Bicycle Tourism Trends
Making the Case for Bicycle Tourism in Parks and Public Lands
My first tour in 2012: Tallahassee – New Orleans
From Bikecentennial...
...to Adventure Cycling

- 53,000 members
- Resources & inspiration
  - Routes & maps
  - Adventure Cyclist magazine
  - Tours
  - Advocacy
From 4,228 miles of the TransAmerica Trail...
...to 48,000 miles of Adventure Cycling Routes
From two U.S. Bicycle Routes in 1982...
...to 13,000+ miles of the U.S. Bicycle Route System in 2019
Or you can go overnight.
Types of Bike Tourism

- **Touring** – point-to-point travel by bicycle with at least one overnight
- **Events** – organized and commercial rides, tours, races or festivals
- **Hub rides** – Day rides on roads or trails from one destination

*What types of bike tourism draws people to your park or public land?*
Bicycle tourists don’t just stick to bike paths.

They ride all types of roads and trails, including:

- Dirt, pavement, snow, sand
- With traffic or separated
- Urban, suburban, rural, backcountry

*Is it accessible, safe and convenient to reach and explore your park or public land by bicycle?
They also look for bike-friendly accommodations.

- Hiker/biker campsites
- Bike amenities
- No-turn-away policies
- Indoor lodging with secure bike storage, bike washing

*Do your accommodations cater to people arriving by bicycle and consider their needs?
Who are bicycle travelers?

- 58% make over $75,000 per year
- 82% have a college education
- 8.1% are international tourists
- 52 is the average age of bicycle travelers

Study by Institute for Tourism & Recreation Research
Why do people travel by bicycle?
Adventure Travel Trends

LESS FOCUS ON RISK


Now in 2017, risk is barely a mention.

Travelers are now focused on

- BEING IN A NATURAL ENVIRONMENT
- LEARNING
- MEANINGFUL EXPERIENCES
Bike travelers spend 40% more.

Touring cyclists stay **3 days longer** and spend **40% more** per trip.

Study by Institute for Tourism & Recreation Research
And contribute to rural economic development.

Bicycle travelers:

• Need more frequent services
• Shop local
• Seek lower traffic roads

And spend more than motorized travelers.
Resource: How to be Bike Travel Friendly

How to be Bicycle Travel Friendly

- **Bicycle Travel Friendly Essentials**
  1. **Be welcoming to bicycle travelers and let them know that you’re bicycle-friendly.**
     - Post welcome signs, bicycle decals, or put up bicycle-related art.
     - Provide hospitality training for businesses.
     - Promote the bicycle amenities & services you offer through your website, social media, etc.
  2. **Provide tourism service information.**
     - Maps of the town or area.
     - Nearby services, like restaurants, grocery stores, breweries, lodging and camping, bike shops and outdoor stores, post office, library, and laundromats.
     - Local tourism activities - outdoor recreation, nearby trails, attractions & events, etc.
  3. **Offer bicycle-friendly amenities.**
     - Check out the tips for businesses below.
  4. **Provide bicycle-friendly accommodations.**
     - Check out the hospitality tips below.
  5. **Implement bicycle infrastructure and policies.**
     - Pass a Complete Streets policy or ordinance.
     - Include dedicated bicycle infrastructure and routes/networks in transportation plans.
     - Designate a U.S. Bicycle Route and/or state bicycle route through your community.
     - Ensure that road features, like rumble strips and chip seal, safely accommodate bicycle use.
     - Apply to be a Bike Friendly Community through the League of American Bicyclists.

www.adventurecycling.org/biketourism
Resource: Guide to Bicycle Camping

Guide to Bicycle Camping

Download at www.adventurecycling.org/parks
Resource: NPS Active Transportation Guidebook

Download at: www.adventurecycling.org/parks
Chapter 7: Car-Free Experiences
Bike Your Park Day

www.bikeyourparkday.org

REGISTER TODAY!

SEPT. 29TH

www.bikeyourparkday.org
Partnering with Adventure Cycling

We provide expertise, resources, and support to expand bike tourism through:

• Bicycle safety
• Bicycle camping
• Car-free opportunities
• Bike Your Park Day promotion
• Bicycle counts
• Designating U.S. Bicycle Routes
• Adding bike amenities
• Reaching the bike community
Thank You!

Contact:
Saara Snow
Adventure Cycling Association
ssnow@adventurecycling.org
(406) 532-2749

Visit:
www.adventurecycling.org/biketourism
www.adventurecycling.org/parks
55 State Parks
7 National Historic Landmarks
Bike Camp Site Selection
Bike Camp Site Selection
Campsite Construction-Wayfarers
Whitefish Lake Bike Camp
Whitefish Lake Bike Camp
Whitefish Lake Bike Camp
Salmon Lake Bike Camp
Salmon Lake Bike Camp
Proposed Future Bike Campsites

- Thompson Chain of Lakes/Logan State Park (Libby)
- Thompson Falls State Park (Thompson Falls)
- West Shore State Park (Lakeside-Flathead Lake)
- Finley Point State Park (Polson-Flathead Lake)
- Big Arm State Park Big Arm (Flathead Lake)
- Bannack State Park (Dillon)
- Lewis and Clark Caverns (Whitehall)
- Makoshika State Park (Glendive)
- Medicine Rocks State Park (Ekalaka)
- Missouri Headwaters State Park (Three Forks)
State Park Policy Changes

No Turn Away Policy

Bike Camping Fee Structure
Updated Fee Structure

<table>
<thead>
<tr>
<th></th>
<th>Peak Season Resident</th>
<th>Peak Season Nonresident</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>Senior/Disabled</td>
<td>General</td>
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<tr>
<td>Campsite without Electricity</td>
<td>$18</td>
<td>$9</td>
<td>$28</td>
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<tr>
<td>Campsite with Electricity</td>
<td>$24</td>
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<td>Rustic Campsite</td>
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<td>$20</td>
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<td>Hike-in/Bike-in Campsite</td>
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<tr>
<td>Backcountry Campsite</td>
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<tr>
<td>Boat Camping at Boat Slip (without electricity)</td>
<td>$16</td>
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</tr>
<tr>
<td>Boat Camping at Boat Slip (with electricity)</td>
<td>$24</td>
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<tr>
<td>Cabin</td>
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<tr>
<td>Regular Yurt</td>
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<tr>
<td>Large Yurt</td>
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<tr>
<td>Tipi</td>
<td>$30</td>
<td>$30</td>
<td>$42</td>
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</table>
Benefits

Customer Service

Adapting Infrastructure to Changing/Growing User base
Auto Centric

*Doesn’t Work for Cyclists*
“Improve the quality of life in Idaho through outdoor recreation and resource stewardship.”

Mission: Idaho Department of Parks and Recreation
Certified Public Manager (CPM)

• 300 Hours

• Capstone Project (thesis)

• Statewide Agency Impact

• Timely / Relevant
Capstone Project:

A Model For

Bike-in / Hike-in Camping Opportunities
Adventure Cycling Association

Route Network: 47,000 + Miles

Adventure Cycling Association
Adventure Cycling Association

Route Network:

• Five Idaho State Parks

• Five Miles

• Five Routes
@worldbiking
Auto Centric
Cyclists are Human - Powered

• Self - Contained

• Solo or Small Groups

• Limited Communications

• Not Supported by Vehicle
Auto Centric
Doesn’t Work For Cyclists:

- Weather
- Equipment / Flat Tires
- Terrain
- Injuries / Illness
Hells Canyon, Idaho

“Some Days it Got Just Too Hot to Ride”

Sportswool Diaries - Warren Sanders
Auto Centric
What Can We do Better for Cyclists?

• Policies

• Rules

• Fees

• Designate / Develop Bike-in Campsites
Idea!

Develop Non-Motorized Camping Policy

• Establish Minimum Agency Standards

• Scalable – Not All Parks are the Same

• Encourages all Parks to Participate

• Goal is to Not Turn Away Bicycle Campers
Idea!
Change the Rules:

- Designated Bike-in Camping Areas
- Allow One Tent per Person
- Allow Communal Style Group Camping
Idea!
Adjust Current Fee Structure:

• Per Person Bike–in / Hike-in Fee

• Fee Collection at Campsite

• Add User Type

• No Reservation Required
Camping Cyclists = Small Footprint

Marilyn Hedges
Camping Cyclists = Small Footprint

Ryan King – Bike Touring News
Idea!

Develop Bike-in Campsites:

- Based on Anticipated Demand / Unused Area
- Near Restrooms / Water / Showers
- Communal Style Camping
- Covered Table / Lockers / Electrical Outlets
We Made It!

70 Miles… Time for a Beer…

Winchester State Park, Idaho
Economic Impact and Importance of State Parks in Idaho - 2018

5.5 Million Visitors = $127 Million Spent

3,039 Jobs = $89 Million Wages

$1 Invested by Tax Payer = $54 Returned to Economy
Future Focus:
2019 to 2022 Strategic Plan for the Idaho Department of Parks & Recreation

• Identify New Activities / Audiences
  • Improve Access to Recreational Facilities
• Develop Overnight Accommodations for Cyclists
• Partner with Adventure Cycling Association
Artist at Work

Ciera Parker
Tree Trunk = State Agency

Ciera Parker
Tree Branches = Organization Chart

Ciera Parker
Trunk + Branches + Leaves = Shade Tree

Ciera Parker
One Leaf = Happy Cyclists!

Ciera Parker
Greg Pezoldt - 2018 Transcontinental Bicycle Tour
Galinat Family Bike Tour Across America, 2014
Thank You !
Arkansas State Parks

A modern approach to trails

Joe Jacobs, Marketing & Revenue Manager, Arkansas State Parks
1933 - 1940

The Civilian Conservation Corps begins the first “modern” trail building in the first six Arkansas State Parks.

Workers found the area beautiful but very rocky with steep hills and thick vegetation. A wonderful place but not inviting to a growing urban population.

With minimal mechanized support and a lot of strong backs, the CCC boys created inviting trails for visitors to experience the wonders of these parks.
1941 - 1987

Over the next 46 years the parks grew from the original 6 parks to over 40 parks. With limited funding, the parks expanded overnight and other rental facilities needed to keep the parks solvent and popular. Cabins, lodges, campgrounds, restaurants, and marinas were built.

Since the parks had no entrance fees, non-revenue producing facilities like trails were built by park staff and volunteers. Trails had become considered a cost for an overly used and underfunded park system.
1988 - 2005

The Mountain Bike Arrives

After years of catering to hikers, equestrians and motorcycle/atv’s a new trail user group showed up.

At a time when many land managers were forbidding mountain bikes from their trails, Arkansas State Parks decided to embrace these new users. Holding the first mountain bike festival in the state at Devil’s Den State Park in 1989.
2006 - 2015

The first professionally designed, sustainable, multi-use trail is built at Hobbs State Park Conservation Area.

The growth of mountain bike focused, volunteer trail advocacy and maintenance groups leads to improved trail design and attention in the parks.

New mountain bike trails are created at Cane Creek, White Oak Lake, Bull Shoals-White River, Pinnacle Mountain, and Woolly Hollow State Parks.
Arkansas State Parks had two hurdles in getting world class trails built.
1. Funding
2. Low bid purchasing

These problems were both solved with the creation of the Arkansas Parks and Recreation Foundation which was supported by the Walton Family Foundation.
Modern Building

Three different trail building companies have been employed so far in construction of new trails in 6 Arkansas State Parks.

These trails a system of trails built specifically for mountain biking but also open to hikers and trail runners that are built with sustainable building methods.

The system of trails will be marketed as “Monument Trails.”
New Trails
New Policies

Trail Naming, Construction and Maintenance procedures - 2018

No Turn Away Policy – Camping - 2018

Pedal Assist and Electric Bicycles - 2019
Future Development

Connectivity – A look at how trails bring park facilities and activities together.

Hub & Spoke – Using trails to connect to local, community infrastructure and amenities.

Our piece of the Arkansas Tourism Product
Petit Jean State Park
1933

Mount Nebo State Park
2019

#ARStateParks
Thank You!

Joe Jacobs
Arkansas State Parks
Joe.Jacobs@Arkansas.gov
501-682-6923
National Outdoor Recreation Conference

Electric Mountain Bikes

people for bikes

Bicycle Product Suppliers Association (BPSA)
• Trade association for U.S. bicycle, component and accessory vendors
• Founded in 1914, 120 industry members and growing fast
• Three main initiatives: Legal/Legislative, Statistics, Safety
WHEN PEOPLE RIDE BIKES, GREAT THINGS HAPPEN
Demographics and Sales
What is an E-Bike?

- Almost identical to a traditional bicycle in appearance
- Small electric motor and battery to provide motorized assistance (pedal or throttle), up to 750 w (the power of a hair dryer)
Who Rides E-Bikes and Why?

- Most riders are 40-70 years old, but there is a growing 25-40 segment.
- Primary motivations: Recreation, health and fitness, transportation, errands.
- Diverse user base: Couples, households, urban dwellers, aging bicyclists, people with disabilities.
- Helping facilitate broader expansion in bicycling participation.
• E-bikes are the fastest growing category of bike sales in the U.S.
• Unit sales have grown around 75% year over year.
Federal and State Policies
E-bikes are federally regulated by the Consumer Product Safety Commission.

CPSC defines e-bikes as a bicycle for the purposes of product safety and first sale (15 U.S.C. § 2085(a)).
Federal Regulations

- Key points from definition:
  - Pedal or throttle assist bicycles
  - 750 watts
  - Max. speed 20 mph under motor power alone

- No specified max. speed when operating under combined human and motor power
E-Bikes and Federal Funding

- E-bikes allowed on federally-funded facilities if authorized by a local government (23 U.S.C. §217(h)(4)):
  - Any bicycle or tricycle with a low-powered electric motor weighing under 100 pounds, with a top motor-powered speed not in excess of 20 miles per hour.

- Differences from CPSC definition: weight vs. wattage; different language for top speed.

- Exception: RTP funds (23 U.S.C. §206): E-bikes prohibited from accessing facilities that use RTP funding for nonmotorized trails.
| **States regulate the use of e-bikes on streets and bikes paths** |
| **About 30 regulate e-bikes like bicycles** |
| **Others have no e-bike definition, but licensing and registration requirements** |
| **Different from eMTB trail access, managed by public land agencies (not DOTs)** |
Three Classes of E-Bikes

- Class 1: Pedal assist, maximum assisted speed 20 mph (regulated like bikes, permitted on paths, local regulation allowed).
- Class 2: Throttle assist, maximum assisted speed 20 mph (regulated like bikes, permitted on paths, local regulation allowed).
- Class 3: Pedal assist, maximum assisted speed 28 mph (equipment and use restrictions, local regulation needed for path use).
## E-BIKE REGULATIONS

<table>
<thead>
<tr>
<th><strong>MODEL LEGISLATION</strong></th>
<th>PFB and BPSA have enacted our model law, which defines and regulates three classes of e-bikes.</th>
</tr>
</thead>
</table>
| **ACCEPTABLE** | Regulated as a bicycle  
> Passengers allowed  
> No age minimum  
> No licensing or registration required  
> Can use existing bike infrastructure |
| **PROBLEMATIC** | Regulated as a moped or motor vehicle  
> Confusing equipment + use requirements  
> Confusing licensing + registration requirements  
> Confusing access to bike infrastructure |
Electric Mountain Bike Policy and Resources
eMTBs are:

- Class 1 e-bikes
- Pedal assist only (no throttles)
- Federal lands: Generally considered “motor vehicles” and allowed on trails with other motorized devices.
- State + local lands: Variable, most agencies have not addressed e-bikes.
Federal Agency Policies

- BLM: E-bikes are “off-road vehicles”
  - 43 C.F.R. 8340.5.
- NPS: E-bikes are “motor vehicles”
  - 36 C.F.R. 1.4.
- USFS: E-bikes are “motor vehicles”
  - 36 C.F.R. 212.1.
eMTB State Policies

- State by state interpretation of policies, usually by rangers.
- States that allow eMTB use on bicycle trails: Colorado, Delaware, Florida, Louisiana, Minnesota, Missouri, Nevada, North Carolina, Pennsylvania, South Dakota, Utah.
eMTB Local Policies

• Jefferson County (CO), 250+ miles of trail
• Santa Clara County (CA), 160+ miles of trail
• South Mountain & Maricopa County (AZ)
• Fairfax County (VA)
• Boise and Ada County (ID)
• Agencies setting precedents
• Generally otherwise considered motorized
eMTBs in Non-Motorized Areas

• Travel Management Planning
  • Can allow Class 1 eMTBs (or any vehicle class) by opening system to motorized and restricting to eMTBs and MTBs
  • San Juan National Forest, Lake Tahoe Basin Mgmt Unit
• Ski areas operating with USFS permits:
  • Manage their own trail network outside of the motor vehicle use maps or non-motorized system maps
  • Can allow any vehicle class on their trails
  • Including: Mammoth Mountain Ski Resort (CA), Purgatory (CO), Angel Fire (NM), Northstar, Highland (NH), Steamboat CO), Schweitzer (MT, private), list growing
eMTB Resources

- Map
- Adventures
- Trail Etiquette
- Signage
- Land Manager Handbook
- Research and Studies
- Demos
- Where to Ride
- Advocacy Guide
• 55,000+ miles of authorized trails where eMTBs are currently allowed (singletrack, doubletrack, dirt roads)

• Federal motorized trails, state parks, local trails

• Researched and crowd sourced

• peopleforbikes.org/eMTB

• Integrated with MTB Project
Submit your here ride here, and check out all of our other eMTB resources — eMTB Adventures, land manager tools, and more — here.

HTTPS://PEOPLEFORBIKES.ORG/EMTB/
ELECTRIC-ASSIST MOUNTAIN BIKES
Trail Etiquette Guidelines

Electric-assist mountain bikes (eMTBs) are like traditional mountain bikes, but with a pedal assist.
Current Class 1 eMTBs are bicycles with fully operable pedals, and an electric motor under 750 watts that
would be pedaled to activate the motor and that (even at 20 mph) can handle extended adventures
via natural-surface trails and allow riders to ride longer. Many models offer the same qualities of suspension and
responsiveness that traditional mountain bikes provide.

Note: These guidelines are not legally enforceable, but failure to follow these guidelines can lead to consequences
that may range from fines to arrest.

Please respect eMTB riders and keep these principles in mind:
- Be friendly, polite, and always visible.
- When overtaking, always signal in advance.
- Always slow down when encountering oncoming eMTB riders.
- Be prepared to yield to eMTB riders.
- Do not intentionally cause a collision with an eMTB rider.
- Always be alert and not distracted by your phone or other electronic devices.
- When crossing a trail where eMTB riders also use, be polite and offer to stop if necessary.
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eMTB Signage

CLASS 1 ELECTRIC BICYCLE:
PEDAL-ASSIST, TOP ASSISTED SPEED 20 MPH

CLASS 2 ELECTRIC BICYCLE:
THROTTLE-ACTUATED, TOP ASSISTED SPEED 20 MPH

CLASS 3 ELECTRIC BICYCLE:
PEDAL-ASSIST, TOP ASSISTED SPEED 28 MPH
eMTB Research and Studies

• Environmental: Class 1 eMTBs have been shown to have similar impacts to natural surface trails as traditional mountain bikes (IMBA study)

• Social: More complex, decisions should be made on a local trail-by-trail basis by land managers with advocates (Boulder, JeffCo, Fruita studies)
Fruita, Colo. 2017 Study

- Surveys at non-motorized and motorized trailheads.
- Familiarity with and support of e-bikes, social impacts, recreation choices.
- 62% of participants said that demo improved perception.
- Messaging, demos, pilots.

Possible social impacts:

- Over-crowding, user conflict, higher rates of rescue, decreased healthy lifestyles.
- Jeopardized MTB access victories.
- Enough motorized trail areas to satisfy eMTB riders.
• Two-month program to study using e-bikes for daily ranger duties
• Rangers rode 1,000+ miles patrolling hard surface and crusher-fines trails on e-bikes.
• Overall positive experiences
• Perceived benefits:
  • Improved response time
  • Outreach with other e-bikers
  • Carrying EMS equipment
  • Coverage of remote trails
  • Greater range without vehicle
• Potential drawbacks:
  • Higher speed and weight
  • Public perception
Land Manager Demo

- Loaner e-bikes to land managers.
- Understand challenges and opportunities of what they’re trying to manage.
- Try out the technology for various tasks.
Where to Ride

- Better riding in SF, LA, Denver, Seattle, Boston
- Heat mapped drive times
- Targeted outreach
ELECTRIC MOUNTAIN BIKES
A playbook to advocate for better trail access
eMTBs under the ADA

- Americans with Disabilities Act (ADA):
  - Applies to a “public entity” – generally state and local governments – not to public’s access to federal public lands (except Wilderness areas).
  - Protects a “qualified person with a disability.”
  - That person cannot be “denied the benefit of services, programs, or activities of a public entity.”
  - Public entities must provide “reasonable accommodations” to a qualified person.
  - Exception if an accommodation would “fundamentally alter” the services, programs or activities being provided.
- The Forest Service is the only federal agency that has released a written analysis of its rules as they apply to the use of e-bikes by the disabled.
On Federal Public Lands

- Most agency policies specifically permit the use of motorized wheelchairs or similar mobility devices on trails. These devices are not “motor vehicles.”

- NPS: 36 C.F.R. § 1.4 - Exempts “motorized wheelchairs” from definition of “motor vehicle.”

- USFS: 36 C.F.R. § 212.1 – Exempts “wheelchair or mobility device” from definition of “motor vehicle”; limited to devices “suitable for use in an indoor pedestrian area.”

- E-bikes do not meet these requirements and therefore cannot be used on non-motorized trails by the disabled.
Find a Great Ride

- Our eMTB Map will help you find a places to ride all across the U.S., with more than 42,000 miles of fun rides catalogued (and a form to suggest more rides).

- National Recreation Trails Database Search Results (not maintained by PeopleForBikes, but a good resource for trails open to motorized use)

City “Where to Ride” eMTB Guides

- Boston
- San Francisco Bay Area
- Los Angeles Metro Area
- Denver

eMTB Ride Guides (booklets with mapped trails in destination areas)

- Big Bear
- Lake Tahoe
- Moab
Questions?

Morgan@PeopleForBikes.org

PeopleForBikes.org/E-Bikes