



WBR Virtual Series: Active Tourism, Q&A Session

1. Q: When I visited Emporia this year, I heard the rumor that unbound management is assisting on an economic impact for the unbound event to Emporia. Is that correct? Any word on the timeline or results?
 - a. Leland: That is a rumor that I heard as well. I think, that was publicly stated by someone on the unbound team. I have not heard any updates directly from them, but I'll check in with the crew over there and see what I know. I can tell you the last study that was done back in 2018 I think the economic impact was \$5.5 million for that weekend at that time. I can assure you it is only grown since then. We see significant impact just for that one week and there's almost no way to effectively measure the number of trips that are made in preparation for or throughout the entirety of the year. There were 7 cycling training camps this spring in Emporia, all with the intention of preparing for unbound gravel alone. So it's really hard to quantify even beyond the event weekend all of the trips that are made into the Emporia community and surrounding area. If I can get up my hands on that information, I will share it through Tammy and hopefully she can disseminate, through her channels as well to you all.
2. Does Sterling have scooters and bike sharing?
 - a. Craig: We did have scooters for a couple of years, which we were really proud of because we were the smallest community in Bird Scooter's 300 city portfolio. However, it sounds like the business model started struggling last year, so they pulled out of all of their smaller markets. Our community loves having them and we had them for 2 years, but we do not have them any longer. We're actually using our micro mobility parking spaces for benches now. Maybe one day the scooters will come back.
3. Craig, can you tell us more about your Active Transportation local committee? Is it formal (like a City board) or informal? How many members? Are members actively recruited?
 - a. Craig: The Golden Belt Community Foundation awarded Rice County grants, in 2015. Those funds were used to hire RDG to do bicycle pedestrian strategic plans for all the cities in Rice County and during that process the committee was established. It is informal. When I started there were 8 or 9 members, now there's about 6 of us that get together monthly. We do recruit new members as necessary, and it's a very productive board. We've knocked out a ton of projects just in the last 4 or 5 years that are really beloved by the community and visitors.
4. Leland, are you still focusing on circular routes? Any interest in point-to-point specifically the Chisholm Trail?
 - a. Leland: As long as the route has a compelling story and connects people to place we're pretty open to it. Of course, a point to point does present added logistical challenges for the end user. You've have to plan to ride back, which depending on the length of the trail one way maybe long enough and hard enough in its own right, but at the end of the day we would be very open minded to promoting routes that are designed to get people

exploring, spending money in our communities, and connecting them through that storytelling piece. So the short answer is yes, that's an option.

5. Is anybody thinking about a week without driving for that first week in October? Any events related to that from anybody on our panel?
 - a. Leland: I love the idea, let's just close down all of the roads and force people to ride and walk throughout our communities. But we do have in Emporia an event called Empovia, which is, and I know Wichita has something similar, a closed street, but it's obviously small scale and it's around our park. The purpose is to close the roads to vehicular traffic and encourage people to scoot, ride, walk, whatever in that space and promote alternative transportation.
6. Jenny, do you have any more updates on the state bicycle map?
 - a. Jenny: We just received a proof yesterday, we have at least one edit. Once they make those edits, they'll do the press check and then get them printed and we have a bunch of both mailings going out to tourism sites and in parks, but you can go ahead, go to our website and you can go ahead and pre order your map. You'll just be put on a waiting list until those are available.