Bike Friendly Morehead

DONALD BURNS, JOHNATHAN COLEMAN, KELSEY ESTEP, RANDALL ROOF, ERIC SCHWARBER, TINSLEY SETTERS, CONNOR STRONG
MOREHEAD STATE UNIVERSITY REGIONAL ISSUE SEMINAR
PROFESSOR APRIL HAIGHT

MOREHEAD STATE UNIVERSITY

INSTITUTE FOR REGIONAL ANALYSIS & PUBLIC POLICY
Community Partners and Affiliates

- Morehead Tourism
- Sheltowee Trace Association
- Kentucky Adventure Tourism
- Rowan County Community Fund
Trail Town

- An initiative set out to improve the economy of our communities
- A way to connect the trail and the town
- Provides the town with new businesses
- Educate the business owners of your town
Purpose

- Promote the Trail Town Resources of Morehead
- Engage youth with the outdoor resources
- Inform community about the outdoor resources

Photo by April Haight

Trail Town dedication ceremony
Trail Town

- An initiative to improve the economy of our community
- Connects the trail and the town
- Provides the town with new businesses
- Educate the businesses about the benefits of trails

Photo provided by April Haight

Joy Brown, Director of Morehead Tourism
Economic Impacts

- Many outdoor participants have disposable income

- $12.5 billion industry (CERTEC, 2014)

- Rowan County tourism expenditures were $60.7 million (CERTEC, 2014)

Other Benefits

- Reduced expenditures on infrastructure
- Cycling provides many cardiovascular benefits
- Cycling can also reduce the rate of preventable conditions
Methods

- Case Studies of tourists town
- Journal articles on the benefits of bicycling
- Research on planning and policies focused on bicycle safety
- Visiting trail access points and hiking a section of the trail
North /b North /b Chromite
To Corn /n Ridge
Map through Campus
Community Engagement

- Sheltowee Trace Showcase
- Grant writing to promote the Trail Town initiative
- Trailhead parking access
Sheltowee Showcase

- An informational event directed towards the community.

- We provided information about the Sheltowee Trace, bike safety, and other outdoor adventures available within the county.

Students discussing trail maps in preparation for the Sheltowee Showcase.
We worked with Morehead Tourism and the Sheltowee Trace Association to provide the most accurate information to the members of the community.
Grants

- Subaru International Mountain Biking Association Trail Care Crews Grant
- Paula Nye Memorial Bicycle and Pedestrian Education Grant
- The National Center for Safe Routes to School and Schwinn’s Helmets on Heads
- Outdoor Nation Campus Activation Grants
Trailhead Parking

- Tourists used to get ticked for parking on campus
- Worked with campus organizations
What we learned

- Proper marketing and planning techniques
- Adventure Tourism is a viable engine for economic growth
- Kentucky could look at some of the strong aspects of Portland, Oregon
  - Bike boxes: area for cyclist at front of stoplights
  - Sharrows: arrows on road to direct cyclists
- Investing more money into bicycle economy will prove to benefit community across the board