



RIGHT IN OUR WHEELHOUSE

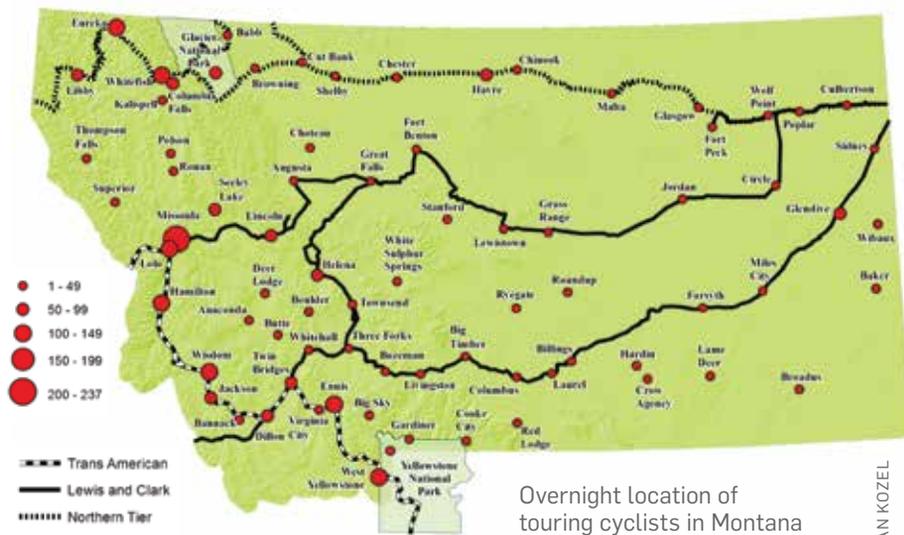
➔ THE 2013 SHARE the Joy contest grand prize winners took the program's name to heart, immediately turning their prize into a generous donation. Joint Life Members Rob and Pat Wheelhouse decided the Raleigh Sojourn they won for participating in Adventure Cycling's 2013 Share the Joy program would be better used by someone who needed a bike instead of the Rochester, New York, couple who were already happy with their rides. So Rob and Pat donated the bike to the Adventure Cycling Touring & Leadership Scholarship, which will provide two college students the chance to experience bicycle travel via an Introduction to Road Touring or Leadership Training Course with Adventure Cycling.

The couple's willingness to "Pay it Forward" didn't escape the attention of Raleigh Bicycles, who met the Wheelhouse's generosity with a donation of their own, providing a second Sojourn touring bike to the scholarship program. Now, instead of a rental bike and equipment in addition to airfare, accommodations and meals on their trip, the two 2014 scholarship winners will head back home with a new touring bike to help them continue their adventures.

Applications for the 2014 scholarship program closed at the end of February and winners will be announced this Spring. For more information, visit adventurecycling.org/guided-tours/educational-tours/youth-touring-and-leadership-scholarship.



RALEIGH SOJOURN



Overnight location of touring cyclists in Montana

DAN KOZEL

CYCLOTOURISTS DROP COIN

Study: cyclists boost economy in Montana

➔ WITH COOPERATION FROM ADVENTURE CYCLING Association, a study titled "Montana's Potential for Cycle Touring: An Untapped, Emerging Tourism Market" was recently conducted by the Institute for Tourism and Recreation Research and graduate students from the University of Montana's College of Forestry and Conservation. The study found that multi-day cyclists spend \$75 per day while in Montana and stay an average of eight or more nights. 41 percent of those nights are spent in either hotels/motels or B&Bs.

With the assistance of Adventure Cycling, ITRR surveyed more than 700 cyclists who traveled through the state of Montana between 2011 and 2013 or acquired Montana bike maps. 73 percent of the sample reported traveling through Montana in the past three years on a bicycle tour. Hailing from 48 states and 18 countries, the cyclists stated that Montana's scenic views, local hospitality and diverse landscapes were the most memorable experiences from traveling through the state.

"Beyond the beauty of the state," one cyclist wrote, "it was the kindness of the people that over and over impressed me with their support and interest in my journey." 92 percent of the cyclists are planning to take a multi-day trip in the next three years.

Cyclists participated in many other activities while traveling in Montana. 40 percent of cyclists reported visiting historical sites, 37 percent reported wildlife watching and 29 percent reported experiencing local breweries. Furthermore, cyclists spent their time in small and large towns across the state. Communities across Montana could capitalize on this emerging travel market by providing simple, affordable amenities that cyclists desire such as available lodging, accessible dining, and hot showers.

To download this study and its findings, visit itrr.umt.edu/Research2013/Multi-dayCyclingStudy.pdf.

A NEW RESOURCE FOR THE U.S. BICYCLE ROUTE SYSTEM (USBRS)

Comprehensive report provides states with guide to best practices

→ LAST SUMMER, Toole Design Group completed the first phase of the *U.S. Bicycle Route System Best Practices Report*, an exciting new tool to help states implement and promote U.S. Bicycle Routes (USBR). Phase one of the report focuses on the planning and designation of USBRs and compiles survey responses from state transportation agencies, bicycle and pedestrian coordinators, volunteers, and bicycle and trail advocates working on the project. 47 states and Washington, DC, completed the survey, and 83 percent (39 states) indicated they were working towards designation of a USBR. The report also includes case studies from eight states and documents their strategies, methods, and recommendations to plan and designate routes.

The second phase of the *Best Practices Report* is anticipated to be complete late this summer, which will focus on strategies for promoting the USBRS. The report will include case studies from states that designated routes and are promoting them through signage, mapping, GPS points, turn-by-turn directions, media, and more.

Adventure Cycling has been

involved in the development of the USBRS since 2005. Currently Adventure Cycling provides information, resources, and support to states wishing to implement USBRs. To date, 5,973 miles are established in 12 states, and when complete the USBRS will be the largest bicycle-route network in the world including over 50,000 miles.



CHUCK HANEY

VOLUNTEERS NEEDED ON NORTHERN TIER

→ WOULD YOU LIKE TO TRY touring using some of Adventure Cycling's new digital data? If you have a mobile device or GPS unit that is less than 5 years old, you may be able to volunteer to test out GPX tracks and digital map

panels that have been created for the Northern Tier Route.

The Routes & Mapping staff at Adventure Cycling have started a program to improve its offering of digital data and maps that will help with navigation using GPS and mobile devices. Many of you have already been using our GPS data for years, which include navigation routes and points of interest. With this program, we are improving and adding to this data.

We are converting the navigation routes to higher-

resolution tracks that follow the roads and trails of our routing. They will offer clear representation of the route to follow with little or no processing after downloading them from our website.

We are also creating digital copies of the popular paper maps that are tagged with their geographic location. When put onto compatible GPS and mobile devices, you can see your location on the maps.

We are gearing up to test these products along our Northern Tier Bicycle Route, and we are looking for volunteers

who can help with the following:

- Test portions of the Northern Tier using GPS or mobile devices.
- Record and report back the testing results using templates provided by Adventure Cycling.
- Answer clarifying questions about the results and discuss options to improve the digital data.

You do not have to be an expert GPS or mobile device user to participate.

Please refer to adventurecycling.org/dignavtest for details about the program and application form.

