

# For Travel, a Sustainable Comeback?

From a newly certified Whale Heritage Site to scenic byways for electric cars, five new initiatives suggest the travel industry may be envisioning a more responsible future.

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The nonprofit Adventure Cycling Association, which specializes in mapping long-distance cycling routes across the United States, this year aims to create itineraries in and from cities in an effort to bridge environmental and social sustainability. Sarah Cruz/Adventure Cycling Association

## Biking adventures that start in the city

Since 1976, when it organized a cross-country bike ride in celebration of the nation's bicentennial, the nonprofit [Adventure Cycling Association](#) has specialized in mapping long-distance cycling routes across the United States. But this year, the organization, which encourages bicycle transportation, aims to take travel-by-bike to urban areas in an effort to bridge environmental and social sustainability.

Its new Short-Trips Initiative, which will kick off in June, will create maps and suggested itineraries for trips from one to three nights from eight cities —

Atlanta, Austin, Texas, Boston, Los Angeles, Minneapolis, San Francisco, Seattle and Washington, D.C. — with plans for 30 cities by 2023.

“We wanted to focus on letting people know they can have a great adventure even if they’re going for one night,” said Eva Dunn-Froebig, the project director of the initiative.

A major program focus is to diversify the cycling scene, which the association describes as predominantly male and white. In addition to reaching urbanites, the initiative includes recruiting ambassadors from each city, especially among Black, Indigenous and other people of color to lead occasional short trips and share their bike camping expertise.

“I think the A.C.A. is trying to catch up with the social environment,” said Jess Kim, 30, a transportation engineer in Seattle and avid bike camper who is Asian-American and plans to apply to become an ambassador for the initiative. She calls it a “step in the right direction” in offering flexible rides to those with constrained schedules, targeting racially diverse communities and partnering with organizers like herself who are working on making cycling more inclusive.

As a practical matter, the A.C.A. says anyone can bike camp, which might include having a family member drive a support vehicle with camping gear or fashioning bike carriers from [kitty litter containers](#).

“The best bike for your first tour is the bike you already have,” said Dan Meyer, the deputy editor of the association’s Adventure Cyclist Magazine.

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Clipping pulled from this New York Times article: <https://www.nytimes.com/2021/02/25/travel/sustainable-travel-environment-pandemic.html>