In 2011, Adventure Cycling Association saw record levels of donations, press coverage, and social media participation, along with high numbers of maps sold, tour participants, and visitors to our Missoula, Montana, headquarters. It was a banner year!

Adventure Cycling Association continues to pursue three strategic initiatives:

- Creating Bike Routes for the Nation
- Getting More People Traveling by Bicycle
- Supporting Bicycling Communities

GREG SIPLE

Dear Adventure Cycling Members,

2011 — 35 years since the launch of Bikecentennial — was one of Adventure Cycling’s best years, thanks to you, our members, staff, and volunteers. Because of your loyalty and generosity, we created new routes, made cycling history, improved cycling conditions, and provided lots of inspiration!

New Routes: After finishing the Sierra Cascades Bicycle Route, our cartographers completed the revamped dozens of existing routes and maps. Because of dramatic increases in truck traffic, we also re-routed the Northern Tier and Lewis & Clark routes to improve safety on these routes.

Making History: Enormous efforts by staff and volunteers resulted in the first new official U.S. Bicycle Route approval in nearly 30 years — and we have now engaged 40 states in planning for new Bicycle Routes!

Improving Cycling Conditions: With other national groups, we won a major battle to rewrite national technical guidance on the use of rumble strips to emphasize cyclists’ needs. We successfully helped oppose efforts to undercut federal funding and policy support for cycling. And, we’re building bureau to promote and improve the bicycle-travel experience.

Providing Inspiration: Our staff continues to do what you love best, which is to share expertise and stories about bicycle travel. We published and won a national award for) Adventure Cyclist magazine; websites one brings together hundreds of bike-travel blogs (BicycleTravelBlogger.org), and another promotes short 1-2 night bike trips (BikeOvernights.org), the “gateway drug” to bike touring.

Through it all, you inspired and supported us. Some of you (1,100!) cycled to our office and many of you shared beautiful stories and pictures. More than ever, you joined, renewed, made donations, and bought maps. We now have more than 1,600 life members, and our Life Member Fund made the down payment to expand our Missoula headquarters. By this summer, we’ll have new space for our outstanding staff and volunteers to help you fulfill your bicycle-travel dreams.

Thanks so much for your support and enthusiasm — and for making 2011 one of the best years ever for Adventure Cycling and bicycle travel!

Carol York
President
Adventure Cycling Board of Directors

Most of Adventure Cycling’s staff in a moment of silliness inside our headquarters in Missoula, MT.
Getting More People Traveling by Bicycle

Membership

• Adventure Cycling is the largest nonprofit bicycling organization in the U.S. with 43,552 members. 5,868 new members joined the organization in 2011.

• Members reside in 52 different countries around the world, the majority live in the U.S. but adventure cyclists also reside in Kenya, Liechtenstein, Qatar and Swaziland.

• In the past this fund has helped us purchase our building, creating a permanent home for the organization and a great place for visiting cyclists.

• We provided over 13,000 cycles with trip-planning information through our printed materials and reached thousands more through the vast resources on our website. Also in 2011, we had over 248 member shops, and our 137 member clubs served more than 66,000 individual cyclists.

Outreach and Education

• Volunteer ambassadors presented Adventure Cycling information at numerous public gatherings and staff made presentations and connections at conferences including the National Bike Summit, bike summits in California, Michigan, New England, Ontario, and South Dakota, the Mid-American Trails and Gateway Conference, the AASHTO Special Committee on U.S. Route Numbering meeting, and the Paul S. Sarbanes Committee on U.S. Route Numbering meeting.

• For our 2011 Awards Program we received a total of 45 nominations. We presented our four national bike-travel awards to the Jim Bike Shop in Cincinnati, OH; Kevin Cashman & Apogee Adventures in, Brunswick, ME; Donna Olson & the Bicycle Bunkhouse in Dalbo, MN; and Leslie Wills of Grand Haven, MI.

Publications

• We published 9 issues of Adventure Cyclist magazine, the highlight being two 64-page issues in March and April. The April issue was the second Cyclist’s Travel Guide, a themed issue with a focus on how-to-bike-travel information and more. We continue to be proud of the May history issue, which features stories and photographs about the hardy pioneers of cycling who traveled by bike when it wasn’t as easy as it is today. And for those readers who would rather ride recounts, tandems, fold-ups, or any other non standard two-wheeler, we were glad to publish our June issue, focusing on alternative cycles.

• Our excellent publications design crew steamed up with the Adventure Cycling tours and sales teams to create top-notch publications to help them promote organized tours, bike-travel gear, and our one-of-a-kind bike-travel maps.

Media

• In 2011, we worked with many national, regional, and local news outlets to tell the story of bike travel and publicize our resources for tourists. Adventure Cycling’s routes and related activities were featured in the New York Times, Men’s Journal, Sacramento Bee, San Francisco Weekly, Chicago Tribune, Houston Chronicle, Die Metrostiftung, Alquippa Journal, and Son Jos Mesery News, also noting headlines across the country in publications and websites such as the Bike Lane Reporter, Portland Press Herald, East Hampton Star, Memphis Flyer, Missouri Life, Austin Banner- Herald, Boise Weekly, The Spokesman-Review, Bicycling, Mother Nature Network, Adventure Journal, and Bike Portland among many others.

• We made a nice splash in radio with Executive Director Jim Sayer appearing on National Public Radio’s daily news magazine, Here & Now. Jim and other staff also made appearances on public radio’s “The Environment Report,” Montana Public Radio, Ohio’s WJCU, Seattle KUOW, Bicycle Radio, and more.

• The U.S. Bicycle Route System (USBR5) garnered national and regional headlines as the work to create an official network of bike routes gained momentum. In May 2011, AASHTO approved the first new U.S. Bicycle Routes in more than 30 years. Transportation Secretary Ray LaHood wrote a widely distributed blog post about the news and routes of the project on his popular Fast Lane blog. The USBRS also received coverage from Mother Earth News, Good Magazine, One Earth-Magazine, The Car Connection, Public Works Magazine, Cycling Mobility, Cook’s Illustrated, BikeSource, AASHTO Journal, Street Blog Capitol Hill, Discovery Channel.com, The City Fix, Bike Rider, Branson News Network, Bicycle Paper, and Bicycle Retailer & Industry News (BRN). We appreciated Bicycle Retailer & Industry News’ extensive coverage of our work in 2011, including two guest editorials from Executive Director Jim Sayer. This coverage kept bike travel and Adventure Cycling’s programs center stage in the cycling industry.

• We ramped up our local Montana news coverage in 2011, enjoying multiple feature articles and other coverage in our community’s daily paper, the Missoulian, snagging a spot at The Tri 105.3’s feature program during National Bike Month, appearing in the Missoula Independent, Helena Independent Record, as well as Montana Quarterly and Montana Headwash magazines, among other Montana-based media outlets.

• We published 24 editions of our popular e-newsletter, Bike Bits, which now reaches more than 43,955 subscribers — up nearly 4,000 subscribers over last year.

Social Media

• Adventure Cycling’s blog (blog.adventurecycling.org) attracted over 156,000 visitors and, along with our other social media channels, referred over 1,200 new visitors to our website (adventurecycling.org) each month.

• During National Bike Month, we raised over $52,000 via our social media channels for the U.S. Bicycle Route System.

• Our Third Annual Bicycle Travel Photo Contest attracted more than 500 submissions from over 100 photographers.

• Adventure Cycling’s social media communities continued to expand. Our Facebook community grew to over 33,000 fans. Our YouTube videos were viewed more than 68,000 times, Twitter followers topped 4,000, and our Flickr photos were viewed more than 41,000 times!

Creating Bike Routes for the Nation

New Routes and Maps

In 2011, Adventure Cycling’s Routes and Mapping Department published the new 518-mile Underground Railroad Detroit Alternate Bicycle Route, which includes the 175-mile Windsor Option. This 2-section map set was created using GIS (Geographic Information Systems) software. With the publication of the new route, our total number of mapped miles now totals 41,399 — the largest mapped network of bike-friendly routes in the world. We also began on-the-ground research for our next long-distance cycling route, Bicycle Route 66, which is scheduled for release in 2014.

Existing Routes

While creating new routes, we didn’t forget to keep our other routes up-to-date. Our routes and mapping team revised and reprinted 37 map sections (out of 94 total sections). Six of those reprinted map sections were converted to GIS. We received reports from cyclists about poor shoulders and heavy truck traffic from expanding oil and gas activity between Williston and Minot, North Dakota on the Northern Tier Route and Lewis & Clark Trail. In response to these safety issues, we began researching new routing through the state. We also began re-branding our map covers with unique route decals this year.

Getting More People Traveling by Bicycle

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| **Robert Hughes** | Gold: Adventure Center | Silver: AdventureCorps Inc. | Bronze: AdventureCycling
| **Janet</p>
by bicycle. Our mission of inspiring cycling’s revenues come spent. In FY2011, we were able to allocate 90% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.

We also want to thank the numerous members who gave special donations up to $250. Thank you very much!