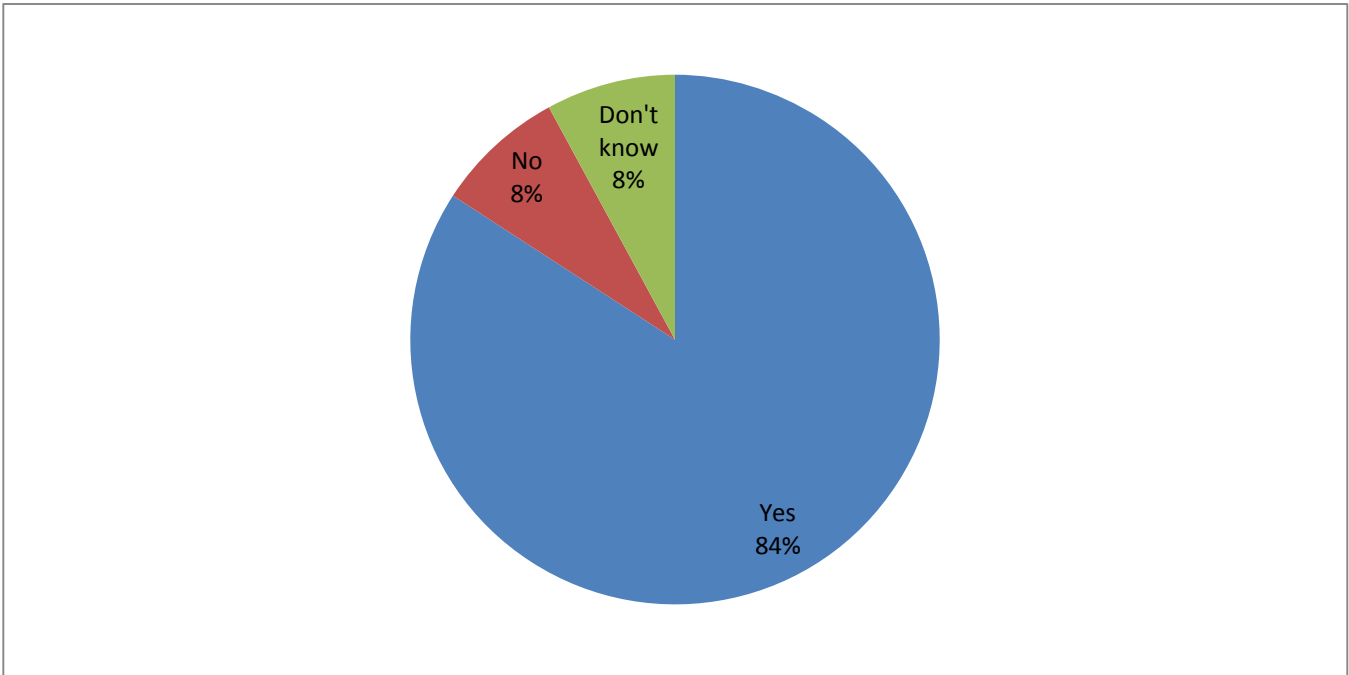
48. How should USBRS information be distributed to the public? Check all that apply.



Value	Percent	Count
State DOT websites	92.3%	12
Adventure Cycling Association website	92.3%	12
State tourism websites	100.0%	13
AASHTO website	69.2%	9
A separate website dedicated to the USBRS	92.3%	12
Other (explain)	0.0%	0

Responses "Other (explain)"	Count
Left Blank	13

49. Should there be one place where people could go to get information about the USBRS?



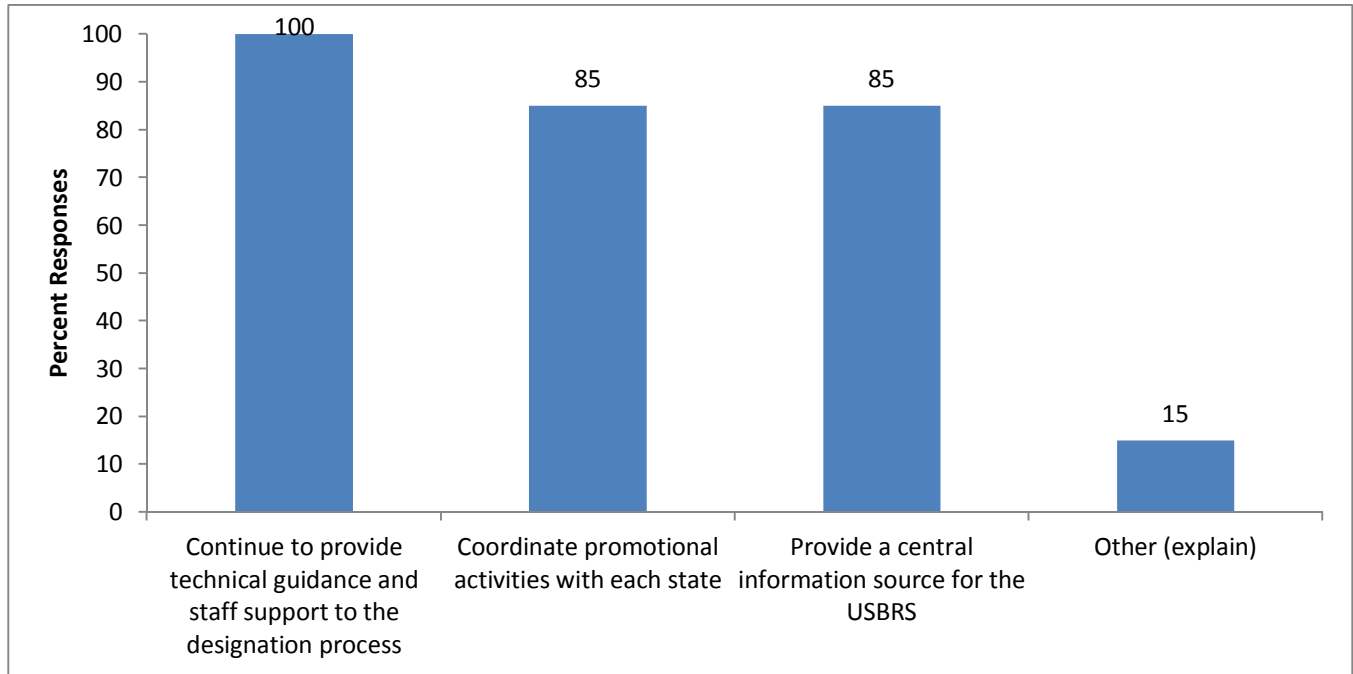
Value	Percent	Count
Yes	84.6%	11
No	7.7%	1
Don't know	7.7%	1
Total	100%	13

Comments

Response	Count
This should be either AASHTO or Adventure Cycling	1

50. What role should Adventure Cycling take as the USBRS continues to grow?

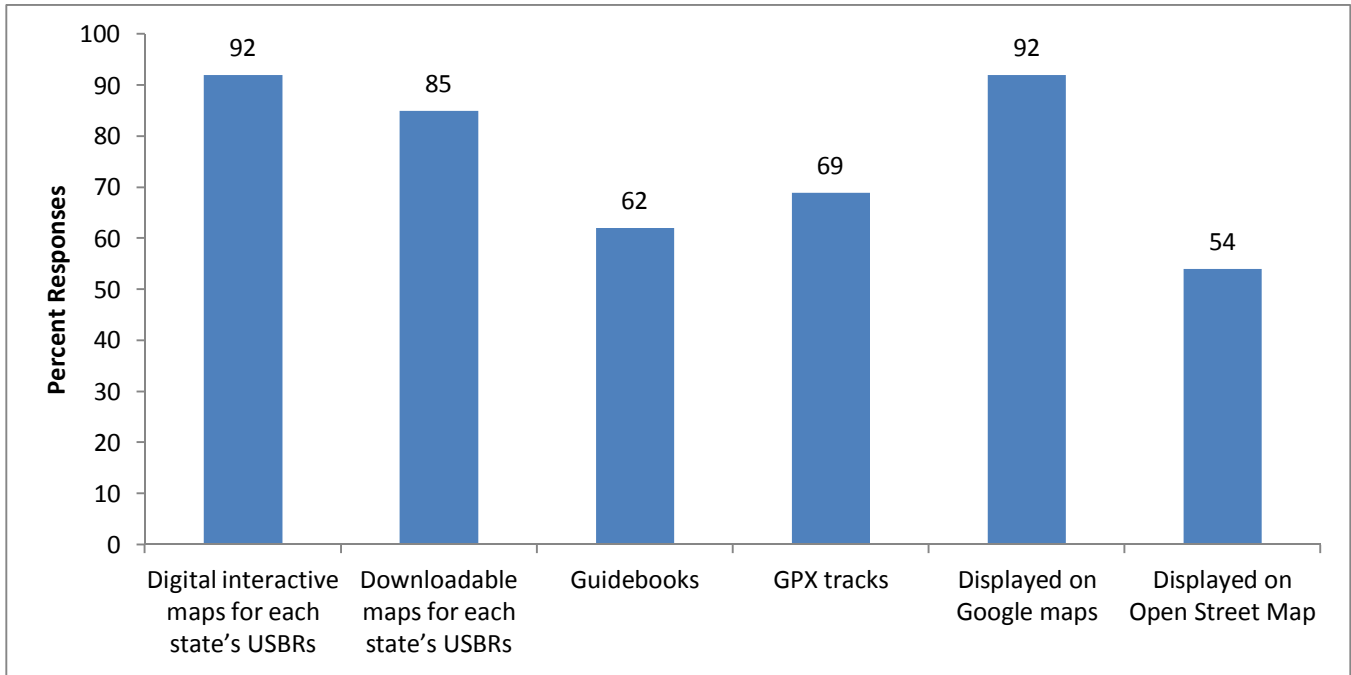
Check all that apply.



Value	Percent	Count
Continue to provide technical guidance and staff support to the designation process	100.0%	13
Coordinate promotional activities with each state	84.6%	11
Provide a central information source for the USBRS	84.6%	11
Other (explain)	15.4%	2

Responses "Other (explain)"	Count
Left Blank	12
Doing a good job now.	1

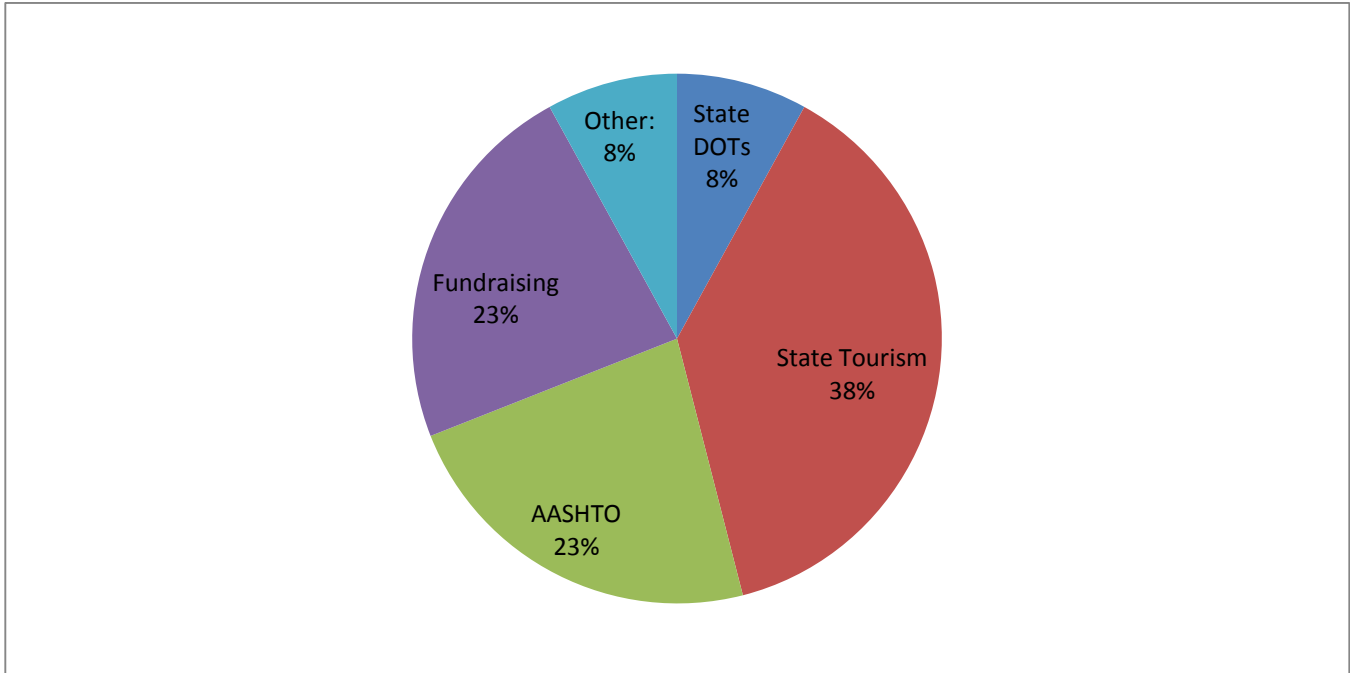
51. If Adventure Cycling were a central information source for USBRS route information, what format for maps should be provided to the public? Check all that apply.



Value	Percent	Count
Digital interactive maps for each state's USBRs	92.3%	12
Downloadable maps for each state's USBRs	84.6%	11
Guidebooks	61.5%	8
GPX tracks	69.2%	9
Displayed on Google maps	92.3%	12
Displayed on Open Street Map	53.9%	7
Other (explain)	0.0%	0

Responses "Other (explain)"	Count
Left Blank	13

52. If Adventure Cycling were the central information source for the USBRS, which funding source do you think is the most appropriate for supporting this service?



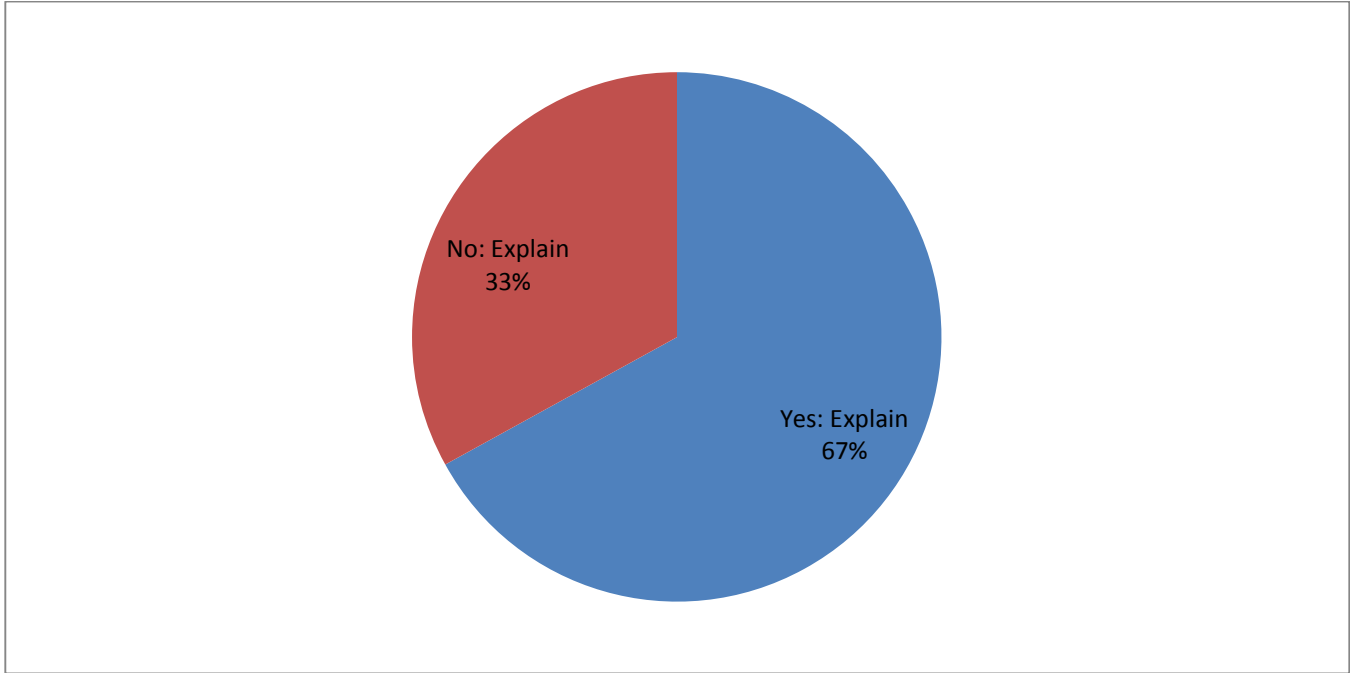
Value	Percent	Count
State DOTs	7.7%	1
State Tourism	38.5%	5
AASHTO	23.1%	3
Fundraising	23.1%	3
Other:	7.7%	1
Total	100%	13

Responses "Other:"	Count
Left Blank	12
FHWA	1

53. What kinds of information do you think AASHTO should be providing for branding and promotion of the USBRS? Please explain:

Response	Count
High level policy direction and a basic level of funding.	1
I don't see AASHTO taking on this role.	1
Maps, route information.	1
Why is this/should this be important to DOT's?	1
General branding, logo, signage guidelines and materials.	1
Whatever info/service they provide for the NHS and signing of national highway routes. The same services should be provided for the USBRS.	1

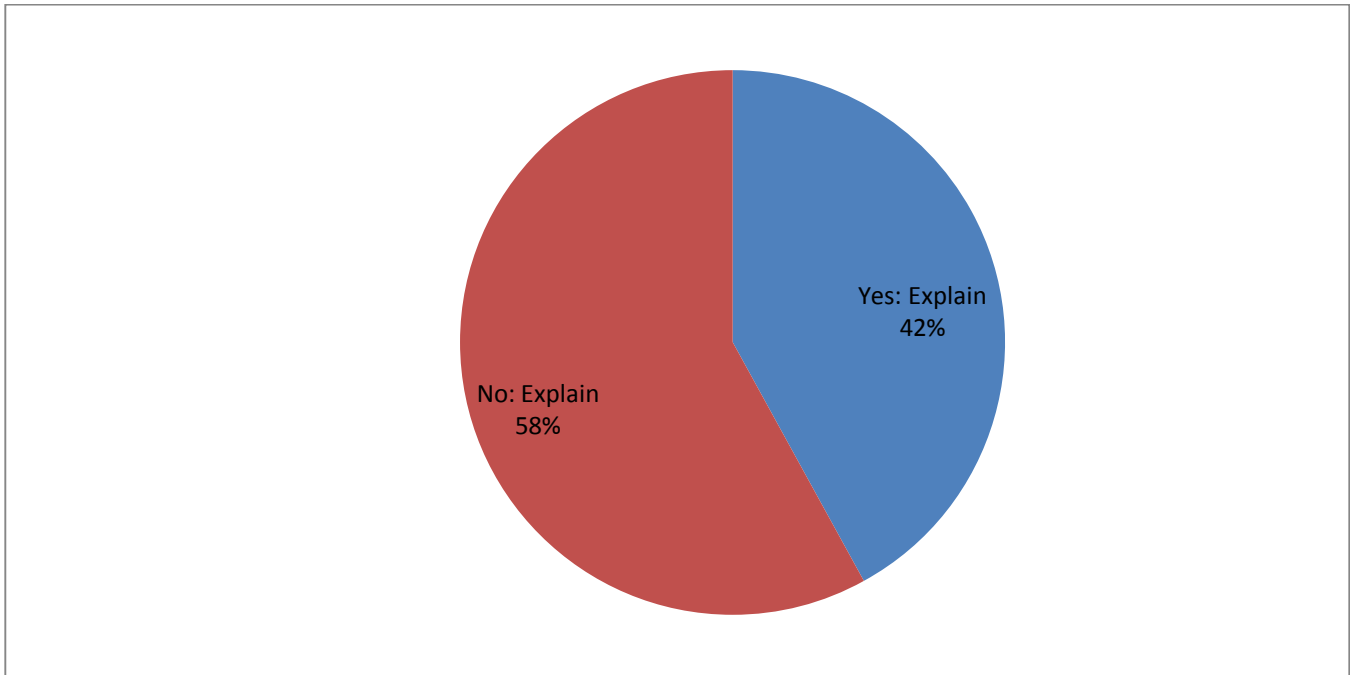
54. The European Cycling Federation manages the EuroVelo Cycle Route Network. The nonprofit collaborates with local partners to form Coordination Centers in each country with EuroVelo routes. The centers are responsible for providing information to the public about the routes in that country and making sure that the routes are maintained, signed, and promoted. Do you see this model as something that could be adopted for the USBRS in each state?



Value	Percent	Count
Yes: Explain	66.7%	8
No: Explain	33.3%	4
Total	100%	12

Responses "Yes: Explain"	Count
Left Blank	7
Sounds like a great system but I wonder how it could be funded.	1
State bicyclist advocacy groups could share this responsibility.	1
To a degree I see this being the role of Adventure Cycling with support from AASHTO.	1
Best place for this; not a government job.	1
Not sure, don't know enough about this model.	1
Not sure, seems feasible with enough work.	1
Responses "No: Explain"	Count
Left Blank	12
Since any USBR routes in Idaho will largely be on the state highway system, any maintenance or signage will be ITD's responsibility. Dedicated funding for this purpose will be extremely limited unless provided by an external entity.	1

55. Do you think there should be a National Coordination Center for the USBRS, separate from Adventure Cycling, similar to the Safe Routes to School National Partnership or the National Scenic Byway Foundation?



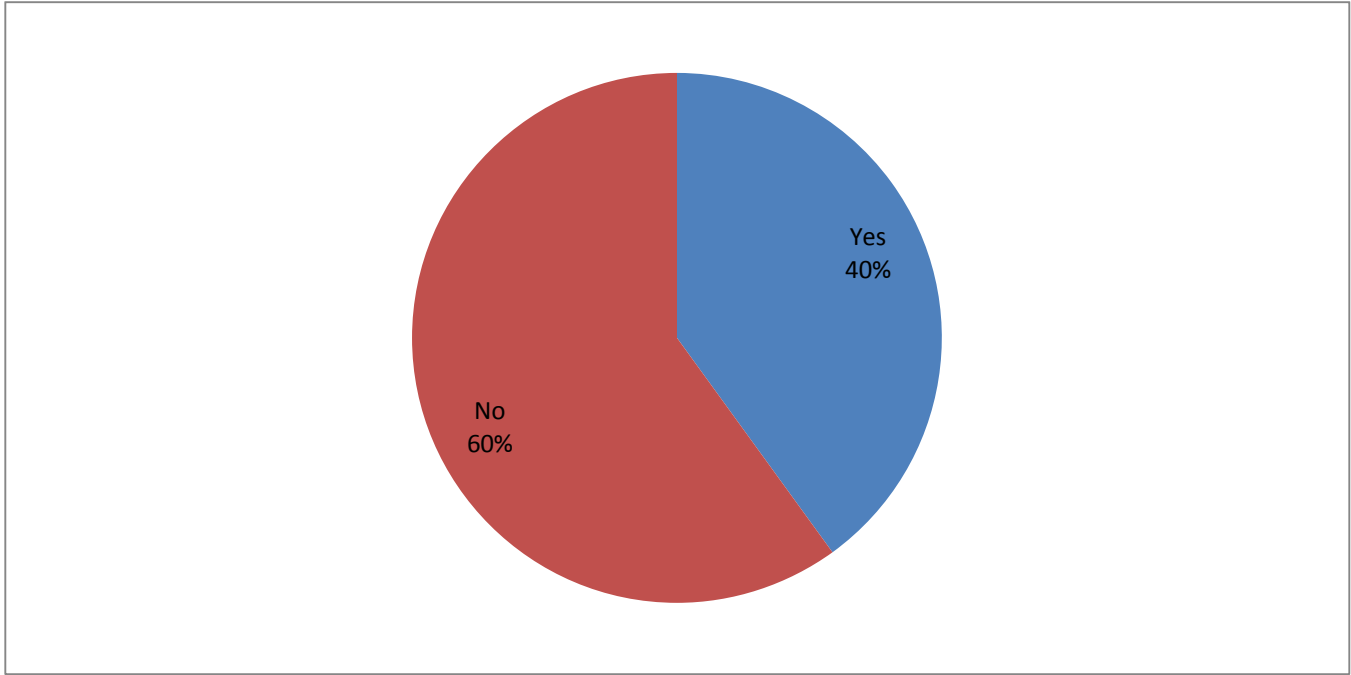
Value	Percent	Count
Yes: Explain	41.7%	5
No: Explain	58.3%	7
Total	100%	12

Responses "Yes: Explain"	Count
Left Blank	10
People should be focused on this line of work.	1
Tentative yes — whatever model works.	1
Not sure.	1
Responses "No: Explain"	Count
Left Blank	9
Adventure Cycling does a fine job.	1
At this point it doesn't seem like there is sufficient mileage in the system to justify this. Perhaps it would work once the USBRS system has reached a certain size.	1
Since dedicated Federal funding for Safe Routes to Schools and Scenic Byways no longer exist, I believe the longevity of these organizations is tenuous.	1
Interesting idea. I would have to give this some additional thought. Because there is such an overlap between the efforts of Adventure Cycling and the Travel Initiatives group I am not sure if it makes sense to separate the two or not. Worth thinking about maybe.	1

APPENDIX B: SURVEY OF ADVOCACY GROUPS

Below are the full results of the survey submitted to advocacy groups in 2015.

1. Do you have any U.S. Bicycle Routes signed in your state?

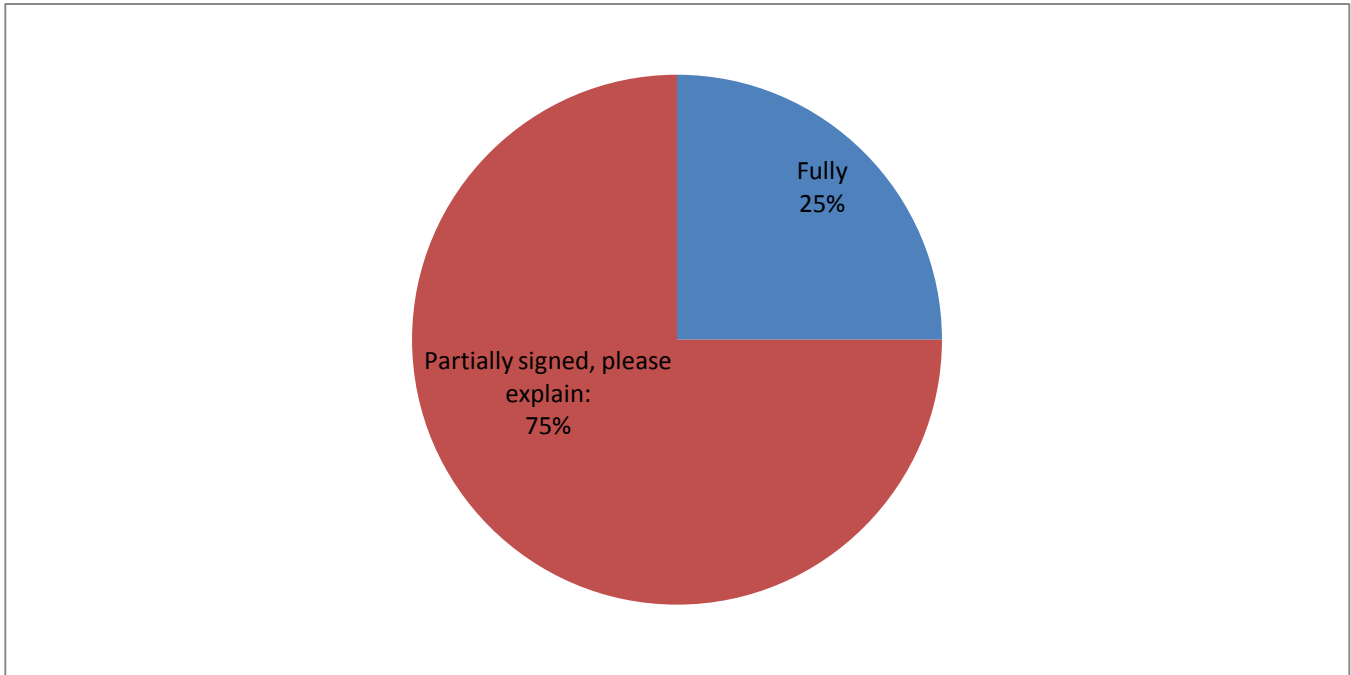


Value	Percent	Count
Yes	40.0%	4
No	60.0%	6
Total	100%	10

2. Please list the U.S. Bicycle Routes that have been signed in your state.

Response	Count
USBR 1, USBR76	1
USBR 20, USBR 35	1
USBR 1	1
USBR 76	1

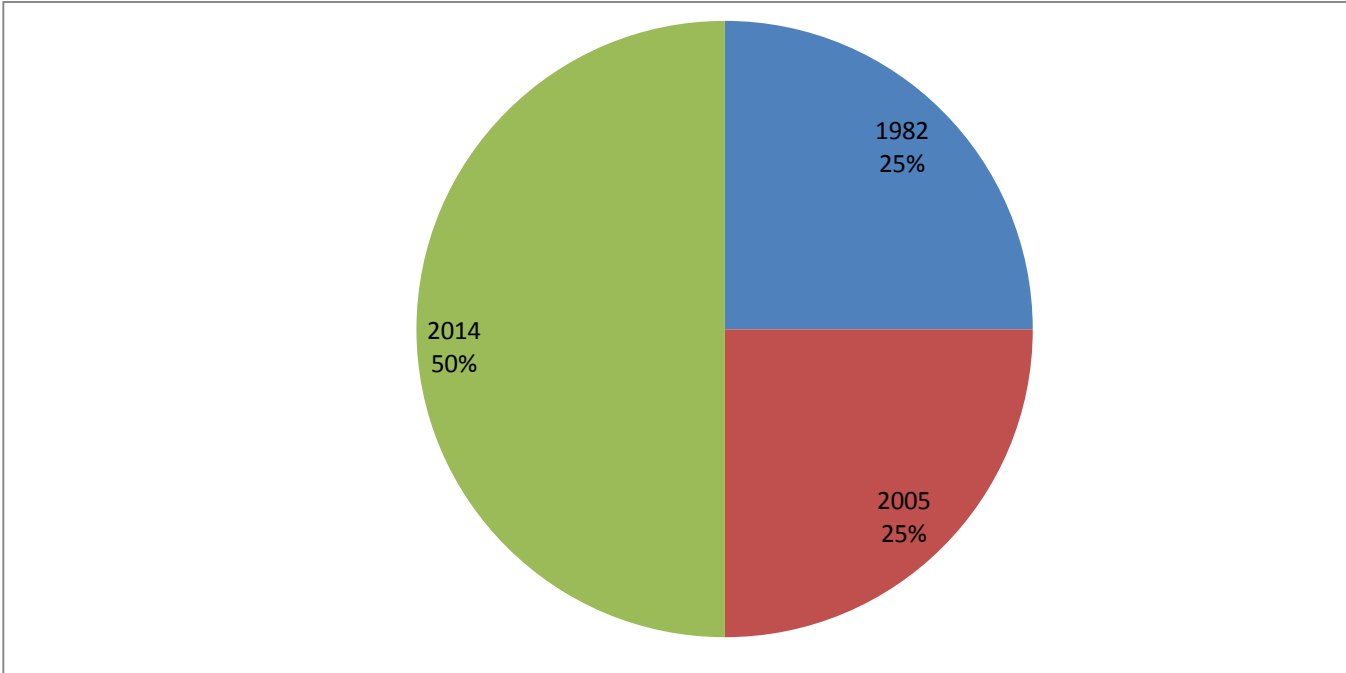
3. Is each route you listed partially or fully signed? Please describe.



Value	Percent	Count
Fully	25.0%	1
Partially signed, please explain:	75.0%	3
Total	100%	4

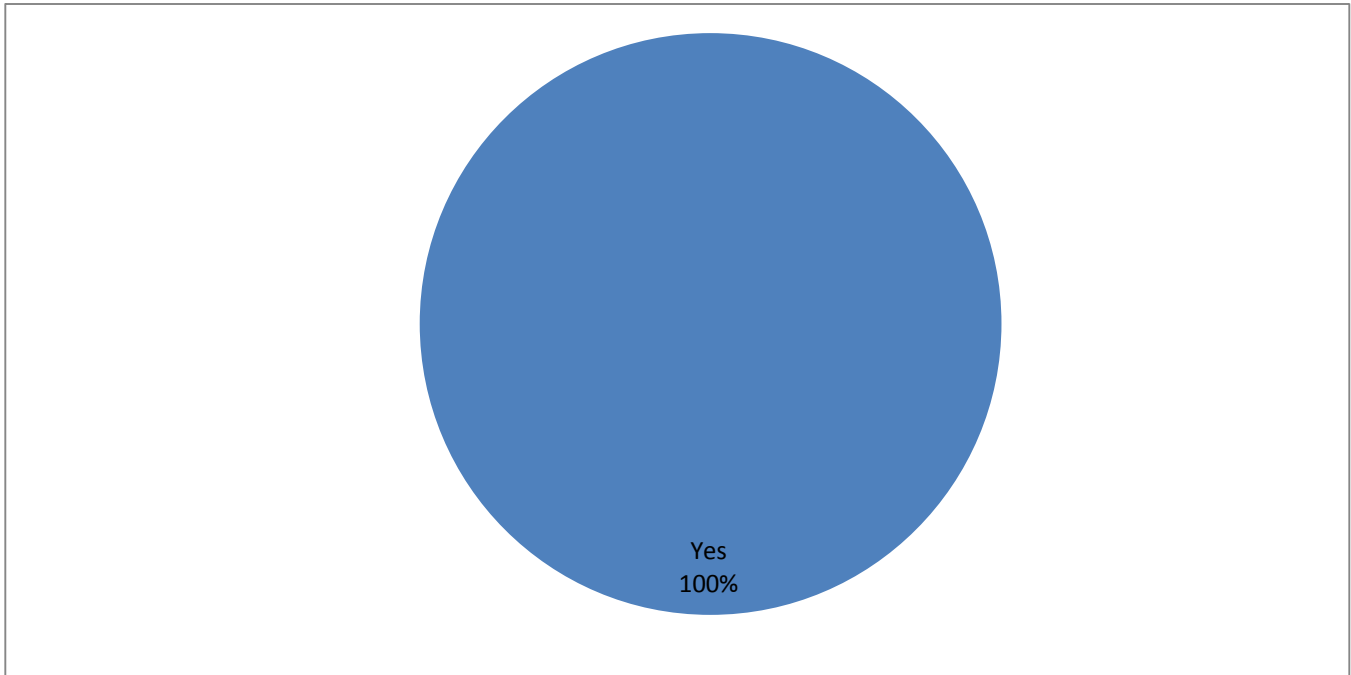
Responses "Partially signed, please explain:"	Count
Left Blank	7
Part of East Coast Greenway	1
USBR 20 fully signed, USBR 35 signed on state highways	1
Fully signed in 1970's, with some now missing	1

4. When was the route signed?



Value	Percent	Count
1982	25.0%	1
2005	25.0%	1
2014	50.0%	2

5. Was a signing plan developed for the route?



Value	Percent	Count
Yes	100.0%	4
No	0.0%	0

Comments

Response	Count
Developed locally by ECGA members, only about 17 miles for the full NH coastline.	1
Turn arrow and confirmation sign at each intersection, confirmation signs at county boundaries.	1

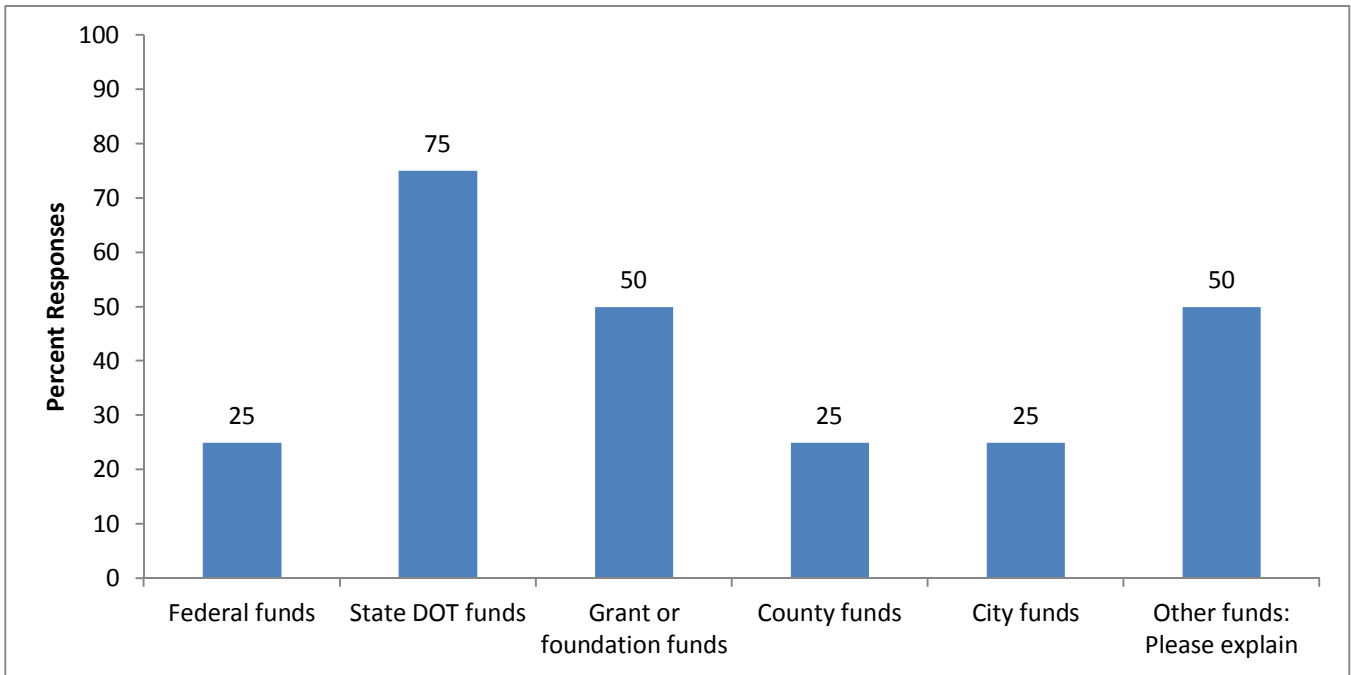
6. Approximately how many signs were used on the route (total, both directions)?

Response	Count
Hundreds	1
It is 3 signs per intersection in each direction. I'm not sure how many that is, total	1
Maybe 20	1
USBR 20 430 signs, USBR 35 unknown	1

7. Approximately how many miles is the signed portion of the route?

Response	Count
17 miles	1
400	1
450 both routes combined	1
570 miles on USBR 76 and 250 on USBR 1	1

8. How was the route signage funded? Check all that apply.



Value	Percent	Count
Federal funds	25.0%	1
State DOT funds	75.0%	3
State Tourism funds	0.0%	0
Grant or foundation funds	50.0%	2
County funds	25.0%	1
City funds	25.0%	1
Other funds: Please explain	50.0%	2

Responses "Other funds: Please explain"	Count
Left Blank	8
ECCA	1
Donations	1

9. What was the approximate cost to sign the route? Planning:

Response	Count
Unknown	1

9. What was the approximate cost to sign the route? Signs:

Response	Count
USBR 20 \$14,000	1
Unknown	1

9. What was the approximate cost to sign the route? Labor:

Response	Count
USBR 20 \$25,000	1
Unknown	1

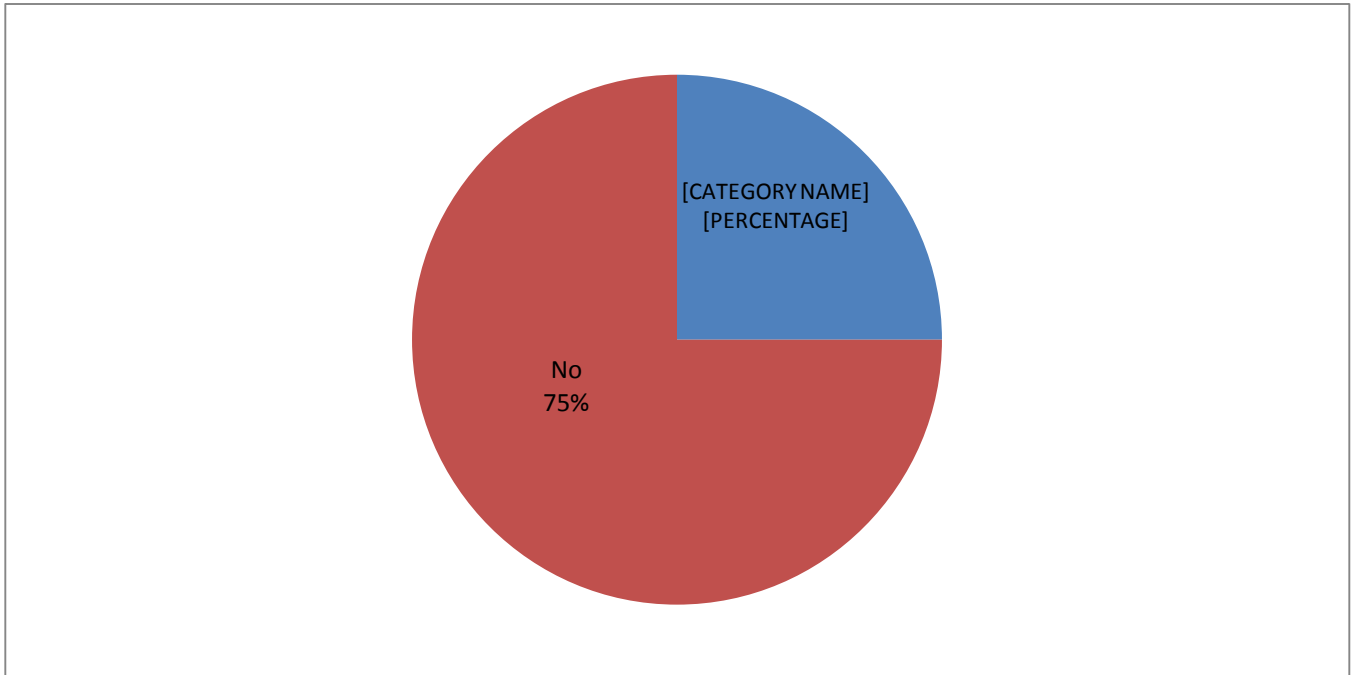
9. What was the approximate cost to sign the route? Total:

Response	Count
USBR 20 \$39,000	1
Unknown	1

9. What was the approximate cost to sign the route? Comment:

Response	Count
Not on signage committee	1
Not sure. About \$120,000 total I believe	1
USBR 35 costs unknown — MDOT has those figures	1

10. Is the route co-signed with another designated route or trail (i.e. USBR 45/ Mississippi River Trail)?

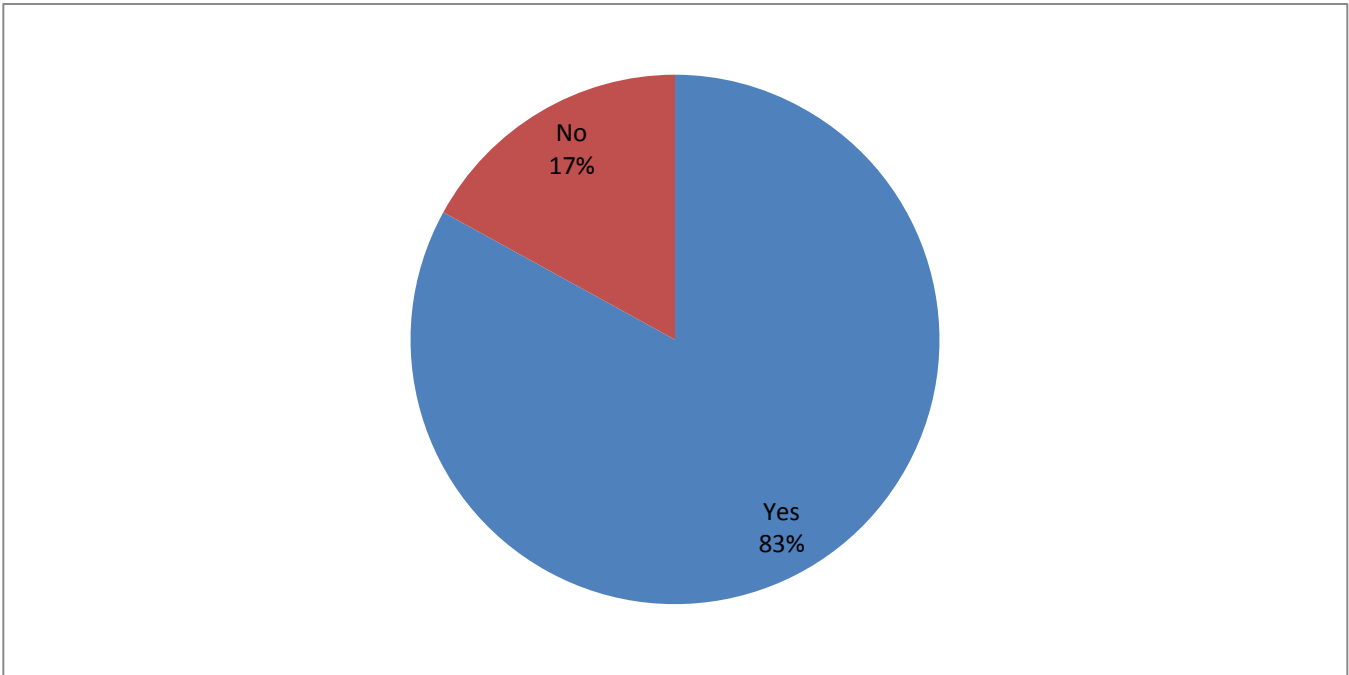


Value	Percent	Count
Yes (Please list co-signed routes/trails in the comment box)	25.0%	1
No	75.0%	3
Total	100%	4

Comments

Response	Count
East Coast Greenway	1

11. Is there an effort in place to provide route signage?

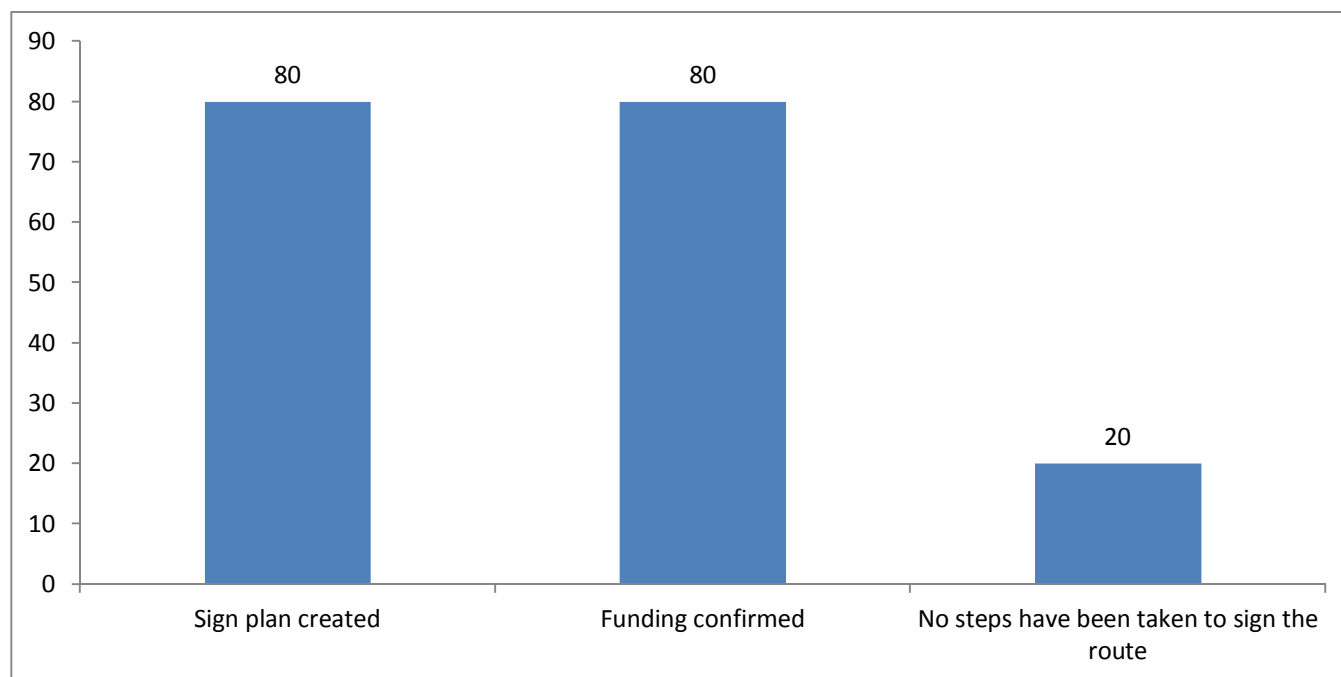


Value	Percent	Count
Yes	83.3%	5
No	16.7%	1
Total	100%	6

Comments

Response	Count
It's all approval process at the state DOT.	1
Maine DOT has funding and an active project.	1
Our first two routes were just designated in the last round and no formal plans have been made to sign it.	1
Not fully ramped up, but talking with DOT about how we can do this and have identified potential source of funds we can't yet publicize.	1

12. What steps have been taken to sign the route? Check all that apply.

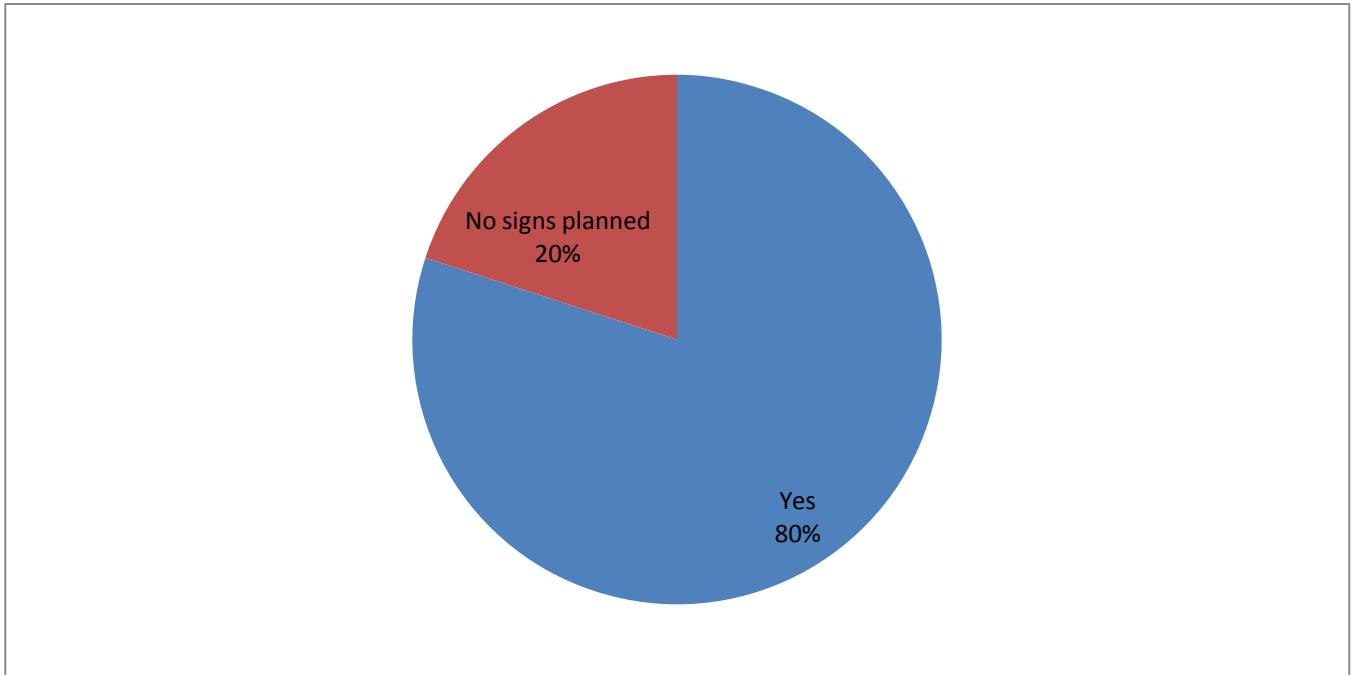


Value	Percent	Count
Sign plan created	80.0%	4
Funding confirmed	80.0%	4
Signs distributed	0.0%	0
No steps have been taken to sign the route	20.0%	1

Comments

Response	Count
Intention for signage confirmed.	1
RFP to be completed by December 2015.	1
We have committed funding for 90% of the signs and are confident we will get the rest.	1
Fall 2015. Contact Patrick Adams, Bicycle and Pedestrian Program Manager, Maine DOT — Multimodal Planning Division, 16 State House Station, Augusta, ME 04333-0016. Direct Line: (207) 624-3311, Patrick.Adams@maine.gov.	1

13. Do you plan to sign both state and local roads?

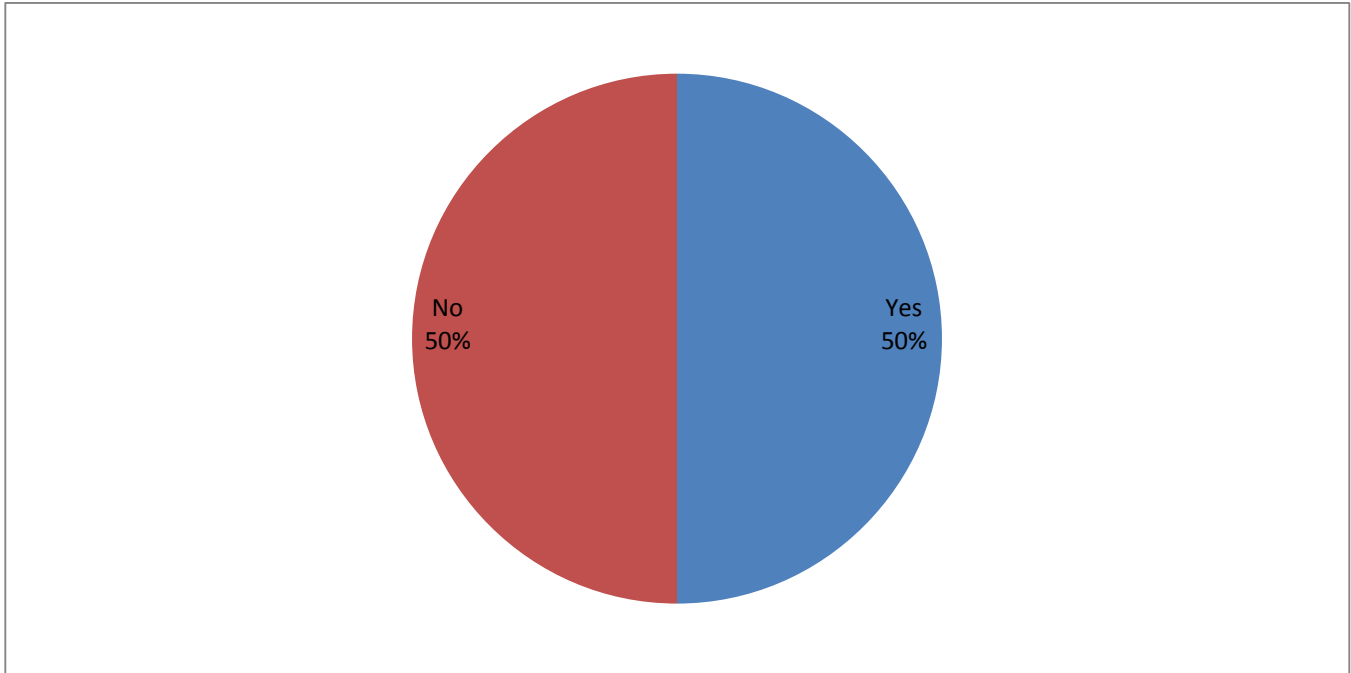


Value	Percent	Count
Yes	80.0%	4
State roads only	0.0%	0
Local roads only	0.0%	0
No signs planned	20.0%	1
Total	100%	5

Comments

Response	Count
Not sure yet.	1

14. Do you plan to co-sign the route with another designated route or trail (i.e. USBR 45/Mississippi River Trail)?

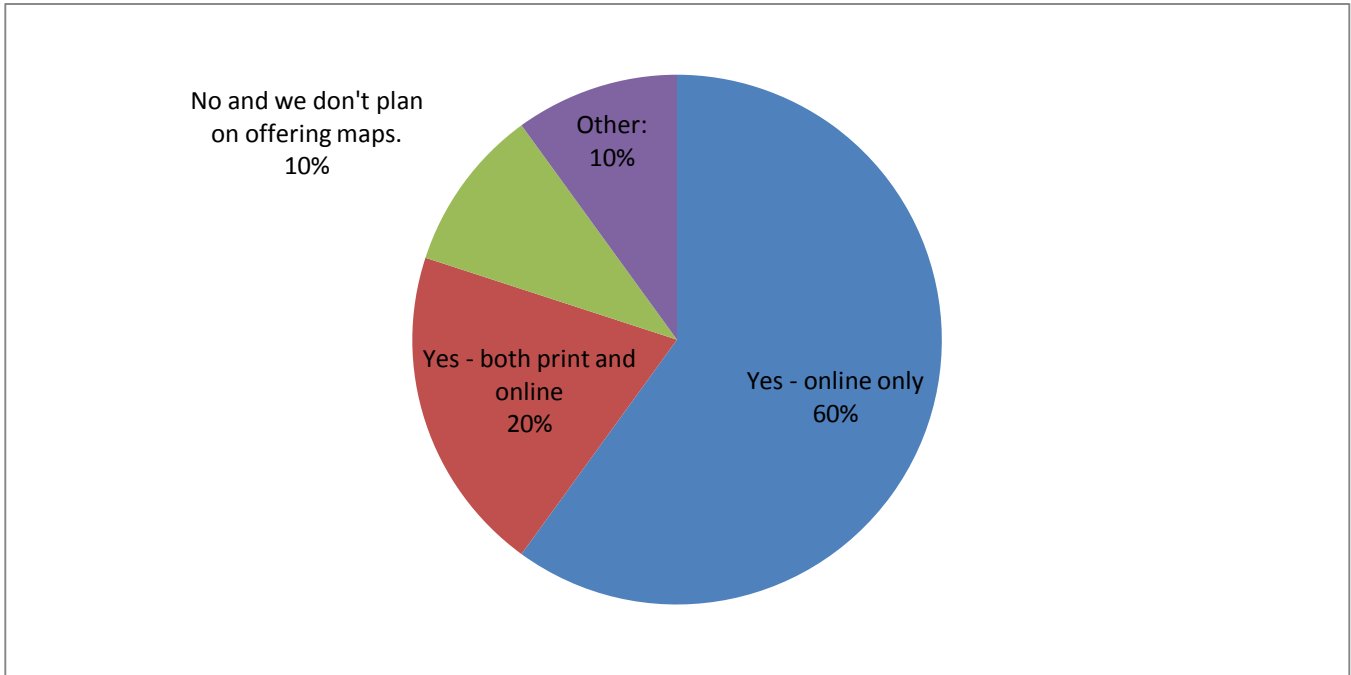


Value	Percent	Count
Yes	50.0%	2
No	50.0%	2
Total	100%	4

Comments

Response	Count
East Coast Greenway.	1
This route has no other route designation.	1
Yes, local designated bike routes mostly in cities.	1
Not sure yet. In locations where the route is on a trail we might do that. This will be addressed in a plan to be developed.	1

15. Are maps of the USBRs in your state available to the public?



Value	Percent	Count
Yes - print only.	0.0%	0
Yes - online only.	60.0%	6
Yes - both print and online.	20.0%	2
No, but we are planning to offer maps. If so, please answer questions 16-24 with the planned product in mind.	0.0%	0
No, and we don't plan on offering maps.	10.0%	1
Other:	10.0%	1
Total	100%	10

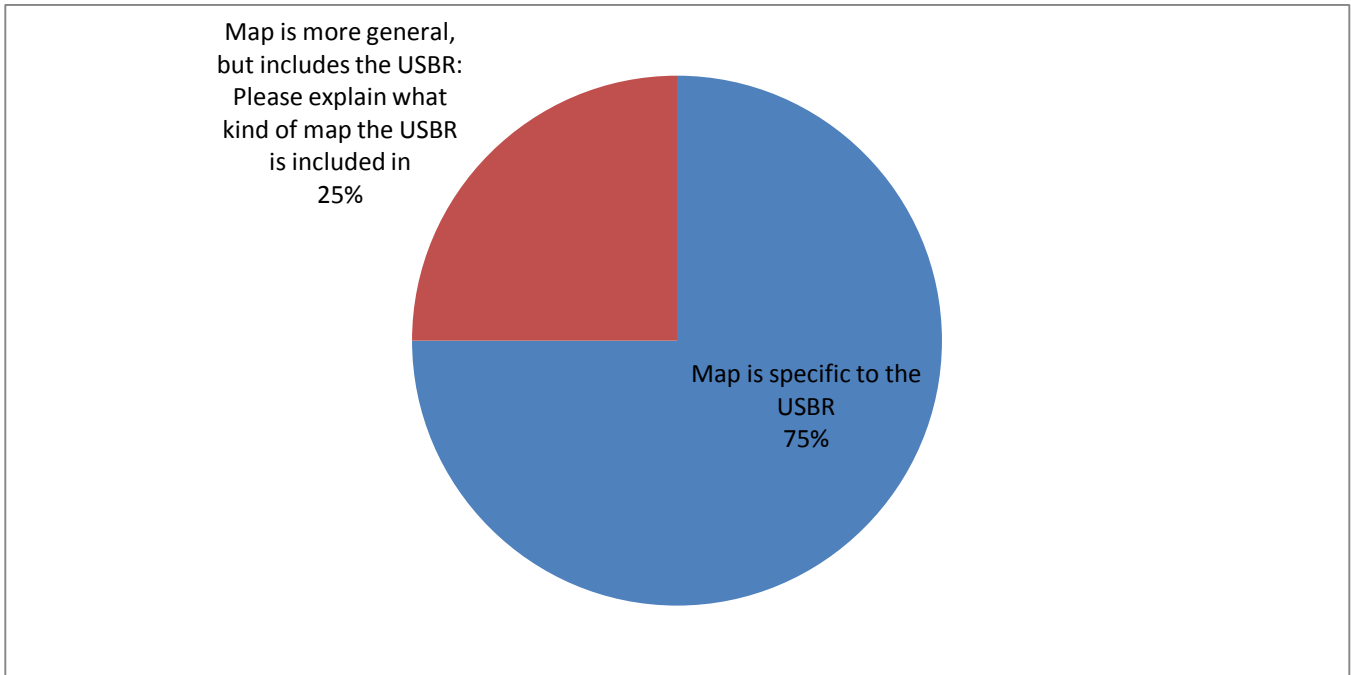
Responses "Other:"	Count
Left Blank	9
Unsure at this point	1

Appendix B: Survey of Advocacy Groups

16. Please provide the link to maps you offer if they are available online. If they are not available online, describe how/where to find them.

Response	Count
bikinville.homestead.com/USBR23.html	1
TDOT map site for USBR 23 - www.tn.gov/tdot/article/bicycle-routes-in-tennessee .	
ridewithgps.com/routes/3662462	1
wabikes.org/growing-bicycling/us-bicycle-route-system/usbr10/	1
www.bikinville.com/USBR23.html	1
www.michigan.gov/mdot/0,4616,7-151-9615_11223_65460---,00.html	1
www.virginiadot.org/programs/united_states_bicycle_route_1_and_76_in_virginia.asp	1
Maine DOT publishes "Explore Maine by Bike" with a section on the ECG. Available free upon request. The ECG and BR1 in Maine are co-aligned and so the online maps and ECG map app are available thru www.greenway.org .	1
www.modot.org/othertransportation/bike_ped/Bike-PedProgram--RoadandRouteInfo.htm	1
Also, it is published on our current state highway map.	

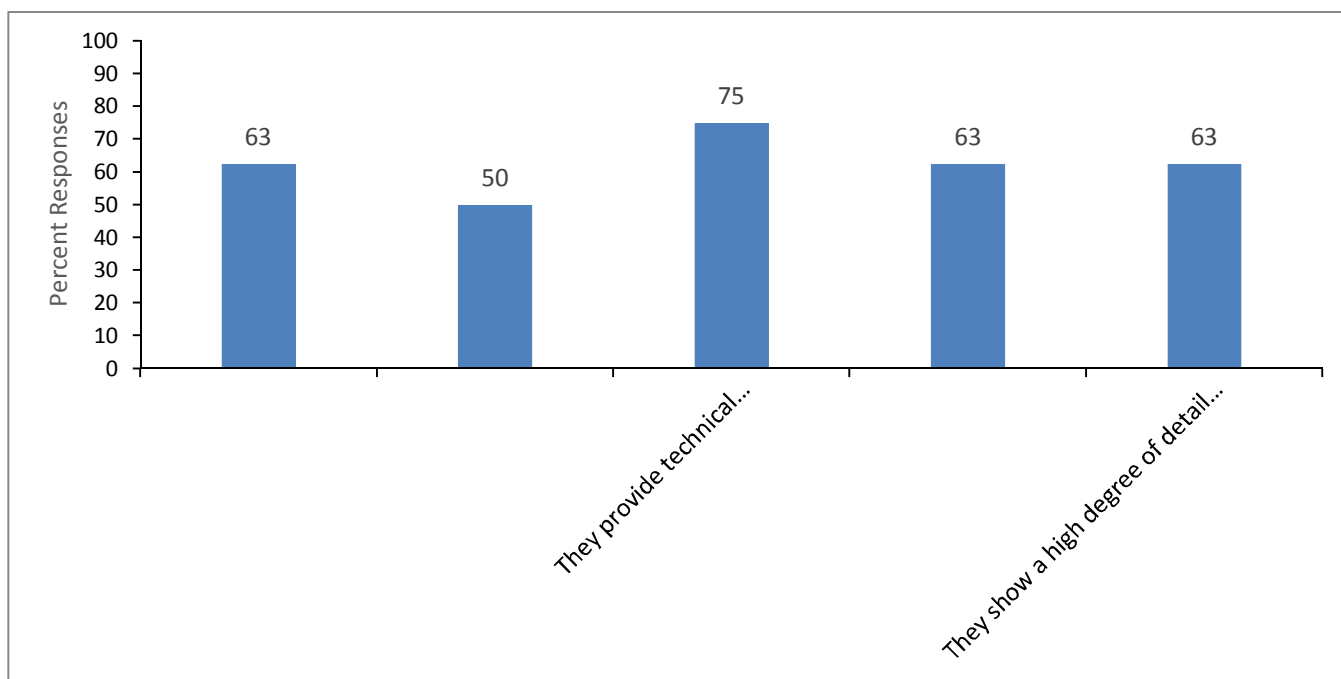
17. Are these maps specific to the USBR only or are the USBRs integrated into other bicycle map products, such as a statewide bicycle or highway map?



Value	Percent	Count
Map is specific to the USBR	75.0%	6
Map is more general, but includes the USBR: Please explain what kind of map the USBR is included in	25.0%	2
Total	100%	8

Responses "Map is more general, but includes the USBR: Please explain what kind of map the USBR is included in "	Count
Left Blank	8
Included on VDOT State Bicycle Map	1
State bicycle map and state highway map	1

18. In your judgement, what makes the maps effective/usable for touring cyclists? Check all that apply.

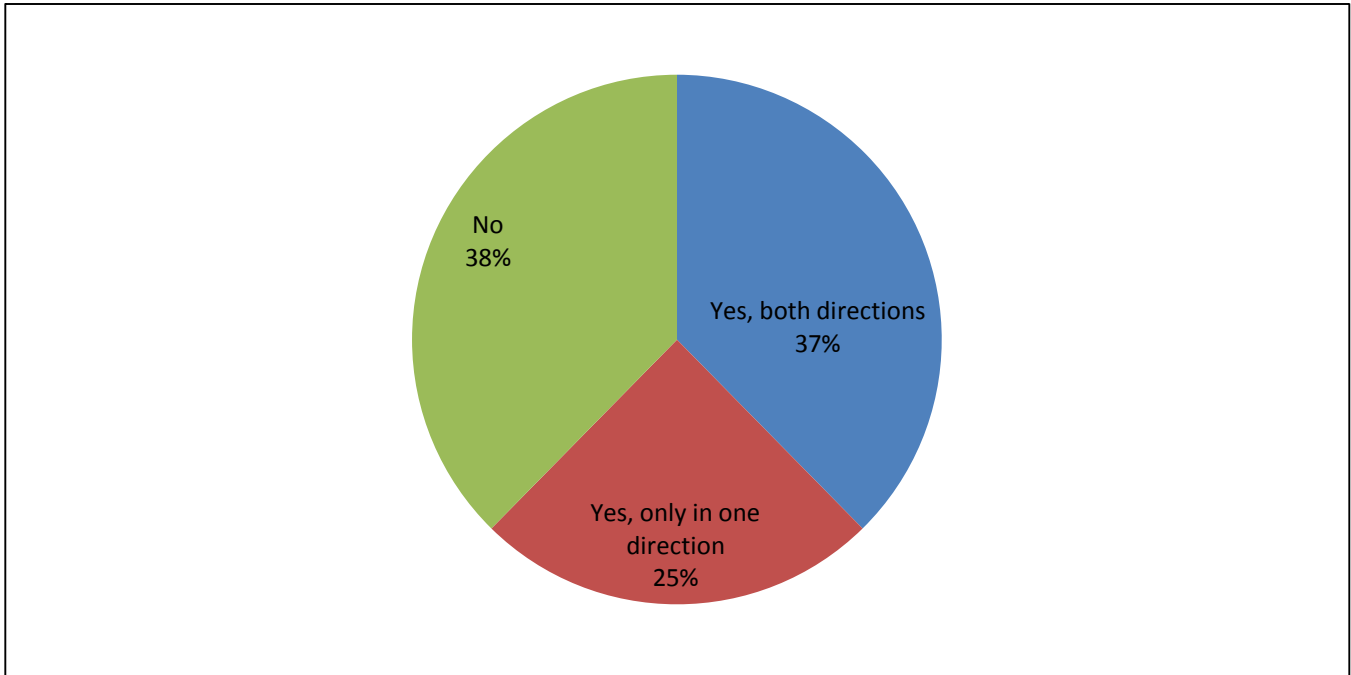


Value	Percent	Count
They rate bicycling conditions of route roadways (i.e. shoulder width, Average Daily Traffic, placement of rumble strips)	62.5%	5
They provide destination information such as availability of lodging/camping, restaurants, convenience stores, grocery stores, bicycle shops, emergency numbers, and water	50.0%	4
They provide technical components (GIS, GPX, etc.)	75.0%	6
They display connections to bike routes in neighboring states	62.5%	5
They show a high degree of detail, such as road names, trailhead locations, intersection details, etc.	62.5%	5

Comments

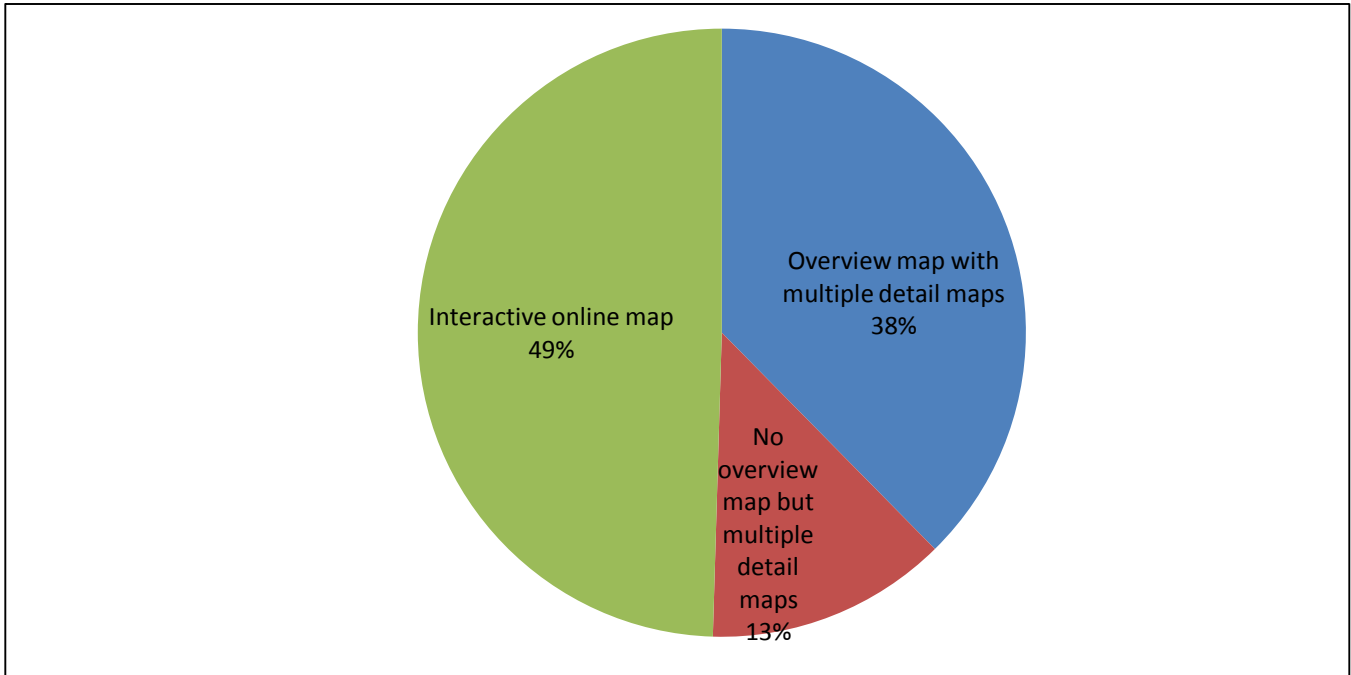
Response	Count
Through a related website.	1
We intend to add the components listed here in future. Comment on #10 below: Turn-by-turn available via Google.	1
Currently the TN state website is being rebuilt so the map links are broken. The responses apply only to what is available now.	1

19. Do you provide turn-by-turn directions for navigation?



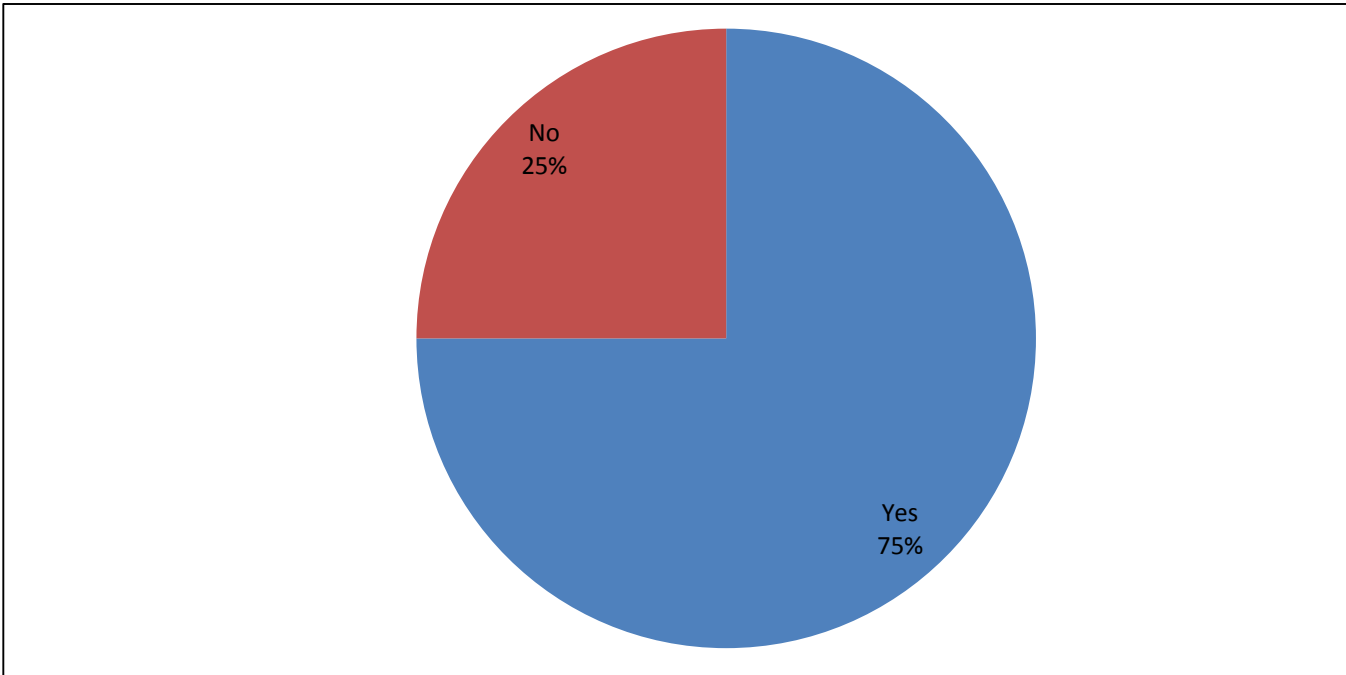
Value	Percent	Count
Yes, both directions	37.5%	3
Yes, only in one direction	25.0%	2
No	37.5%	3
Total	100%	8

20. What level of detail do your maps provide?



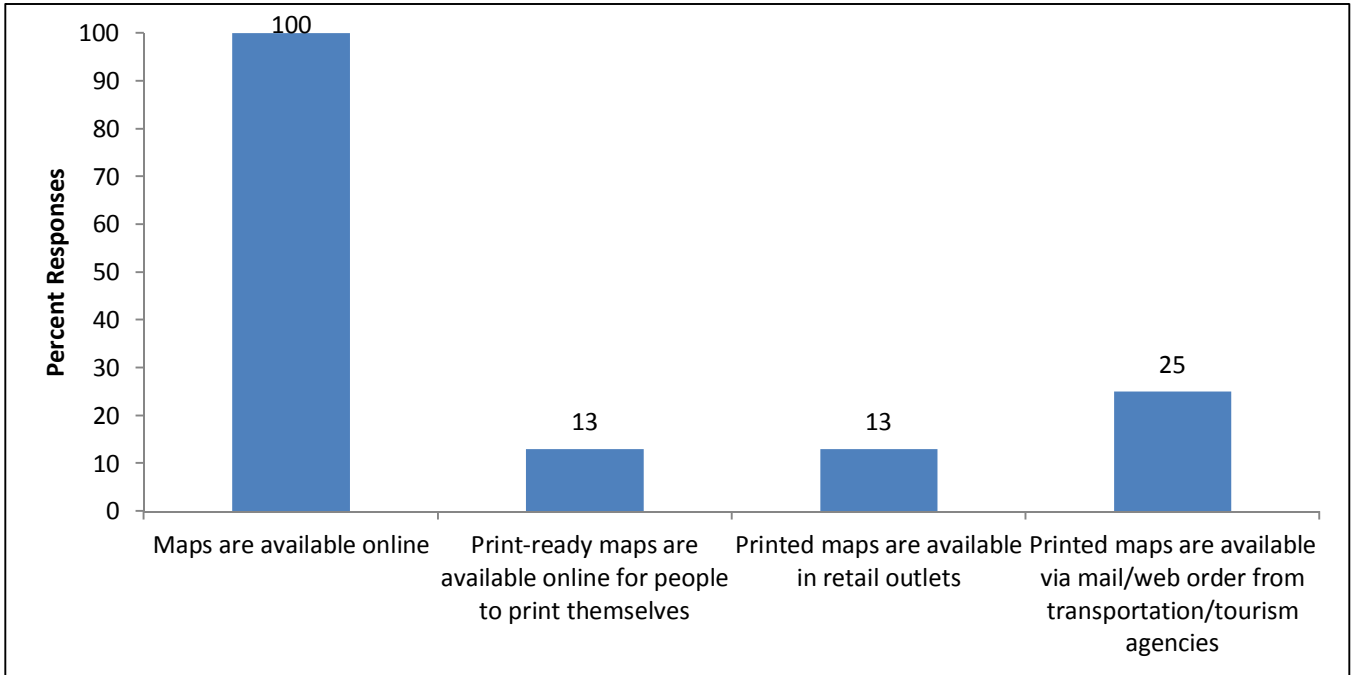
Value	Percent	Count
Overview map only	0.0%	0
Overview map with multiple detail maps	37.5%	3
No overview map but multiple detail maps	12.5%	1
Interactive online map	50.0%	4
Total	100%	8

21. Does the route exist as a GIS layer?



Value	Percent	Count
Yes	75.0%	6
No	25.0%	2
Total	100%	8

22. How are maps made available/accessible to the public? Check all that apply.

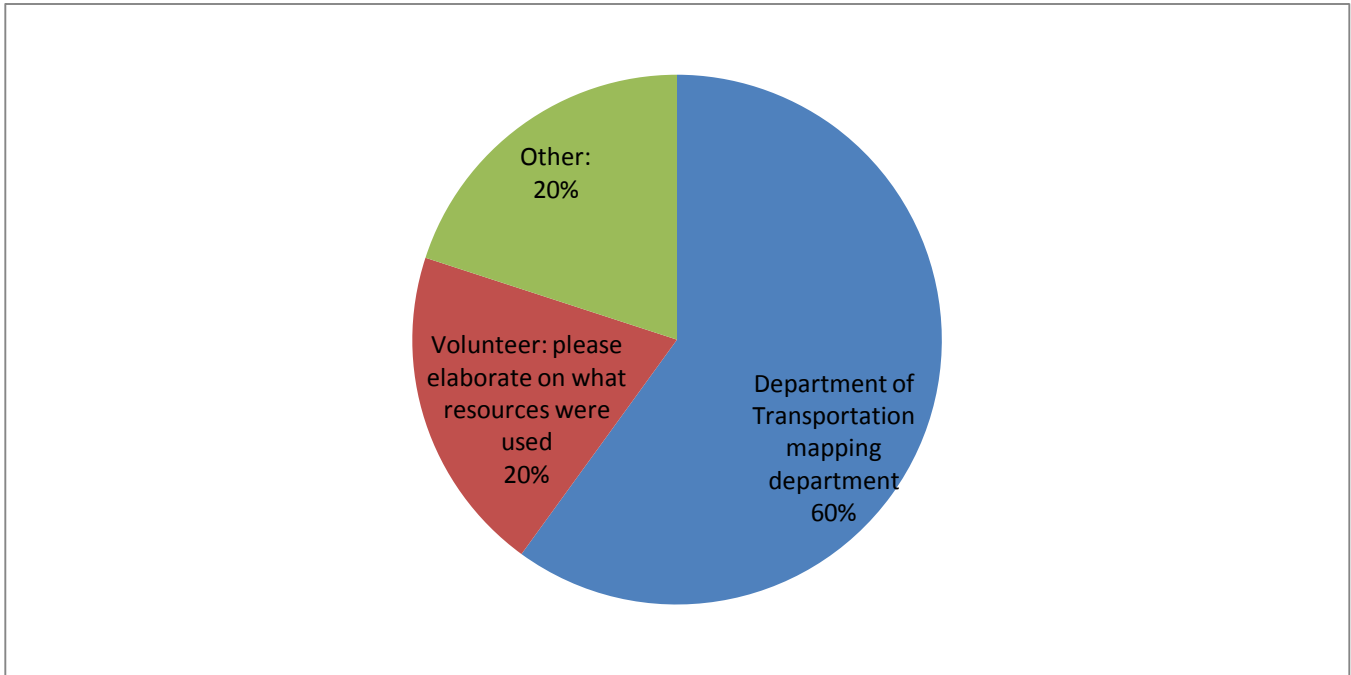


Value	Percent	Count
Maps are available online	100.0%	8
Print-ready maps are available online for people to print themselves	12.5%	1
Printed maps are available in retail outlets	12.5%	1
Printed maps are available via mail/web order from transportation/tourism agencies	25.0%	2

Comments

Response	Count
ECGA has a free app for mobile devices with route.	1
As noted above, the website is currently being updated so today's answers may not apply next week.	1

23. If print-ready maps are available, who created them?



Value	Percent	Count
Contracted to private or nonprofit organization	0.0%	0
Department of Transportation mapping department	60.0%	3
Volunteer: please elaborate on what resources were used	20.0%	1
Other:	20.0%	1
Total	100%	5

Responses "Volunteer: please elaborate on what resources were used"	Count
Left Blank	9
FOGBEE Bike Club	1
Responses "Other:"	Count
Left Blank	9
Printed maps are not available	1

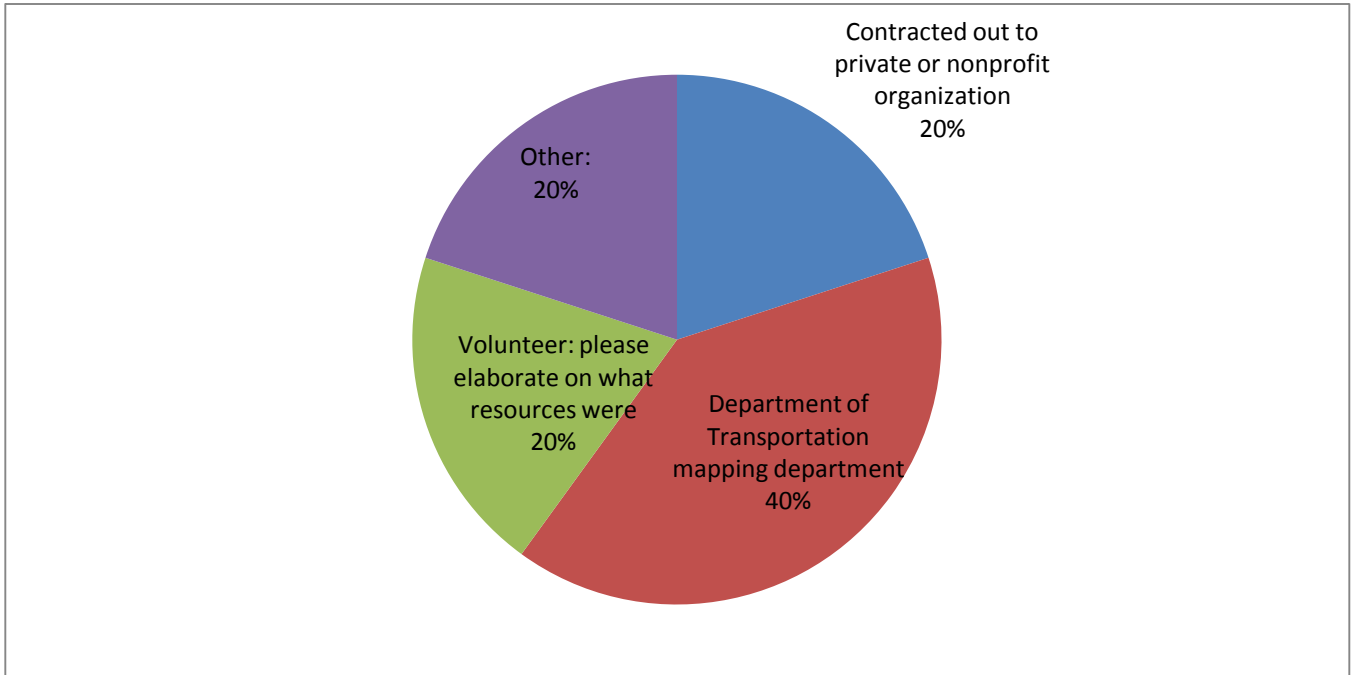
24. If printed maps are available, who paid for the printing and what group or agency disseminates them?

Response	Count
MoDOT prints and distributes the state highway Maps. They contain an overview map of USBR 76.	1
NA	1
Not available.	1
VDOT and VTC	1
Maine DOT — these are overview regional maps — not maps that bicyclists would use for turn-by-turn directions.	1

25. If information is readily available, how much did the maps cost to print per map? Please estimate to the best of your ability.

Response	Count
\$2/book?	1
NA	2

26. If you have an interactive map of a USBR, how was the map created?



Value	Percent	Count
Contracted out to private or nonprofit organization	20.0%	1
Department of Transportation mapping department	40.0%	2
Volunteer: please elaborate on what resources were	20.0%	1
Other:	20.0%	1
Total	100%	5

Responses "Volunteer: please elaborate on what resources were"	Count
Left Blank	9
Ride With GPS	1
Responses "Other:"	Count
Left Blank	9
Volunteer provided turn by turn; WA Bikes staff created Google Maps version	1

Appendix B: Survey of Advocacy Groups

28. If you work with state or local tourism, please provide contact information for your point person (Local).

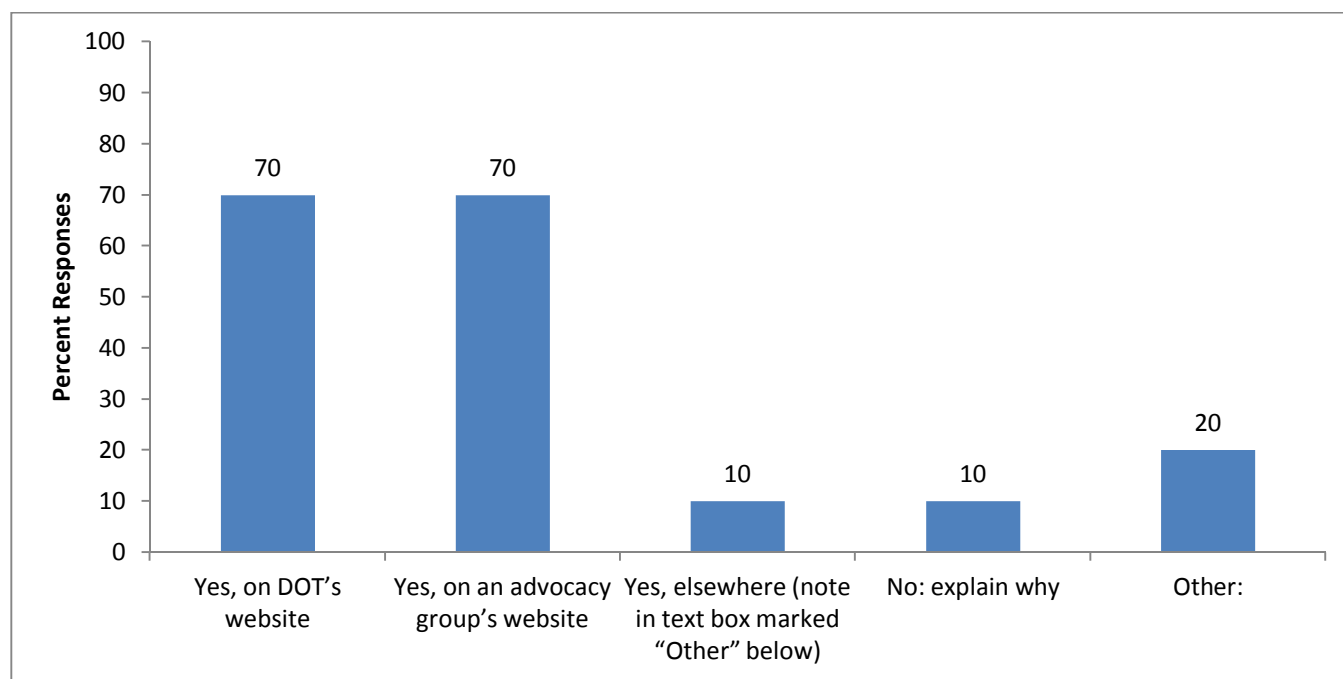
Response	Count
info@bwanh.org	1

28. If you work with state or local tourism, please provide contact information for your point person (State).

Response	Count
Jessica Wilson - TDOT Bike Ped Coordinator	1
LKeniston@dot.state.nh.us	1
Phil Savignano, Development Project Officer, Maine Office of Tourism, www.VisitMaine.com, (207) 624-9827	1

Appendix B: Survey of Advocacy Groups

29. Are information/resources (such as maps, turn-by-turn directions, route descriptions and photos, promotional videos or media, etc.) for designated routes available and accessible to the public? Check all that apply and provide links to these resources in the text box marked "Other" below.



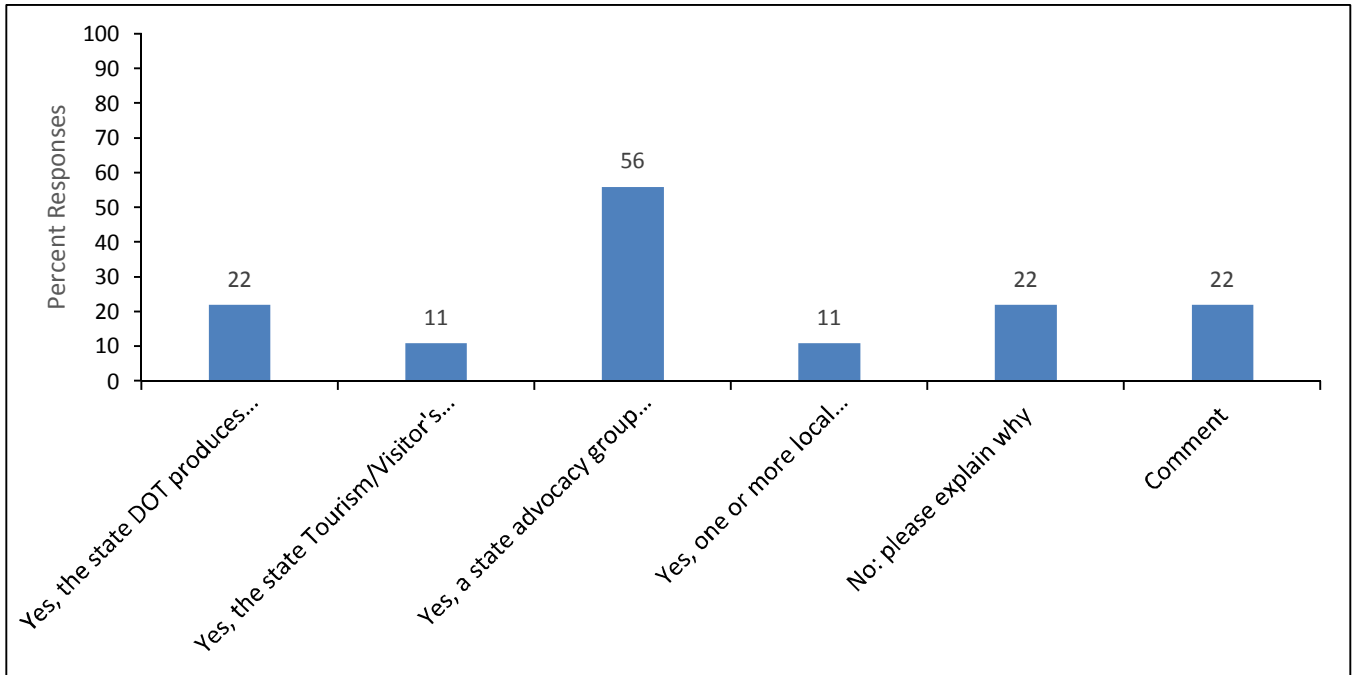
Value	Percent	Count
Yes, on DOT's website	70.0%	7
Yes, on DNR's website	0.0%	0
Yes, on Tourism/Visitor's Bureau website	0.0%	0
Yes, on an advocacy group's website	70.0%	7
Yes, elsewhere (note in text box marked "Other" below)	10.0%	1
No: explain why	10.0%	1
Other:	20.0%	2

Responses "No: explain why"	Count
Left Blank	9
We're just not there yet	1
Responses "Other:"	Count
Left Blank	8
State bike map	1
http://wabikes.org/growing-bicycling/us-bicycle-route-system/usbr10/	1

30. If information about USBRs is available from multiple resources, who coordinates it and how?

Response	Count
Jessica Wilson, TDOT Bike/Ped coordinator	1
Maine DOT, Patrick Adams East Coast Greendway, Eric Weis	1
NA	1
NHDOT with inputs from advocacy groups.	1
No one coordinates, apparently. Adventure Cycling updated Northern Tier map to use the newly designated USBR 10 route and alternates in WA, didn't notify WA Bikes it had done so. Would be good to notify state level contacts in future when doing map updates; we can help promote the print maps.	1
There is no coordination. A volunteer created the separate website with more detail and information. Hopefully a national USBR website will take over this effort.	1
Adventure Cycling Association's hard copy maps of the TransAmerica Trail and Atlantic Coast Route compliment the VDOT information and provide the best detailed touring maps for Virginia.	1

31. Are there promotional materials prepared at the local or state level that promote the USBR? Check all that apply.



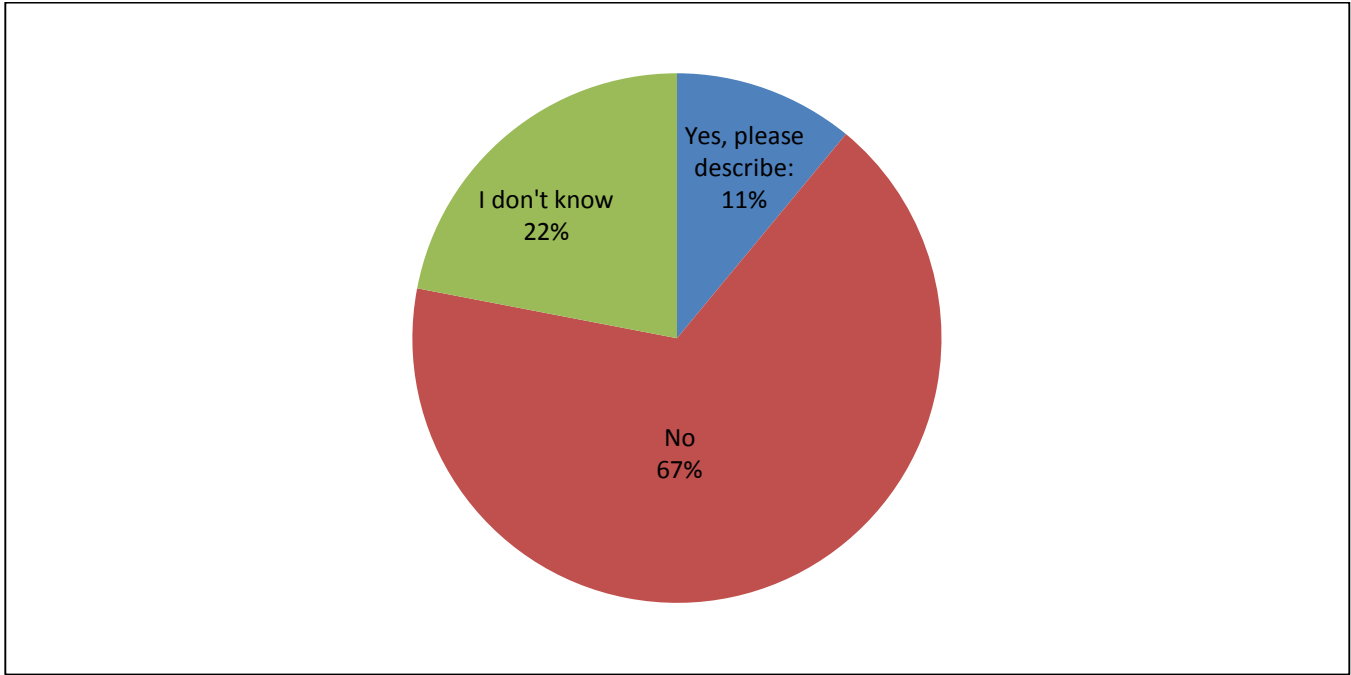
Value	Percent	Count
Yes, the state DOT produces promotional materials	22.2%	2
Yes, the state DNR produces promotional materials	0.0%	0
Yes, the state Tourism/Visitor's Bureau produces promotional materials	11.1%	1
Yes, a state advocacy group produces promotional materials	55.6%	5
Yes, one or more local communities produce promotional materials	11.1%	1
Yes, other: please explain	0.0%	0
No: please explain why	22.2%	2
Comment	22.2%	2

Responses "Yes, other: please explain"	Count
Left Blank	10
Responses "No: please explain why"	Count
Left Blank	8
Bicycling tourism is not yet valued or promoted	1
Route is not yet signed. We need help with promotion	1
Responses "Comment"	Count
Left Blank	8
Limited reference	1
No extensive budget; blogging about it, media relations	1

32. Please provide information on where to locate available promotional materials (link to website, social media, etc.).

Response	Count
None	1
mobikefed.org/content/missouri-bicycle-maps-and-routes	1
wabikes.org/growing-bicycling/us-bicycle-route-system/usbr10/	1
www.bikinville.com/USBR23.html	2
www.michigan.gov/mdot/0,4616,7-151-9615_11223_65460---,00.html	1
www.nh.gov/dot/programs/bikeped/maps/seacoast.htm	1
www.vabike.org	1
www.virginiadot.org/programs/united_states_bicycle_route_1_and_76_in_virginia.asp	1

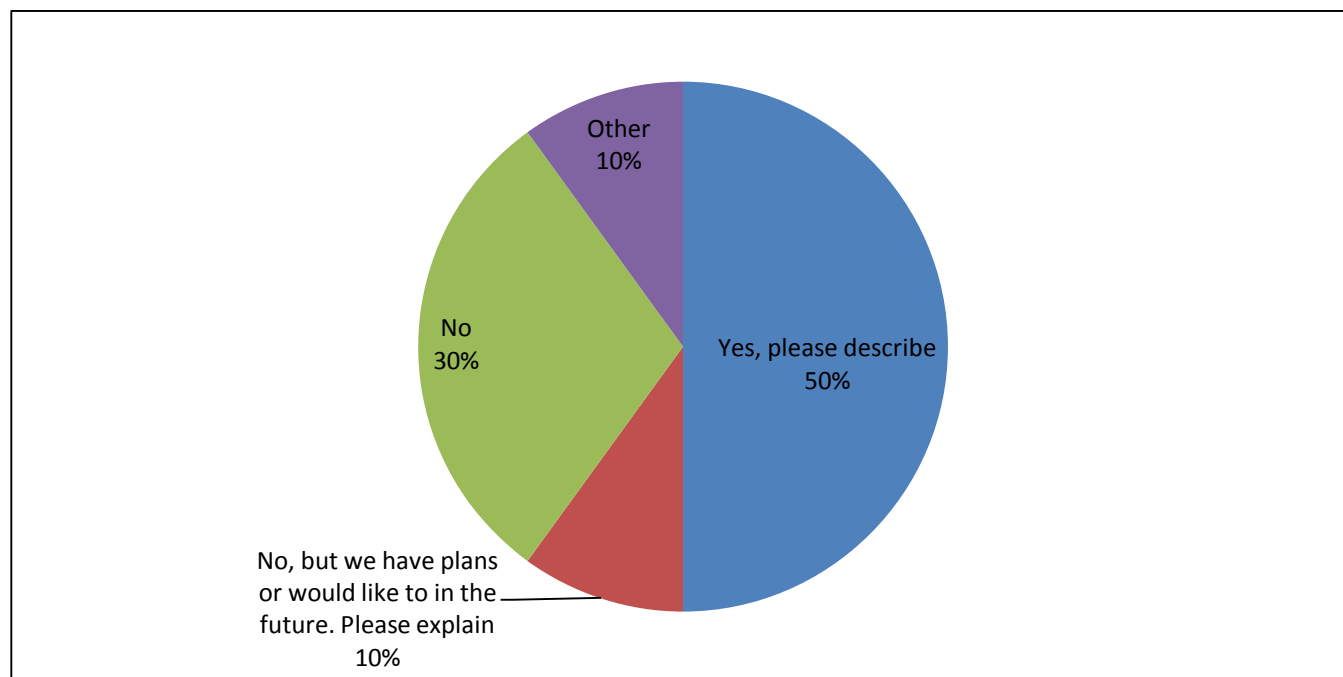
33. Does your local or state tourism agency do any bicycle tourism promotions that either relate to the USBRS or support it, such as a bike tour, a bike/bed/breakfast promotion, or an eco-tourism marketing campaign?



Value	Percent	Count
Yes, please describe:	11.1%	1
No	66.7%	6
I don't know	22.2%	2
Total	100%	9

Responses "Yes, please describe:"	Count
Left Blank	9
Explore Maine by Bike book	1

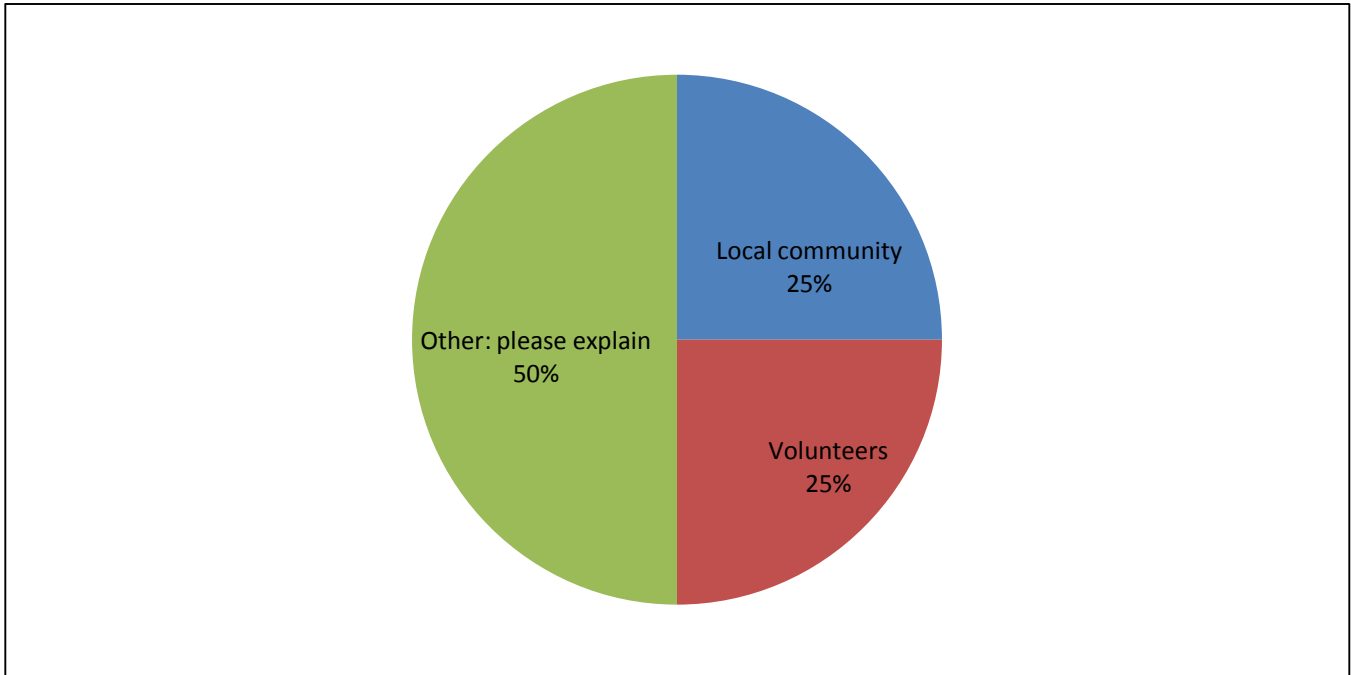
34. Has there been a promotional event for your state’s USBR(s) such as a ribbon cutting, inaugural ride, a “grand opening,” or other event?



Value	Percent	Count
Yes, please describe	50.0%	5
No, but we have plans or would like to in the future. Please explain	10.0%	1
No	30.0%	3
Other	10.0%	1
Total	100%	10

Responses "Yes, please describe"	Count
Left Blank	5
Inaugural Ride	1
Ribbon cuttings & rides	1
USBR 35 ribbon cutting (2 events)	1
We had a ride in spring of 2014 from KY to AL. Covered by Nashville Channel 5 news: https://youtu.be/MlvOs4XWWsU .	1
Ribbon cutting on both ends, cross-state ride by volunteer who mapped the route with associated blog post.	1
Responses "No, but we have plans or would like to in the future. Please explain"	Count
Left Blank	9
Need to have when markers go up.	1
Responses "Other"	Count
Left Blank	9
There have been volunteer led inaugural rides, but no state sponsored promotion.	1

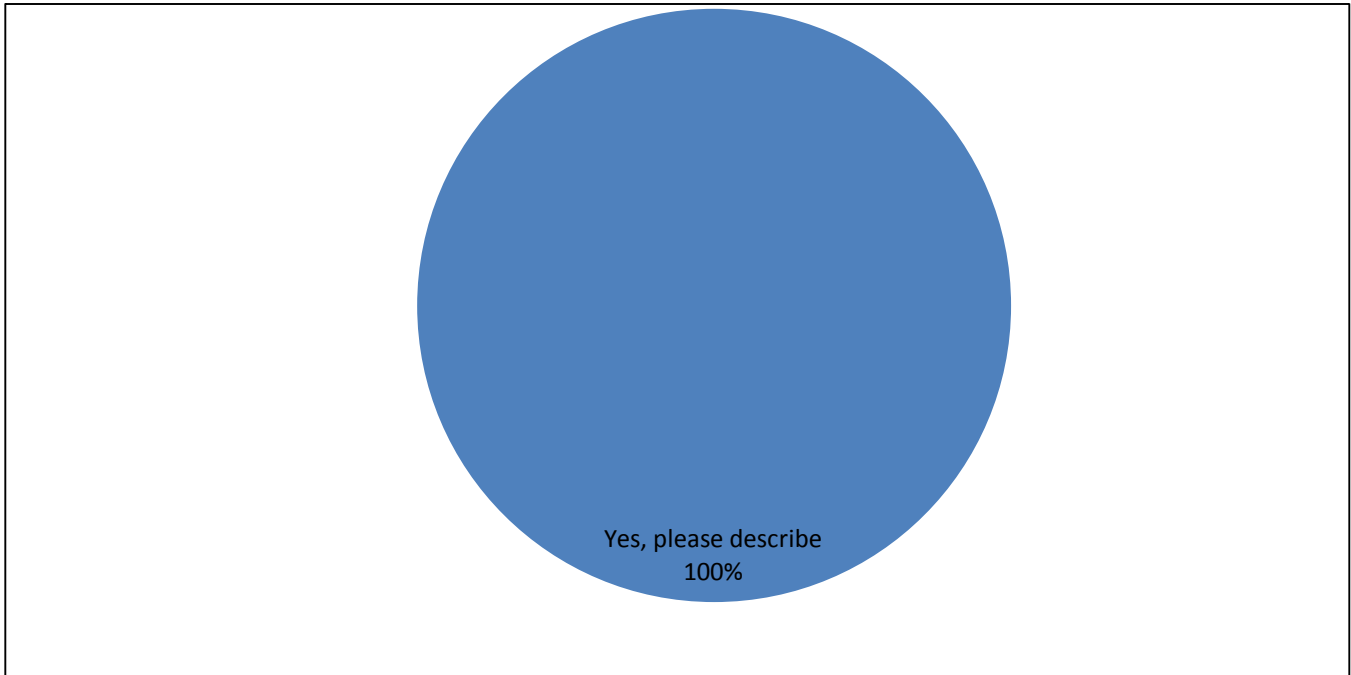
35. If yes to #34, who was the event hosted by? Check all that apply.



Value	Percent	Count
State Department of Transportation	0.0%	0
Local community	25.0%	1
State Advocacy group	0.0%	0
Volunteers	25.0%	1
Other: please explain	50.0%	2
Total	100%	4

Responses "Other: please explain"	Count
Left Blank	8
One ceremony hosted by MDOT, one by local community	1
Communities working w/state advocacy group, local bike clubs/advocacy groups; invited WSDOT Sec to first ribbon cutting	1

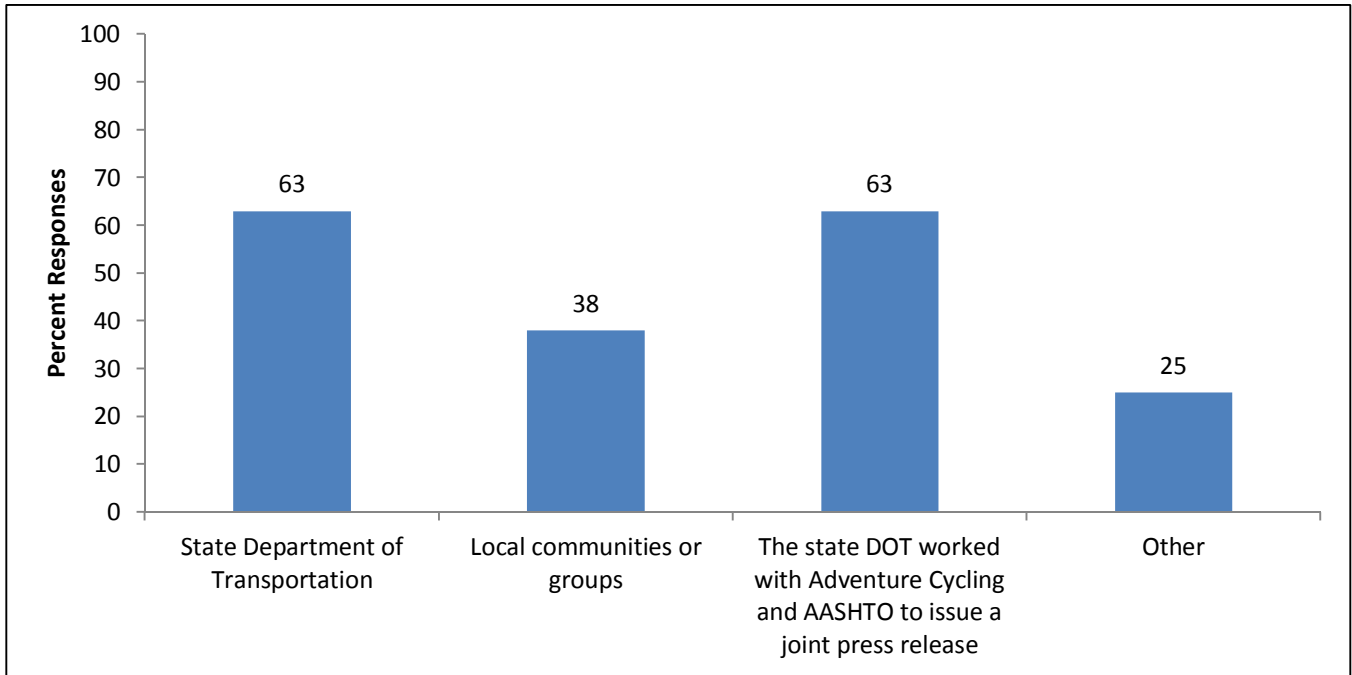
36. When a USBR was designated in your state, was there media coverage?



Value	Percent	Count
Yes, please describe	100.0%	9
No	0.0%	0
Total	100%	9

Responses "Yes, please describe"	Count
Left Blank	2
Channel 5, Nashville	1
Extensive coverage and ongoing attention	1
Local papers	1
Nashville Channel 5 TV	1
Press releases, press coverage, online videos on DOT web site	1
Mainly on social media	1
Press release. Article in the Bicycle Coalition of Maine newsletter. Minor press reporting. However, that was back in 2011. Nothing since.	1
Volunteers contacted local TV and newspapers. These outlets provided video and print coverage.	1

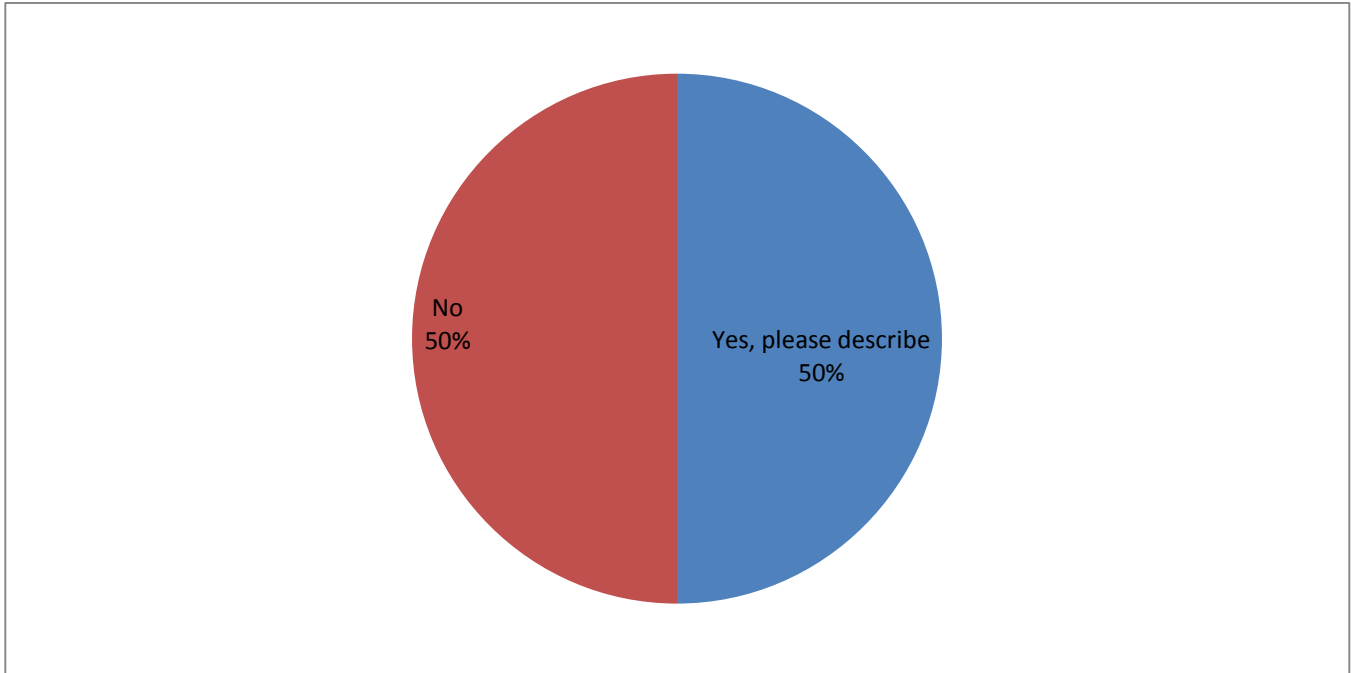
37. If there was a press release issued about the designation of a USBR, who issued the press release?
Check all that apply.



Value	Percent	Count
State Department of Transportation	62.5%	5
Local communities or groups	37.5%	3
The state DOT worked with Adventure Cycling and AASHTO to issue a joint press release	62.5%	5
Other	25.0%	2
No press release issued: please comment	0.0%	0

Responses "Other"	Count
Left Blank	8
Bike Walk Tennessee	1
State advocacy group coordinating with WSDOT, Adventure Cycling (why not include state group on this list of options?)	1
Responses "No press release issued: please comment"	Count
Left Blank	10

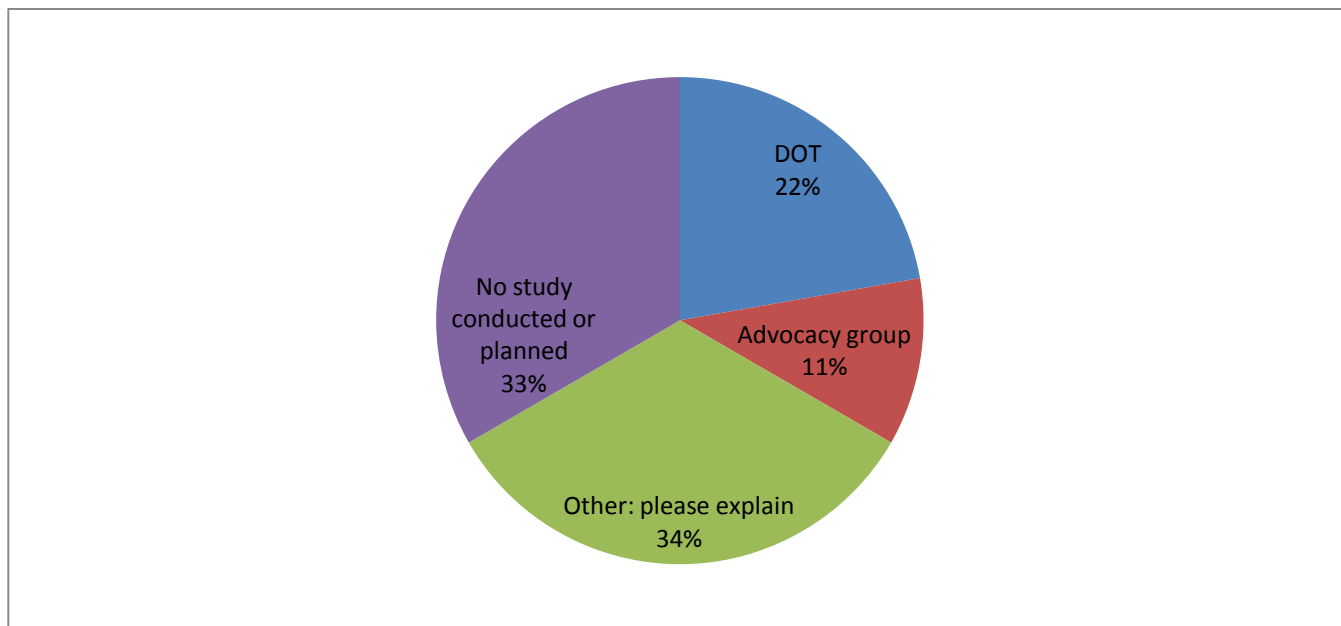
38. Has there been an economic impact study conducted in your state, or are there plans to conduct an economic impact study on bicycling and/or bike tourism?



Value	Percent	Count
Yes, please describe	50.0%	5
No	50.0%	5
Total	100%	10

Responses "Yes, please describe"	Count
Left Blank	5
An old statewide study and a more recent regional study.	1
MDOT study released 2015	1
We just secured funding to start one in the next month or two	1
Through Virginia Planning Distrits	1
Outdoor recreation generally, including bicycling: wabikes.org/2015/01/08/bicycling-means-business-in-wa/	1

39. If an economic study has been done or there are plans to do one, who is the lead agency or group doing the study?



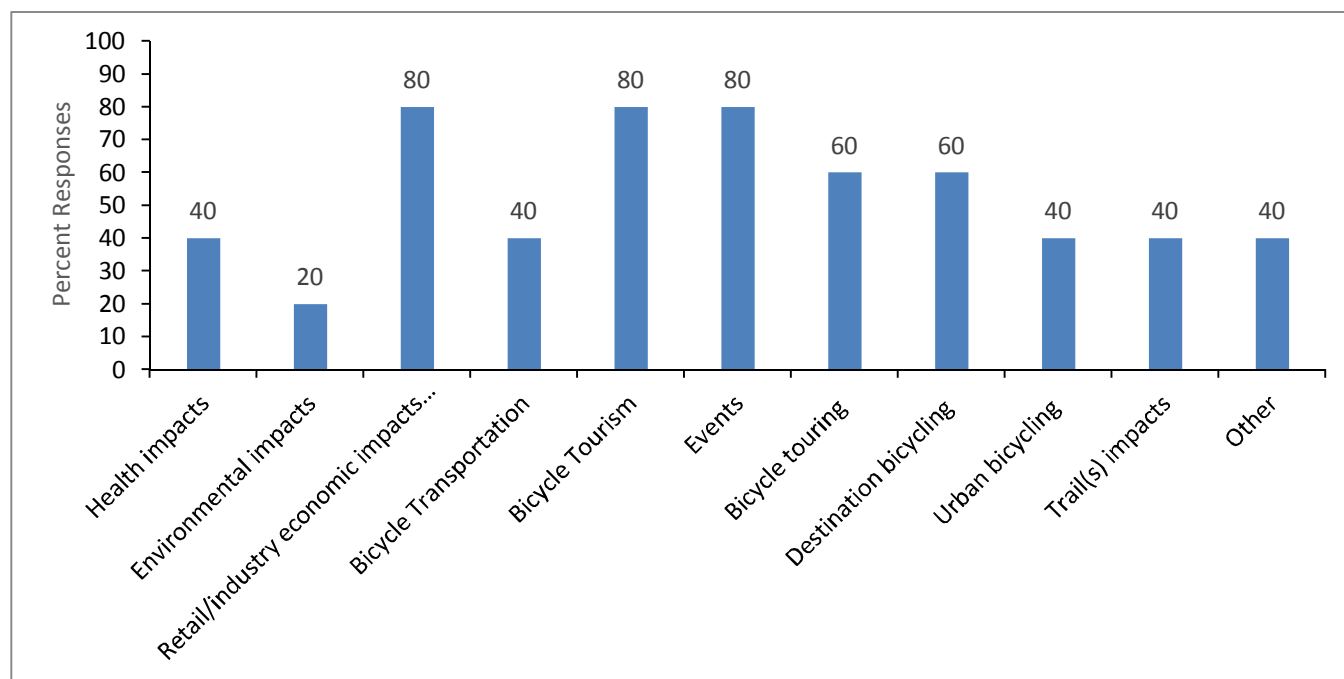
Value	Percent	Count
DOT	22.2%	2
Tourism	0.0%	0
Advocacy group	11.1%	1
University program	0.0%	0
Other: please explain	33.3%	3
No study conducted or planned	33.3%	3
Total	100%	9

Responses "Other: please explain"	Count
Left Blank	7
State Resource Conservation Office, Gov Blue Ribbon Task Force on Parks/Outdoor Rec	1
Transit Authority, State advocacy group, state department of health	1
Virginia Planning Districts	1

40. How was the study funded?

Response	Count
MDOT budget	1
Raised funds from numerous state agencies and local health departments	1
Maine DOT funded old study in 2003. A southern Maine regional study in 2014 funded by local support and volunteers. www.eastertrail.org/documents/ETEconomicImpactStudy2014.pdf	1
Mostly through use of Metropolitan or Rural Transportation Planning Organization funds from the Federal Highway Administration	1
State appropriation and private fundraising from outdoor industry. Executive director of state bike advocacy group co-chaired Gov Task Force, 2014.	1

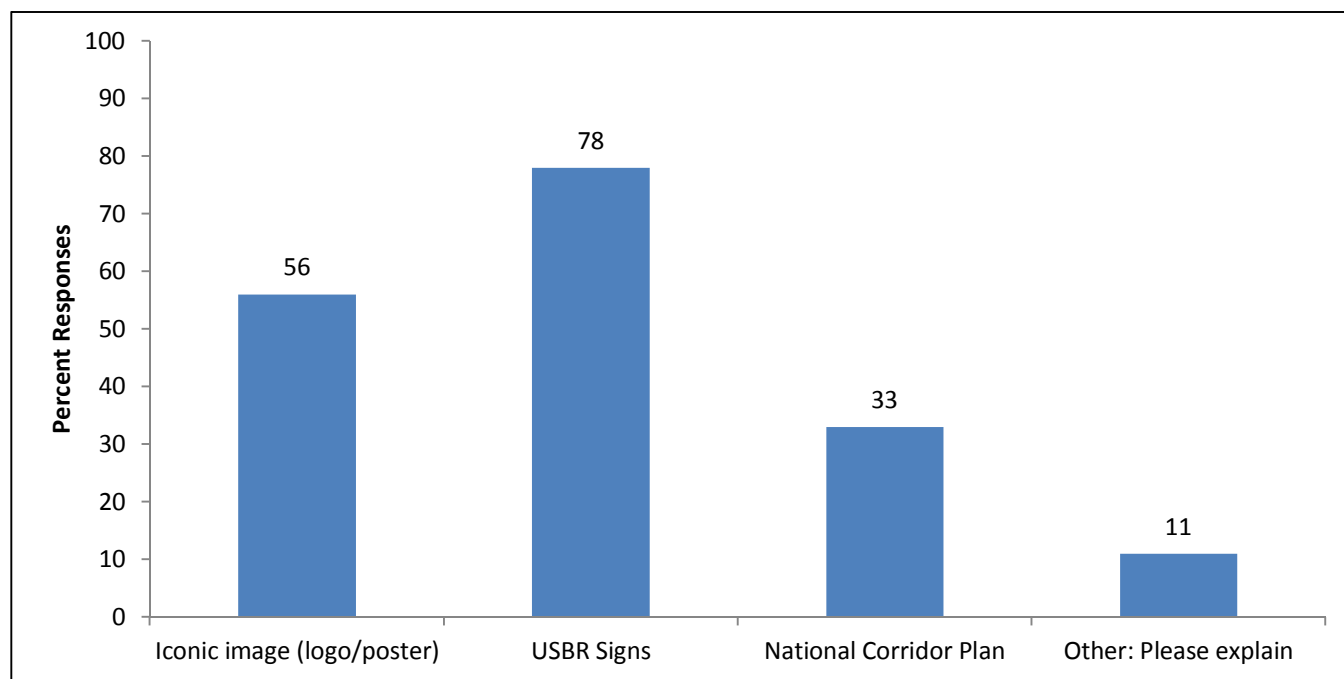
41. The study included (please check all that apply)



Value	Percent	Count
Health impacts	40.0%	2
Environmental impacts	20.0%	1
Retail/industry economic impacts (jobs creation, etc.)	80.0%	4
Bicycle Transportation	40.0%	2
Bicycle Tourism	80.0%	4
Events (races, organized tours/rides)	80.0%	4
Bicycle touring (multi-day tours, self-contained)	60.0%	3
Destination bicycling (i.e. mountain biking, fat biking)	60.0%	3
Urban bicycling (bike rental and bike share)	40.0%	2
Trail(s) impacts	40.0%	2
Other:	40.0%	2

Responses "Other:"	Count
Left Blank	8
Outdoor recreation in general	1
Many of the above.	1

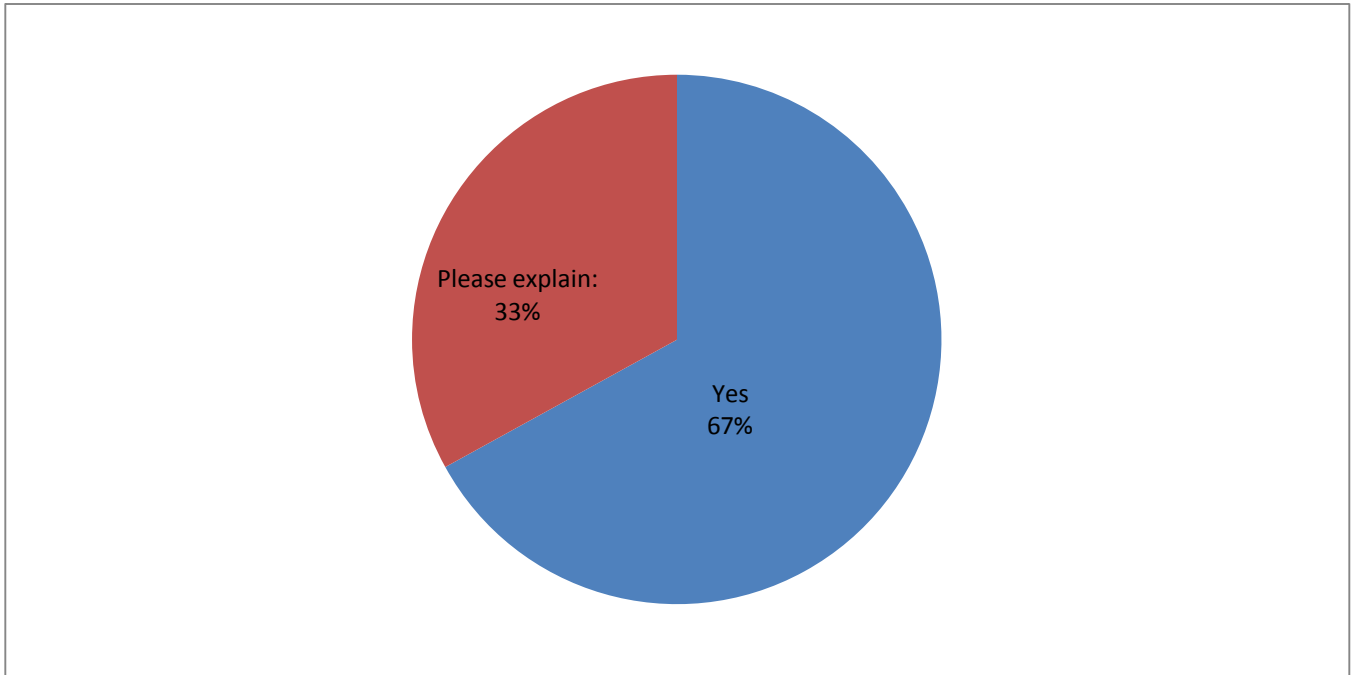
42. What do you think is the USBRS brand?



Value	Percent	Count
Iconic image (logo/poster)	55.6%	5
USBR Signs	77.8%	7
National Corridor Plan	33.3%	3
Other: Please explain	11.1%	1

Responses "Other: Please explain"	Count
Left Blank	9
Highway signage not a brand per se, but you need it.	1

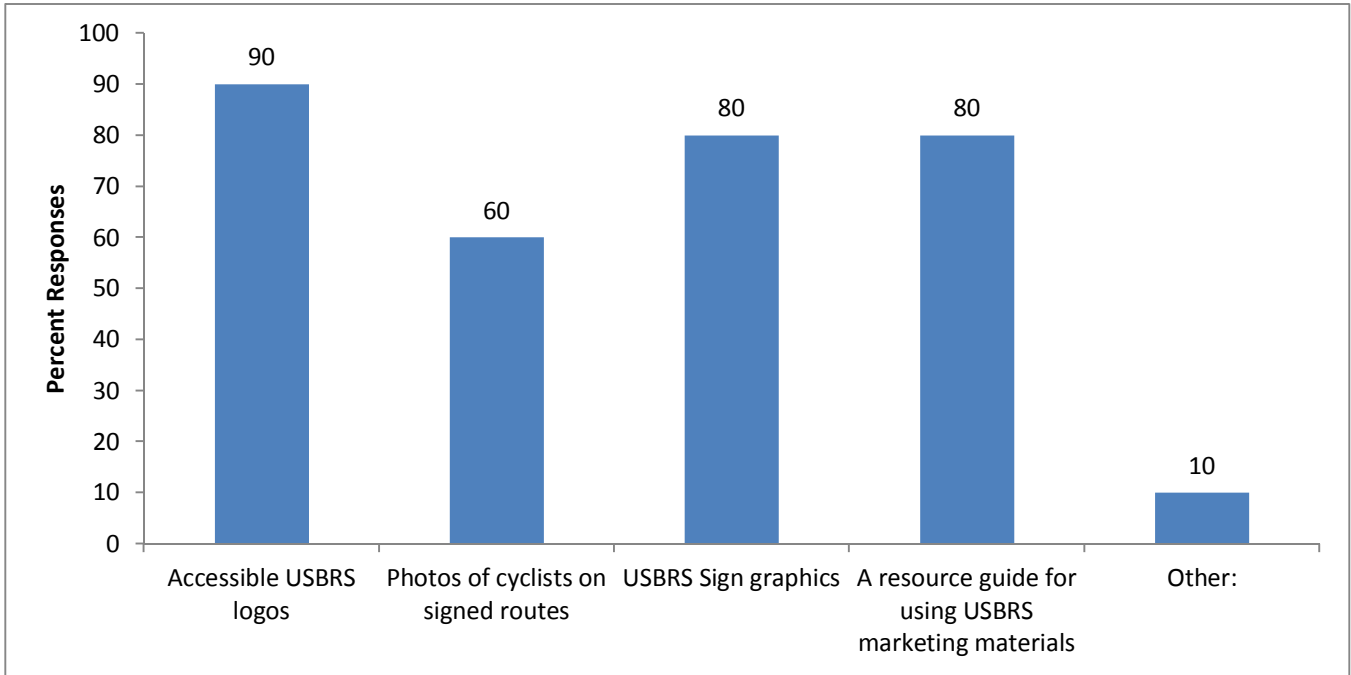
43. Do you think the existing USBRS brand is effective?



Value	Percent	Count
Yes	66.7%	6
No	0.0%	0
Please explain:	33.3%	3
Total	100%	9

Responses "Please explain:"	Count
Left Blank	7
Complex design (it is a nice piece of art) but not memorable and recognizable.	1
Not a yes/no question. Doesn't seem to be widely known. Pretty graphic but kind of lonely rider.	1
Only the route signs.	1

44. What materials would help brand the USBRS? (Mark all that apply)



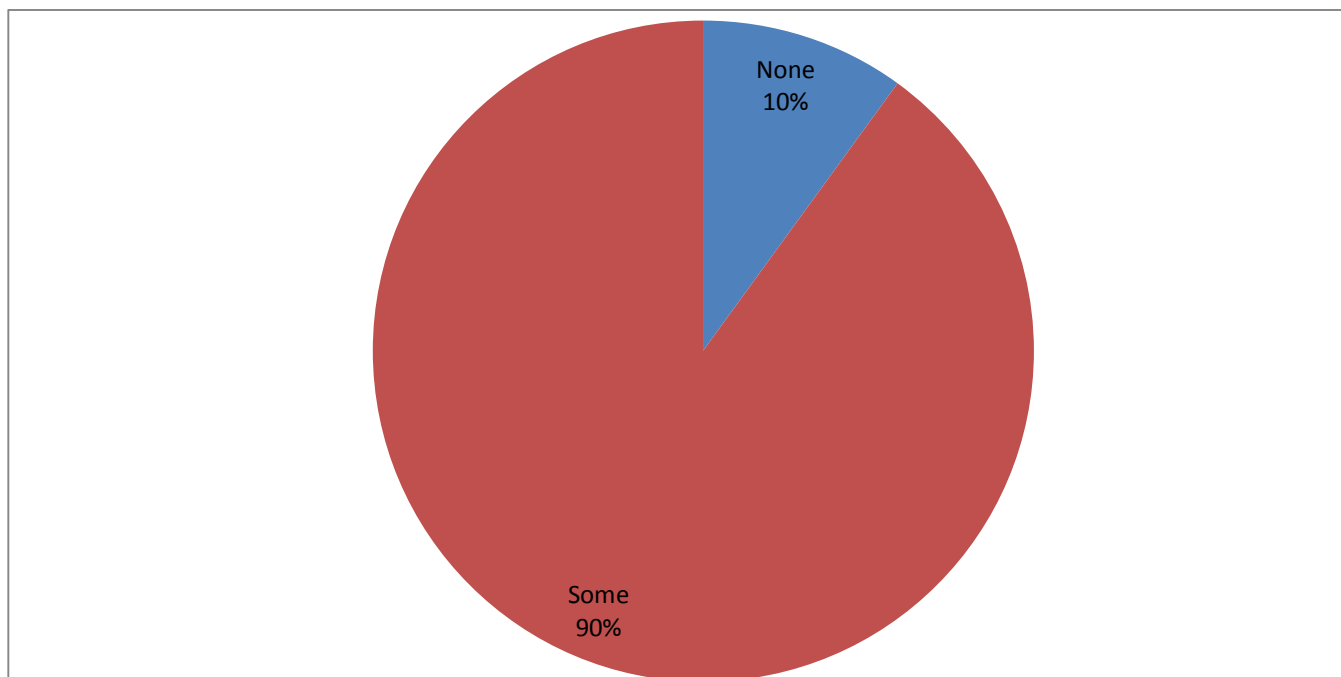
Value	Percent	Count
Accessible USBRS logos	90.0%	9
Photos of cyclists on signed routes	60.0%	6
USBRS Sign graphics	80.0%	8
A resource guide for using USBRS marketing materials	80.0%	8
Other:	10.0%	1

Responses "Other:"	Count
Left Blank	9
A national USBR site with maps and touring resources	1

45. Would you use these materials if they were provided and how? Please explain:

Response	Count
Tourism promotion and co-marketing along route.	1
When writing articles and creating materials about USBRS.	1
Yes.	1
Yes in communication with media and government agencies.	1
Yes, but we would need to determine how.	1
Yes, would use them on our new website.	1
Yes, in conjunction with stories about our work on the next route. If it is all about Adventure Cycling as if they're the ones doing it, it doesn't help the organization actually doing the work. Need to work as partners.	1
YES!! USBR information is currently fragmented and hard to locate. The information provided is varied.	1

46. In your opinion, how much national awareness is there of the USBRS?



Value	Percent	Count
None	10.0%	1
Some	90.0%	9
A lot	0.0%	0
Total	100%	10

Comments

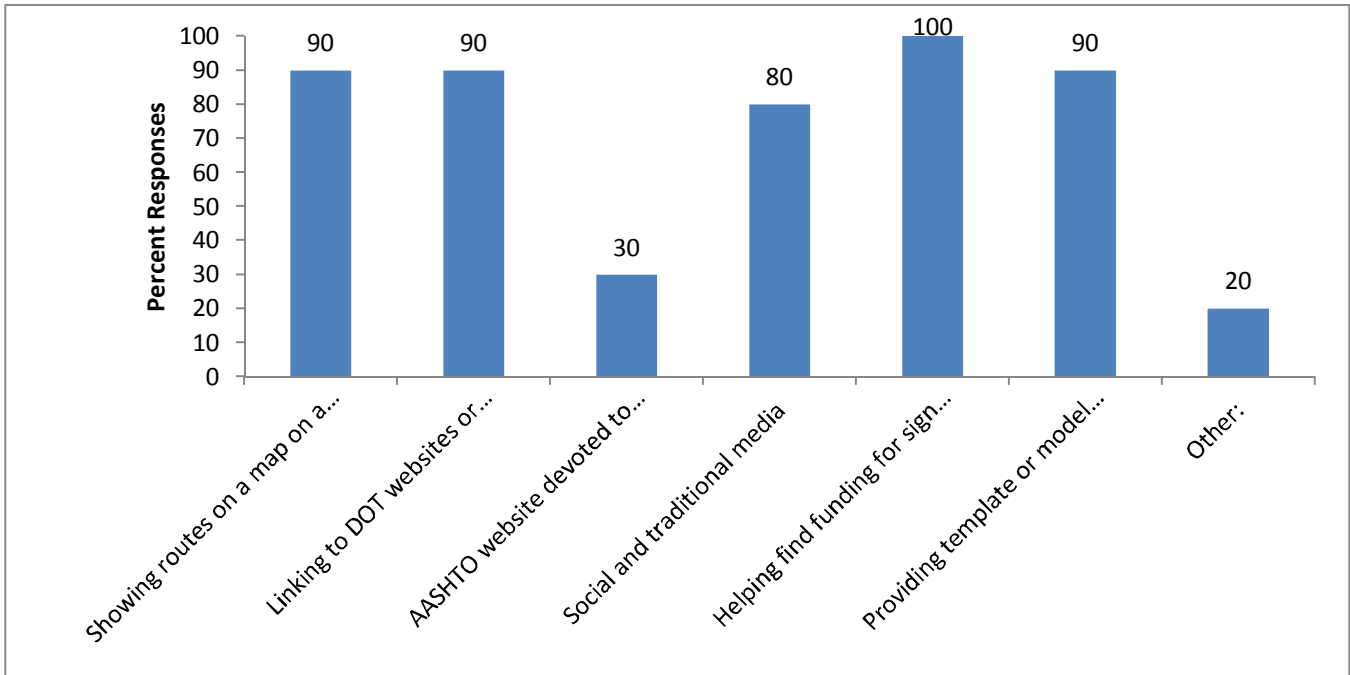
Response	Count
Very "low key" in the cycling community — at least in NH.	1
Our promotion of the route designation, its value for bike tourism, and then our lead volunteer (a board member) riding the whole route with a blog series following him reached beyond Washington state. Subsequently, a <i>Spokesman Review</i> reporter replicated the route and his stories got wide distribution. This helped in our state and in the areas immediately surrounding us, in particular.	1
Very little. More information that is national, consistent with links to other bicycle tour (e.g. state routes) would not only help current touring cyclists, but would also encourage (legitimize) others to try touring.	1
I just completed a 5 summer bicycle ride along USBR 76 coast to coast. Many people know of the TransAmerica Trail, but few outside Virginia know of USBR 76.	1
None of the local officials and few in TDOT knew of the USBR system when we began in 2013. That has changed a lot.	1

47. Should state tourism websites promote USBRs?



Value	Percent	Count
Yes	100.0%	10
No	0.0%	0
Total	100%	10

48. What kind of promotion would you like to see on a national scale to promote USBRs? Check all that apply.



Value	Percent	Count
Showing routes on a map on a national website	90.0%	9
Linking to DOT websites or maps on a central USBRS website	90.0%	9
AASHTO website devoted to USBRS	30.0%	3
Social and traditional media	80.0%	8
Helping find funding for sign projects	100.0%	10
Providing template or model agreements between agencies for signs and sign maintenance	90.0%	9
Other:	20.0%	2

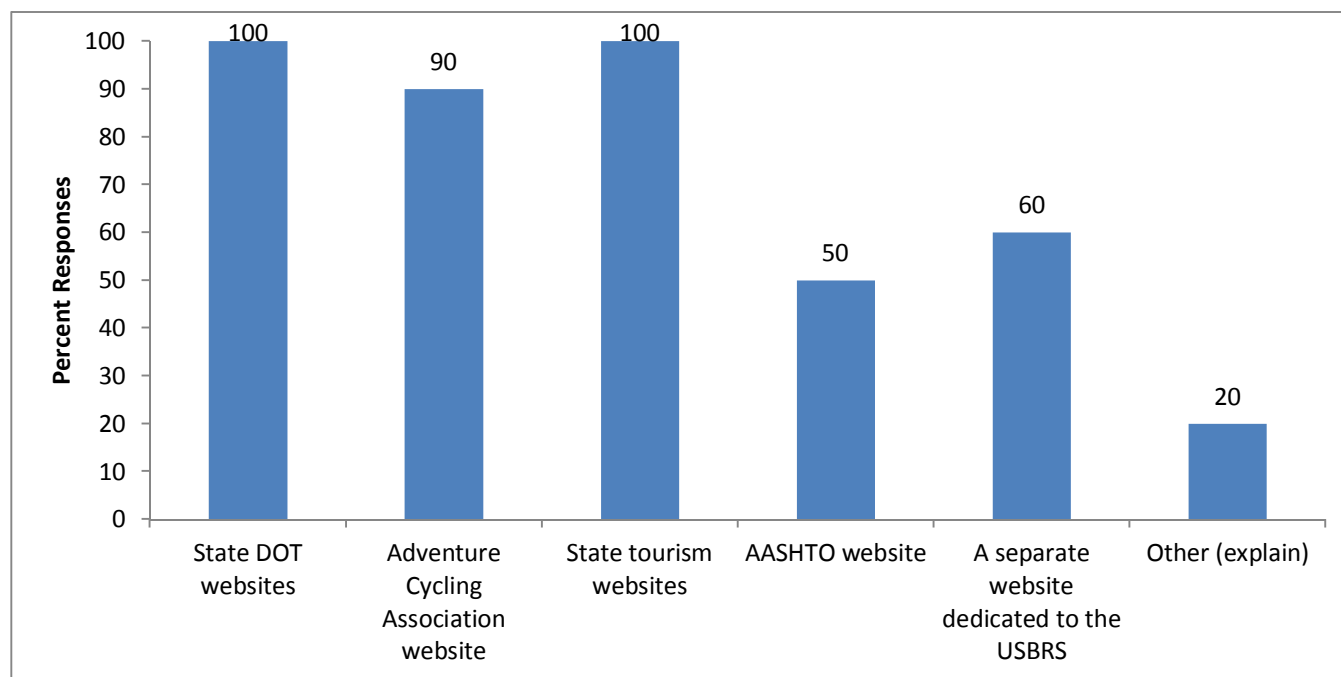
Responses "Other:"	Count
Left Blank	8
National campaign to stop inappropriate rumble strips	1
Identify a day/week/month to celebrate, highlight, hold social rides on segments, so all over the country people are talking about it at the same time. Boost with hashtags/social, recognition for participants. NOTE for #39 below--again you don't list state advocacy organization!	1

49. Which entity do you think should be responsible for providing information to the public about the USBRS? (Rank in order of importance, 1= most important; 6 = least important)

	Score*	Rank
The state tourism agency or Destination Marketing Organization (DMO)	39	1
Adventure Cycling Association	38	2
The state DOT	26	3
Local level tourism and chambers	26	4
AASHTO	24	5
Local municipalities and counties	23	6

* Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

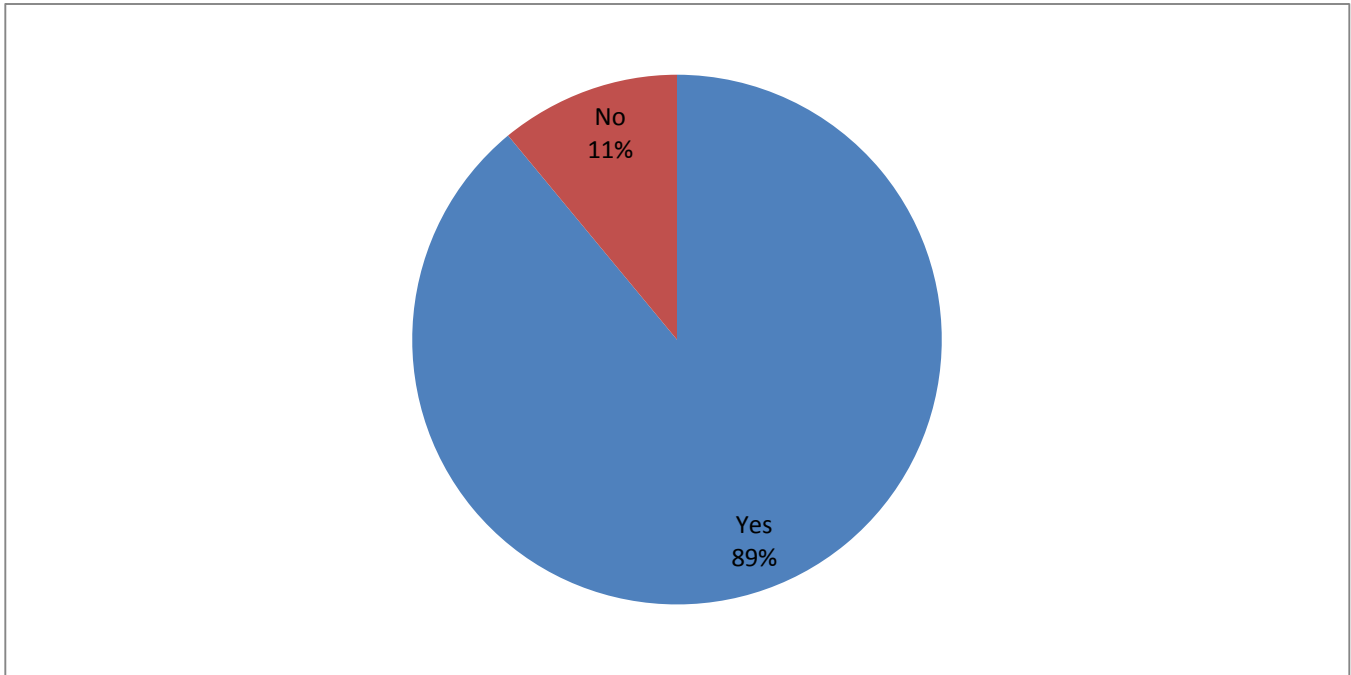
50. How should USBRS information be distributed to the public? Check all that apply.



Value	Percent	Count
State DOT websites	100.0%	10
Adventure Cycling Association website	90.0%	9
State tourism websites	100.0%	10
AASHTO website	50.0%	5
A separate website dedicated to the USBRS	60.0%	6
Other (explain)	20.0%	2

Responses "Other (explain)"	Count
Left Blank	8
STATE BIKE ADVOCACY ORGANIZATION. First time I thought it was an oversight; now I'm annoyed	1
Local government, tourism and advocacy websites	1

51. Should there be one place where people could go to get information about the USBRS?

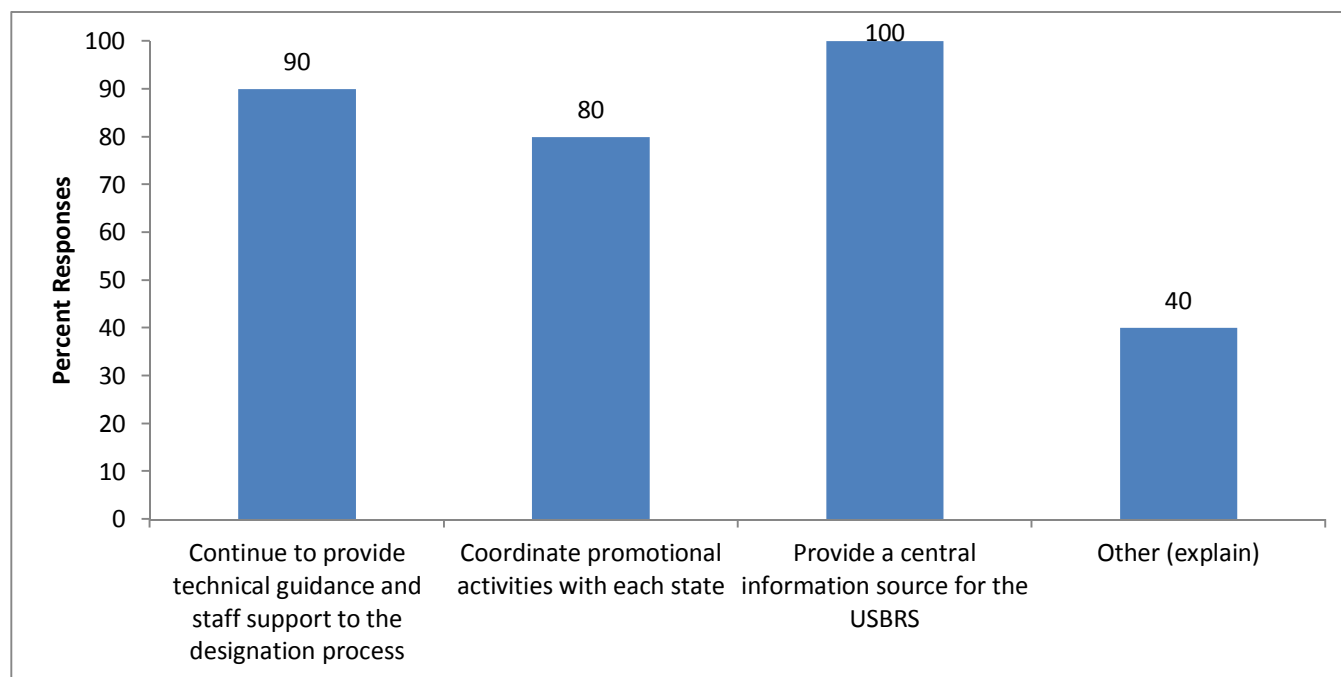


Value	Percent	Count
Yes	88.9%	8
No	11.1%	1
Don't know	0.0%	0
Total	100%	9

Comments

Response	Count
Multiple places but possibly linked to the others.	1
This greatly expands access and validity of the system.	1
With links to the various stakeholders on a state by state level.	1
For system as a whole, yes. If you want partner organizations to keep working to expand it, you need to involve/engage them and help build their web traffic too.	1
This would need to be a site that links to the actual information on other sites. It would be too difficult to maintain all the information on a single site.	1

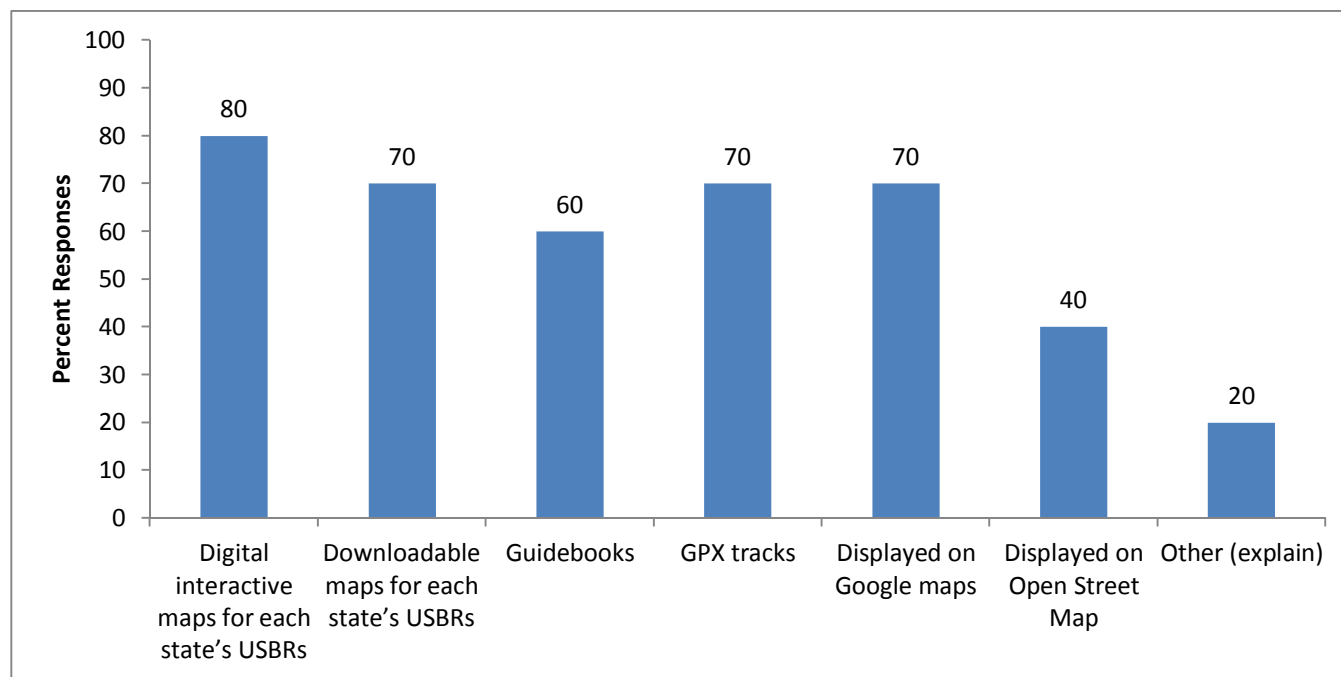
52. What role should Adventure Cycling take as the USBRS continues to grow? (Mark all that apply)



Value	Percent	Count
Continue to provide technical guidance and staff support to the designation process	90.0%	9
Coordinate promotional activities with each state	80.0%	8
Provide a central information source for the USBRS	100.0%	10
Other (explain)	40.0%	4

Responses "Other (explain)"	Count
Left Blank	6
Adventure Cycling should take the lead role to establish, coordinate, and promote the USBRS	1
Consider detailed maps for some of the USBR	1
Coordinate "with each state" meaning state advocacy organizations, not just DOT	1
Provide Best Practice Templates for implementation	1

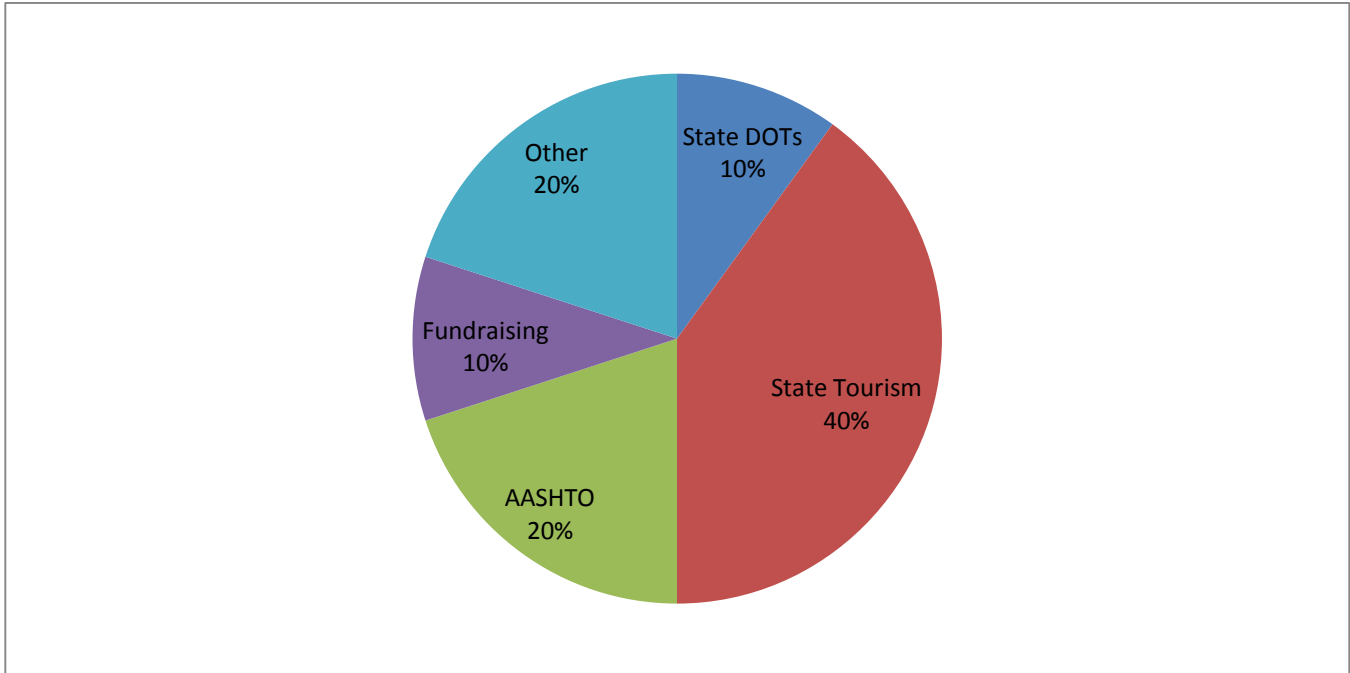
53. If Adventure Cycling were a central information source for USBRS route information, what format for maps should be provided to the public? Check all that apply.



Value	Percent	Count
Digital interactive maps for each state's USBRs	80.0%	8
Downloadable maps for each state's USBRs	70.0%	7
Guidebooks	60.0%	6
GPX tracks	70.0%	7
Displayed on Google maps	70.0%	7
Displayed on Open Street Map	40.0%	4
Other (explain)	20.0%	2

Responses "Other (explain)"	Count
Left Blank	8
Co-align existing Adventure Cycling routes with USBRs. Mark Adventure Cycling maps with USBRs when designated	1
Noted as feasible on existing Adventure Cycling waterproof maps.	1

54. If Adventure Cycling were the central information source for the USBRS, which funding source do you think is the most appropriate for supporting this service?



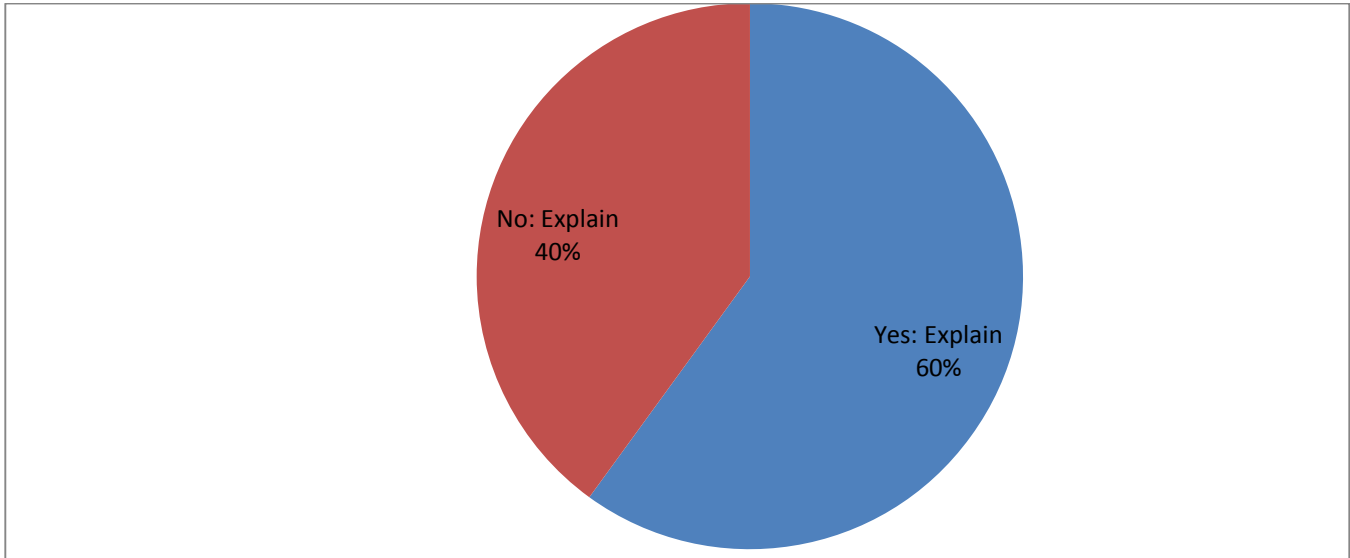
Value	Percent	Count
State DOTs	10.0%	1
State Tourism	40.0%	4
AASHTO	20.0%	2
Fundraising	10.0%	1
Other	20.0%	2

Responses "Other"	Count
Left Blank	8
Web-based advertising links and pop ups like other informational sites use to support their services	1
All of these (although I don't know if AASHTO funds other types of designations). USDOT also - it's a national system.	1

55. What kinds of information do you think AASHTO should be providing for branding and promotion of the USBRS? Please explain.

Response	Count
Basic route. Services in areas where services may be scarce. Road and traffic conditions.	1
Consistency between states regarding signage and logos.	1
Only info useful to state DOTs to develop and sign routes.	1
Primarily more technical standards for designation and signage.	1
This is not really AASHTO's role. They don't do it for any other area.	1
I don't see them as having this expertise or interest. They need to provide as much visibility for USBRS as they do for any comparable driving route system.	1
AASHTO should provide standards and guidelines so that the brand and promotion is consistent and recognizable throughout the country.	1

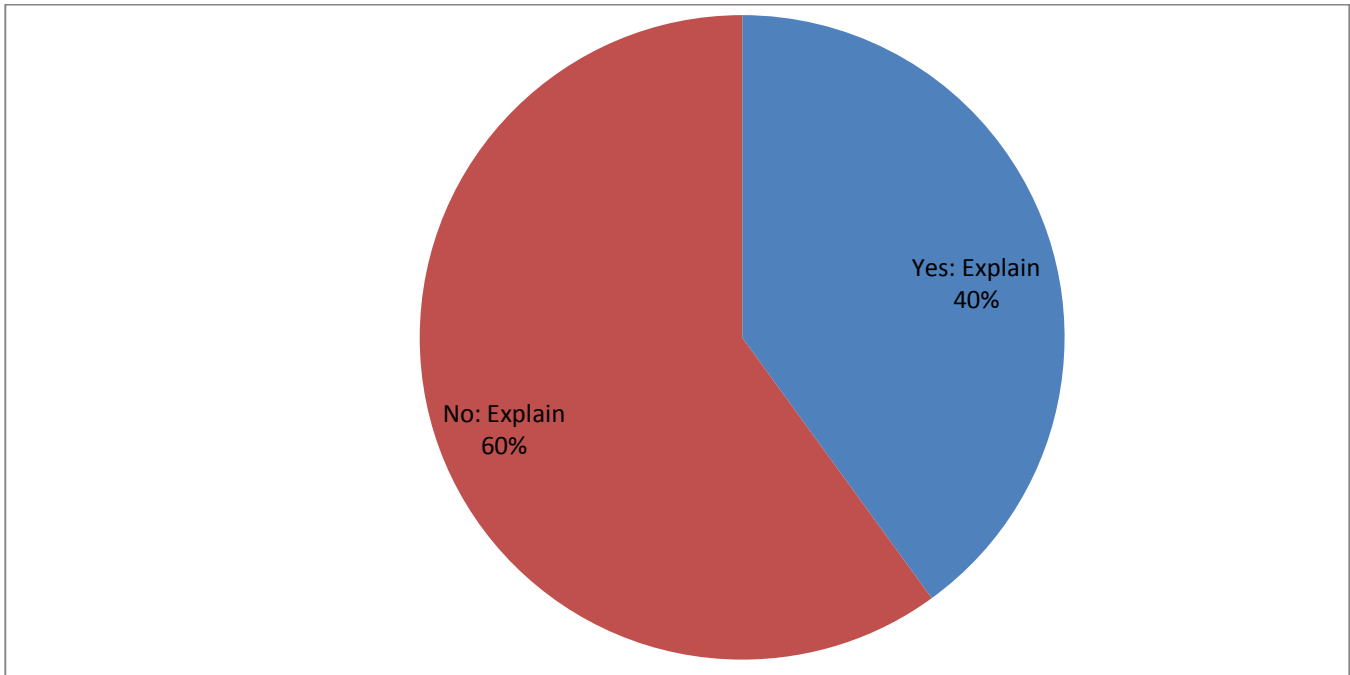
56. The European Cycling Federation manages the EuroVelo Cycle Route Network. The nonprofit collaborates with local partners to form Coordination Centers in each country with EuroVelo routes. The centers are responsible for providing information to the public about the routes in that country and making sure that the routes are maintained, signed, and promoted. Do you see this model as something that could be adopted for the USBRS in each state?



Value	Percent	Count
Yes: Explain	60.0%	6
No: Explain	40.0%	4
Total	100%	10

Responses "Yes: Explain"	Count
Left Blank	4
Best support will always be local.	1
My experience is that local jurisdictions are more supportive to the USBR than the state DOTs.	1
State bicycle coalitions and advocacy groups like MRT & ECG.	1
States need some support from a broader group with expertise in this area.	1
Riding one of the Euro routes right now. The system works very well. The routes are well and consistently marked, unlike ours.	1
Start with existing state bike advocacy organizations, NOT state tourism bureaus. They don't understand riding (unless it's Oregon). You need a bike-focused entity if at all possible.	1
Responses "No: Explain"	Count
Left Blank	6
No funding available. Should be done by state tourism agency.	1
Not enough connect between local groups.	1
This is a good model but not necessarily the only model.	1
Impracticality of getting multiple states to cooperate.	1

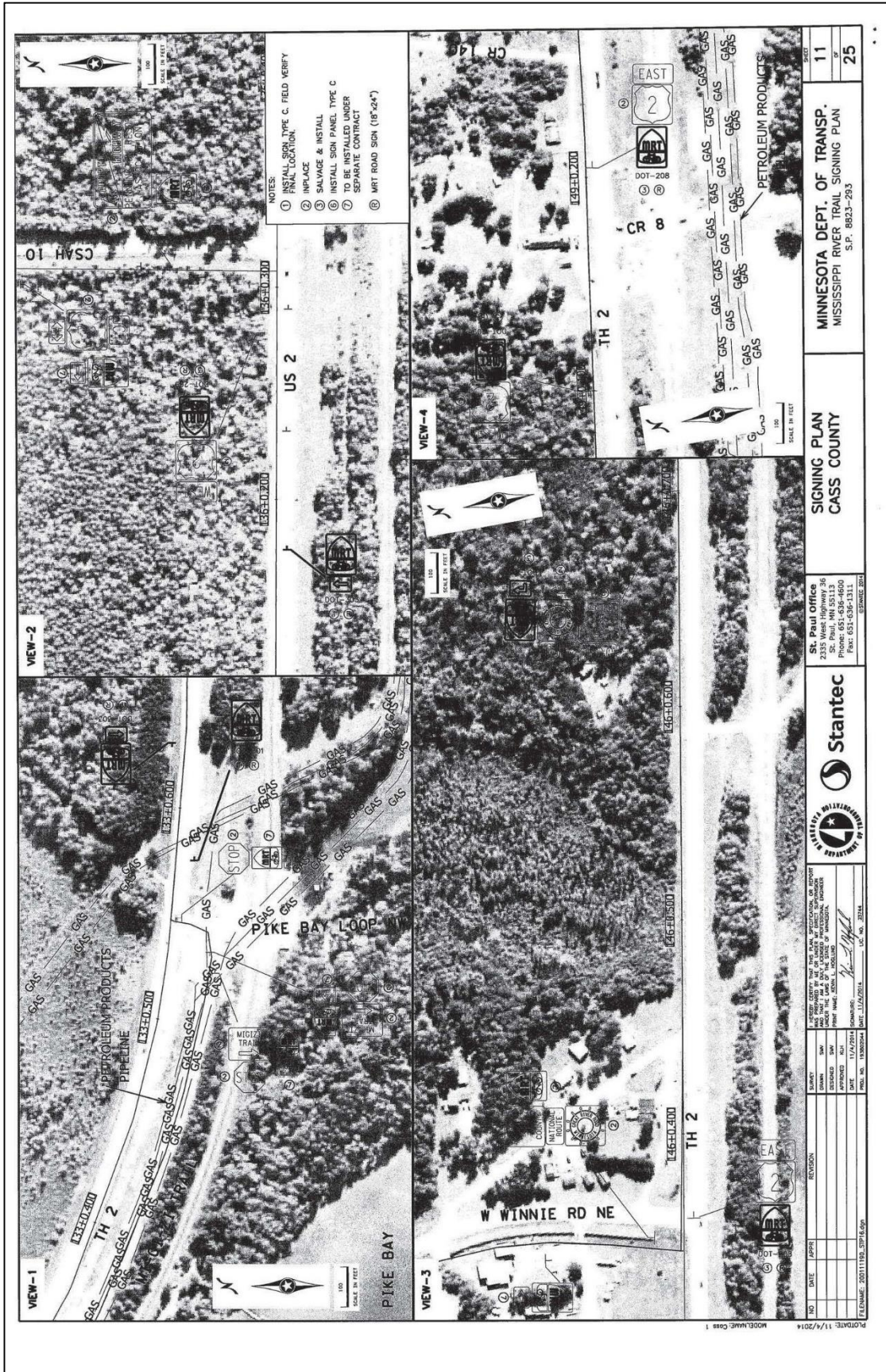
57. Do you think there should be a National Coordination Center for the USBRS, separate from Adventure Cycling, similar to the Safe Routes to School National Partnership or the National Scenic Byway Foundation?



Value	Percent	Count
Yes: Explain	40.0%	4
No: Explain	60.0%	6
Total	100%	10

Responses "Yes: Explain"	Count
Left Blank	7
Potentially. You didn't provide a "Maybe" option.	1
AASHTO is the technical coordinator. We need a national promotion coordinator. Adventure Cycling is doing a good job but if funding is available, a national center would give more stature. Why not house such a center within Adventure Cycling?	1
It depends upon the goals of Adventure Cycling, It could be useful to have a group that is solely focused on this effort.	1
Responses "No: Explain"	Count
Left Blank	4
Adventure Cycling is where people go already. Another center would be duplication of effort.	1
Adventure Cycling is the most practical option.	1
No way to fund such an organization.	1
Not that much to warrant more overhead.	1
What advantage would it have?	1
There needs to be one overarching agency responsible for the USBRS. It certainly can/should be Adventure Cycling unless Adventure Cycling does not organize and support it sufficiently.	1

Appendix C: Excerpt of Sign Plan from Minnesota DOT



APPENDIX D: EXAMPLE OF INTERGOVERNMENTAL AGREEMENT FOR SIGN MAINTENANCE

Mn/DOT Contract No: 06571

**STATE OF MINNESOTA
DEPARTMENT OF TRANSPORTATION
And
CASS COUNTY
COOPERATIVE CONSTRUCTION
AGREEMENT**

State Project Number (S.P.):	<u>8823-293</u>	Estimated Amount Receivable
Fed. Project Number (S.P.):	<u>SB11MN(007)</u>	<u>None</u>
Trunk Highway Number (T.H.):	<u>Various Routes</u>	
State Aid Project Number (S.P.):	<u>091-060-103</u>	

This Agreement is between the State of Minnesota, acting through its Commissioner of Transportation ("State") and CASS COUNTY acting through its Board of Commissioners ("County").

Recitals

1. The State will perform Mississippi River Trail (MRT) sign installation construction and other associated construction upon, along and adjacent to various Trunk Highways, County Roads, City Streets, Township Roads, or trails according to State-prepared plans, specifications and special provisions designated by the State as State Project No. 8823-293 ("Project"); and
2. The County has stated its support of the development of the Mississippi River Trail (MRT) which traverses County roadways and trails in accordance with Letter of Support dated June 18, 2012; and
3. The State wishes to sign the route and will do so through a construction contract; and
4. The State requests that the County grant the State and its contractor the right to enter upon County right of way or property for the purpose of installing the MRT signs, including posts and hardware as needed, along the designated routes; and
5. The State requests and the County agrees to maintain the signs in accordance with County standard maintenance practices; and
6. Minnesota Statutes § 160.266, subdivision 4 authorizes the Commissioner of Transportation to make arrangements with and cooperate with any governmental authority to establish, develop, maintain, and operate the bikeway and to interpret associated natural and cultural resources.

Agreement

1. **Term of Agreement; Survival of Terms; Plans; Incorporation of Exhibits**
 - 1.1. **Effective date.** This Agreement will be effective on the date the State obtains all signatures required by Minnesota Statutes § 16C.05, subdivision 2.
 - 1.2. **Expiration date.** This Agreement will expire when all obligations have been satisfactorily fulfilled.
 - 1.3. **Survival of terms.** All clauses which impose obligations continuing in their nature and which must survive in order to give effect to their meaning will survive the expiration or termination of this Agreement, including, without limitation, the following clauses: 4. Maintenance by the County; 7. Liability; Worker Compensation Claims; 9. State Audits; 10. Government Data Practices; 11. Governing Law; Jurisdiction; Venue; and 13. Force Majeure.
 - 1.4. **Renewal of Contract.** At the time the MRT sign panels require systematic renewal, the parties will review this agreement.

MN/DOT ORIGINAL

-1-

Mississippi River Trail State Sign Installation Template

JC

Mn/DOT Contract No: 06571

- 1.5. *Plans, Specifications, Special Provisions.* Plans, specifications and special provisions designated by the State as State Project No. 8823-293 are on file in the office of the Commissioner of Transportation at St. Paul, Minnesota, and incorporated into this Agreement by reference. ("Project Plans")
- 1.6. *Exhibit A.* Exhibits A (Letter of Support) for MRT and a proposed route attached and incorporated into this Agreement.

2. Construction by the State

2.1. *Contract Award.* The State will advertise for bids and award a construction contract to the lowest responsible bidder according to the Project Plans, at no cost to the County. The State has obtained funding for the fabrication of the panels and the installation of the signs from the Mississippi River Parkway Commission of Minnesota agreement SB11MN(007).

2.2. *Direction, Supervision and Inspection of Construction.*

- A. *Supervision and Inspection by the State.* The State will direct and supervise all construction activities performed under the construction contract, and perform all construction engineering and inspection functions in connection with the contract construction. All contract construction will be performed according to the Project Plans.
- B. *Inspection by the County.* The County sign installation construction covered under this Agreement will be open to inspection by the County. If the County believes the County participation construction covered under this Agreement has not been properly performed or that the construction is defective, the County will inform the State District Engineer's authorized representative in writing of those defects. Any recommendations made by the County are not binding on the State. The State will have the exclusive right to determine whether the State's contractor has satisfactorily performed the County participation construction covered under this Agreement.

3. Permit to Construct

The County, at no cost to the State, hereby grants to the State and its contractor, an immediate right of entry and permit to perform the sign installation construction, the location of such work is available on the Project Plans.

4. Maintenance by the County.

- A. Upon completion of the project, the County agrees to maintain the signs in accordance with County standard maintenance practices.
- B. The State will fabricate a limited number of additional sign panels to replace those panels that may become damaged or destroyed. The County may request replacement of damaged or destroyed MRT sign panels, and if available they will be provided at no cost.

5. Authorized Representatives

Each party's Authorized Representative is responsible for administering this Agreement and is authorized to give and receive any notice or demand required or permitted by this Agreement.

5.1. The State's Authorized Representative will be:

Name/Title: Tim Mitchell, Bicycle and Pedestrian Coordinator, (or successor)
Address: 395 John Ireland Boulevard, Mailstop 315, St. Paul, MN 55155
Telephone: (651) -366-4162
E-Mail: tim.mitchell@state.mn.us

5.2. The County's Authorized Representative will be:

Name/Title: Dave Enblom, County Engineer (or successor)
Address: P.O. Box 579, Walker, MN 56484-0579
Telephone: (218) 547-1211

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Mn/DOT Contract No: 06571

6. Assignment; Amendments; Waiver; Contract Complete

- 6.1. *Assignment.*** Neither party may assign or transfer any rights or obligations under this Agreement without the prior consent of the other party and a written assignment agreement, executed and approved by the same parties who executed and approved this Agreement, or their successors in office.
- 6.2. *Amendments.*** Any amendment to this Agreement must be in writing and will not be effective until it has been executed and approved by the same parties who executed and approved the original Agreement, or their successors in office.
- 6.3. *Waiver.*** If a party fails to enforce any provision of this Agreement, that failure does not waive the provision or the party's right to subsequently enforce it.
- 6.4. *Contract Complete.*** This Agreement contains all prior negotiations and agreements between the State and the County. No other understanding regarding this Agreement, whether written or oral, may be used to bind either party.

7. Liability; Worker Compensation Claims

- 7.1.** Each party is responsible for its own acts, omissions and the results thereof to the extent authorized by law and will not be responsible for the acts and omissions of others and the results thereof. Minnesota Statutes § 3.736 and other applicable law govern liability of the State. Minnesota Statutes Chapter 466 and other applicable law govern liability of the County.
- 7.2.** Each party is responsible for its own employees for any claims arising under the Workers Compensation Act.

8. Nondiscrimination

Provisions of Minnesota Statutes § 181.59 and of any applicable law relating to civil rights and discrimination are considered part of this Agreement.

9. State Audits

Under Minnesota Statutes § 16C.05, subdivision 5, the County's books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by the State and the State Auditor or Legislative Auditor, as appropriate, for a minimum of six years from the end of this Agreement.

10. Government Data Practices

The County and State must comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13, as it applies to all data provided under this Agreement, and as it applies to all data created, collected, received, stored, used, maintained, or disseminated by the County under this Agreement. The civil remedies of Minnesota Statutes § 13.08 apply to the release of the data referred to in this clause by either the County or the State.

11. Governing Law; Jurisdiction; Venue

Minnesota law governs the validity, interpretation and enforcement of this Agreement. Venue for all legal proceedings arising out of this Agreement, or its breach, must be in the appropriate state or federal court with competent jurisdiction in Ramsey County, Minnesota.

12. Termination; Suspension

- 12.1. *By Mutual Agreement.*** This Agreement may be terminated by mutual agreement of the parties.
- 12.2. *Termination for Insufficient Funding.*** The State may immediately terminate this Agreement if it does not obtain funding from the Minnesota Legislature, or other funding source; or if funding cannot be continued at a level sufficient to allow for the performance of contract construction under the Project. Termination must be by written or fax notice to the County.

-3-

Mn/DOT Contract No: 06571

12.3. Suspension. In the event of a total or partial government shutdown, the State may suspend this Agreement and all work, activities and performance of work authorized through this Agreement.

13. Force Majeure

Neither party will be responsible to the other for a failure to perform under this Agreement (or a delay in performance), if such failure or delay is due to a force majeure event. A force majeure event is an event beyond a party's reasonable control, including but not limited to, unusually severe weather, fire, floods, other acts of God, labor disputes, acts of war or terrorism, or public health emergencies.

[The remainder of this page has been intentionally left blank]

Mn/DOT Contract No: 06571

CASS COUNTY

The undersigned certify that they have lawfully executed this contract on behalf of the Governmental Unit as required by applicable charter provisions, resolutions or ordinances.

By: Robert H. Johnson

Title: CO ADM

Date: 09/03/14

By: Paul E. Carlson

Title: Co. Engr.

Date: 09/04/14

DEPARTMENT OF TRANSPORTATION

Recommended for Approval:

By: Don Anderson
(District Engineer)

Date: 9/23/14

Approved: Christopher Ry
(State Design Engineer)

Date: 9-27-14

COMMISSIONER OF ADMINISTRATION

By: Jim C
(With delegated authority)

Date: Oct 1, 2014

INCLUDE COPY OF RESOLUTION APPROVING THE AGREEMENT AND AUTHORIZING ITS EXECUTION.

MK-5

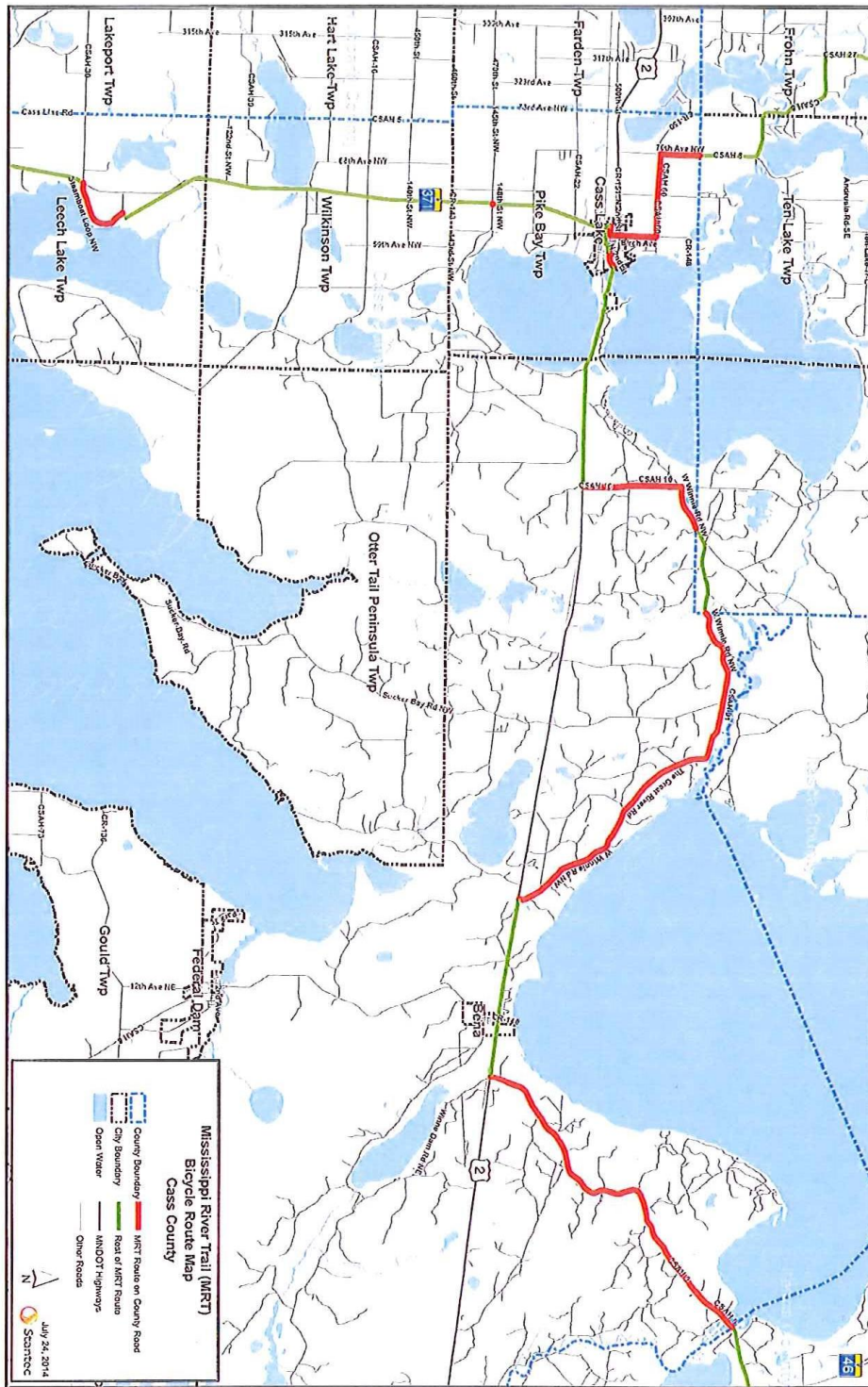


EXHIBIT A



EXHIBIT A

Cass County Highway Department

8046 Co. Rd. 12, Box 579 • Walker MN 56484 • 218-547-1211 • Fax: 218-547-1099

David E. Enblom, P.E.
Cass County Highway Engineer

Kris Lyyinen
Asst. Engineer

Robert L. Kovanen
County Surveyor

Lori L. Koch
Fiscal Supervisor

Laura Hadrava
Construction/Design Engineer

June 18, 2012

Daniel Collins
MnDOT-Principal Planner, Bicycle and Pedestrian Section

Dear Mr. Collins,

As the Cass County Engineer, I have been designated by the Cass County Board to represent the County's interests regarding the Mississippi River Trail (MRT). Please find this letter as confirmation of Cass County's support of the Minnesota Department of Transportation (MnDOT) application to designate, and development of, the MRT along the Mississippi River as a United States Bike Route.

The County has considered the proposed route and determined it to be a suitable route through the County's jurisdiction. The County supports the MRT's designation so that it can be appropriately mapped and signed, thereby promoting the benefits of bicycling locally and throughout Minnesota along the Mississippi River.

It is my understanding that MnDOT will continue to maintain statewide mapping and information regarding MRT, convene meetings and facilitate the resolution of issues and future alignment revisions within the State.

Respectfully,

A handwritten signature in black ink, appearing to read "David E. Enblom".

David E. Enblom
Cass County Engineer

RESOLUTION NO. 44-14

ADOPTED: September 2, 2014

Commissioner Dowson offered Resolution No. 44-14 and moved its adoption, Commissioner Downham seconded:

IT IS RESOLVED, that Cass County enter into Mn/DOT Agreement No. 06571 with the State of Minnesota Department of Transportation for the following purposes:

To provide for the State to enter upon County Right of Way to install Mississippi River Trail signing along the designated Mississippi River Trail route on County roadways and for the County to provide for proper maintenance of the route signing. Such work will be conducted under State Project No. 8823-293, on various Trunk Highway routes.

IT IS FURTHER RESOLVED, that David Enblom, County Highway Engineer and Robert Yochum, County Administrator, are authorized to execute the Agreement and any amendments to the Agreement

Resolution No. 44-14 was adopted by majority vote: Ayes: Downham, Dowson, Gaalswyk, Kangas, Peterson. Nays: None.

STATE OF MINNESOTA }
County of Cass } ss.
Office of County Administrator }

I, Robert H. Yochum, Administrator of the County of Cass, do hereby certify that I have compared the foregoing with the original resolution filed in my office on the 2nd day of September A. D. 2014, and the same is a true and correct copy of the whole thereof.

WITNESS MY HAND AND SEAL OF MY OFFICE
at Walker, Minnesota, this 2nd day of September, A. D. 2014.


Robert H. Yochum
County Administrator

APPENDIX E: SIGNING GUIDELINES FOR USBRS IN TENNESSEE

PURPOSE: To provide for the consistent and uniform application of the U.S. Bicycle Route Signing (M1-9) along AASHTO designated routes.

BACKGROUND: The Federal Highway Administration (FHWA) issued Interim Approval 15 (IA-15) for the use of a green and white version of the U.S. Bicycle Route (M1-9) sign in-lieu of a black and white version in the current Manual on Uniform Traffic Control Devices (MUTCD). The official ruling allows for the use of a green and white alternate version of the sign until its inclusion in the Federal Manual on Uniform Traffic Devices (MUTCD). The green and white version is expected to replace the black and white sign and become the standard in the next edition of the MUTCD.

TDOT is requesting Interim Approval for the use of the alternative green and white design on behalf of all jurisdictions in Tennessee and recommends their use rather than the black and white version.

Purchasing

The cost of signs, supports, hardware, and installation for U.S. Bicycle Routes is either at the expense of the agencies requesting the signs, the agency with jurisdiction over the facility or a combination of both depending on a formal mutual arrangement prior to installation by all parties involved. Signs should be acquired from a pre-approved contractor to ensure the signs are consistent with the guidelines specified by IA-15.

Sign Size and Design

Signs used on a roadway shall have the minimum dimensions of 18 inches wide by 24 inches in height. For signs used on shared-use paths, the sign shall have minimum dimensions of 12 inches wide by 18 inches in height. Sign design shall be consistent with the all technical conditions outlined in IA-15.

Placement and Number of Assemblies

Sign assemblies should be placed on a freestanding sign support, unless utility poles are in close proximity to the required sign location. To install bike route signage on a utility pole, permission must be granted from utility company in writing, per local agency request.

At least two sign assemblies are required for marking turns along a U.S. Bicycle Route. The required signs are a Directional assembly at the turn and a Confirming assembly following the turn. In addition, Advanced Route Turn and Reassurance assemblies should be installed as needed to appropriately guide users along the route.

Directional Assembly

A Directional assembly shall consist of a Cardinal Direction auxiliary sign (M3 Series), a route sign (M1-9) and a Directional Arrow auxiliary sign (M6 Series). This assembly should be placed at the turn.

Confirming Assembly

Confirming assemblies shall consist of a Cardinal Direction auxiliary sign (M3 Series) and a route sign (M1-9). Confirming assemblies shall be placed following any turn of the route. It should be placed 50 to 100 feet beyond the far shoulder or curb line of the intersected roadway.

Advanced Route Turn Assembly

Depending on the intersection context an Advanced Route Turn assembly may be necessary. An Advance Route Turn assembly consists of a route sign (M1-9), an Advance Turn Arrow (M5 Series) or word message auxiliary sign (M4 Series), and a Cardinal Direction auxiliary sign (M3 Series).

The Advanced Route Turn assembly is recommended for left turns especially when the route of travel has a posted speed of 45 mph or higher. The Advanced Route Turn assembly should be placed approximately 200 feet in advance of the turn. For right turns, the Advanced Route Turn assembly is optional but also recommended.

The Advanced Route Turn assembly shall not be placed where there is an intersection between it and the designated turn. The installation of an Advanced Route Turn assembly is optional and may not be possible when the sequence of turns is rapid and in short succession, e.g. when the distance between the Confirming assembly and the Advanced Route Turn assembly is 500 feet or less.

Reassurance Assembly

Reassurance assemblies shall consist of a Cardinal Direction auxiliary sign (M3 Series) and a route sign (M1-9).

Reassurance assemblies are used on route segments where turns are not present yet there is a need to reassure the user they are still on the established route. In urban areas and within the built-up area of any incorporated city or town, Reassurance assemblies should be installed between intersections as needed. In rural areas when turns are less frequent, Reassurance assemblies should be used every 2-3 miles or as necessary based on engineering judgment.

Reassurance assemblies should also be installed just beyond intersections of numbered state routes.

Destination and Distance Signs

Destination (D1-1, D1-1a) signs, Street Name (D3) signs or Bicycle Destination (D1-1b, D1-1c, D1-2b, D1-2c, D1-3b, D1-3c) signs may be installed to provide direction, destination and distance information as needed for bicycle travel. Refer to Section 9B.20 of the current MUTCD for additional guidance on Destination and Distance Signs.

Sign Inventory

Jurisdictions using the green and white design for the U.S. Bicycle Route (M1-9) sign under the Interim Approval-15 shall maintain an inventory of all locations where the signs are installed.

Sign inventories should including the number and makeup of the sign assemblies, the intersection or estimated distance of the nearest intersections for Confirming or Reassurance signs, date of installation, as well as agency installing. The inventory should be provided to the TDOT Bicycle and Pedestrian Coordinator.

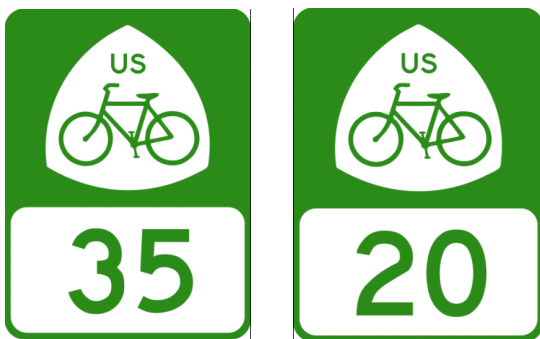
Interim Approval-15 (IA-15)

For the full document dated June 1, 2012 refer to

http://mutcd.fhwa.dot.gov/res-interim_approvals.htm

Guide Signs and Plaques for Bicycle Routes

Refer to part 9 of the Federal Manual of Uniform Traffic Devices (MUTCD) for specific guidance on installing bicycle related signs.



M1-9

M₃ Series



M3-1



M3-2



M3-3



M3-4

M₄ Series



M4-1



M4-1a



M4-2



M4-3



M4-5



M4-6



M4-7



M4-7a



M4-8



M4-14

M₅ Series



M5-1



M5-2

M6 Series



M6-1



M6-2



M6-3



M6-4



M6-5



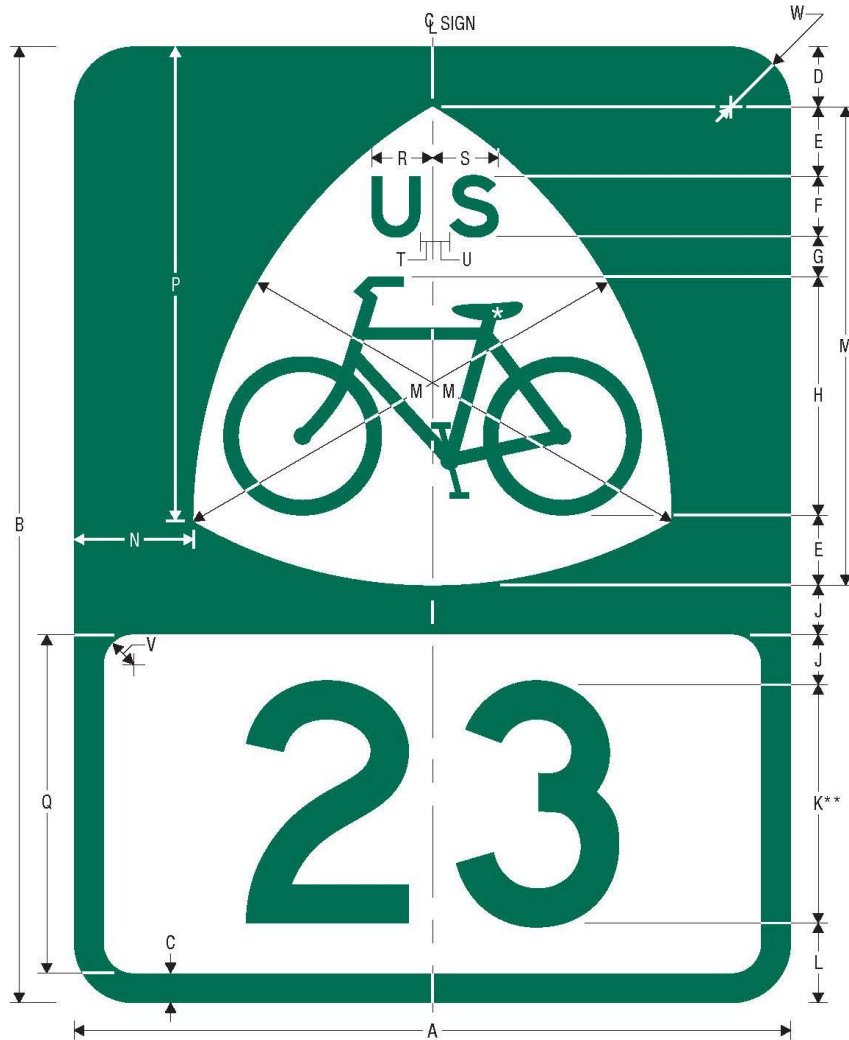
M6-6



M6-7

Appendix E: Signing Guidelines for USBRs in Tennessee

M1-9 (Alternate)
Issued 6/1/2012



M1-9 (Alternate)
U. S. Bicycle Route (Alternate)

A	B	C	D	E	F	G	H	J	K	L	M	N
12	18	0.5	1.5	1.25	1.25 E	0.75	4.5	1	4 D	1.5	9	1.5
18	24	0.75	1.5	1.75	1.5 E	1	6	1.25	6 D	2	12	3

P	Q	R	S	T	U	V	W
9.296	6	1.263	1.388	0.25	0.375	1	1.5
11.895	8.5	1.528	1.653	0.313	0.437	0.75	1.5

* See page 6-7 for symbol design.

** Optically space numerals about vertical centerline.

COLORS: LEGEND — GREEN (RETROREFLECTIVE)
INNER BACKGROUND — WHITE (RETROREFLECTIVE)
OUTER BACKGROUND — GREEN (RETROREFLECTIVE)

IA-15-1

APPENDIX F: EXCERPT OF SIGN PLAN FROM BIKE WALK TENNESSEE

The table below is a small sample of the sign plan provided to the Tennessee Bicycle and Pedestrian Coordinator by the two volunteers who did the field work and signing plan for USBR 23. The sign plan was provided in an excel table and the locations were provided in kml files, exported from Google Maps.

The codes for the “Sign Set” columns mean the following:

C – Confirmation

ATL – Advance Route Turn (Left Turn)

TL – Turn Left

ATL – Advance Route Turn (Right Turn)

TR – Turn Right

USBR 23 Sign Locations				Type of Sign Set				Comments	
County	Road Name	Intersection	Intersection GPS Coordinates	All Signs are USBR 23 South		All Signs are USBR 23 North			
				Sign Set	Arrow	Sign Set	Arrow		
Robertson	Lake Springs Rd	Lake Springs Road and TN/KY line	N36 38.616 W86 34.676	C		C		Southbound Only - add "Start" Sign Northbound Only - add "End" Sign	
Robertson	Lake Springs Rd	Lake Springs Road and Vaughn Parkway	N36 38.112 W86 34.488	TL	Yes	C			
				C		TR	Yes		
Robertson/ Sumner	Lake Springs Rd	Lake Springs Road and TN 41	N36 37.625 W86 34.060	TR	Yes	C			
						TL	Yes		
				C		ATL	Yes		
Robertson/ Sumner	TN 41	TN 41 and TN 52	N36 35.411 W86 35.568	C		C			
Robertson/ Sumner	TN 41	TN 41 and Rigsby Rd	N36 33.335 W86 37.130	C		C			

Appendix F: Except of Sign Plan from Bike Walk Tennessee

Robertson/ Sumner	TN 41	TN 41 and TN 25	N36 31.633 W86 38.227	C		C		
Robertson/ Sumner	TN 41	TN 41 and TN 76 North bound	N36 28.221 W86 39.095	C		C		
Robertson/ Sumner	TN 41	TN 41 and TN 76 South bound	N36 28.111 W86 39.213	C		C		
Robertson/ Sumner	TN 41	TN 41 and TN 258	N36 27.691 W86 39.759	C		C		
Sumner	TN 41	TN 41 And TN 257	N36 24.493 W86 41.353	C		C		
Sumner	TN 41	TN 41 N of I-65, Confirming sign Southbound	N36 20.991 W86 42.950	CS	Yes			The next few are individual signs and north and south are separate
Sumner	TN 41	TN 41 S of I-65, Confirming sign Southbound	N36 20.732 W86 43.042	CS	Yes			
Sumner	TN 41 and SR-11	Keep left at the fork to Continue toward TN-11	N36 20.614 W86 43.100	C				
Davidson	TN 11 and TN 41	Confirming sign Southbound	N36 19.355 W86 42.806	CS	Yes			
Sumner	TN41	TN 41 North of I- 65	N36 20.951 W86 42.941			CS	Yes	
Sumner	TN 41	TN 41 just north of TN 11 intersection	N36 20.656 W86 43.036			CS	Yes	
Sumner	TN11	TN11 and TN 41	N36 20.491 W86 43.118			TR	Yes	
Sumner	TN 11	TN 11 Just south of Turn to TN 41	N36 20.430 W86 43.095			ATR	Yes	Leave ATR, this turn easy to miss

Appendix F: Except of Sign Plan from Bike Walk Tennessee

Sumner	TN 11	N Dickerson Pike and New Brick Church Pike and Lindberg St	N36 19.687 W86 42.878	C		C		Stop individual signs
Davidson	TN 11	TN 11 and TN 174	N36 19.337 W86 42.801			CS	Yes	
Davidson	TN 11/Dickerson Pike	TN 11 and East Ave	N36 19.258 W86 42.795			C		Southbound sharrows
				TL	Yes	TR	Yes	
				C		TR	Yes	

APPENDIX G: JOB DESCRIPTION FOR BIKE WALK TENNESSEE

Connecting the DOTs Project Coordinator

Summary and Purpose: The Connecting the DOTs project will lead efforts to build on initiatives designed to increase the number of bicycle and pedestrian routes in and around Chattanooga, Hamilton County and the region for purposes of non-motorized transportation, recreation, health, tourism, and economic development.

Responsibilities

U.S. Bike Routes

- Conduct route reviews involving affected road owners, destination municipalities, MPOs and RPOs, bicycle/trail advocacy organizations and other stakeholders as well as interested citizens and organizations, using public meetings, social media, Internet postings.
- Present detailed routes to Tennessee and Georgia Departments of Transportation and work with them to complete the application to AASHTO.

Silver Comet Connector

- Work with Chattanooga Hamilton County North Georgia Regional Planning Agency to support completion of application for feasibility study through Walker County, Georgia.

Chattanooga Rail Trails

- Identify opportunities for using active, inactive, and abandoned rail corridors as a means to increase and improve active transportation in Chattanooga and Hamilton County; whenever possible, coordinate with Trust for Public Land relative to its greenways planning initiatives.
- Oversee completion of connectivity analysis by the Rails-to-Trails Conservancy (RTC), which will collect pertinent railroad data, prepare an inventory of railroad corridors within Hamilton County, categorize segments of existing corridors based on operational status and railroad owners and operators, and prioritize corridors based on connectivity needs and corridor status.
- Share study and collaborate with Chattanooga Department of Transportation (CDOT) to supplement existing short- and long-term planning initiatives, and overlay corridor data building on the city's four-year bicycle implementation plan.

Qualifications

Bachelor's degree or equivalent experience; proven experience working with local, regional, and state level governments, campaign and advocacy work; knowledge of active transportation, and/or health initiatives; strong coalition-building skills; excellent written and verbal communication skills; strong problem solving skills; project and staff management experience; ability to travel; self-starter; detail-oriented; highly collaborative; proficient with PCs and with MS Office software. Fundraising experience a plus.