“Supporting Rowan County’s Long-term Planning Process in the Areas of Human Health, Economy, and Environment”

Sub-Contract Grantee
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Project Date
July 1, 2014 – June 30, 2015

Submitted
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Final Report Narrative

Title of Project: Developing and promoting outdoor recreational assets to positively improve Morehead-Rowan County’s economy, health and environment

Grant Period: July 1, 2014 – June 30, 2015

Grantee Name: Morehead State University

Project Director: April Haight

Description of Project:

This project built on students’ research and project conducted in the fall of 2014. The 2013-14 Appalachian Teaching Project (ATP) focused on identifying and mapping recreational assets; and presenting research to support existing and future recreational assets. The 2013-14 class initiated a new partnership with Morehead Tourism. The 2014-15 ATP continued its partnership with Morehead Tourism.

The students were introduced to the ATP with an overview of the 2014 Morehead State University (MSU) students’ project and examples of projects conducted by other schools at the ATP conference in Arlington, VA. The students were then introduced to Joy Brown, director of the Morehead Tourism Commission and the community partner for the 2014-15 ATP. Joy Brown shared specific needs for the Trail Town Initiative. The needs were focused on increasing student participation in and awareness of outdoor recreational opportunities. The students had many questions about the program and assets in the area. They were very unaware of many of the opportunities. The students reviewed and expanded on the research conducted as part of the 2013-14 ATP. The students developed a list of community members to meet with and places to visit to increase their knowledge of available community resources.

The students held three brainstorming session of potential projects after 1) meeting with Joy Brown, Kentucky Adventure Tourism Executive Director, and Community members; 2) hiking sections of the Sheltowee Trace Recreational Trail; and 3) completing two driving tours of Rowan County’s recreational assets. The final list of potential projects were shared and refined with Joy Brown.

The final list of initial projects developed by Joy Brown and the students were to 1) conduct a Sheltowee Showcase, 2) remove barriers to accessing the Sheltowee
National Recreational trail from Eagle Lake on campus, and 3) identify and write grants that would increase bicycling in Rowan County.

**Activities:**
The 2014-15 class primarily worked with Joy Brown the Director of Morehead Tourism Commission. Even though Joy was the primary partner the students were in contact and met with other community members and the Kentucky Adventure Tourism Executive Director. In addition to meeting with folks the students visited facilities related to the Trail Town program. The direct communication with community members and Adventure tourism, and the facilities visited are summarized in the table 1 below.

Table 1. Summary of students’ communication with community members and visits to community assets.

<table>
<thead>
<tr>
<th>Community Correspondence and visits</th>
<th>Dates and locations of meetings</th>
<th>Topics of discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joy Brown</td>
<td>August 18 and September 8, 2014; class time</td>
<td>Meet with students to provide guidance and ideas for the project. All students participated in the discussion. (6 hours)</td>
</tr>
<tr>
<td>J Marshall, Community Fund</td>
<td>September 8, 2014; class time</td>
<td>J came to speak to us about Morehead’s community fund and NewCity Morehead. The majority of his presentation was over NewCity Morehead and he even gave us a handout containing a lot of information on the subject. He also gave us a handout containing information about the Morehead community fund. J also briefly discussed the tax-incremental funding of Morehead. All students participated in the discussion. (2 hours)</td>
</tr>
<tr>
<td>Joy Brown, Morehead Tourism</td>
<td>September 16, 2014; Morehead Conference Center</td>
<td>Meet with both Joy and Steve to gain insight into the development of the Sheltowee trace, The Sheltowee Trace Association, and the future plans for the Sheltowee trace. All students participated in the discussion. (2 hours)</td>
</tr>
<tr>
<td>Elaine Wilson and Osana Wolfe, Kentucky Adventure Tourism</td>
<td>September 22, 2014; class time</td>
<td>Elaine Wilson, Executive Director, provided background on states’ development of the Trail Town program. This presentation included the economic and health benefits to communities that embraced their trails. She provided examples of communities in a case study format. Osana Wolfe, Adventure Tourism intern, provided some potential examples of projects. All students participated in the discussion. (2.5 hours)</td>
</tr>
</tbody>
</table>
Table 1. Summary of students’ communication with community members and visits to community assets (continued).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recreational Tour of Rowan County</strong></td>
<td>October 6 and 13, 2014</td>
<td>The professor drove all the students around to variety of sites including trailheads, parks, and boating areas. (6.5 hours)</td>
</tr>
<tr>
<td><strong>Sheltowee Trace National Recreational Trail</strong></td>
<td>October 20, 2014</td>
<td>All the students participated in the class hike on an in town section of the Sheltowee. (3 hours)</td>
</tr>
<tr>
<td><strong>Matt Sparks, Chief of Police</strong>&lt;br&gt;<strong>Rick Linio, Director of Facilities Management</strong>&lt;br&gt;<strong>Joy Brown, Morehead Tourism</strong></td>
<td>October 22-29, 2014; Emails</td>
<td>Two students initiated the discussion on potential options to address tickets being given to people parking on campus to access the Sheltowee Trace. The students’ proposed several ideas suggested by the class. After a few emails it was decided that a sign would be posted informing people accessing the trail to place a note on the dash of their car to avoid being ticketed. In addition if people were issued a ticket they could take it to the campus police to have it expunged. (2.5 hours)</td>
</tr>
<tr>
<td><strong>Kentucky Department of Transportation</strong></td>
<td>October 22-29, 2014; Emails</td>
<td>Two students obtained information about bicycle regulations and bike lane regulation. The student also obtained information to disturb at the showcase. (2.5 hours)</td>
</tr>
<tr>
<td><strong>Sheltowee Trace National Recreational Trail</strong></td>
<td>October 25, 2014</td>
<td>All the students participated in the class hike on the re-route section. (3 hours)</td>
</tr>
<tr>
<td><strong>Ash Gilliam, Rowan County Arts Center</strong></td>
<td>October 27, 2014; Arts Center</td>
<td>All the students visited the Rowan County Arts Center to meet with Ash about hosting the Sheltowee Showcase. The Art’s Center was selected because it has a trail shop and the Sheltowee Trace runs right in front of the Center. (1.5 hours)</td>
</tr>
<tr>
<td><strong>Fuzzy Duck Coffee Shop</strong></td>
<td>October 27, 2014; Fuzzy Duck Coffeeshop</td>
<td>Two students visited the coffee shop to discuss the Showcase and make arrangements for coffee. This also gave the students the opportunity to discuss with the business the economic benefits of the Trail Town Initiative (45 minutes)</td>
</tr>
<tr>
<td><strong>Tommy Willis, Morehead State University’s Outdoor Recreation Coordinator</strong></td>
<td>November 12, 2014; MSU Wellness Center</td>
<td>Discussed details of Outdoor National Application with two students. (1.5 hours)</td>
</tr>
<tr>
<td><strong>Ash Gilliam, Rowan County Arts Center</strong></td>
<td>November 14, 2014; Arts Center</td>
<td>All the students met with Ash to make final arrangements for the Showcase. (45 minutes)</td>
</tr>
</tbody>
</table>
Table 1. Summary of students’ communication with community members and visits to community assets (continued).

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheltowee National Recreational Showcase</td>
<td>November 12, 2014; Arts Center</td>
<td>All the students participated to provide information about the Sheltowee and other trails were shared. The students provided refreshments and maps. The Morehead Tourism and Sheltowee Trace Association also had booths. The students generated a picture opportunity – which allowed people to wear a backpack (that looked full) and pose in front of the Trail Town banner. (3 hours)</td>
</tr>
<tr>
<td>Joy Brown, Morehead Tourism</td>
<td>February 26, 2015; off campus</td>
<td>Two students meet with Joy Brown to present a summary of the information and they requested feedback on the project from Joy. (2 hours)</td>
</tr>
<tr>
<td>Morehead Tourism Trail Town Committee</td>
<td>March 23 and May 6, 2015</td>
<td>One of the students from the course is serving as a Trail Town committee member. This position was created as a result of the students’ partnership with Morehead Tourism. (4.5 hours)</td>
</tr>
<tr>
<td>Morehead Tourism Trail Town Committee</td>
<td>March 28, 2015</td>
<td>One student from the course assisted with the planning of the Campus Trail Town event, and manned an informational booth during the event. (9 hours)</td>
</tr>
<tr>
<td>Outdoor Nation</td>
<td>May 18, 2015</td>
<td>Received award notification for $1,000 from Outdoor Nation grant to promote participation in outdoor recreation activities. This will be incorporated into the 2015-16 student projects.</td>
</tr>
<tr>
<td>Outdoor Nation</td>
<td>Scheduled for June 3, 2015</td>
<td>One to two students will be participating in the conference call regarding grant award.</td>
</tr>
<tr>
<td>City of Morehead, Greg Watson, Director of Public Works</td>
<td>Scheduled for June 5, 2015</td>
<td>Final discussion and preparation for presentation to City Council</td>
</tr>
<tr>
<td>Morehead Tourism Trail Town Festival</td>
<td>Scheduled for June 6, 2015</td>
<td>One of the students will be volunteering</td>
</tr>
<tr>
<td>City of Morehead, City Council Meeting</td>
<td>Scheduled for June 8, 2015</td>
<td>One of the students will lead the presentation about the final design of the bike lanes. The other students are not in Morehead during the summer.</td>
</tr>
<tr>
<td>Troy Hearns, State Bicycle and Pedestrian Coordinator for the Kentucky Department of Transportation</td>
<td>Scheduled for June 9-14, 2015</td>
<td>Final review and comment</td>
</tr>
</tbody>
</table>
Table 1. Summary of students’ communication with community members and visits to community assets (continued).

<table>
<thead>
<tr>
<th>City of Morehead</th>
<th>Planned for June 15-30, 2015</th>
<th>Bike Lane painting with volunteer assistance from students, bike shop representatives, Trail Town Committee members, Triplett View Committee, and Sustainable Morehead. Two to three students from the course plan on being in Morehead to volunteer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trail Leadership and Workshop</td>
<td>Planned for July 16-18, 2015</td>
<td>The International Mountain Bike Association will be conducting a community Trail leadership and workshop event in Morehead. This event is the result of a grant application submitted by the students. Two students plan on attending.</td>
</tr>
</tbody>
</table>

**Project Goals/Objectives.** The goals of this project were to 1) learn about the needs of Morehead and Rowan County in the area of health, the environment, and recreation; 2) learn about recent and ongoing efforts by Morehead Tourism and other key community organizations to develop and promote outdoor recreational assets located in Morehead-Rowan County; 3) work with Morehead Tourism to conduct an applied asset-based project aimed at enhancing the community’s economy, health, and environment in a sustainable way; and 4) provide project results and useful recommendations to our community partners in the form of a final report to aid their ongoing efforts aimed at helping our community to become more healthy, sustainable, and economically competitive. Table 2 (below) summarizes the students’ activities related to each goal. The activities and outcomes are discussed in more detail below.

Table 2. Summary of student activities.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Student Activities</th>
<th>Student Outcome</th>
</tr>
</thead>
</table>
| Learn about the needs of Morehead and Rowan County in the area recreation | Review past student research  
Hiked two sections of the Sheltowee Trace  
Conducted two driving tours of the community assets  
Visited the Rowan County Arts Center and Morehead Conference Center | Identified needs of the area through class discussions and reflections |
Table 2. Summary of student activities (continued).

<table>
<thead>
<tr>
<th>Learn about recent and ongoing efforts by Morehead Tourism and other key community organizations to develop and promote outdoor recreational assets located in Morehead-Rowan County</th>
<th>Meet with 1) Joy Brown, Morehead Tourism, 2) J Marshall, Head of the Community Fund, 3) Elaine Wilson and Osana Wolf, Kentucky Adventure Tourism, and 4) Steve Barbour, Sheltowee Trace Association</th>
<th>Identified community projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Work with Morehead Tourism to conduct an applied asset-based project aimed at enhancing the community’s economy, health, and environment in a sustainable way</strong></td>
<td><strong>Plan an informational activity</strong></td>
<td>Sheltowee Showcase</td>
</tr>
<tr>
<td><strong>Identify resources that can be used to implement outcomes</strong></td>
<td><strong>Wrote 4 grants</strong></td>
<td><strong>Obtained 3 grants</strong></td>
</tr>
<tr>
<td><strong>Research health and economic benefits of promoting cycling in the community</strong></td>
<td><strong>Obtained parking access for the campus trailhead</strong></td>
<td><strong>Student position created to serve on the Trail Town Committee</strong></td>
</tr>
<tr>
<td><strong>Develop and conduct cycling safety and attitude survey</strong></td>
<td><strong>One of the students was an Eagle Campus Guide for incoming students. This student worked separately with the admissions program to update and increase the amount of recreational opportunities that is incorporated into campus tours.</strong></td>
<td><strong>Share survey results with Morehead Tourism and other community groups</strong></td>
</tr>
<tr>
<td><strong>Provide project results and useful recommendations to our community partners in the form of a final report to aid their ongoing efforts aimed at helping our community to become more healthy, sustainable, and economically competitive</strong></td>
<td><strong>Submitted poster and final report to Morehead Tourism</strong></td>
<td></td>
</tr>
</tbody>
</table>

In addition to the goals above this project was designed to enhance the students’ knowledge of the ARC, Appalachian Kentucky, Rowan County, and the City of Morehead; improve leadership and presentation skills; and develop the students’ leadership skills through project development. These points were addressed
through class readings, in class reviews of the ARC website and discussions about the history of the ARC, class reflections, meeting with local leaders, and presentation opportunities. The text for was *Uneven Ground*, by Ronald D. Eller. His book provided a history of the Appalachian Region before and after the ARC was created, and how the region has grown. Secondly to increase the students’ knowledge of the community, they meet with leaders from local organizations and examined the community’s assets. Lastly, the student gained valuable presentation skill by presenting to faculty in the School of Public Affairs, ARC and peers in Washington, D.C., Morehead Tourism’s Chat and Chew, and Campus Student Scholarship Celebration.

**ARC Goals addressed:**

- The students’ partnered with Joy Brown of the Morehead Tourism Commission to strengthen the Trail Town Initiative through awareness (showcase and Outdoor Nation grant) and infrastructure (bike lanes, trail access, and trail workshop). The Trail Town Initiative in a program designed to create economic opportunities for rural communities.
- Students and faculty attended the December meeting in Washington DC.
- This report serves as the final report to the Commission.

**Project Outcomes:**

**Poster Presentations**

- ARC Appalachian Teaching Project meeting in Washington, D.C. (December 5-6, 2014). The students’ decided to split into a poster group and an oral presentation group.
- Posters at the Capitol, Frankfort, KY (scheduled for February 19, 2015; canceled because of snow).
  - The next two poster presentations below replaced this opportunity.
  - Additionally the student(s) decided to participate in two oral presentations that were not on the original proposal.
- Campus Student Scholarship Celebration, Two posters: Trail Town Initiative and Bicycle Safety Survey. The Bicycle Safety Poster received Merit recognition at the awards ceremony (April 22, 2015).
- School of Public Affairs of the Year Poster session, Morehead State University (May 6, 2015).
Oral Presentations

- School of Public Affairs, Morehead State University (November 19, 2014)
- ARC Appalachian Teaching Project meeting in Washington, D.C. (December 6, 2013). The students’ decided to split into a poster group and an oral presentation group.
- Trail Town Chat and Chew presentation about the bicycle survey and bicycle lanes (April 14, 2015).
- School of Public Affairs, Morehead State University, Department end of the year celebration (May 6, 2015).

Community Grants

- **Bicycle and Pedestrian Grant - $18,989.** Acquire funding to 1) create bike lanes, 2) conduct a safety knowledge and bicycle usage survey, and 3) purchase light systems and ankle reflectors to give-a-way, The goal of the program is to work towards a bike friendly community, and provide the necessary knowledge base and infrastructure to insure a long term sustainable bicycle community. There will be a Morehead Campus Trail Town event held where a safety survey will be given. The funding for the grant just went through and work will begin for the rest of the project on the 16th of February.

- **IMBA/Subaru Trail Care Crew Grant - $3,000.** Conducts hands on trial care workshop designed for volunteers and beginner trail builders to design trails that encourage trail usage and establish a prominent mountain biking community. The Trail Care Crew will provide feedback on current trails in the community and recommendations for future development. This grant was unofficially funded and there will be a representative coming to the community to discuss issues with local stake holders, hold a bicycle safety course, and working with Morehead Tourism to create a comprehensive bicycle safety plan.

- **Outdoor Nation Campus Activation Grants - $1,000.** Promotes trail use by students and members of the community. The original application was to conduct a community ‘meet up’ will be held to hear ideas on how to engage more students and community in outdoor recreation. We had planned to host multiple hikes and a camping trip to the Cumberland Gap National Park. The full application was not funded, but seed money has been given to start a program and if results are acceptable, more money will be given in the fall of 2015.
**Problems Encountered:**
This year’s project encountered very few problems. Getting all of the students together outside of class time has remained an issue. The reason for this ongoing problem is that all of my students had jobs, two had other campus group obligations, two of the students commuted to campus more than 1 hour one way, and another student had legitimate health issues.

Despite efforts to encourage students to voluntarily agree to present the students made the choice to split responsibilities while at the conference. Half presented and the other half were responsible for leading the poster sessions. This was 100% the students’ choice. Next year this will not be an issue since it is written into the grant requirements.

Joy Brown and I have been meeting to discuss ways to get the students out even more in the community and to attend more community organization meetings.

**Program Continuation and Sustainability:**
The 2014-15 has provided resources through grant awards. These grants have extended the students’ projects beyond the ATP grant (and class) timeframe. The grants have also provided resources and project ideas for the next class. Morehead Tourism is excited about the products that have been developing as a result of the student grant applications. Joy Brown and April Haight have already met to develop specific projects for the 2015-16 class. Specifically, we have decided that it would be good for the class to continue with the bicycle survey and to promote the bicycle lanes in Morehead.

The bike lanes are viewed as an important step in developing facilities that promote recreation. Our community has continued to recognize and promote the economic and health benefits. Both the new Mayor and County Judge Executive have identified recreational as a priority. In addition, Morehead State University, Chamber of Commerce and Economic Development Council started (in March 2015) a new business incubator downtown. Three of the new tenants are developing business ideas that focus on physical health and/or recreation.
**Conclusions and Recommendations:**

The students identified the following recommendations for future classes:
- Continue to work with community organizations to more effectively promote and market opportunities for outdoor physical activities.
- Have previous year student(s) participate as mentor(s) for the 2015 class.
- Implement the Outdoor Nation grant.
- Spend more time exploring the outdoor recreation opportunities. All of the students said that they wished they had made it a priority to spend more time exploring the recreational resources outside of class time.

Community members identified the following recommendations for future classes:
- Create videos about the safe use of bicycle lanes.
- Develop a bicycle pump course at one of the parks.

Morehead Tourism Commission identified the following recommendations for future classes:
- Develop QR codes for Trail Town attractions.
- Establish an online geocache course highlighting points of interest.
- Continue with the bicycle survey.
- Implement the Outdoor Nation grant.
- Conduct more case study research about communities that have successfully promoted outdoor recreation.

**Attachments (below):**

The following posters are from the campus Student Scholarship poster session.
ABSTRACT

Morehead State University’s Regional Analysis and Public Policy students are working to create a comprehensive plan in partnership with the Bike-Friendly Morehead to educate local citizens and college students about the outdoors recreation. This project is part of the “Bike-Friendly Morehead” initiative, which focuses on increasing the community's awareness of the benefits of bike use. The project team will address the needs of the community to promote bike use. The research team conducted a survey to gather data for the project. The survey included questions about the benefits of bike use and the barriers to bike use. The team also conducted a focus group with local bike enthusiasts to gather more information about the benefits and barriers to bike use. The team will use the data collected from the survey and the focus group to create a comprehensive plan for promoting bike use in the community. The plan will include strategies for increasing bike use, such as creating bike lanes and bike-friendly infrastructure. The team will present the plan to the community and encourage local stakeholders to support the plan. The team will also work with local organizations to promote bike use in the community. The team’s work will help to create a more bike-friendly community in Morehead, Kentucky.
ABSTRACT

In 2014, Morehead became the third town in Kentucky to be designated as a Trail Town. Despite the recognition infrastructure challenges exist toward creating an atmosphere that will draw tourists to our community and encourage community members to participate in bicycling. Additionally, considerations about bicycle regulations and safety practices exist. To study this, a survey to evaluate bicycle safety knowledge and attitude towards bicycling in Morehead, Kentucky, Survey participants include Morehead State University students, faculty, and staff as well as community members. The survey will be used to develop a bicycle safety educational campaign. In addition, Morehead Tourism will utilize the results to develop bicycle infrastructure that promotes tourism. The project is funded by the Kentucky Department of Transportation, Patsy Nye Foundation, and the Appalachian Regional Commission.

INTRODUCTION

The fall 2014 RAPP 300 Seminar in Regional Issues class partnered with the Morehead Tourism Commission to promote Morehead’s Trail Town status. The Morehead Tourism Commission sought to increase student awareness and participation in outdoor activities. The class decided to focus on promoting bicycling. In an effort to promote cycling, the students applied for a grant that would provide resources for the City of Morehead and the Morehead Tourism Commission to promote bicycling in Morehead.

The Patsy Nye Bicycle and Pedestrian grant distributed by the Kentucky Bicycle and Bicyclist Commission was funded in the amount of $18,000. The objective of the grant application was to work with a bike-friendly community and provide the necessary knowledge and infrastructure to ensure a long-term sustainable bike-friendly community. The funding is being used to:
1) create bike lanes on West Street in Morehead
2) conduct a bicycle safety knowledge and usage survey
3) purchase bike racks and sterile refrigeration to give away
4) educate the community and campus about bicycle safety

The survey data will also be used to develop a plan to increase the number of people participating in bicycling and the tourism impact of bicycling.

METHODS

To better understand the current environment that motivates and bicyclists face in Morehead and Rowan County, we wanted to hear directly from the community. This was accomplished through the development of a survey. Other bicycle safety and use surveys were investigated to help develop the survey.

The survey covered perceived feelings about bicycle safety and the current infrastructure, and finally their knowledge of the road laws related to bicycling.

The survey has been distributed using Survey Monkey. The platform makes it possible to distribute the survey to a large number of participants. Additionally, the survey results can be easily exported into an excel file for analysis.

The results are being analyzed to develop an educational campaign to increase awareness about the use of bike lanes and knowledge of currently bike laws.

RESULTS

Since the survey went live on March 24th, 125 responses have been received. We seek to obtain 600 surveys by the end of the spring 2015 semester. Below is a highlight of the results to date:

- 53.39% or 63 of the respondents consider themselves to be bicyclists.
- 69.3% of the participants identified themselves as bicyclist stating that they ride to exercise and the second highest chosen answer was for fitness which got 64. Other responses included basic transportation needs and environmental purposes.
- When asked how often they ride, the most common response was that they do not ride often. For instance, 11% (69) ride at least once a week, the others ride a few times a month or less.
- 77.7% say that they do not ride often, and of all the bicyclists, 68.3% of them say that they do not feel safe riding around the town. The most popular reasons they do not feel safe are: Roofed 8.69%, Uneven Walkways 7.59%, and Hazardous Shoulders 7.56%.
- One part of the survey asked participants to rate their perceived bicycle conditions in Morehead and Rowan County, on a scale of 1-5 with 5 being the greatest (see table below).
- * 61% of the respondents rated Morehead/Rowan as a bicyclist friendly as either a 4 or 5 rating.
- * 14.3% of the respondents rated hazardous conditions for bicyclists were around bicyclists as either a 4 or 5 rating.
- * 86.3% of the respondents agreed that the community needs more bicycle lanes.
- A few questions specifically focused on perceived bicycle infrastructure in Morehead State University campus.
- * Only 0.26% of the students felt they had a safe place to store their bicycles on campus.
- * 68.75% felt that the school did not provide enough bicycle racks around the campus.
- The remaining questions focused on the rules that cyclists and motorists must follow while out there on the road. For example, they covered how much space should be given to a bicyclist while a car passes them, or how a bicyclist must use their hand signals when turning.
- * 67% of the respondents answered the questions correctly.
- * 69.75% of people believe that it is not allowed for bicyclists to ride two abreast.

There is a lot of data that we received that can fit so many different parts of bigger problem. Hopefully, we will receive more results over the next few months that will strengthen survey conclusions.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morehead State University is bicyclist friendly</td>
<td>9</td>
<td>19</td>
<td>19</td>
<td>37</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Morehead/Rowan County is bicyclist friendly</td>
<td>33</td>
<td>36</td>
<td>27</td>
<td>26</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Motor vehicles treat bicyclist with caution</td>
<td>11</td>
<td>3</td>
<td>28</td>
<td>20</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>More bicycle lanes are needed</td>
<td>9</td>
<td>4</td>
<td>13</td>
<td>12</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>More bicycle paths are needed</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>12</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>More bicycle safety education is needed</td>
<td>3</td>
<td>3</td>
<td>13</td>
<td>12</td>
<td>5</td>
<td>20</td>
</tr>
</tbody>
</table>

Table 1: Summary of participants’ rating of their perceived bicycle conditions in Morehead and Rowan County, on a scale of 1 to 5 with 5 being the greatest.

ACKNOWLEDGEMENTS

Appalachian Teaching Project
Appalachian Regional Commission
Kentucky Bicycle and Bicyclist Commission
MSU’s Center for Environmental Education
Morehead Tourism Commission

REFERENCES

2012 National Survey of Bicyclist and Pedestrian Attitudes and Behaviors.
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