

**ART, CULTURE, HISTORY, TOURISM,
ECONOMIC DEVELOPMENT, AND BICYCLING:
CREATING AN AMBITIOUS STATEWIDE
BICYCLE TOURING ROUTE SYSTEM IN
MISSOURI--WITH YOUR HELP**

BRENT HUGH

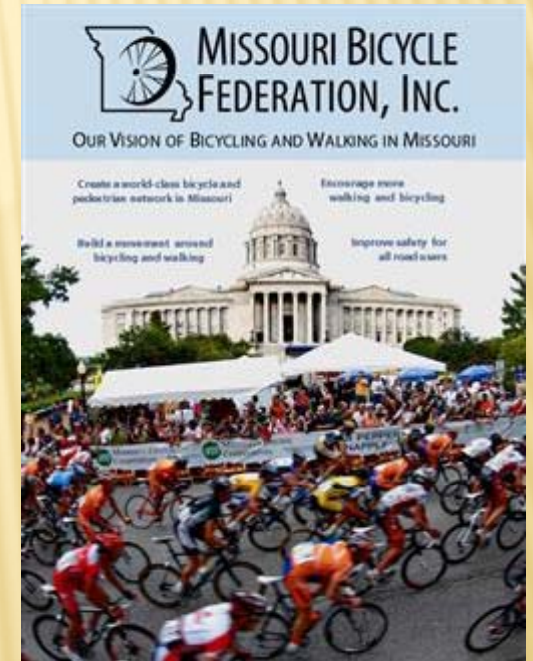
EXECUTIVE DIRECTOR

DIRECTOR@MOBIKEFED.ORG





- ✖ **Statewide Bicycle & Pedestrian Advocacy**
- ✖ **Over 5000 members across the state**
- ✖ **70+ member Advisory Commission representing groups across the state**
- ✖ **Celebrated our 25th Anniversary 2018-2019**



Where we're going today:



MISSOURI BICYCLE FEDERATION, INC.

OUR VISION OF BICYCLING AND WALKING IN MISSOURI

Create a world-class bicycle and
pedestrian network in Missouri

Encourage more
walking and bicycling

Build a movement around
bicycling and walking

Improve safety for
all road users



Where we're going today:



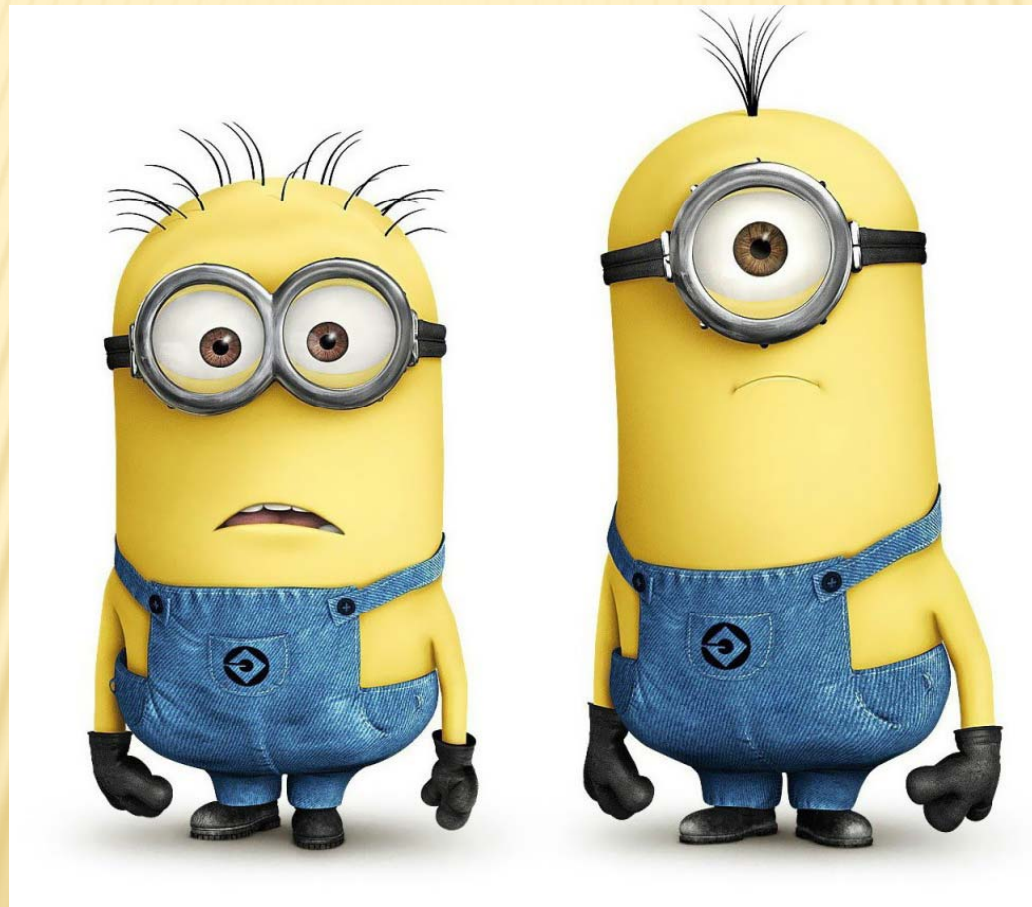
- ✓ **We have had a number of high-level statewide goals--a long-term vision--we have been working decades to achieve**
- ✓ **We haven't been able to successfully implement these particular goals . . . yet**
- ✓ **Now, in 2020, a way is opening to accomplish all of them**
- ✓ **We'll need *your* help**



Where we're going today:



Warning: Blank stares ahead



MoBikeFed, allies, members – long-term goals

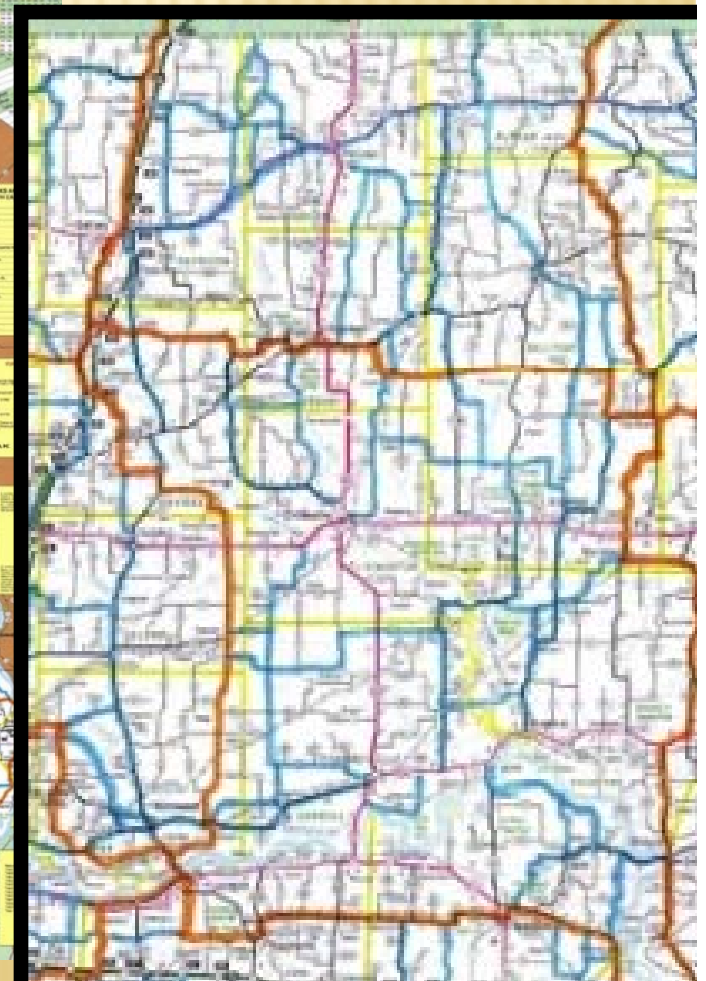
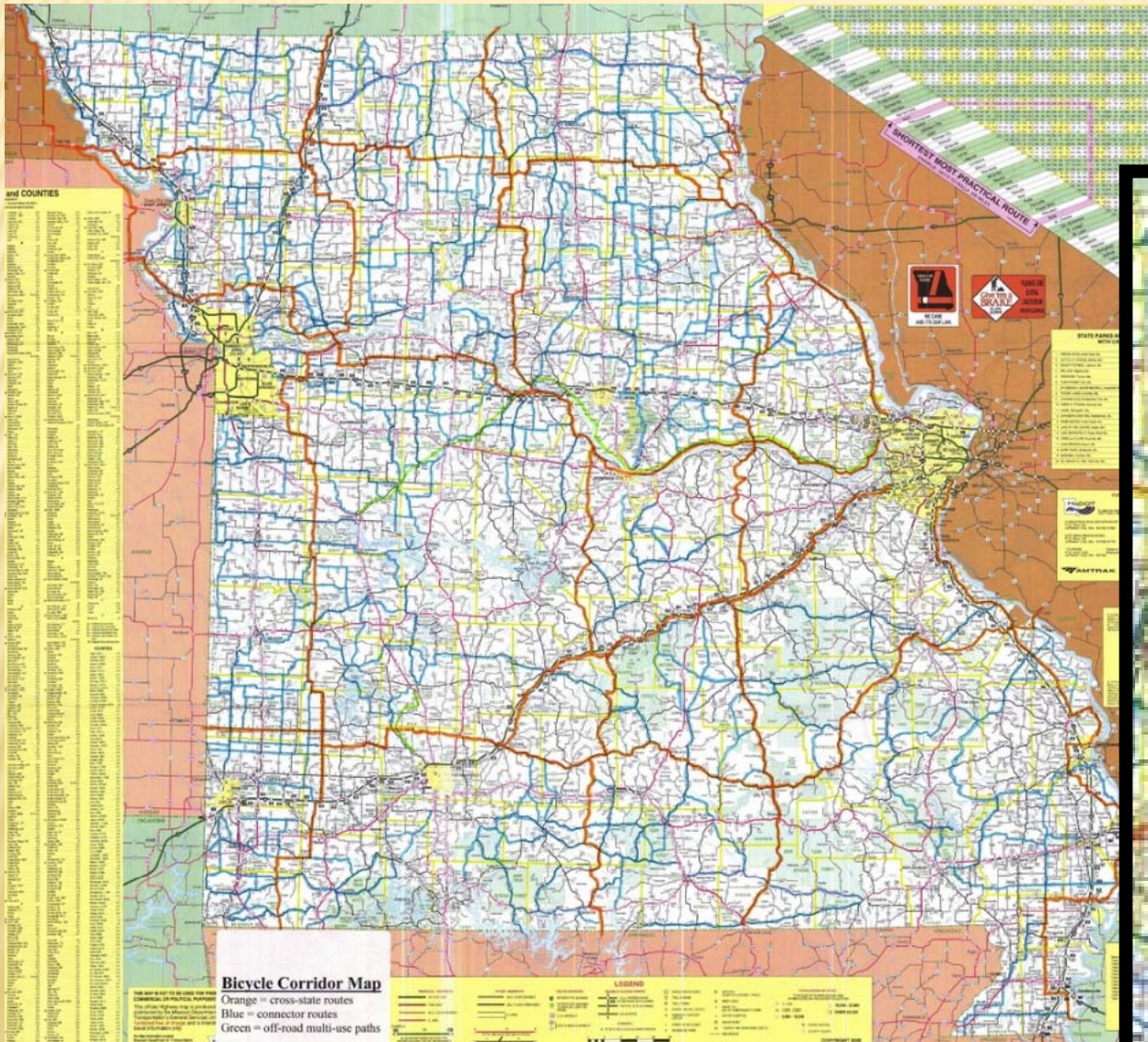


MoBikeFed, allies, members – long-term goals

✓ **Cross-state bicycle route network**



ca. 2003



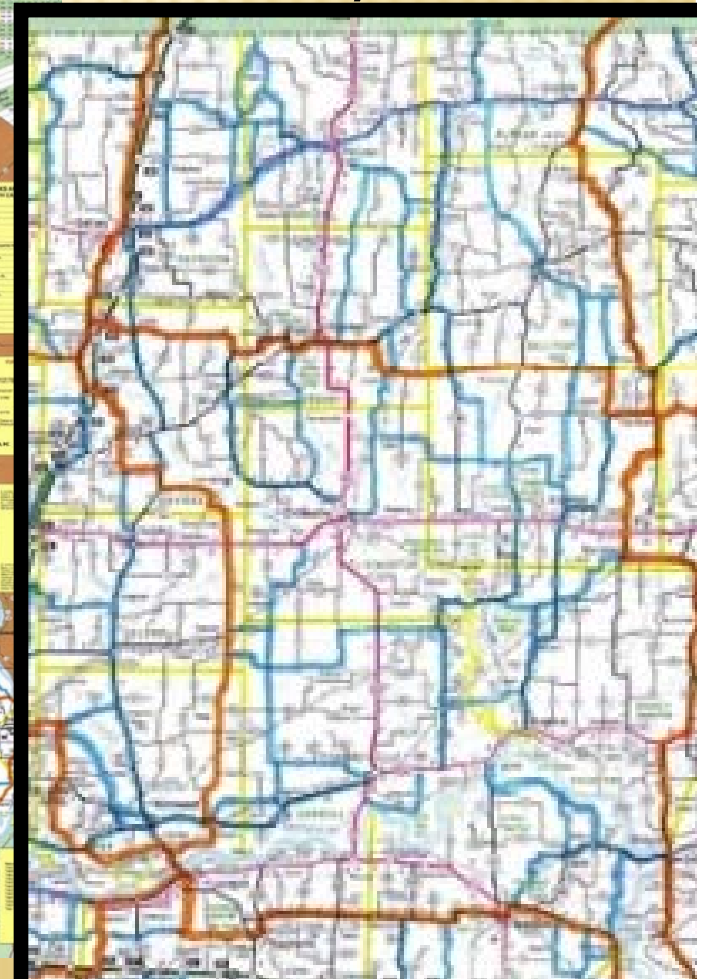
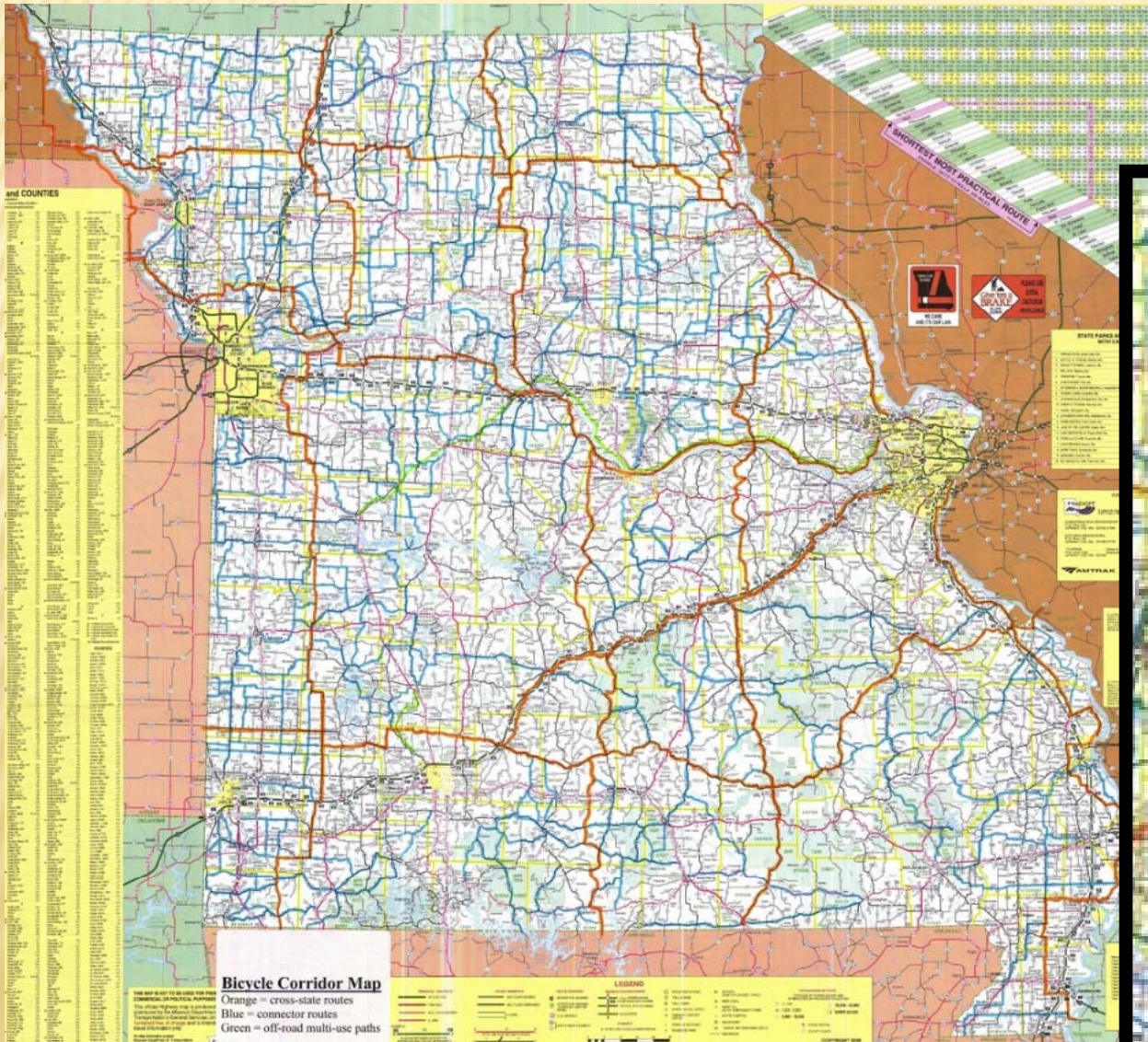
MoBikeFed, allies, members – long-term goals

✓ **Cross-state bicycle route network**



ca. 2003

Never implemented



MoBikeFed, allies, members – long-term goals



- ✓ **Cross-state bicycle route network**
- ✓ **Involve *all* types of communities across the *entire state* in bicycling/routes**
- ✓ **More people bicycling more often – in *all* areas of MO**
- ✓ **Amazing statewide trails – we'd like to connect them into a single, seamless statewide network**
- ✓ **Improve infrastructure & bicycle connectivity statewide**

MoBikeFed, allies, members – long-term goals



- ✓ **Improve health/physical fitness across entire state**
- ✓ **Provide bicycling opportunities for all levels/interests**
- ✓ **Bicycling as transportation *but also* a vitally important recreational, hobby, tourism, leisure time activity**
- ✓ **Promote Missouri as a bicycle tourism/touring destination**
- ✓ **Local tourism bicycle pages . . .**
- ✓ **Promote Missouri as a *premier outdoor state***



Recent Opportunities



- ✓ **Rise of gravel cycling**
- ✓ **Technology – mobile device wayfinding**
- ✓ **Major trail connections**
- ✓ **Major national bicycle trails & routes**



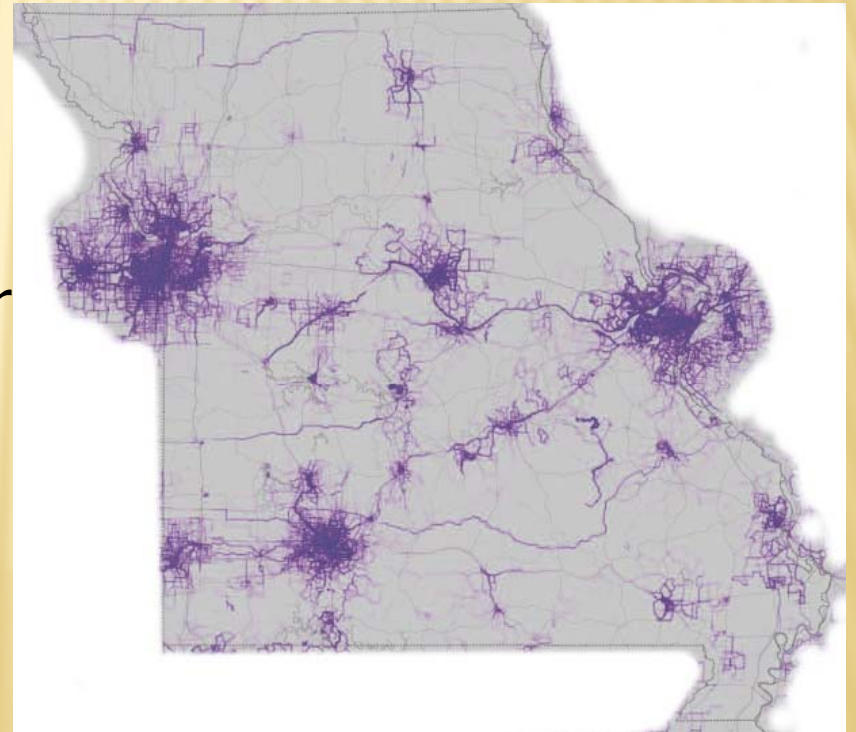
Recent Opportunities

✓ Fast-growing interest in bicycling in rural & suburban areas of MO

✓ Interests/needs different from larger cities

✓ Rural interests:

- ✓ Tourism, economic development
- ✓ Talent retention
- ✓ "A great place to live"
- ✓ Major health disparities; lack of access to safe outdoor recreation & exercise = major contributor
- ✓ The vast majority of the land area of the state
- ✓ ~45% of MO population rural and/or outside major metro areas

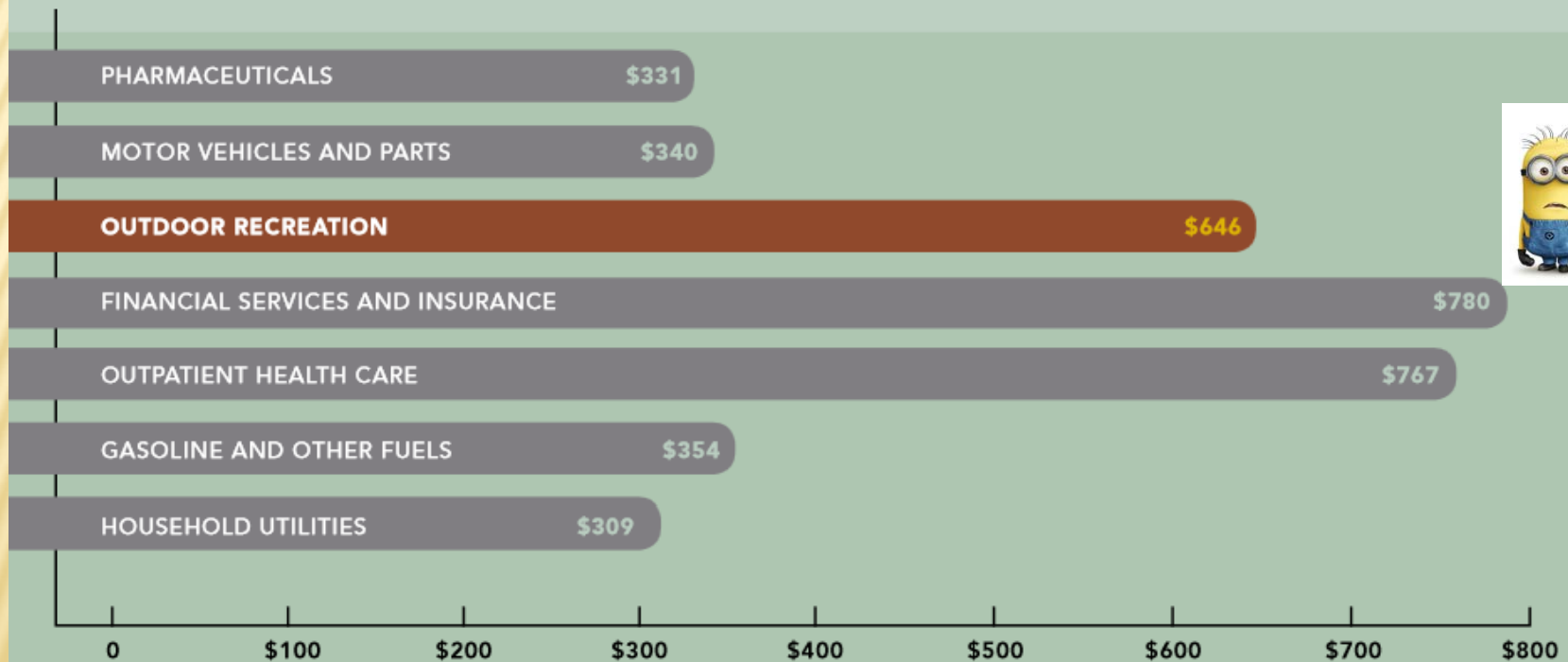


Recent Opportunities: Economic Impact



An Overlooked Economic Giant

Annual Consumer Spending, in Billions



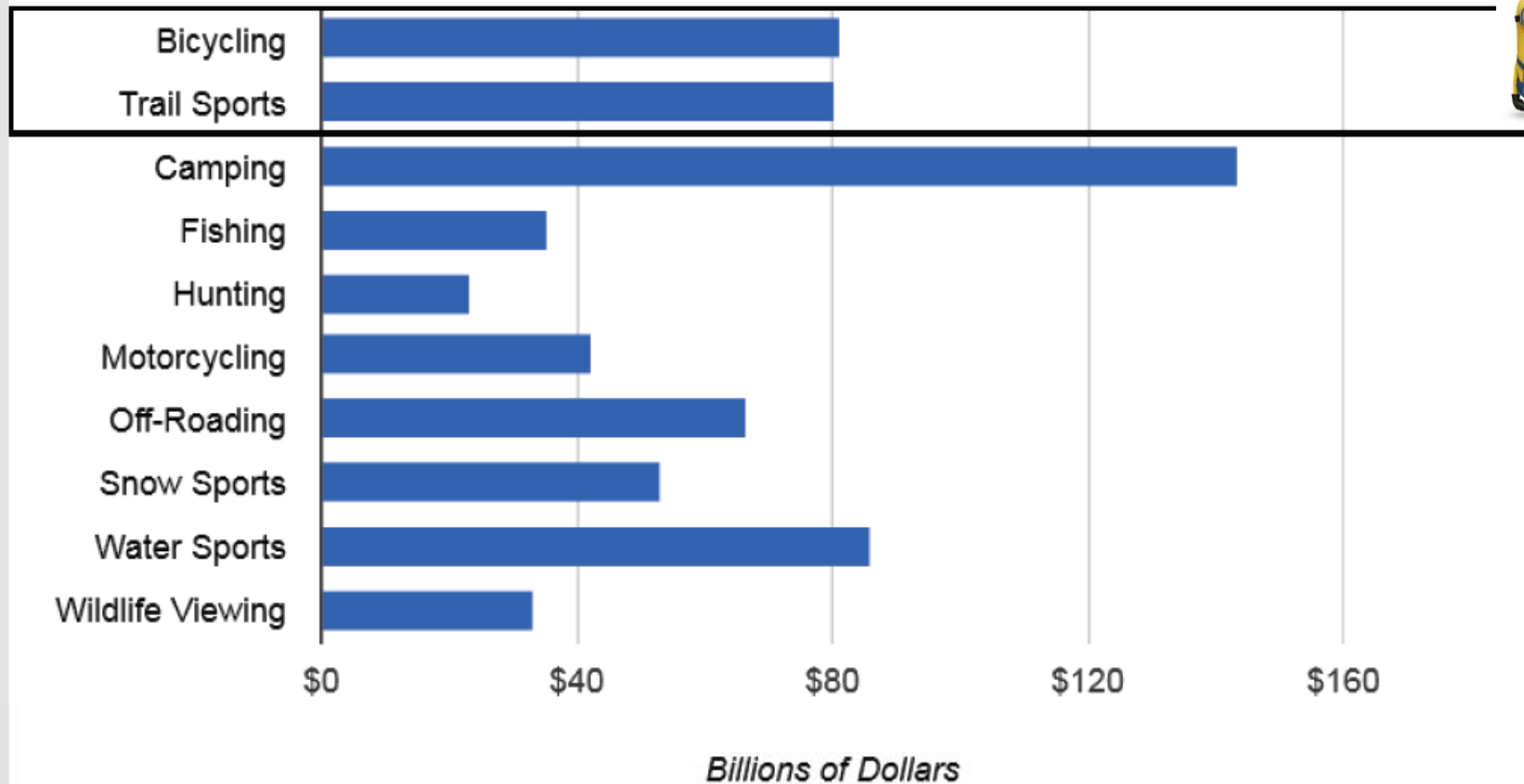
Source: Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2010 data.

Outdoor recreation needs a transportation investment proportional to its importance

Recent Opportunities: Economic Impact



**Annual U.S. Consumer Direct Spend, by
Outdoor Recreation Type**



Bicycling, Walking, Trails in the U.S.: \$161 billion annually, 1/4 of Outdoor Recreation Economy

Recent Opportunities: Economic Impact



Outdoor recreation is one of the largest economic sectors in the U.S. & in Missouri. Bicycling & walking/hiking/trail use represent over 25% of the sector, representing:

- **\$2.8 billion in annual consumer direct spend in Missouri**
- **28,043 jobs & \$847 million in wages & benefits in Missouri**
- **\$219 million in local & state tax revenue in Missouri**



Over 90% of bicycle & trails spending is in the economy at large:

Restaurants, other food & drink, apparel, accessories, hotels, travel, transportation, tourism, recreation, & more.

Difficulties in achieving our goals...



- ✓ **Little or no \$\$\$**
- ✓ **Needs are *now* but . . .**
- ✓ **Long time frame to implementation**
 - ✓ Example: Rock Island Trail discussed since 1980; might be implemented by 2030 @ ~\$200 million
- ✓ **Incomplete/missing/inadequate infrastructure**
 - ✓ Bike lanes, shoulders, trails, sidewalks/crosswalks
- ✓ **Long term vs short term**
 - ✓ Even if we want/need the 50 year/\$200 million project, what are we going to do for the next 49 years?
- ✓ **Patchy interest statewide**
- ✓ **Bureaucratic inertia, difficulty changing culture**
- ✓ **Lack of local bicycling culture, tradition**

Difficulties in achieving our goals...



Regarding world-class outdoor experience potential:

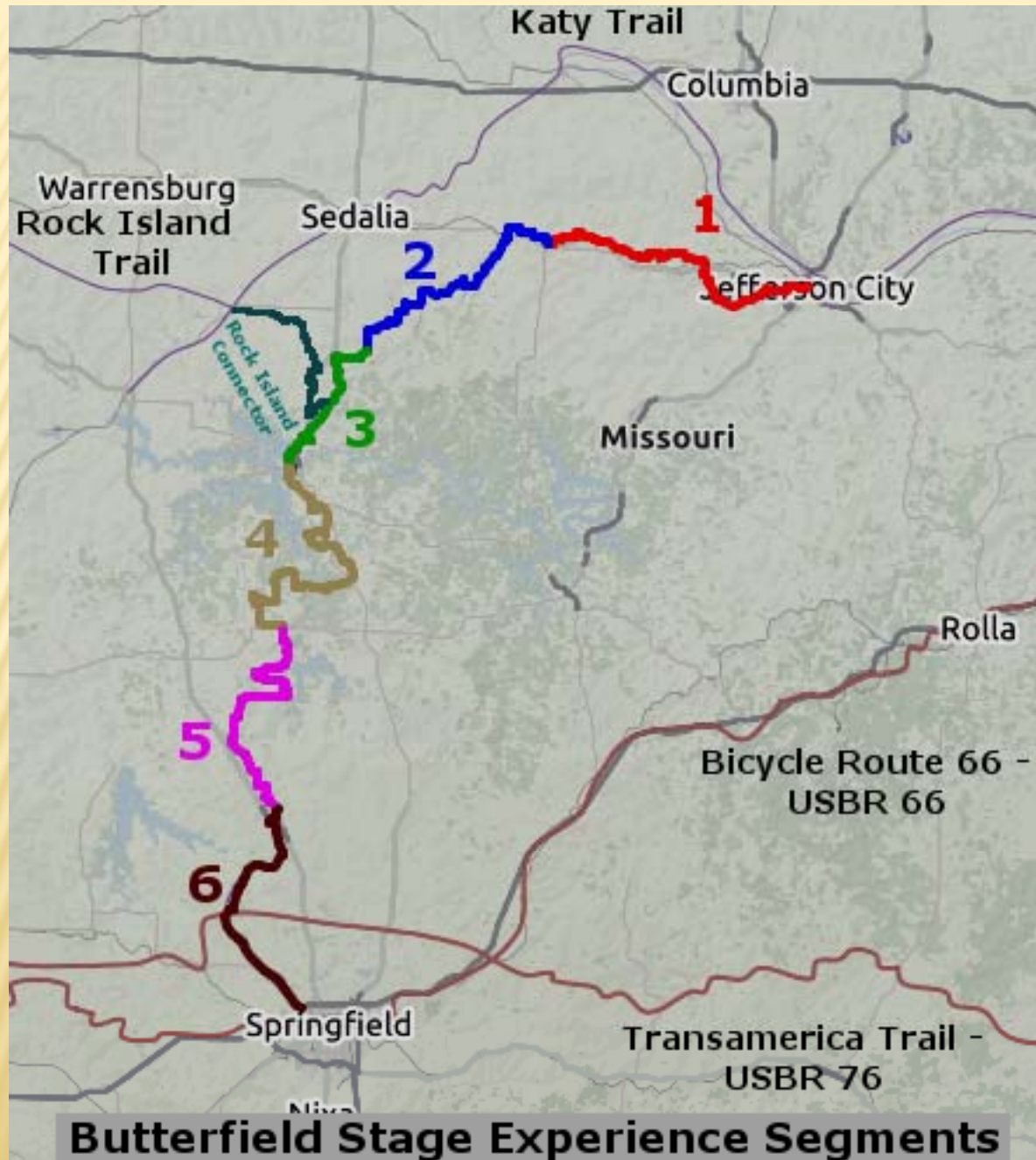
- ✓ **Relatively little public land, few National Parks**
- ✓ **What we have is typically small & dispersed**
 - ✓ Example: Ozark Trail is open/closed to mountain biking by section. So you can have a 60-mile mountain bike experience, but not a 500-mile awesome week-long tour experience
- ✓ **Nearly the entire state is populated**
- ✓ **Few opportunities for the Grand Canyon, Canyonlands, Yellowstone, Yosemite, Great Smoky Mountains – “vast untrammeled outdoors” type experience**

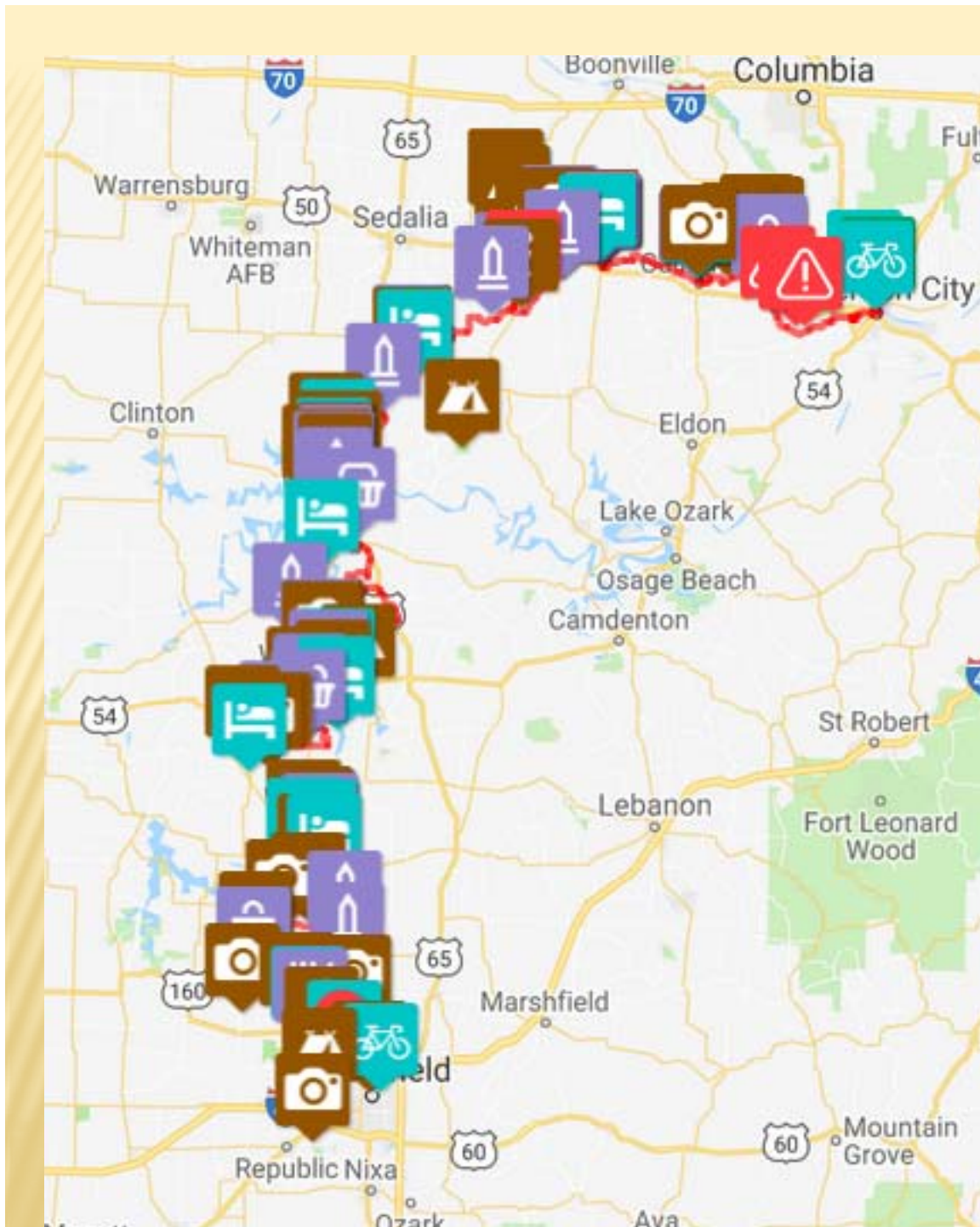
662

Butterfield Stage Experience

254 mile
mostly gravel
bicycle touring
route

Jefferson City –
Springfield

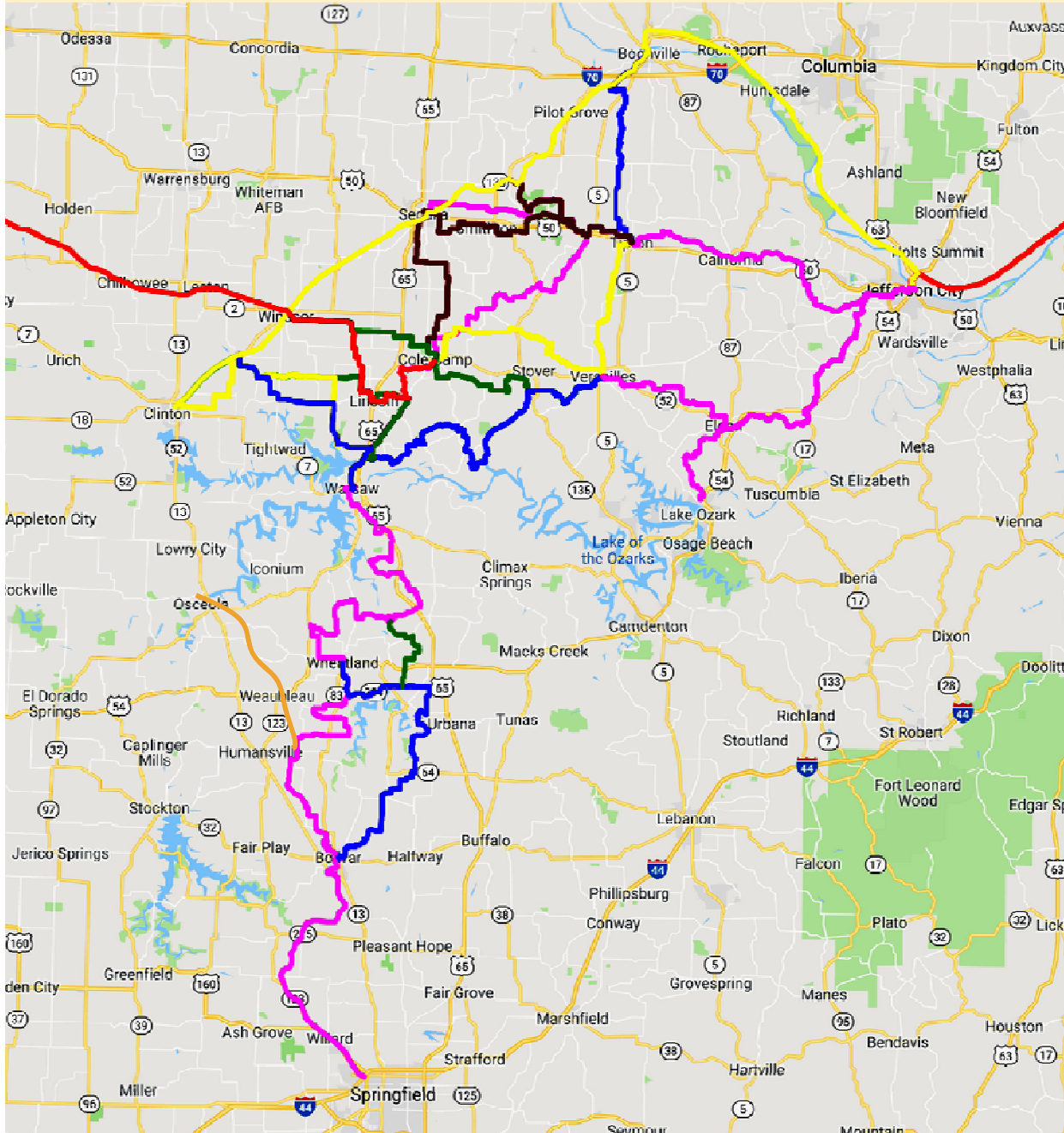




Butterfield Stage Experience

Guided History Tour . . .

- Destinations
- Businesses
- Points of interest
- Local history
- For tourists AND locals
- Turbocharges local bike/ped/trails
- Interested & engaged communities
- Goes right down Main Street of **14 MO Cities**



Butterfield Stage Experience Connectors

**Not just 10
feet wide**

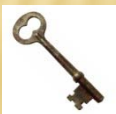
**Goes right
down Main
Street of 24
MO Cities**

962

Example: Butterfield Stage Experience



- ✓ **Historical/cultural/scenic bicycle touring route**
 - ✓ Also can be auto/motorcycle/virtual tour
- ✓ **Connect & integrate communities, businesses**
- ✓ **Connect communities to history, culture, scenic & recreational attractions in a concrete way**
 - ✓ Helps build local/regional identity & pride
 - ✓ Gives visitors a reason to visit--and linger
 - ✓ "A great place to live"
- ✓ **Contiguous, well mapped, easy to follow, has necessary re-supply & lodging/camping points**



The longer the route network, the further people will travel to visit, longer stays, more \$\$\$ spent in nearby communities

Success points



- ✓ **Integrating bicycle touring route with local history, scenery, culture, places to see & visit**
- ✓ **Interested communities**
- ✓ **A few champions**
- ✓ **Connect community to community, main street to main street**

Success points



- ✓ **\$0 spent**
- ✓ **Less than 2 years, initial discussion to roll-out**
- ✓ **Regional tourism draw**
- ✓ **Connects MANY major destinations**
 - ✓ Katy Trail, Rock Island, Amtrak, Jeff City & Springfield trails
- ✓ **Great place for local residents to bicycle**
- ✓ **Local/regional events along the route**
 - ✓ Annual rides, festival
 - ✓ Celebrate history + physical fitness + tourism
- ✓ **Communities creating supporting infrastructure**
- ✓ **Several communities promoting route as tourism destination**
 - ✓ We need to get the rest on board with this

Success points



- ✓ **The single most amazing outdoor experience I have had in 27 years in Missouri**















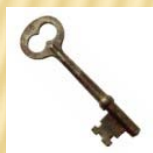


Success points

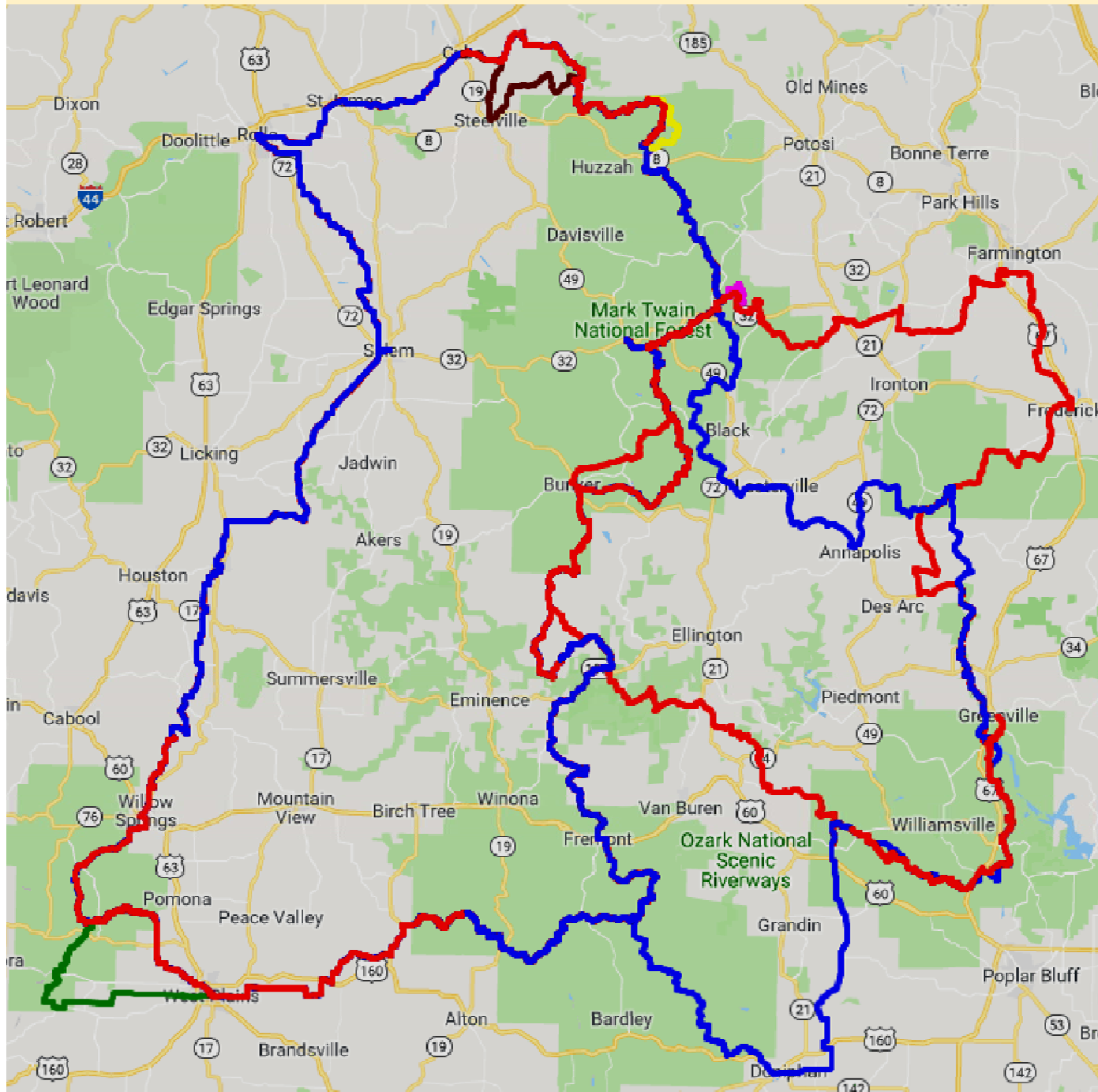


- ✓ **It has brought communities along the trail to work together in a way they never have before**

Trails & routes are *regional* projects. *All* communities benefit when they *all* work together.



You *must* think large scale—county-wide, region-wide, state-wide, not city by city.

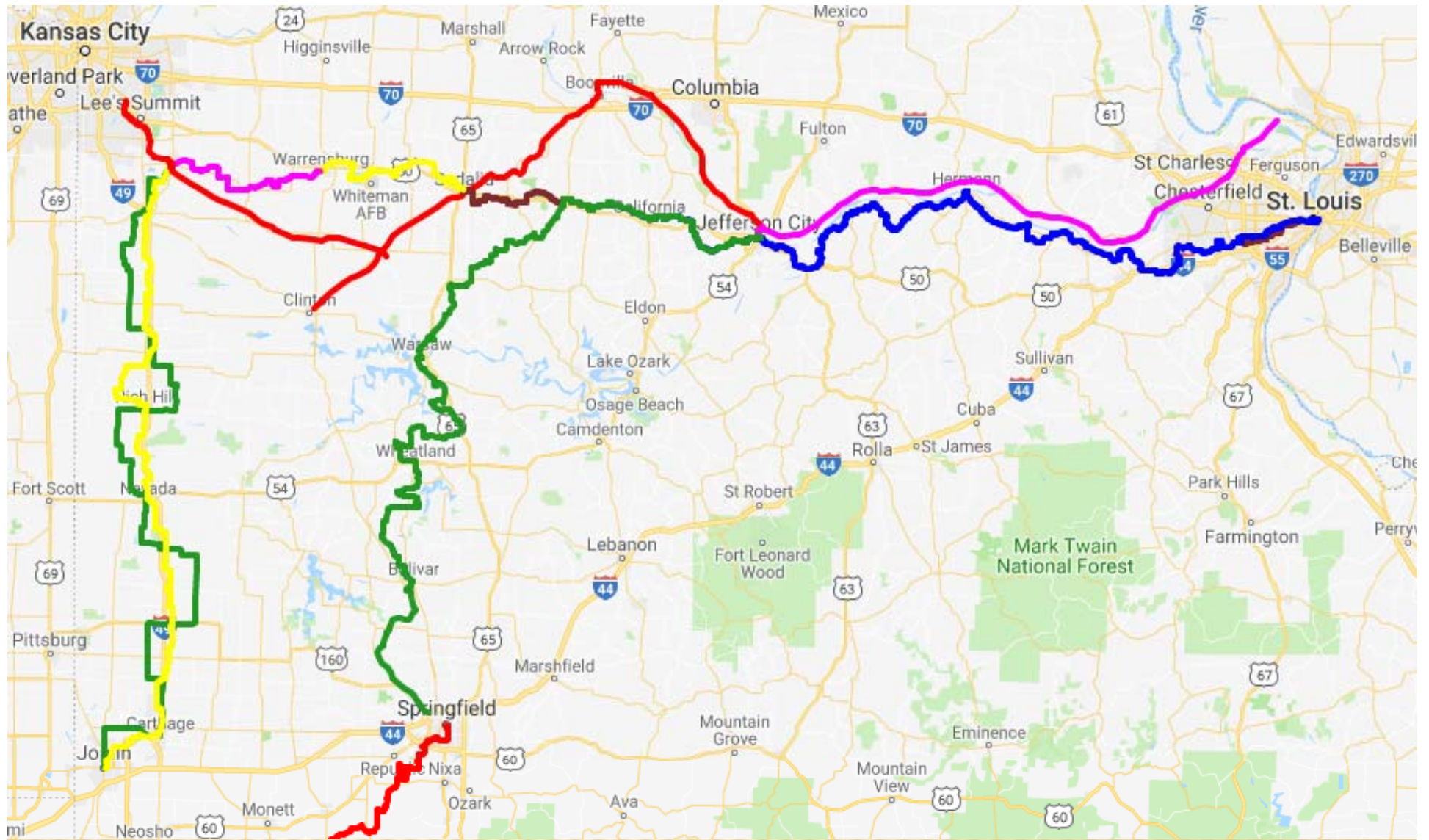


Ozark Trail Mountain Bike/Bike packing Network

Over 1000
miles of

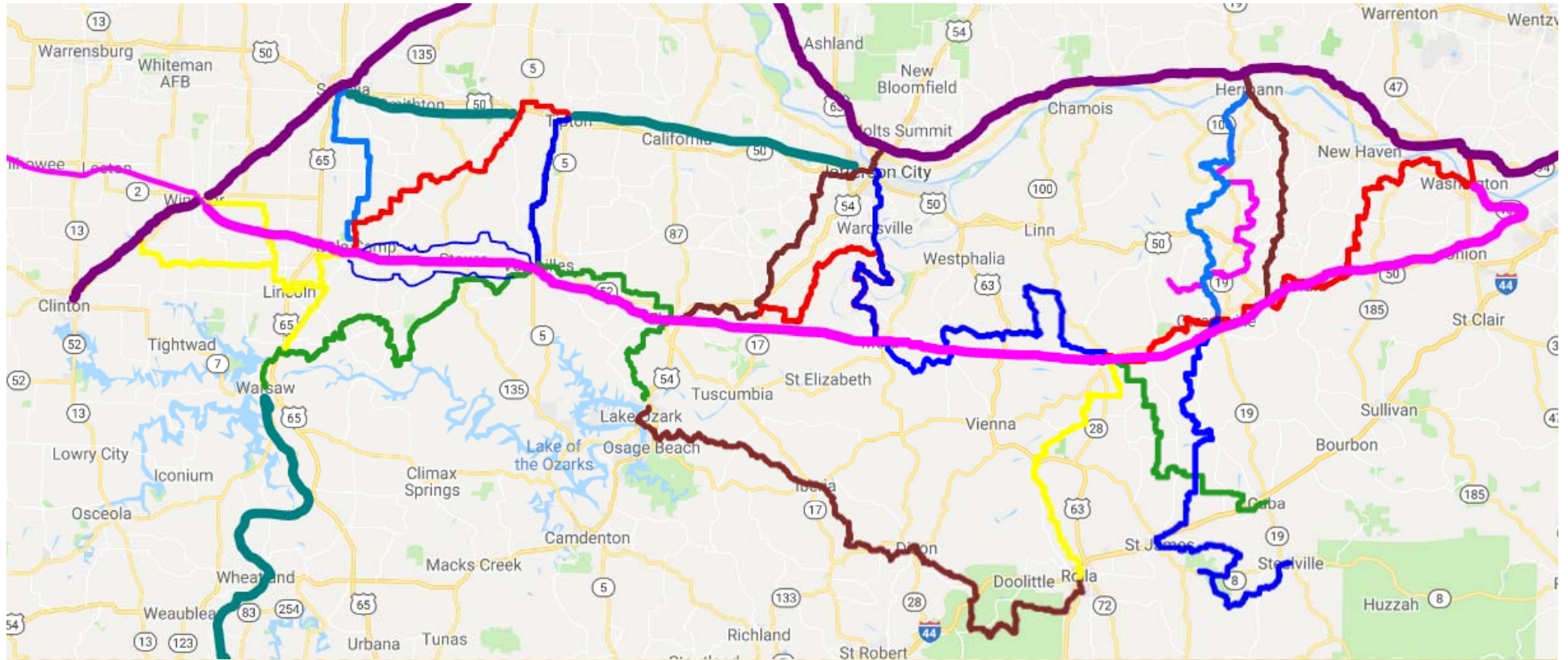
- Singletrack
- Gravel roads
- Low-traffic paved roads

2312



Bike MOPAC - Complements Katy, Rock Island, Butterfield. Potentially connects to Joplin. Anyone/any communities interested?





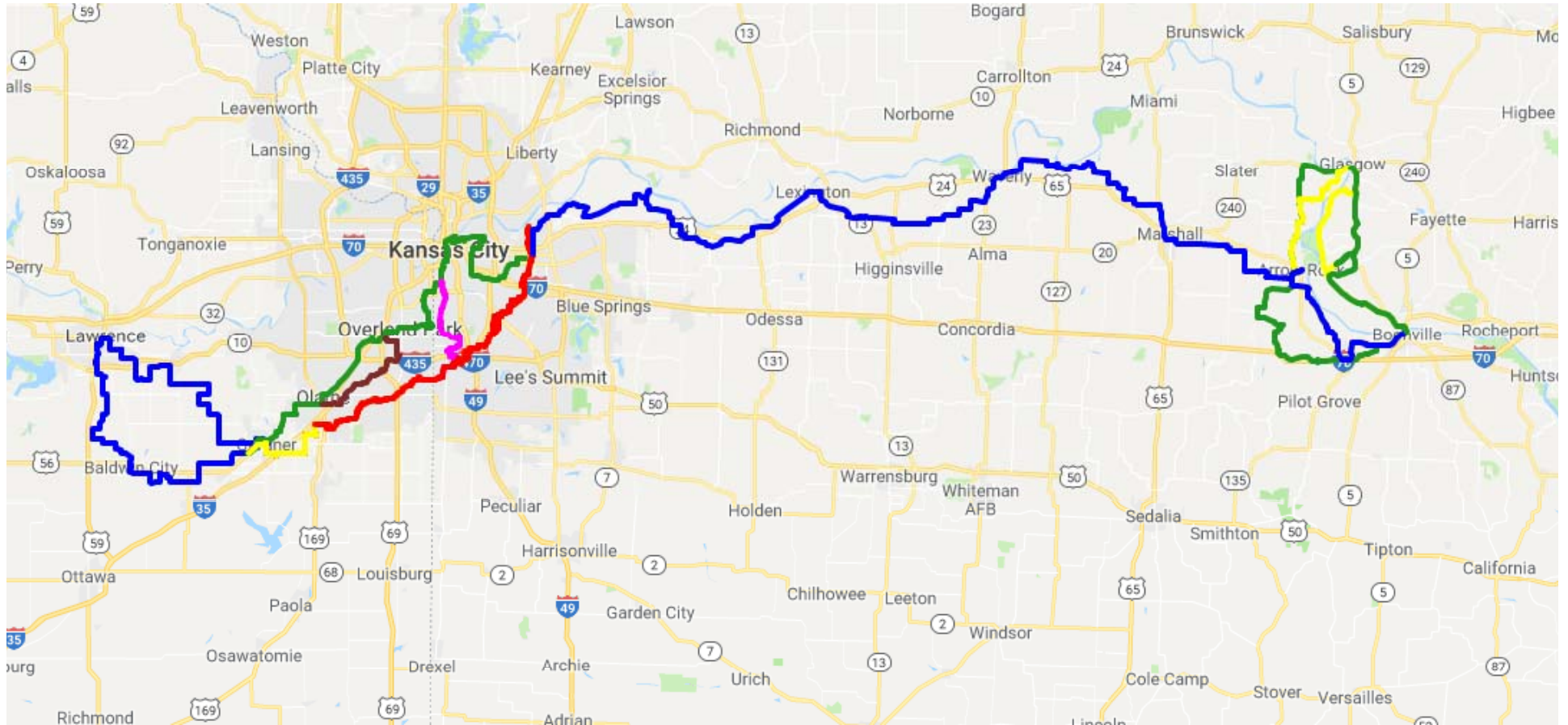
Rock Island Trail – the next 144 miles in how many years?

How about Regional bicycle connector routes to every Rock Island City & every nearby city *now*?

Anyone/Any communities interested?



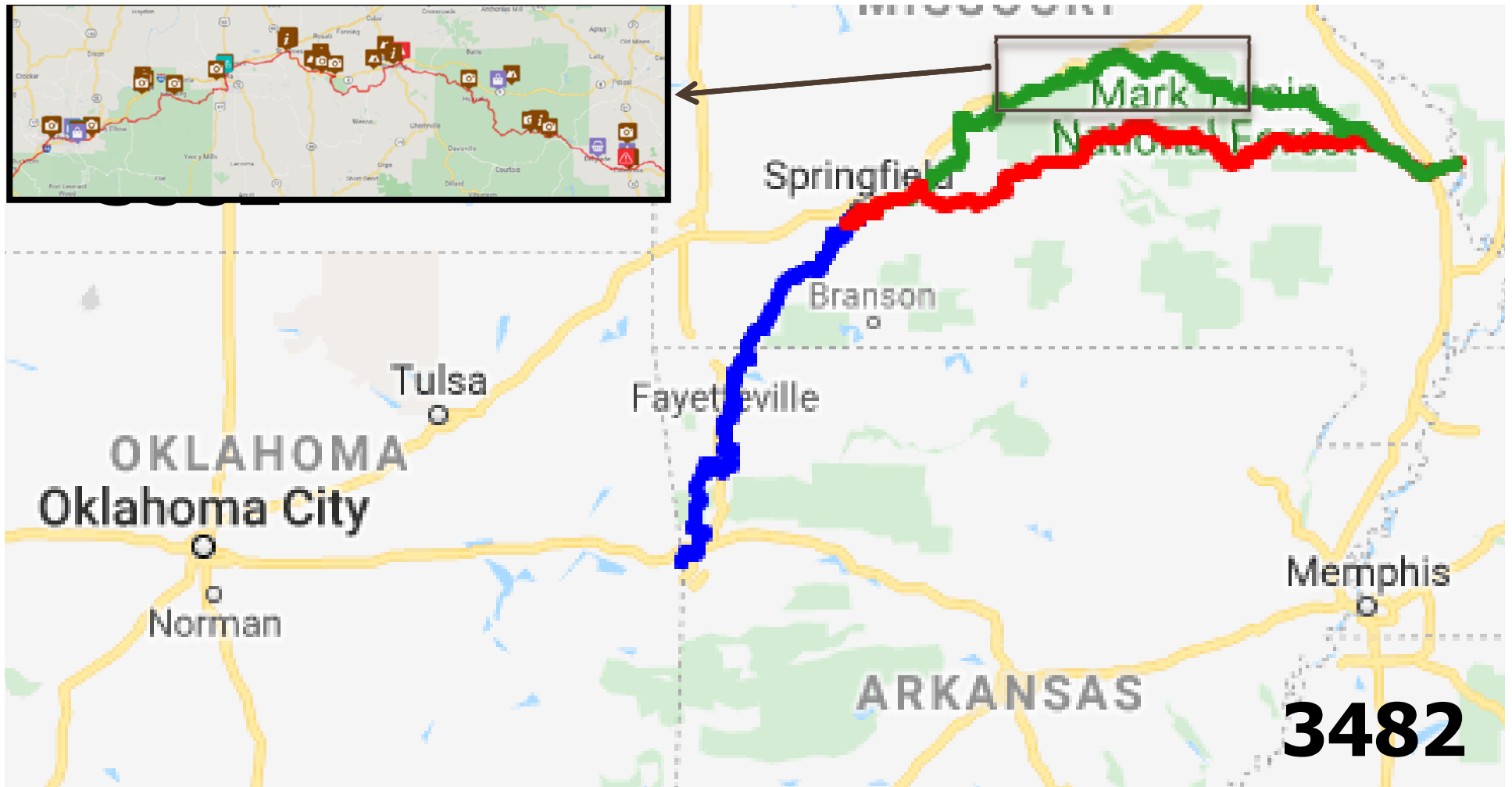
Danube River "Trail"



Birthplace of the Santa Fe Trail – ~ 320 miles gravel or ~320 miles paved options

Hundreds of historical sites along the way – could extend to NM, OR, CA . . . and STL via the Boonslick Trail

Anyone/Any communities interested?



Missouri Trail of Tears

History, culture: Hundreds of well researched historical sites along the way. Multi-state connections possible. Natl Historic Trail.

Uses many gravel/forest roads (few/no trails) + low-volume paved roads. *Will require support of tribes before doing anything publicly.*

How it works – How you can help



✓ **#1. Regional bicycle route connections in every part of Missouri**

✓ **Based on historic roads/routes/railroads/ etc where possible**



❖ ***People to create, check, ride, drive, edit, maintain routes***

❖ ***Organizations, agencies to promote routes (bike tourism pages)***

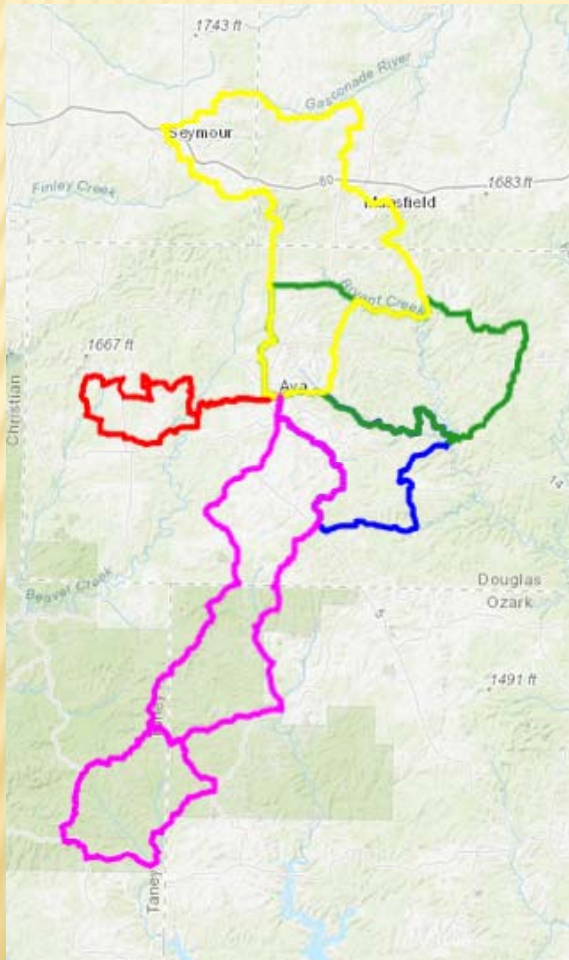
How it works – How you can help



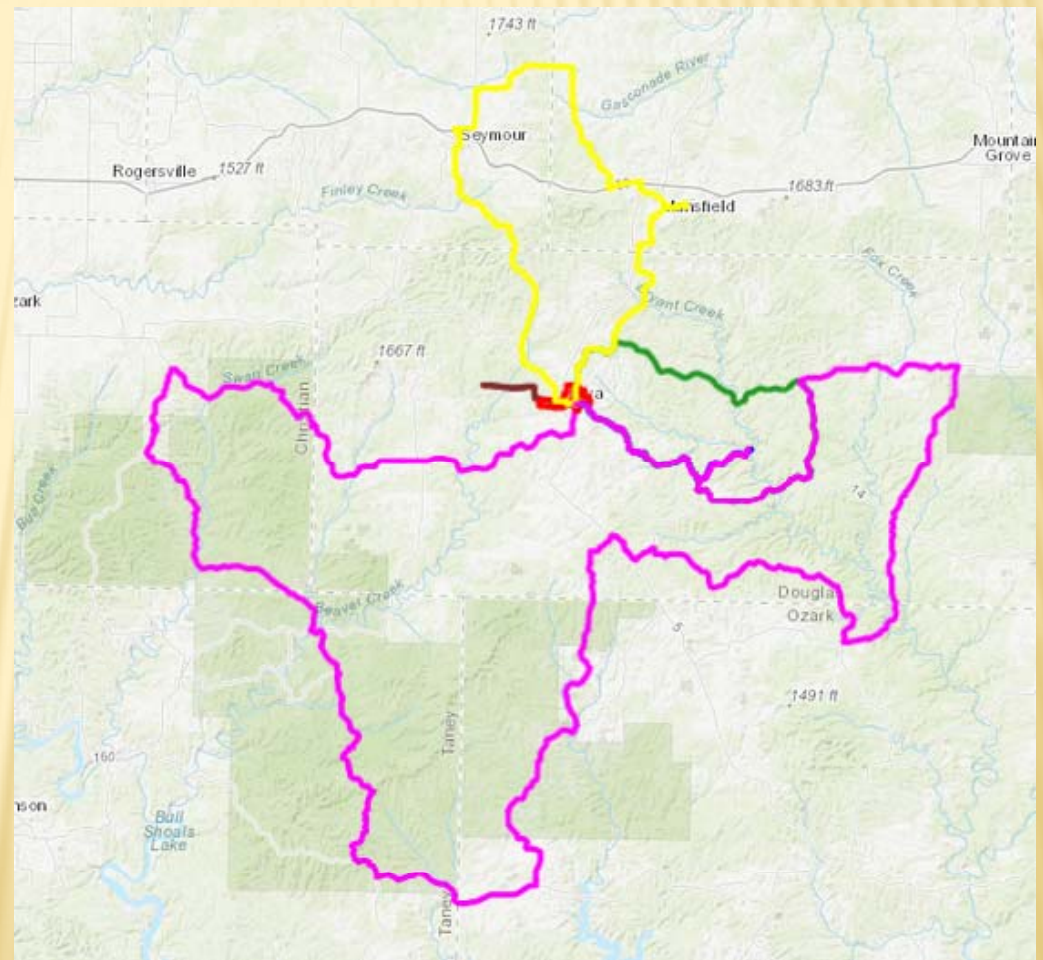
- ✓ **#2. Every MO city & town has local bicycle routes developed**
- ✓ **Easy-medium-hard / trails-gravel-paved / short-medium-long**

How it works – How you can help

✓ **#2. Every MO city & town has local bicycle routes developed** (Ava example)



Ava Gravel Rides – 5-70 miles



Ava Road Rides – 5-180 miles

How it works – How you can help



✓ **#2. Every MO city & town has local bicycle routes developed**



❖ ***People to create, check, ride, drive, edit, maintain local routes***

❖ ***Organizations, agencies to promote routes (bike tourism pages)***

How it works – How you can help

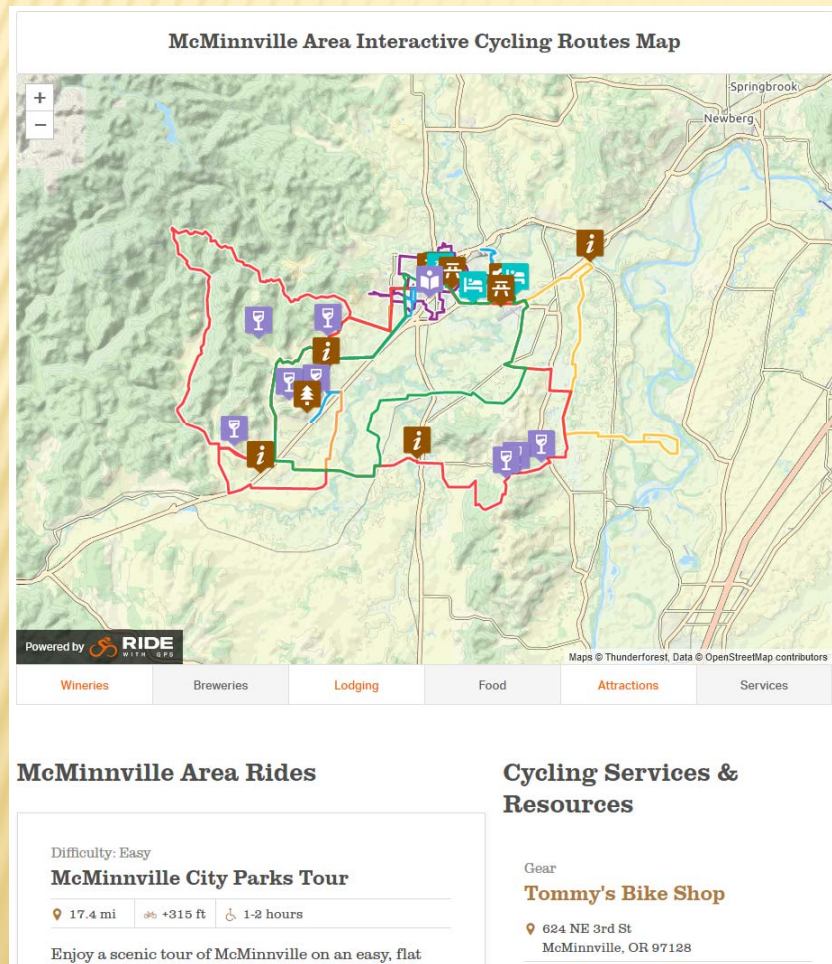


- ✓ **#3. We move up to a RideWithGPS Tourism account with many amazing/helpful features**
- ✓ MoBikeFed will organize the account & routes
- ✓ Local orgs, agencies, tourism bureaus etc can have sub-accounts to manage their own local routes
- ✓ This gives us easily manageable regional/local pages, reusable POIs, etc

How it works – How you can help



✓ #3. We move up to a RideWithGPS Tourism account . . .



- ✓ Easy to make local org/agency/tourism bicycle pages with routes, maps
- ✓ The page looks like it belongs to you (not MoBikeFed or RideWithGPS)
- ✓ Areas can have someone local with edit permissions for their routes
- ✓ Integrates with your existing tourism, parks, local attractions web pages
- ✓ Also MoBikeFed will maintain a statewide bicycle tourism resource with all areas, maps, routes
- ✓ Example page: VisitMcMinnville.com

How it works – How you can help



✓ #3. We move up to a RideWithGPS Tourism account . . .



- ❖ ***MoBikeFed can't fund this or do the work alone . . .***
- ❖ ***We need agencies, organizations to join with us as tourism co-op partners***
- ❖ ***"Bicycle Tourism Co-op Memberships" ~\$50-\$250 annually***

How it works



- ✓ **#1. Amazing statewide bicycle route network bringing together art, history, cultural, scenic resources, capitalizing on our historic trails & routes**
- ✓ **#2. Local bicycle loop routes & scenic tours in every Missouri city & town**
- ✓ **#3. Co-op partnership/memberships for the technology so we can make beautiful pages & maps easy for users to access**

How you can help



- ❖ ***People to create, check, ride, drive, edit, maintain routes***
- ❖ ***Organizations, agencies to promote routes*** *(bike tourism pages)*
- ❖ ***Orgs, agencies, businesses to join with us as tourism co-op partners @ \$50-\$250 annually***



A statewide bicycle tourism co-op

**To make and promote an amazing series of local
and statewide bicycle routes**

**Tying local history, art, culture, scenery, and
outdoor recreation**

To communities across Missouri

**Let's work together to turn our Vision into
Reality!**

MORE INFORMATION



MoBikeFed.org

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