

BICYCLE TOURISM AND RURAL COMMUNITY DEVELOPMENT: AN
ASSET BASED APPROACH

by

SALLY BROADAWAY

A REPORT

Submitted in partial fulfillment of the requirements for the degree

MASTER OF SCIENCE

Department of Landscape Architecture/Regional Community Planning
College of Architecture, Planning and Design

KANSAS STATE UNIVERSITY
Manhattan, Kansas

2012

Approved by:

Major Professor
Stephanie A. Rolley, FASLA, AICP

Abstract

As bicycle tourists seek interesting experiences along low traffic roads, rural communities are poised to embrace bicycle tourism as a community development strategy. Asset based community development provides a methodology for communities to utilize assets that already exist within their communities to meet the needs of these tourists. The community capitals framework then provides a platform for analyzing and discussing the existing assets, as well as helping hone in on ways communities can develop further. The Sunken Lands region of Northeast Arkansas is one such rural region seeking to embrace bicycle tourism. Two case studies of communities that have capitalized on their existing assets to accommodate bicyclists were completed to explore potential for using the community capitals framework to guide pursuit of bicycle tourism. A snowball approach to interviewing community members in Collinwood, Tennessee and Farmington, Missouri was used to discover the details of bicycle accommodations, the processes of pursuing bicycle tourism, the people and groups involved, the types of assets used, and any challenges faced in implementation. Additionally, existing literature was used to substantiate each case and provide a more robust community picture. Emerging from the case studies were commonalities that aligned with the community capitals framework and Emery and Flora's (2006) theory that community change is driven by social capital. The result is a

tool that aligns community assets with the needs of bicycle tourists with the community capitals framework.

Table of Contents

List of Figures	v
Acknowledgements	vi
Chapter 1: Introduction	1
Definitions	3
Chapter 2: Background	4
Asset Based Community Development	4
Assets Within the Community Capitals Framework	5
What is Bicycle Tourism	6
Needs of Bicycle Tourists	8
What About Infrastructure	9
Farmington, Missouri and Collinwood, Tennessee	11
The Sunken Lands	13
Chapter 3: Methodology	18
Case Study Analysis	18
Interview Questionnaire	23
Chapter 4: Findings	24
Collinwood, Tennessee	24
Farmington, Missouri	29
Chapter 5: Conclusions	36
Limitations and Areas of Further Study	42
Bibliography	44
Appendix A: Interview Briefs	48
Appendix B: Snowball Approach: Interview Diagrams	55
Appendix C: US Bike Route System	56
Appendix D: Additional Images	57

LIST OF FIGURES

Figure 1: Farmington, Missouri Map	p. 12
Figure 2: Collinwood, Tennessee Map	p. 13
Figure 3: Sunken Lands Region of Arkansas	p. 14
Figure 4: Sunken Lands Cultural Roadway	p. 17
Figure 5: Case Studies	p. 20
Figure 6: Collinwood, TN Welcome Center	p. 26
Figure 7: Collinwood, TN Community Capitals Framework	p. 28
Figure 8: Farmington, MO Al's Hostel/TransAmerican Cyclers' Inn	p. 32
Figure 9: Farmington, MO Community Capitals Framework	p. 34
Figure 10: Proposed Framework for Pursuing Bicycle Tourism in the Sunken Lands	p. 41

ACKNOWLEDGMENTS

I would first like to thank Professor Stephanie Rolley for her advice and guidance during this research. I also thank Professors Huston Gibson and Cornelia Flora for their time and support while serving on my committee. A special thanks is due to Dr. Flora for her wisdom and support over the course of this program. I would also like to acknowledge the communities of Collinwood and Farmington for their enthusiastic support of this project and their help with the research. Finally, thanks to my family for being so incredibly patient and supportive. You have all helped make this report and program a wonderful experience.

CHAPTER 1: INTRODUCTION

It is by riding a bicycle that you learn the contours of a country best, since you have to sweat up the hills and can coast down them. ...Thus you remember them as they actually are, while in a motorcar only a high hill impresses you, and you have no such accurate remembrance of country you have driven through as you gain by riding a bicycle (Hemingway, 1944, p. 5287-5288).

Hemingway's words mirror the sentiments of many bicycle riders, this author included. Thus the appeal of bicycle tourism, as it offers up the experience of traveling to and through destinations at a speed unmatched by any other mode of transportation and with a level of freedom that allows for the discovery and appreciation of the places traveled. The unique nature of traveling by bicycle can create opportunities for rural communities to accommodate the specific needs of bicycle tourists.

Rural roadways that provide low traffic, particularly those designated through the U.S. Bike Route System or the Adventure Cycle Association as official tour routes carry bicycle travelers through communities without the need for costly bicycle - specific infrastructure projects that might otherwise deter these communities from pursuing bicycle tourism. There is a significant amount of research on the economic, health, and quality of life benefits that bicycling can bring to communities. However, much of this research involves the impacts of infrastructure and policy, particularly in

more urbanized areas (Garrett-Peltier, H., 2010; Lawrie, et al, 2004; Alliance for Biking and Walking, 2012).

In order to address ways in which rural communities may embrace bicycle tourism as a strategy for community development, this report examines asset based community development as a methodology to accomodating bicycle tourists. Communities were identified that currently make use of existing assets for the accomodation of bicycle travelers. Interviews with community members, using a snowball approach, were undertaken as well as a review of available literature. Additionally, this study examines commonalities among the case communities' interview data using the community capitals framework (Flora and Flora, 2009) and finds evidence that supports the theory that community change "spirals up" with social capital (Emery and Flora, 2006). Using the community capitals framework, it was possible to illustrate that using asset based community development for bicycle tourism can have positive implications throughout the community. This information will hopefully serve useful for many rural communities. In particular, the results of this study have been used to create a framework for the Sunken Lands region of Northeast Arkansas in its pursuit of bicycle tourism and connectivity with the larger bicycle tourism network.

DEFINITIONS

Rural - Defining rural is no simple matter. The definition has evolved and varies to suit a number of different policy objectives (Flora and Flora, 2008). For the purposes of this study, rural will refer to non-urban areas. According to the 2010 US Census Bureau's urban-rural classification, an urban area represents "densely developed territory...encompasses residential, commercial, and other nonresidential urban land uses ... [and] consists of 50,000 or more people."

Bicycle Tourism - Discussed more in-depth in the following chapter, bicycle tourism in general refers to the act of cycling from one point to another as a tourist experience (Keeling, 1999).

Chapter 2: Background

Asset Based Community Development

Asset-based community development serves as a guiding principle in the design of the methodology, as well as the product, of this study. Jody Kretzmann and John McKnight at the Institute for Policy Research at Northwestern University have been at the forefront of research on the topic of asset-based community development (ABCD). Their book, Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets (1993) is the established guide to asset-based community development. In it, they describe the ABCD approach as one which places focus on the relationships and capacities already contained within the community rather than the needs or problems the community is facing. Shifting away from the traditional needs-based approach helps to alleviate the self-fulfilling prophecy effect; that communities begin to believe that they are their problem and begin to forget that they have assets. Though no definitive methodology is presented in their work, asset mapping and identifying social relationships through interviews and mobilizing residents are critical elements of this approach. Mathie and Cunningham (2002) note the commonalities between ABCD and appreciative inquiry, which draws on past success through story telling. These are important principles that influenced the formulation of interview questions in this study.

Mathie and Cunningham also raise concerns that are important considerations for conducting this study and the creation of a presentation for the Sunken Lands. The first is the environment in which ABCD is undertaken. The goal is to be inclusive and participatory. The social structure of rural communities and their readiness to be inclusive could be a determining factor of the success of an asset-based approach. Not only is this an issue to be explored through the case studies, it is one that must be considered in the success of community development projects (the Sunken Lands). Second, is the role of outside agent; because ABCD is at its core, community-driven, the role of agent is one that is more facilitator than “doer”.

Assets within the Community Capitals Framework

Emery, Fey, and Flora (2006) make a distinction between community assets and community capitals. The authors’ quote the Canadian Rural Partnership’s definition of assets as: “... what we want to keep, build upon and sustain for future generations. Assets can be physical things like a building, a local swimming pool or a 150-year-old tree in the town square; assets can also be intangible, like the work that volunteer groups do to beautify the main street or raise funds for the food bank” (p. 2). These assets may become community capitals if they are “invested to create new resources” (Flora and Flora, 2008, p. 17). The community capitals framework provides a

method for analyzing the ways each case community has handled its assets to become a “bicycle-friendly” community.

The Community Capitals Framework contains seven capitals: social, natural, cultural, human, financial, built, and political. Social capital refers to the way in which communities work together and the bonds both within the community and connections to groups outside. Social capital can be broken down into bridging and bonding capital. Bridging refers to establishing new social ties; while bonding refers to strengthening existing networks (Green and Haines, 2008). Natural capital is the “landscape climate, air, water, soil, and biodiversity of both plants and animals” (Flora and Flora, 2008, p 18). Cultural capital is “the filter through which people live their lives” and may include festivals, storytelling, traditions, etc., (p. 18). Human capital refers to the skills and abilities of the people in a community, including training, education, experiences, and leadership. Financial capital refers to money that is available for investment in a community. Built capital is “the infrastructure that supports the community” (p. 18). Finally, political capital refers to a community’s access to power and its ability to leverage relationships with local power structures for community benefit.

What Is Bicycle Tourism?

Giving bicycle tourism a fixed definition can be problematic due to the vast array of types of bicycles, cycling activities, and cyclists. However, Sustrans (Keeling, 1999)

offers this simple definition in an issue of *Routes for People*: "Cycle tourism can be defined as recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit" (p. 1). They continue by elaborating on the many different and types of tours and cycling activities available. Dickinson and Lumsdon (2010) address this array with the recognition that cycling is both the act of traveling from one point to another, and part of the tourist experience (p. 137).

Perhaps bicycle tourism is best defined for communities seeking to serve them by describing the characteristics and behaviors of those who engage in the activity. Heidie Beierle (2011), undertook an 80-day, 3,500 mile, cross-country field study by bicycle to assess the factors related to bicycle tourism, particularly in relation to rural areas. In her study, she outlines four types of bicycle tourists: self-contained travelers, ride-centered travelers, event-centered travelers, and urban-cycling travelers. The distinctions being the level of self-sufficiency, types of needed and/or wanted amenities, and time allotted for travel. Self contained travelers tend to need very little in the way of passthrough services beyond fulfilling basic necessities. They tend to camp, buy groceries, and perhaps use the internet. Ride-centered travelers ride during the day and seek hospitality services at night, so amenities like hotels and restaurants are important to these types of bicycle tourists. Event-centered travelers are those that may also be

considered sport cyclists by some rather than tourists, but they may partake in a community's offerings, nonetheless. Event-centered travelers generally participate in organized rides and events of various lengths. Finally, urban-cycling travelers are those that choose to see the communities they travel to by bicycle. (p. 6). These travelers may need services such as bicycle rental facilities. Dickinson and Lumsdon (2011) make similar observations in their work, distinguishing the types of bicycle tourists based on lengths of their excursions (e.g., day, multi-day) and intention (e.g., leisure, sport). Beierle also offers an additional typology for bicycle tourists based on daily budget: shoestring (\$0-\$30/day), economy (\$30-\$75/day), and comfort (\$75-\$100+/day) (p. 8).

Needs of Bicycle Tourists

Communities that have already developed robust cycling tourism, regardless of type of activity or tourist, have identified common needs of bicyclists. The Adventure Cycling Association lists the most basic items communities need in order to be bicycle tourist-friendly: food, water, accommodations, bike storage, communications, hygiene, and bike tools (adventurecycling.org, 2012). Cyclists are slow travelers moving by means of their own power, which means they consume many calories and need plenty of hydration. The first two items on the Adventure Cycling Association's list are key. As noted above, the self-sufficiency level and budgets of bicycle tourists also varies, so a variety of accommodation options is also important, from as simple as snacks and

camping to more full-service options. Services related to hygiene could include access to shower facilities at a YMCA for the economy traveler or a laundry mat. Having bicycle storage, a place where travelers can securely keep their bikes while they enjoy the community, is also very important.

As Beierle points out, cycling tourism in rural areas should be part of a larger context and should include points of interest, community festivals, and historic infrastructure. One of the biggest appeals of cycling is the journey and seeing the sights.

What About Infrastructure?

Much of the existing research about cycling, bicycle tourism, and community development revolves around the economic impacts of bicycle infrastructure or is based in communities where bicycle infrastructure is a featured amenity. As advocates and communities look for funding for bicycle infrastructure, this research has become increasingly important. The Alliance for Biking and Walking provides a comprehensive Benchmarking Report on the state of bicycling and walking in the United States (2012). The guide provides data on the levels of these activities, the amount of dollars invested in infrastructure, types and numbers of education programs, and many other data sets.

One of the most recent studies, which is also cited in the Benchmarking Report, came from the University of Massachusetts and showed that bicycle and pedestrian

infrastructure projects create more jobs per \$1 million spent than do road projects alone (Garrett-Peltier, H., 2010). Like many studies of its kind, this was conducted in an urban area and focused on the creation of infrastructure. The jobs created, the report found, were due to the amount of labor and engineering required for each type of project. Another study comes from the North Carolina Outer Banks region, in which the estimated economic impact of bicycle tourists is \$60 million with 1,400 jobs created or supported per year (Lawrie, et al, 2004). While this is an extremely useful tool and encouraging, the bulk of the data gathered from these reports are from larger areas and primarily focused on infrastructure and its benefits - not on utilizing, or how to utilize, existing assets within the community.

That said, bicycle travelers and tourists need a way to get to and around a community. One such way is through the U.S. Bike Route System, which (as described below) does not necessarily require heavy investment in bicycle specific infrastructure and focuses primarily on communities that know how to maximize their assets to cyclists' benefit.

The US Bike Route System (USBRS) is a series of bicycle routes primarily located on existing roadways that traverse the country, and in conjunction with the Adventure Cycling Association, provide navigation for bicycle tourists. There are specific guidelines and procedures for inclusion in the US Bike Route System. The Adventure

Cycling Association advises that the routes avoid major metropolitan areas, keep services within a reasonable amount of miles, and provide cultural, natural, and historic points of interest. As the US Bike Route System expands, there is particular interest and opportunity in the Arkansas Delta region. More specifically, there is potential for increased route connectivity through the Sunken Lands region of Northeast Arkansas that would connect the Greater Memphis Greenline (a local bicycle route system), the Mississippi River Trail, Jonesboro, AR, and future north/south routes to be part of the US Bike Route System (see Appendix B).

Farmington, Missouri and Collinwood, Tennessee

The two communities being studied in this report are located along existing bicycle route systems. Farmington, MO (Figure 1) is located on the Adventure Cycle Association's TransAmerican Route that traverses the country from Astoria, OR to Yorktown, VA. The community has made a number of deliberate accommodations for cyclists that travel through the community including the conversion of a historic jailhouse to a cyclist-only hostel and the instillation of way-finding signage (Milyko, 2009).



Figure 1: Farmington, MO (2012, <http://www.bestplaces.net/city/missouri/farmington>)

Collinwood, TN (Figure 2) is located near the Natchez Trace Parkway, part of the Adventure Cycling Association's Great River South Route and a USBR Corridor. The allowance of cyclists to camp in the city park and use the shower facilities in the firehouse, as well as an overall welcoming attitude towards cyclists by local businesses and residents are factors within the community that fit the characteristics of bicycle friendliness put forth by Beierle (2011).



Figure 2: Collinwood, TN (2012, <http://www.bestplaces.net/city/tennessee/collinwood>)

The Sunken Lands

The Sunken Lands region is made up of small, rural communities in the Delta of Northeast Arkansas including the eastern portion of Craighead County, Poinsett County, and Mississippi County (Figure 3). While the Sunken Lands are a physical phenomena of Northeast Arkansas, it is important to note that the inclusion of communities as being part of the Sunken Lands is in large part a cultural one.

Figure 3: Sunken Lands Region: Craighead, Poinsett, Mississippi Counties can be located in the Northeast portion of the state. (adapted from the Arkansas Department of Emergency Management, 2012)



The total populations of the “larger” communities of the Sunken Lands (along the Cultural Roadway in Figure 4) amount to just over 21,000 people. Mississippi County (900 sq. mi) in total has fewer than 47,000 people and Poinsett County (758 sq. mi) has just under 25,000 (US Census, 2010). These sparsely populated counties certainly fit the definition of rural for this study. It is important to note that not all of the communities denoted in Figure 4 are represented by the US Census Bureau. Whitton, for example, appears on the Lepanto US Geological Survey Map and is not counted as a

separate entity by the census. Interestingly, Craighead County is not included in the Sunken Lands Regional Chamber of Commerce and does not seem to share the cultural identity with its neighboring counties. Craighead County has developed into a more urban area containing the city of Jonesboro with a population exceeding 60,000.

The Sunken Lands get their name because they “sunk” after the New Madrid earthquakes of 1811 and 1812. The earthquakes caused the area to become what has been described as a swampland peppered with new lakes. The US government encouraged settlement of the area by issuing land grants to veterans of the War of 1812. Most chose to find more hospitable places to settle, but others stayed on and worked to drain the landscape and use the area for farming. The flooding from the earthquakes also caused many disputes in property rights between new land grant holders and plantation owners. These disputes created wealth disparities that have persisted in the area to this day. Agriculture continues to be the primary activity in the area with flooding and drainage serving as persistent issues (Hendrix, 2011).

There is a current effort underway by residents, Arkansas State University, and the Sunken Lands Regional Chamber of Commerce to revitalize and promote the cultural attractions and history of the area including: community museums, the boyhood home of Johnny Cash, the music history of region, and local agriculture. The development of the Cultural Roadway Map is one such effort (Figure 4). This road map

demonstrates the connectivity between the Crowley's Ridge Scenic Byway and the Great River Road, both currently routes or alternate routes under consideration for the Mississippi River Trail, a bicycle trail following the length of the Mississippi River (<http://mississippirivertrail.org/>, 2012). Many of these roads are included in the Tour duh Sunken Lands bicycle ride. An annual ride that began in 2010 as an effort to promote the areas local museums. Riders are routed through Tyronza, Dyess, Lepanto, Marked Tree, and back to Tyronza stopping at each community's museum for snacks, drinks, and a tour.

There is also an abandoned state highway leading from this area to Memphis, TN that contains several historic bridges that residents and members of the Sunken Lands Chamber of Commerce and residents of the area envision becoming a bicycle and pedestrian facility. The road and bridges are currently in various states of repair, but seen as an asset to be included as part of a long-range vision for the community's development.



Figure 4: Sunken Lands Cultural Roadway (<http://www.sunkenlands.com/the-cultural-roadway.html>, 2012)

1. Southern Tenant Farmers Museum, Tyronza
2. Marked Tree Delta Area Museum
3. Lepanto, USA Museum
4. "A Painted House" (from the filming of "The Painted House")
5. Historic Dyess Colony
6. Johnny Cash's Boyhood Home
7. Hampson Archeology Museum
8. Whitton Farms
9. Marked Tree Lock and Siphon
10. Rivervale Inverted Siphons
11. Lake Poinsett Park
12. Parker Pioneer Homestead

Chapter 3: Methodology

Case Study Analysis

A case study methodology was chosen because the researcher is able to address the “how and why” of contemporary events without requiring those events to be controlled (Yin, 2009). Cases (Figure 5) were chosen based on the following ideal criteria: size, proximity to Jonesboro, AR (location of researcher), and bicycle-friendliness. In order for the cases to be relatable to the Sunken Lands region and other rural areas, cases were chosen that met the definition of rural. Proximity to the researcher was used as a factor in identification so that site visits could remain a possible method of investigation. Because this study is focusing on the use of existing assets, whatever those may be, the presence of infrastructure (bike lanes, paths, etc.) is not the sole determining factor of bicycle-friendliness and is a secondary consideration in determining inclusion as a case. Rather, it is the community’s openness to bicycles and accommodations that cater to the needs of cyclists that fulfill this classification (lodging, access to services, way finding). It is important to note the subjective nature of the term ‘bicycle friendliness’. Beierle (2011) provides a comprehensive summary of the aspects of a community that make up bicycle friendliness, as does the Alliance for Biking and Walking’s Benchmark Report (2010). Some of these factors may include easy access by bicycle, lodging that allows bicycles in-room, options for low-cost lodging or

camping and showering, bicycle racks at business that tourists would likely visit, the availability of repair services and supplies, points of interest, and a general welcoming attitude among residents. Communities for the case studies were identified through networking with cycling community message boards, fellow bicycle advocates, cycling organizations, and bicycle tourists. The information gathered from these sources was substantiated by examining available literature and various media regarding each community.

An interesting characteristic that was discovered about bicycle tourists that aided in the selection of case studies, as well as learning more about the experience of traveling and spending time in each community, is the affinity for blogging during bicycle tours. The act of recording each day's activity and experience and posting it for public consumption through personal websites, public forums dedicated to bicycle touring, or even video sites, such as youtube.com, provided valuable qualitative insight. These personal entries provide details about every aspect of touring a community, from the climate, to the people encountered, to the landscape, to the availability of specific products and services at specific locations (e.g. <http://www.crazyguyonabike.com>). While these posts prove somewhat problematic under the traditional research rubric, they serve an important role in cycling tourism and should not be overlooked (Hookway, 2008). As I learned from interviewing members of each community, these entries are valuable sources of information to communities as they help create a lens

through which other cyclists view their communities and provides them with essentially free market research as they learn what cyclists experienced, gained, needed, and/or left wanting from their respective communities.

Figure 5: Case Study Communities (Milyko, 2009; personal interviews, 2012, see Appendix A)

FARMINGTON, MO	COLLINWOOD, TN
Lodging Options	Lodging/Hygiene Options for Cyclists
Way-finding	Scenic
Actively Promotes Cycling Friendliness	Inclusion of Bicycles in Community Activities and Promotion
Local Bicycle Shop	Actively Seeking Ways to Engage Pass-through Cyclists
Welcoming Attitude Toward Cyclists	Welcoming Attitude Toward Cyclists
Population: 16,240 (US Census, 2010)	Population: 982 (US Census, 2010)
Distance from Jonesboro, AR: 159 miles (http://www.maps.google.com)	Distance from Jonesboro, AR: 233 miles (http://www.maps.google.com)

In maintaining a focus on community assets, interview questions were formulated that allow interview participants to reflect on their community’s story. It was important to provide enough room for storytelling while at the same time giving each interviewee the opportunity to discuss and reflect on important procedural and specific aspects of their communities. Questions regarding the process of pursuing

bicycle tourism and the individuals and groups involved allowed for discussion of human, social, financial, and political capital. Questions regarding bicycle tourism and specific physical assets allowed primarily for the discussion of the built, natural, and cultural capital in each community.

Potential interviewees were contacted by way of phone or email, and questionnaires were sent ahead of time in order for respondents to have time to consider the questions and their participation in the study. Interviews were conducted over the phone (and in one instance via email) due to the lack of time required to make site visits necessary for conducting face-to-face interviews. Because it was not clear from the outset all the individuals and organizations involved in developing these bicycle-friendly communities, a snowball approach to the interviews was taken. Interviewees were asked to identify others inside or outside of their communities who have knowledge of the process. The number of interviewees thus began relatively small and grew, snowballing, as others were nominated by the initial responses (Denscombe, 2007). Denscombe notes one advantage to this technique is the researcher's greater ease in approaching each new person "having been, in a sense, sponsored by the person who had named him or her" (p. 18). In a sense, this technique assists the researcher in gaining credibility in the community they are studying.

Described more fully in the following chapter, interview responses were summarized, then analyzed for common elements in each respective community. These elements were then categorized into the community capitals framework in order to provide a platform for discussion and evaluation (Flora and Flora, 2008). The conclusions aim to provide a means of discussing ways in which other rural communities may approach bicycle tourism as a piece of their community development strategy.

Interview Questionnaire

*This interview is being conducted as part of the above master's report. Your participation is completely voluntary, and you may opt out of the interview at any time or may opt out of any questions you feel uncomfortable answering. Interviews conducted via phone will be recorded for accuracy. However, if it is your preference that a recording device not be used the calls will not be recorded. Participants will have the opportunity to review and comment/correct interview transcripts before they are used for the purposes of this research. Any photographs from site visit interviews will only be used with the participant's discretion. If desired, a copy of the final report will be made available to you after June 2012.

Your community was identified as being one in which provides amenities that serve the needs of bicycle tourists. These amenities may not necessarily include infrastructure, such as bike lanes, but other accommodations that cater to cyclists' needs.

- Can you start by telling me about accommodations for bicycles and bicycle tourism in your community?
- In pursuing bicycle tourism, was a deliberate process used?
- Who was involved?
- Who were the initiators, the leaders, key decision makers?
- Were any outside people or groups involved? What was their role?
- Were any relationships or partnerships developed (within and/or outside of the community) as a result? If so, have they continued?
- How were assets* within the community that would be important to cyclists identified?
- What were the challenges in developing your community assets in pursuit of bicycle tourism?
- Are there any mechanisms to maintain these assets for the purposes of bicyclists or plans to further bicycle tourism in your community?
- Do you have any suggestions for other communities seeking to pursue bicycle tourism in their communities?

*In community development, we often refer to community assets – things that can be developed into capital. Examples might include places of natural beauty, ways of working together, infrastructure, people's talents, funding opportunities or, political voice.

Chapter 4: Findings

Collinwood, Tennessee

Collinwood is located along the Natchez Trace Parkway, which is a 444-mile linear national park that runs through Mississippi, Alabama, and Tennessee commemorating historic trading routes (National Park Service, n.d.). Its construction as a modern roadway for tourists came about during the late 1930s. According to Mrs. Butler, a local Bed and Breakfast proprietor who caters to traveling cyclists, it is the Natchez Trace which “makes” Collinwood.

It was agreed upon by all the individuals interviewed that there was no deliberate effort to pursue bicycle tourism as a means of community development, in such as they did not seek to recruit cyclists, rather they were just there by default. However, there was a deliberate effort to make accommodations for these travelers utilizing unique assets and opportunities within the community; and bicycle tourism is becoming more of an intentional part of the community development strategy. These past and continuing efforts are being made by leaders in the community that do not necessarily have a personal interest in bicycling, but are often supported by residents that do. It is also the input from cyclists (both locally and from passthrough travelers) that helps identify what types of amenities are needed, though all of the community

members interviewed seemed to have an equal appreciation of the community's assets and what could be further developed.

According to Collinwood Mayor Jasper Brewer, when Wayne County (in which Collinwood is located) received a grant to construct a welcome center (Figure 6), the community had the opportunity to provide considerable input into the design and accommodations to be included in the facility. There was a conscious decision made to include showers that would be free for cyclists' use, as well as to provide a bicycle tire pump. This facility is maintained by volunteers from the community and the Wayne County Chamber of Commerce; and it was noted by several of the individuals interviewed that many of the volunteers are also members of the local cycling community. These volunteers, it was mentioned by Chamber of Commerce Director Rena Purdy, have even lent their services picking up stranded cyclists out on the Trace. The Chamber and volunteers are also responsible for hosting the annual Tour de Wayne bicycle ride every June. The ride is a metric century (with shorter options) through the county that highlights points of interest in the region (Wayne County Chamber of Commerce, 2012).

Individuals and organizations within the city also worked together to create a park in which cyclists may camp overnight. Adjacent to the park is a fire hall which houses the volunteer fire department. Cyclists are permitted to use the facility for

personal needs, such as showers or shelter from storms or other extreme weather.

According to Mrs. Butler, the fire hall became an obvious solution to providing services because there was usually a volunteer already staying there, and the community is one in which people are trusting and willing to help when they can. Additionally, the bed and breakfast serves cyclists who prefer not to camp, and various shops which were described as “old timey” reflecting the town’s history in which to replenish supplies.



Figure 6: Welcome Center, Collinwood, TN (Natchez Trace Reservation Services, n.d.) Additional photos, see Appendix C.

Collinwood’s landscape is seen as a natural attraction for tourists by those interviewed. Mayor Brewer noted that visitors are always impressed with how “green” the city is. Located in the Tennessee River Valley, it has a lush landscape of trees (maps.google.com, 2012). Keeping cyclists in the area long enough to appreciate and enjoy the natural amenities Collinwood has to offer is one of the challenges that Mayor Brewer faces. In his view, keeping people in town longer is an important economic

development factor and finding a way to capitalize on Collinwood's natural assets would be one way in which to accomplish this.

Ms. Purdy noted that recently, there has been an effort to work in partnership with two outside organizations: the Tennessee River Trail Association (TRTA) and Compact. The TRTA is an association that covers nine counties and "is focused on economic and community development...TRTA can bring increased economic development to the region by expanding tourism and recreation opportunities" (TRTA, n.d.). Compact is a marketing effort composed of a group of communities along the Trace whose "objective is to attract more visitors to travel the Parkway and take the time to explore all there is to see and do along the way" (<http://www.scenictrace.com/about-the-compact/>, n.d.). The TRTA is in the process of helping the Chamber of Commerce develop a regional master plan for cyclists.

The common themes from each interview conducted in Collinwood were the importance of the Natchez Trace to the livelihood of the community, the strong role of volunteers and organizations working together to promote Collinwood, and the appreciation of the natural beauty of the area. Figure 7 illustrates the themes discussed throughout the interviews in terms of the community capitals framework. Building on the existence of the Natchez Trace, social capital is an important factor in Collinwood's pursuit of bicycle tourism. Building connections (social capital) on a regional level to

promote the area's natural beauty, will help Collinwood turn their landscape into natural capital.

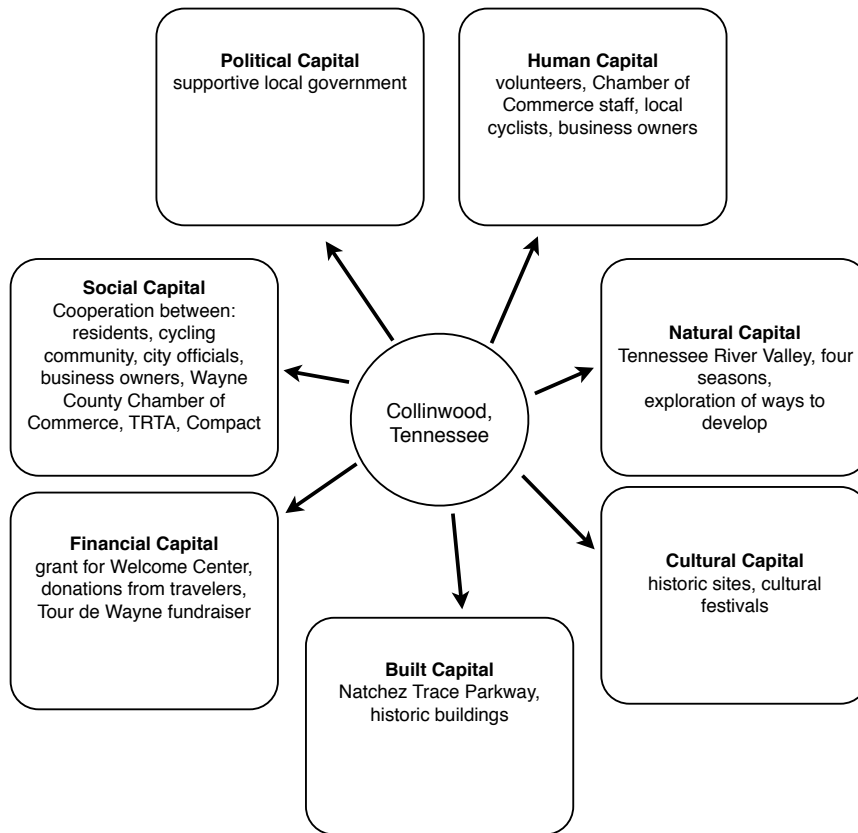


Figure 7: Collinwood, TN, Community Capitals Framework

Farmington, Missouri

Farmington is located just a little over 70 miles south of St. Louis, Missouri and like Collinwood is situated along an established cycling route. The Adventure Cycling Association's TransAmerica Route runs from Astoria, Oregon to Yorktown, Virginia, and was established to commemorate the US Bicentennial in 1976.

Like Collinwood, because of the existing trail, bicycle tourists were already making their way through the community. Attracting bicycle tourism was not so much of a deliberate decision, though accommodating them and choosing to become more bicycle-friendly was. During the review of the literature, articles from the local newspaper were uncovered that suggested Farmington faced a time in which there was question of its bike-friendliness, and the desire of bicycle tourists to ride through the community seemed to be waning as a result. In an article from the *Daily Journal*, the then local bike shop owner recalled a drop in business as bicyclists began to complain that loose dogs and poor treatment by motorists caused them to want to avoid the Farmington area. According to the article, the Adventure Cycling Association was considering rerouting the trail to avoid the county entirely. At that time, local cyclists organized and were working with state highway officials to plan for safer roadways as

well as pushing city officials to find ways to become more bicycle friendly (Ressel, 2005).

Virginia Blaine of the Parkland Pedlar Bicycle Club discussed the role of the bicycle club in working in conjunction with city government in creating a more bicycle-friendly community, particularly toward the effort of helping Farmington remain on the Adventure Cycling route. She indicated that there is a strong working relationship between city officials and local cyclists in identifying and creating opportunities for development. She, as well as Gregory Beavers, the City Administrator, indicated that there were relationships with organizations outside of the community that helped Farmington promote itself as a cyclist-friendly community and explore ways to take advantage of being located on the TransAmerican Trail. These organizations include the Adventure Cycling Association, which is responsible for the development and overall promotion of the trail; and the Missouri Bicycle and Pedestrian Federation (MOBikeFed), which is a statewide agency that “advocates advancement of bicycle and pedestrian access, safety, and education in Missouri” (Missouri Bicycle and Pedestrian Federation, 2012). It was through joint meetings with MOBikeFed, the Adventure Cycling Association, and other stakeholders, that the TransAmerican Route location was maintained.

As a member and current board member of MOBikeFed, Ms. Blaine has represented Farmington and Missouri at the National Bike Summit in Washington, DC, an annual lobbying event in which thousands of bicycle advocates descend on Capital Hill to meet with lawmakers regarding local and national bicycle issues.

The threat of losing the TransAmerican Trail appears to have been a catalyst for becoming a more bicycle-tourist friendly community. According to Mr. Beavers, the city's historic county jail was vacated in 1996. The city had several options for how to deal with the structure, including using it as a museum. However, members of the cycling community, including the local bicycle club mentioned above, advocated for the building to be used as a cyclists hostel in memory of a former resident and longtime cyclist who had lost a battle to cancer. The former jail (Figure 10) was named the Transamerican Trail Cyclers' Inn, but is widely called Al's Place after Al Dziewa, the honored resident. The furnishings, which include bunk beds, a full kitchen, laundry, bathrooms, computer with internet access, and bicycle storage were funded by the Farmington Downtown Development Association (Lawson, 2009). There are a number of video blogs that can be found on the internet posted from Al's Place in which traveling cyclists give tours of the facility. (Example: <http://www.youtube.com/watch?v=tQyYgh16xG8&feature=related>, StormForceFitness, 2010). The accommodations are modern and seem to provide a comfortable refuge. According to Beavers, about 300 - 400 cyclists per year stay in the hostel for a recommended donation

of \$20/night. To stay at the hostel, cyclists contact the local police department to pay the fee and obtain a key to the facility. So far, the hostel has been a sustainable project. The donations from cyclists, he says, are enough to maintain the building and utilities without requiring additional funding mechanisms such as special tax programs. According to Blaine, the hostel is closed in the winter, and daily maintenance costs are kept at a minimum with the help of inmate labor. To help cyclists find their way, the city has stenciled directions along the route to the hostel (see Appendix C). The development of the hostel has garnered Farmington considerable national attention through articles written by the Adventure Cycling Association as well as the numerous blog posts and word of mouth recognition from bicycle tourists that have visited. In Blaine's opinion, this commitment to bicycle tourists has helped solidify Farmington's position along the TransAmerican Trail.



Figure 8: Farmington, MO, Al's Place/Transamerican Trail
Cycler's Inn, photo by Greg Beavers (as cited by Milyko, 2009).

Near the hostel, convenient for two-wheeled travelers is a full-service bicycle shop. TransAm Cyclery is a small branch of a South Side Cyclery in St. Louis, owned by Mr. Tony Blackwood. The shop, according to Mr. Blackwood, serves a growing local cyclist population, but primarily passthrough cyclists along the TransAmerican Trail. He opened his shop after a previous bike shop closed, and he recognized a need in Farmington that was not being met. Along with the bike shop there are eateries and shopping within walking distance from the hostel to provide the means to refuel and restock supplies, as well as offer opportunities to linger in the community and support local merchants. Farmington also has a number of attractions for tourists that are looking for a longer visit including: the Bonne Terre Mine historic site, an antique mall, movie theatre, and a number of vineyards (discoverfarmingtonmo.com).

Though Farmington was able to retain its place along the Adventure Cycling route, the current challenge is maintaining its bicycle friendliness. Mr. Blackwood indicated that as the number of bicyclists in the area increases, the comfort level and awareness of automobile drivers also increases, which aids in increasing friendliness towards cyclists on the road. Mrs. Blaine pointed out that the signage in place, such as markings on the roadways for AI's Place and Share the Road signs, help raise the awareness of drivers for cyclists on the roads as well as provide helpful way-finding.

The common themes from the interviews and literature review in Farmington included the strong emphasis on the community's ability to identify unique to capitalize on unique opportunities, such as being able to honor a longtime resident by converting a historic jail to a place of shelter for cyclists. There was also a focus on the political and social connections that exist within the community which emerge as important to the community's success. As before, these themes have been put into a graphic illustration of the community capitals framework (Figure 9). A strong emphasis on social, human, and political capital lead to an increase in built and financial capital. There was little discussion of the natural or cultural assets (beyond historic buildings), which may be opportunities for the community to explore.

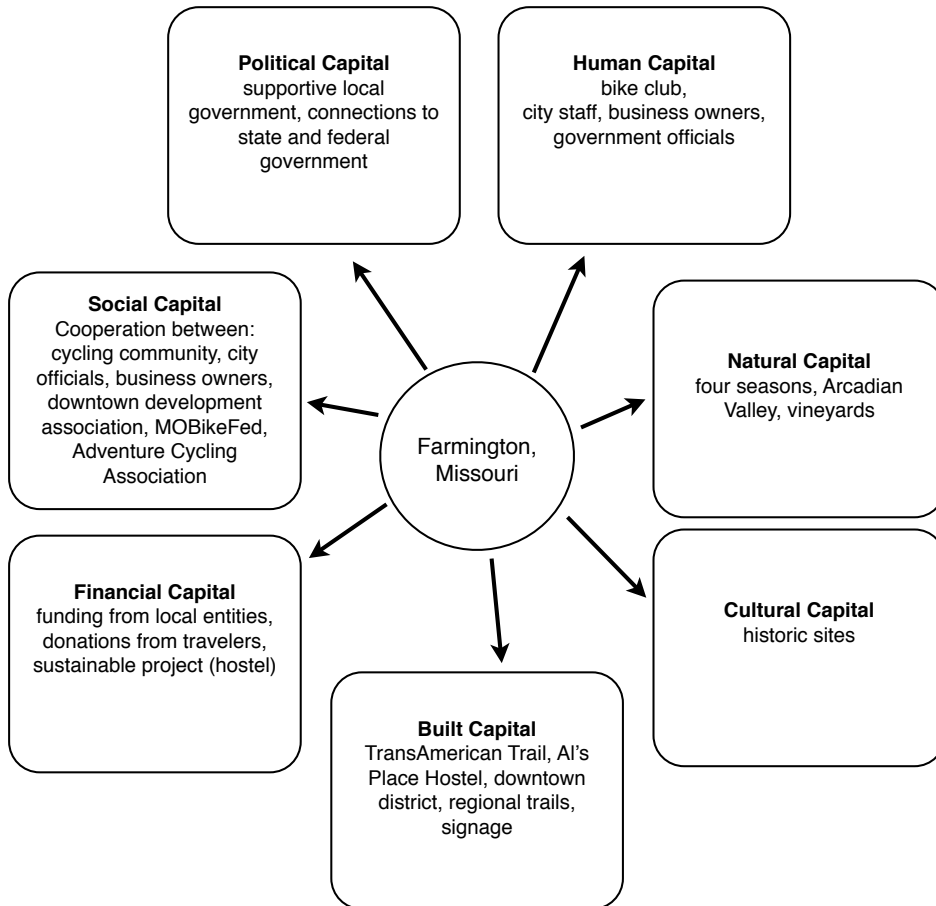


Figure 9: Farmington, MO Community Capitals Framework

Chapter 5: Conclusions

As the responses of the interviews were examined, commonalities emerged that aligned with the community capitals framework and Emery and Flora's (2006) theory that community change is driven by social capital emerged. Collinwood and Farmington have both taken assets that existed within the community and utilized them in a way that has created additional benefits, thus turning those assets into capital. In both cases, the communities are located along existing bicycle routes which was a key factor in the decision to use those assets for the purposes of bicycle tourism. In both cases, social capital was a major factor for success.

In Collinwood, bonding social capital among residents and organizations helped create the environment necessary to take advantage of opportunities in the community to provide services to bicycle tourists. Local cyclists, entrepreneurs, city officials, resident volunteers, and the Chamber of Commerce all work together to provide necessary services and amenities to tourists. The community's bridging capital appears to be strong as well as it works with other communities and organizations within the region to promote itself. Seeking partnerships with bicycle advocacy organizations, such as the Adventure Cycling Association or Bike Walk Tennessee, could provide additional support for their efforts to promote their assets and efforts at accommodating bicyclists. The ability of Collinwood to work with the Wayne County government to

obtain grant funds for a welcome center that has become central to the community's development demonstrates some level of political and financial capital.

In Farmington, strong bonding and bridging capital were key elements when faced with the threat of losing bicycle tourism as a possible community development strategy. The local cycling community worked together with local government, and together they worked with various outside agencies to retain their position on the trail. This cooperation sparked the investment of local financial capital into the historic abandoned jailhouse, turning an existing asset into a community capital. Al's Place is a sustainable project that provides a unique reason for cyclists traveling along the trail to stop and spend time in Farmington, as well as meets the need for affordable shelter and hygiene. Farmington's additional amenities (shopping, wineries, restaurants, etc) provide opportunities for the ride-centered tourists, particularly those that may have more flexible budgets. Providing bicycle parking throughout town and maps to various vineyards may prove appealing for cyclists who have time to spend exploring.

The commonalities between Collinwood and Farmington, and the strong role of social capital in their success supports the theory of Emery and Flora that social capital "can influence the stock and flows of other capitals" (2006, p. 19). The authors cite Gutierrez' (2005) 'spiraling-up' - a "process by which assets gained increase the likelihood that other assets will also be gained" (p. 22). Their theory is that rather than

focusing on financial or built capital as the starting point for this spiraling-up process, social capital should be the focus of a community's intention. Social capital brings together the people and relationships necessary to build and develop the other capitals. Therefore, as social capital (both bonding and bridging) increases the other capitals will follow. Though the research did not set out to prove or disprove this theory, the trend was illustrated in both case communities.

Applying the lessons from Farmington and Collinwood to the Sunken Lands region of Arkansas, it becomes clear that the first recommendation for the communities, because bicycle tourism has been identified as a community development strategy in the region, is to conduct an appreciative asset mapping exercise in which what is good and working within the community - assets the community can build upon and turn into capital - are identified. Working on the theory that community change is driven by social capital, it is advisable that this be the starting point of the evaluation (Emery and Flora, 2006). Using the previous illustration from Farmington, I have expanded the graphic to illustrate how the communities might begin to think about their existing assets in terms of pursuing bicycle tourism as part of a community development program (Figure 10). For example, when mapping social and human capital, the Sunken Lands might ask the following questions: Who in the community has skills that could be useful and would be willing to use them? Who has time to volunteer? Who could/would/does provide services? What relationships exist in the community and

outside of the community? Who will advocate for this? Who can we get in on this to foster a bicycle-friendly culture?

Using what was learned in the case studies, social and political capital will be particularly important for the Sunken Lands. Unlike Collinwood and Farmington, this region is trying to attract a national bicycle route through the area. The example of Farmington's challenge to maintain a route should serve as a learning tool. It was through cooperation within the community and with multiple outside agencies as well as the influence and support of local government that the community was able to *keep* a route. Fortunately, the Sunken Lands have strong bridging capital through many cultural organizations including Arkansas Delta Byways, Arkansas State Parks and Tourism, Arkansas State University, Arkansas Heritage Commission, and others (<http://www.sunkenlands.com/partners.html>). They also have a connection to the bicycle community through the Northeast Arkansas Bicycle Coalition. Bonding and human capital should be examined further. As demonstrated in the case of Farmington, political capital is also an important factor in the assignation of designated bicycle trails, and local policies and codes can affect a community's ability to adapt its assets in such a way as to accommodate bicyclists. These social, human, and political capitals may lead directly to answers about financial capital. For instance, the Northeast Arkansas Bicycle Coalition has access to funding as an advocacy organization for bicycle related projects that the community may not otherwise have. The Tour duh Sunken Lands mentioned

in Chapter 2 is one example of how the communities are already utilizing their assets to promote bicycle tourism. Event organizers could further capitalize on this event by getting feedback from participants about their communities, such as a need for permanent bicycle parking at museums, pocket-sized maps, interpretive podcasts of history and music, way-finding signage, and availability of basic supplies. Mapping assets using the model below will allow the communities to then begin the process of visioning ways in which to develop these assets in similar ways as they did for that event (Emery, Fey, and Flora, 2006).

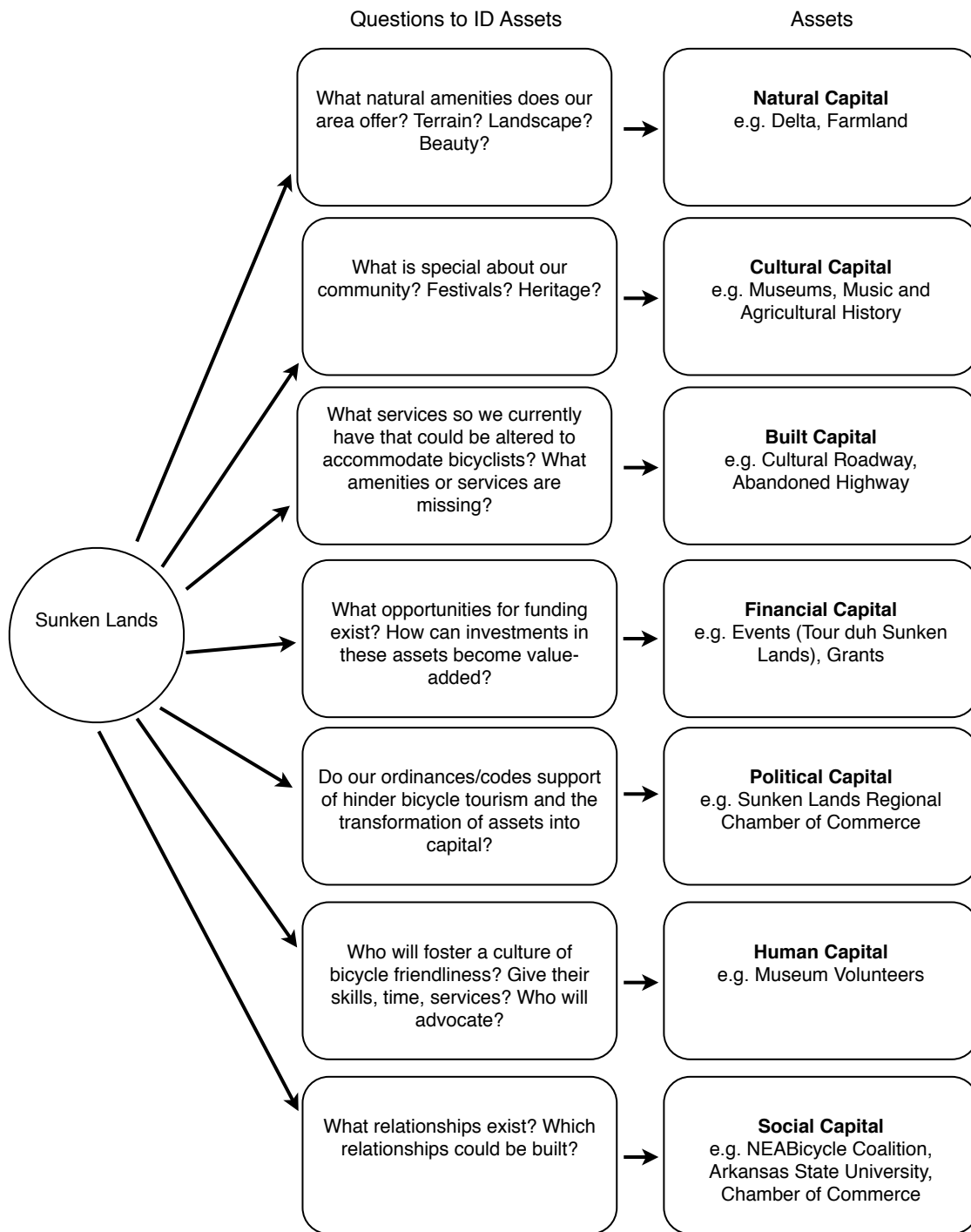


Figure 10: Proposed Framework for Pursuing Bicycle Tourism in the Sunken Lands

Limitations and Areas for Future Study

It is important to keep in mind that both case study communities are located on existing U.S. Bike Routes which direct bicycle tourists to their communities. Further study would be necessary to test the framework in rural communities that are not located on existing or planned cycling routes. The Sunken Lands is in a unique position. While there is currently no official cycling route through the area, it is a potential route location; and the lessons taken from Farmington's efforts to save its route may prove valuable. This study also only evaluated passthrough bicycle tourism by self-contained or ride-centered cyclists, those who are traveling by bicycle as part of a journey, rather than tourists that travel to a city to with the primary aim of exploring the community by bicycle (urban-cycling) (Beierle, 2011). Therefore, the framework is useful for the development of bicycle tourism, but further support may be required if bicycle tourism is to be developed more substantially.

Another important note about this study is the differentiation between community and economic development. This study was developed using a community development lens in which values balanced development in a community and an enhanced quality of life for all community members (Flora and Flora, 2009). This view is reflected when analyzing the case studies through the community capitals framework. Economic development on the other hand, has a more narrow focus. Interview responses from case communities indicated that bicycle tourism provides

economic opportunities, but the extent of the economic impact and its potential impacts on rural communities is an area for further study.

Bibliography

- Adventure Cycling Association. Building Bike Tourism. Accessed February (2012). <http://adventurecycling.org/outreach/biketravelfriendly.cfm>.
- Adventure Cycling Association. Route Criteria. Accessed June 2011: http://adventurecycling.org/routes/nbrn/resourcespage/ACA_Route_Criteria.pdf.
- Adventure Cycling Association. United States Bicycle Route System. Accessed February 2012. <http://adventurecycling.org/routes/nbrn/usbikewaysystem.cfm>.
- Alliance for Biking and Walking. (2012). Bicycling and Walking in the United States: 2012 Benchmarking Report. Washington, DC: Author.
- Beierle, H. (June 2011). Bicycle Tourism As A Rural Economic Development Vehicle. <http://www.adventurecycling.org/routes/nbrn/resourcespage/BeierleBikeTourism.pdf>.
- Bike Walk Tennessee. <http://bikewalktn.blogspot.com/>. Accessed March 2012.
- Crazy Guy on a Bike. (n.d.) <http://www.crazyguyonabike.com>. Accessed February 2012.
- Dalpee, C. (June 7, 2011). Day 33: Ozora, MO to Farmington. A TransAm Bicycle Journey 2011. http://www.crazyguyonabike.com/doc/page/?page_id=192595. Accessed March 2012.
- Denscombe, M. (2007). The Good Research Guide for small-scale research projects: Third Edition. Berkshire: Open Hill Press.
- Dickinson, J. and Lumsdon, L. (2010). Slow Travel and Tourism. Washington, DC: Earthscan.

Discover Farmington. <http://discoverfarmingtonmo.com/>. Accessed February 2012.

Emery, M., Fey, S. and Flora, C. (2006). Using Community Assets for Positive Community Change. CD Practice Issue No. 13. Community Development Society.

Emery, M. and Flora, C. (2006). Sprialing-Up: Mapping Community Capitals Framework. *Community Development: Journal of the Community Development Society*, Vol.37, No.1, p. 19-35.

Flora, C., & Flora, J. B. (2008). *Rural Communities*. Boulder, CO: Westview Press.

Garrett-Petier, H. (2010). Estimating the Employment Impacts of Pedestrian, Bicycle, and Road Infrastructure: Case Study. Political Economy Research Institute. University of Massachusetts: Amherst.

Green, G. and Haines, A. (2008). *Asset Building & Community Development*. Second Edition. Los Angeles, CA: SAGE Publications.

Google Maps (2012) Collinwood, TN. <http://maps.google.com/maps?hl=en&tab=wl>. Accessed March 2012.

Gutierrez-Montes, I. (2005). *Healthy Communities Equals Healthy Ecosystems? Evolution (and Breakdown) of a Participatory Ecological Research Project Towards a Community Natural Resource Management Process, San Miguels Cimpalapa (Mexico)*. PhD Disseration, Iowa State University, Ames, IA.

Hemingway, E. (1944). *Battle for Paris*. In William White Editor (1967) [Kindle version], By-Line: Ernest Hemingway (pp. 5283-5428). Retrieved from <http://www.amazon.com/>.

Hookway, N. (2008). 'Entering the Blogosphere': Some Strategies for Using Blogs in Social Research. *Qualitative Research*, 8(1), 91-113.

Keeling, A. (1999, August). *Sustrans: Routes for People*. Accessed February 2012. <http://www.sustrans.org.uk/resources/publications/information-sheets>.

Kretzmann, J. and McKnight, J. (1993). *Building Communities from the Inside Out: A Path Towards Finding and Mobilizing a Community's Assets*. Evanston, IL: Northwestern University, Center for Urban Affairs and Policy Research.

Kretzmann, J. McKnight, J., Dobrowolski, S. & Putenney, D. (2005). *Discovering Community Power: A Guide to Mobilizing Local Assets and Your Organization's Capacity*. Evanston, IL: ABCD Institute.

Lawrie, J., J. Guenther, T. Cook, M.P. Meletiou, and S.W. O'Brien. (2004). *Pathways to Prosperity: The Economic Impact of Investments in Bicycle Facilities*, North Carolina Department of Transportation.

Mathie, A. and Cunningham, G. (2002). *From Clients to Citizens: Asset-based Community Development as a Strategy for Community-driven Development*. Coady International Institute. Retrieved from: http://www.coady.stfx.ca/tinroom/assets/file/resources/publications/4_From_Clients_to_Citizens.pdf August 2011.

Milyko, J. (2009, November 26). Farmington, Missouri: Cyclist Friendly Community. [Web log] Retrieved from: <http://blog.adventurecycling.org/2009/11/farmington-missouri-cyclist-friendly.html>.

Mississippi River Trail. Accessed February 2012. <http://mississippirivertrail.org/>.

Natchez Trace B&B Reservation Service. Collinwood, TN Bed and Breakfasts. Accessed March 2012. <http://www.natcheztracetravel.com/natchez-trace-tennessee/waynesboro-collinwood-tn/collinwood-tennessee.html>.

Ressell, T. (November 6, 2005). Club's Concern is TransAmerica Bicycle Trail. Daily Journal Online. Accessed February 2012.

Scenictrace.com. About the Trace. <http://www.scenictrace.com/about-the-compact/>. Accessed March 2012.

Sperling's Best Places. Best Places to Live in Collinwood, Tennessee. <http://www.bestplaces.net/city/tennessee/collinwood>. Accessed March 2012. Sperling's Best Places. Best Places to Live in Farmington, Missouri. <http://www.bestplaces.net/city/missouri/farmington>. Accessed March, 2012.

StormForceFitness. (Sept. 15, 2010). Al's Place Cycling Hostel in Farmington: Trans America Cycle. Retrieved from <http://www.youtube.com/watch?v=tQyYgh16xG8&feature=related>. March 2012.

Sunken Lands Cultural Roadway. <http://www.sunkenlands.com/>. Accessed February 2012.

United States Census Bureau. (2010). Population Finder. Accessed February 2012. <http://www.census.gov/popfinder/>.

Wayne County Chamber of Commerce. (2012). 2012 Festivals and Events. <http://www.waynecountychamber.org/festivals.htm>. Accessed March 2012.

Yin, R. K. (2009). Case Study Research Fourth Edition. Thousand Oaks, CA: SAGE Publications.

Appendix A: Interview Briefs

Collinwood, Tennessee

Jasper Brewer - Mayor - March 16, 2012

Interview questions were emailed prior to the interview to an email address listed for Mayor Brewer on the City of Collinwood's website. However, as his assistant indicated, the address was rarely used and the email was returned. Mayor Brewer was contacted via phone and was eager to participate in the study. The interview began with his recollection of the construction of the Welcome Center, accommodations provided in park, and restaurants available. He noted concerns about housing cyclists in more permanent (hotel) type facilities due to regulations and meeting standards that come with those types of facilities. Another part of bicycle tourism Collinwood discussed initially, was the Tour de Wayne.

Mayor Brewer described for me the part of the Natchez Trace at his community and mentioned that he had just come from the trail and had seen between 15 and 20 people on it. Travelers, he said, come from across the globe (including one he remembered riding from South America) and nearly always remark at how "green" the area is.

On creating the Welcome Center and economic impact, the mayor noted that the center was constructed with a grant by the county, and that keeping people in the town

would be the key to economic impact. However, it was his feeling that bicycle tourism does not have quite the impact potential of automobiles. In his opinion, getting people to recognize and be able to utilize Collinwood's natural areas will be important in long term development.

Dorothee McGrath - City Commissioner - March 20, 2012

Ms. McGrath was recruited for the study by Mayor Brewer. I spoke with Ms. McGrath via phone briefly to explain this project. For her convenience interview questions were emailed and she responded in-kind. Ms. McGrath described for me in clear detail the park in which cyclists are allowed to camp overnight as well as the volunteer fire department and welcome center. She describes well the situation in which Collinwood finds itself in relation to bicycle tourism. In her words, "Bicycle tourism was not specifically pursued but has come as a natural part of tourism on the Natchez Trace Parkway... the Wayne County Welcome Center is the catalyst for tourism in our county. The volunteers collectively communicate ideas for improving, changing adding features, etc." She goes on to also describe the Tour 'd Wayne and the various visitors, as well as the coordination of volunteers.

Rena Purdy - Wayne County Chamber of Commerce Executive Director - March 21, 2012

Ms. Purdy was recruited to this study by Ms. McGrath. Communication with Ms. Purdy also took place via email. In addition to describing the welcome center, fire department, and park. Ms. Purdy told me about volunteers that have gone out of their way to help travelers on the Trace who have become stranded due to storms or mechanical problems. She also notes that pursuing the cycling traveler wasn't a deliberate strategy, but that some of the "earliest volunteers at the WC were avid cyclists and hosts of a local bicycle tour did play some factor." It is Ms. Purdy that describes the efforts of the Chamber of Commerce to build connections with the Tennessee River Trail Association and Compact in a move to promote cycling and tourism. The challenges, as she views them, are in gaining local interest in cycling. She notes that only a few families in the ride bicycle "because the roads away from town not that safe for them."

Diane Butler - Miss Monetta's Country Cottage, Owner - March 19, 2012

Mrs. Butler and her husband own the bed and breakfast in Collinwood which is listed and promoted by the Natchez Trace B&B Reservation Service. Interview questions were emailed to Mrs. and Mr. Butler ahead of time, and I followed up with Mrs. Butler via phone on the date above. Mrs. Butler helped provide a more full picture of the types of businesses located in Collinwood, describing many of them as having an "old timey"

feel and providing an experience that is unique to many travelers. Some of the businesses include a gift shop and a sandwich shop which is open all night (particularly handy to travelers burning many calories). Her own cottages that date back to the 1930s have been restored to their original look. Another attraction that she mentioned, as a potential draw for tourists that have time to explore, is a local goat farm that makes cheese not far outside of town.

Like Mayor Brewer, she was eager to describe the natural beauty of Collinwood and its place near the Tennessee River, as well as the regions distinct seasons. March through September are the busiest times of year for tourists (with the exception of during the July and August heat) and the far stretches that people have traveled from.

According to Mrs. Butler, the Trace “made” Collinwood, and using the park and fire hall for dual purposes just makes sense. The community is one that is trusting and has a volunteer, helpful spirit, so as long as there’s no reason not to, it just makes sense to do these things.

Farmington, Missouri

Gregory Beavers - City Administrator - March 8, 2012

Mr. Beavers was emailed interview questions prior to a phone interview on the date above. Coincidentally, he was also the contact for Al’s Place Hostel. Mr. Beavers described the city’s converted historic jailhouse turned cyclist hostel - Al’s Place.

According to Mr. Beavers the building was vacated in 1996 and the city decided in 2009, at the urging of local bicycle advocates to convert it into a place for traveling cyclists to stay. It estimates that about 300-400 people per year stay in the hostel, and the recommended daily donation is \$20, which covers the operating costs. He described in detail the hostel's amenities and provided suggestions online for photos and videos tours. He said there is also a modest bike shop, pizza place, and liquor store nearby that are frequented by cyclists.

City funds and funds from the local downtown development group were used for the renovation, and no additional tax mechanisms are leveraged to maintain the hostel or other bicycle programs or infrastructure. He said the city has a relationship with Adventure Cycling Association which helps with promotion and development of routes. Farmington has been the subject of articles on Adventure Cycling's website, and has won an award for the hostel.

According to Beavers, Farmington had a unique opportunity in which they capitalized. His suggestion for other communities was to seek collaboration with cyclists.

Tony Blackwood - South Side Cyclery - March 24, 2012

Tony Blackwood is relatively new to town, his Farmington shop having only been open a little over two years. I was able to speak with Mr. Blackwood briefly via phone. He

also operates a shop in St. Louis which has been in business since 1933. He opened the Farmington location after a previous bike shop went out of business, leaving a hole in the local market and traveling cyclists needing services. Mr. Blackwood said that the community has shown support for his business, but that it has taken time to prove that he is committed to the community. Speaking about bike-friendliness in the area he noted that he had heard it was not too friendly in the past, but that as more people ride, drivers become more accustomed to seeing bicycles on the road, and conditions become more friendly.

Virginia Blaine - Parkland Bicycle Club - March 19 and 25, 2012

I spoke with Mrs. Blaine briefly on March 19th about the general accommodations for cyclists in Farmington. She told me about the hostel and some of her work advocating for bicycles with the Missouri Bike and Pedestrian Federation. I followed up by emailing her the interview questions, and was able to speak with her in more depth on March 25, 2012. Because I was speaking with Mrs. Blaine late in the project's progress, and because we spoke on two separate occasions, the interview did not follow strictly to the interview protocol. I began by asking her to tell me more about the effort to retain the TransAmerican Trail. She was very helpful in detailing the process of that procedure as well as the parties involved. We discussed the idea that the threat of losing the trail was a catalyst for action in Farmington that brought groups

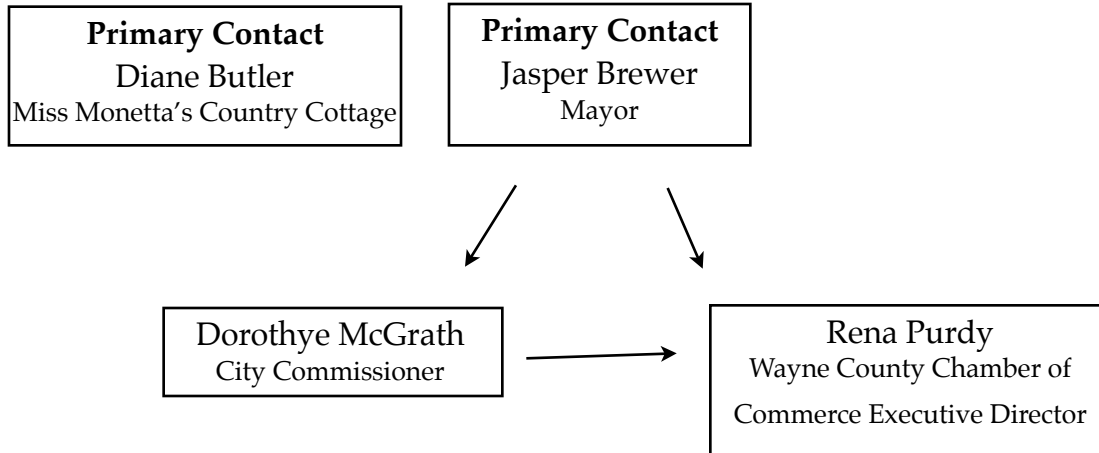
together for a common purpose. In her view, the restoration of the jail helped “solidify” Farmington’s place on the Trail. She was also able to explain other bicycle advocacy issues they have dealt with, such as dealing with the Missouri Department of Transportation about the placement of rumble strips.

Mrs. Blaine also helped create a more complete picture of Farmington. She pointed out that being located in the Arcadian Valley, the natural landscape is a natural asset. St. Joe State Park is located outside of Farmington and has roughly 18 miles of bicycle trail, and there is also a trail that connects two other communities to Farmington. The wineries are a bit far from the hostel, she noted, perhaps further than someone passing through would want to venture to.

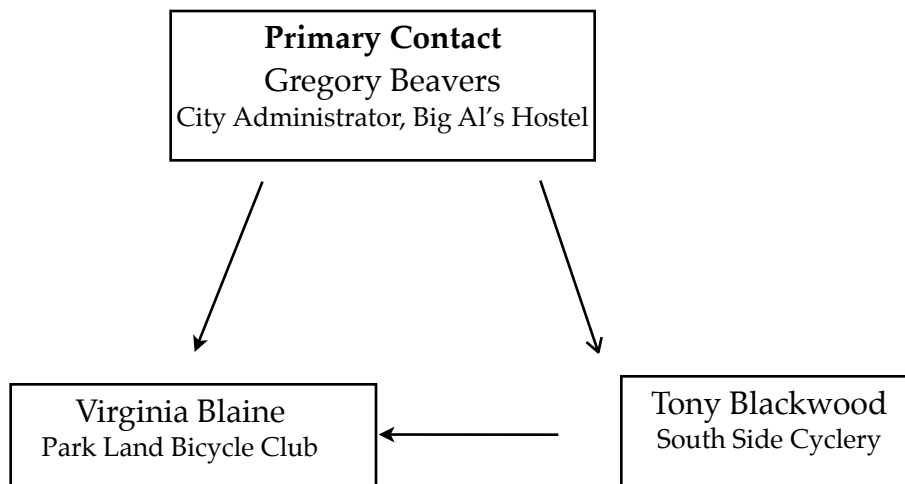
Mrs. Blaine told me about the city’s share the road signs and stencils for Al’s Place and echoed Mr. Blackwood’s sentiments about awareness and bicycle-friendliness. She also made an observation that was interesting, that having members of city staff that are also cyclists is helpful in creating a bicycle-friendly community. Apparently, Mr. Beavers as well as the city’s economic development officer are both bicyclists.

Appendix B: Snowball Approach - Interview Diagrams

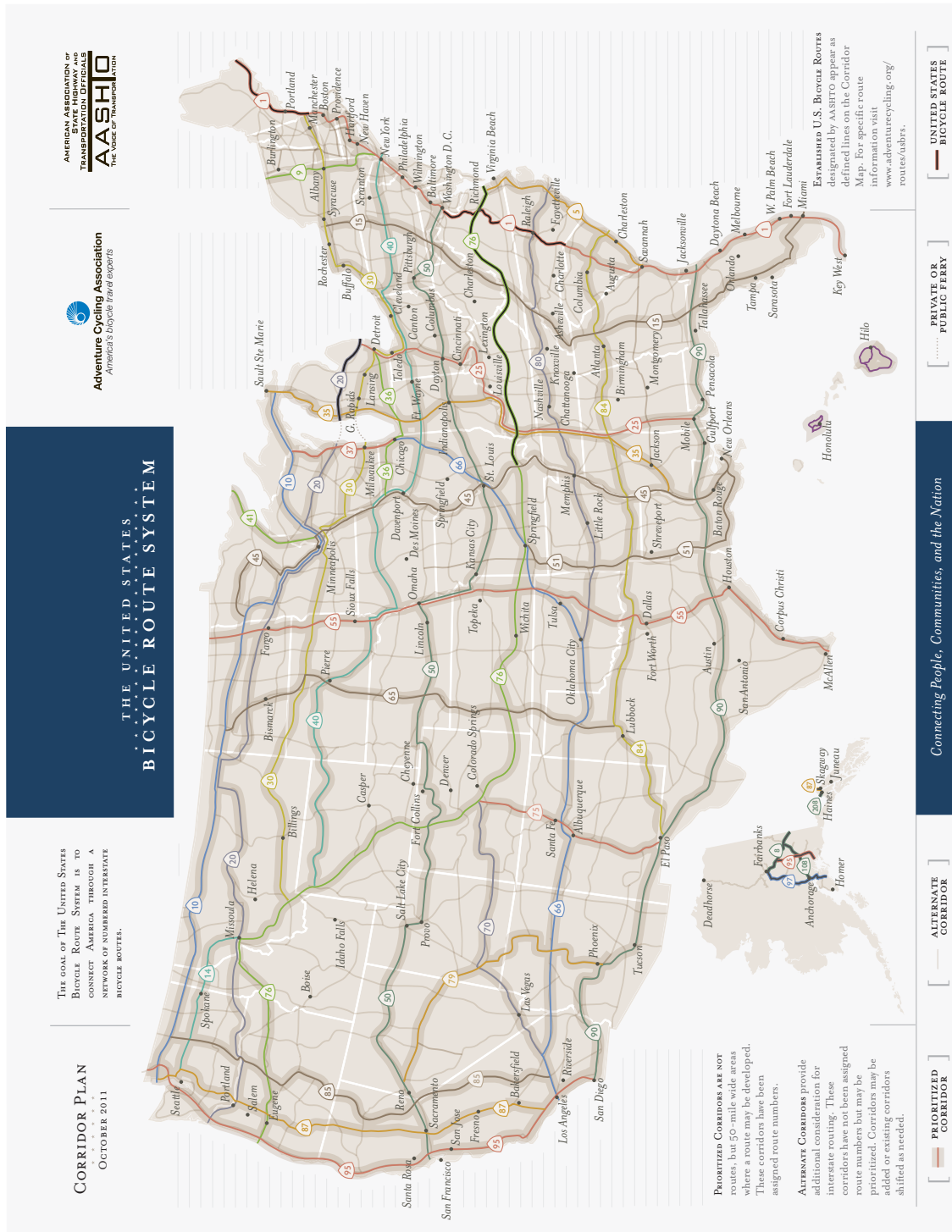
Collinwood, Tennessee



Farmington, Missouri



Appendix C: US Bike Route System



United States Bicycle Route System, Corridor Plan. Adventure Cycling Association, 2011.

Appendix D: Additional Images



Dragonfly Emporium and Antiques, Collinwood, TN. (Natchez Trace Reservation Services, n.d.).



Ralph Hughes, Sr. Memorial Park, Collinwood, TN. (Natchez Trace Reservation Services, n.d.).



Miss Monetta's Country Cottage, Collinwood, TN. Owned by Diane and Larry Butler. (Natchez Trace Reservation Services, n.d.).



Road Stencils, Farmington, MO (Dalpee, 2011).