

Your state representative, address

Subject: Senate Joint Resolution 13 (SJR-13), Designating Route 66 as Oklahoma's Official Bicycle Route

Date:

Dear xx

I am requesting your support of SJR 13, directing the Department of Transportation to apply for US Bike Route 66 designation. There are an increasing number of touring cyclists who choose Route 66 as a travel destination because of its iconic landmarks, scenic landscapes, and varied terrain. They arrive in our state seeking lodging, food, supplies, information, or tourist sites.

While here they contribute to the local economy and support local government through lodging and sales tax. Unlike other Route 66 travelers, they'll spend 6 – 8 days in Oklahoma alone. In one economic impact study on the Great Allegheny Trail, it was found that the average overnight trail rider spent an average of \$98.00 per day.

As Oklahoma has more drivable miles than any other state, it is fitting that we encourage all visitors who want to experience this great destination regardless of their mode of travel.

I understand that ODOT recently received nearly 30 letters from communities, visitor bureaus, and riders supporting the Route 66 designation. The communities along the route were enthused to add a new source of tourism that provided free promotion and economic revenues for their area. Cycling groups saw this as an opportunity to elevate and increase bicycle traveling opportunities and awareness in Oklahoma.

I am asking you to support US Bike Route 66 designation and vote for SJR 13.