

OREGON BIKE TOURISM PARTNERSHIP NOTES

Tuesday, March 31, 2015 | Portland, OR



Purpose: To make Oregon a premier cycling destination, thereby increasing Oregon's economic prosperity, particularly in rural areas.

ATTENDEES

A J	Zelada	
Alison	Graves	Cycle Oregon
Amanda	Pietz	ODOT
Amber	Wisdom	WCVA
Amy	Parkhurst	emerge nw
Angela	Lazarean	DLCD
Ben	Wilt	Friends of East Side Trail
Brad	Nelson	Axiom Event Productions
Brett	Henry	Yamhill County Parks
Cap	Caplan	Umpqua Basin Economic Alliance
Charles	Baldwin	City of Silverton
Chris	LaVoie	McKenzie River Mountain Resort
Dan	Morgan	Civilian
Darin	Lund	Turns to Gold
Derek	Abe	Alta Planning + Design
Eric	Bagdonas	Stumptown Printers
Heidi	Beierle	
Jason	Gottgetreu	City of Silverton
Jeanette	Kloos	Friends of the Historic Columbia River Highway
Jeff	Smith	PBoT Active Transportation
Jenifer	Marks	City of Sandy
Jim	Anderson	OBRA
Kevin	Prentice	Ride with GPS
Laura	Crawford	The Path Less Pedaled
Laura	Foster	Towns to Trails Media
Lisa	Luna	Mountain Shop / Low Pressure
Lynn	Weigand	Gresham Area Chamber of Commerce
Mark	Davidson	Metro
Mel	Huie	Metro

Mike	Williams	Friends of East Side Trail
Russ	Roca	The Path Less Pedaled
Sanna	Phinney	Bicycle Rides NW
Sarah	Gilbert	Pedal Bike Tours
Scott	Klees	Pedal Bike Tours
Scott	Warren	Travel Oregon
Shelia	Lyons	ODOT
Stacey		Friends of East Side Trail
Wayne	Stewart	HCRH Advisory Committee

STATEWIDE UPDATES

RideOregonRide.com user survey ends April 17

- We need your feedback to help us make the website even better!
- <https://www.research.net/s/BICYCLETRIP>

Oregon Governors Tourism Conference, April 12-14 in Eugene

- www.OregonTourismConference.org

7 Wonders of Oregon Campaign Launches Cycling Component

- Travel Oregon's added a new cycling component to this year's 7 Wonders marketing campaign. We've asked 7 of the best Oregon bike builders to make 7 custom bikes, each inspired by a different Wonder. The story of how they are built and the landscapes they are designed for will inspire bicyclists to imagine Oregon as an ultimate cycling destination. Can't wait to see what the bikes look like? Well we can't wait to share.
- Tune in during early May for the big reveal. We'll be sharing cycling content all summer long! Make sure your tourism business listings are recognized in the Bike Friendly™ Business program on TravelOregon.com and RideOregonRide.com before May.
- Sign up at Industry.TravelOregon.com/BFB to become Bike Friendly™.
- And make sure to leverage the 7Wonders7Bikes Marketing Toolkit assets (photos, videos, etc.) – These will be available in late April. To make sure you get these Toolkits, sign up for the Industry eNewsletter at Industry.TravelOregon.com homepage.

National Trails Symposium, May 17-20 in Portland

<http://www.americantrails.org/ee/index.php/symposium/2015>

Regards to Rural Conference June 26-27 in Bend

<http://r2r.rdiinc.org>

National Bicycle Tourism Conference Nov 4-7 in San Diego

www.bicycletournetwork.org

FIVE OREGON BICYCLE TOURISM PARTNERSHIP PRIORITY INITIATIVES -- UPDATES

<p>(1) Complete the Historic Columbia River Highway State Trail and Develop Area Into a World-Class Bike/Ped Destination</p>	<p>Wayne Stewart Historic Columbia River Hwy Advisory Committee</p>
<ul style="list-style-type: none"> • Trying to create the reconnection of the Historic Col River Highway • Total highway/trail is 73 miles long • Everything is complete <i>except for from Wyeth to Hood River exit</i> – 10 miles left to build • Everything to the West of Wyeth is complete • This summer will be building Starvation Creek to Lindsey Creek including Hole in the Wall Falls viewpoint, to be completed by Fall 2016 • 100th Anniversary of Highway will be in 2016 – kicking off June 7, 2016 (Jeanette Kloos, Friends of the Columbia River Highway) passed around a handout about the celebration) • Lindsey Creek to Wyeth has almost all the funding secured and anticipate completing this stretch by 2018 • Wayne reviewed details about the upcoming construction from Starvation Creek to Lindsey Creek • Will be seeking to find \$32 million to fund the last five miles of the trail • Sign up for the Historic Columbia River Highway State Trail e-newsletter (sent quarterly) by sending an email to Susan Hanson with ODOT at: Susan.C.HANSON@odot.state.or.us • Questions? Contact Kristen Stallman, National Scenic Area Coordinator at the Oregon Department of Transportation, Kristen.stallman@odot.state.or.us / 503-731-4957. 	
<p>(2) Initiate Planning for an Oregon Coast Pathway (a multi-modal, off-road path running the full length of the Coast)</p> <p>- Initiate Planning for New Fatbiking Opportunities on Oregon Coast</p>	<p>Harry Dalgaard Travel Oregon</p>
<p>Oregon Coast Pathway</p> <ul style="list-style-type: none"> • According to Dan Kaufman, the concept plan has been completed and coastal communities are being engaged • Find concept plan here: http://industry.traveloregon.com/content/uploads/2015/04/TowardsanOregonCoastPathway-final.pdf <p>Oregon Coast Fat Biking Trail</p> <ul style="list-style-type: none"> • On a busy day on the Coast 101 highway traffic is high and doesn't provide a satisfactory experience for cycling • Fat biking is really different – right on the water, low stress and vastly different, what they really want with the ocean to their side, ocean breeze in their hair • Used Google maps to map rideable segments and then put the segments on Ride with GPS • Then work with OPRD (Laura Underhill and Laura Hillman) to use GIS data to put in segment by segment access points, restrooms and points of interest • Went from a really roughed in idea to something very tangible • And can now hand off the mapping information to communities, industry partners and tour companies • There are however considerations with the development of an experience like this: 	

- Wildlife habitat restrictions
- Snowy plover habitat
- Introducing Fat Bikes on to 101 would be a worst case scenario so needing to...
- Coach bike shops, tour operator sector to take on shuttling and SAG services
- Permitting with Oregon State Parks
- Dearth of services on long stretches of the coast
- Overnight accommodations
- Ensuring local investment

Opportunities:

- Doing specific coastal outreach w/ Marcus Hinz to deploy the bike friendly business program
- Working with private sector (tour operators, local bike shops, lodging) to provide services (rentals, SAG, shuttling, bike friendly lodging)
- Connect with the coastal transit system for shuttling (?) – would need bigger racks

Next steps:

- Ground truth most current iteration of map via trip to coast with Tour Operator support
- Determine opportunities and constraints
- Finalize map
- Distribute maps and concepts to industry and agency partners, so they can build familiarity with close in opportunities

Questions:

- While we're planning this, others are planning to designate more Snowy Plover habitat
- Alex Phillips: great to see we're working with the Snowy Plover folks, she believes most people are looking for the weekend-long trips. *There are some 40 mile segments that are straight shots which would be perfect for a weekend.*
- 101 Route – are there other roads that service some of those stretches? *Yes, there are in some instances some back roads but not necessarily great off-road trail access*
- Are we thinking about how we would sort out multiple users in the Dunes recreation area

(3) Improve transportation connections across Oregon for bicyclists

- Oregon Transportation Options Plan & Implementation Plan

Michael Rock
Oregon Dept. of Transportation

- Statewide plans are typically policy documents, so this plan will be different
- Bike and Pedestrian statewide plan is also going on concurrently

Why a Transportation Options Plan?

- Concept is to provide transportation choices
- Policy gap that we wanted to fill in
- Internally we have an initiative 'Intermodal Oregon' – so this could complement that
- To grow local interest, catch up with them and see what we can do on a statewide level

Transportation Options definition:

- Historically referred to as TDM with a focus on commute trips and system management

- TO Plan includes these key elements, but expands this definition to also recognize the value of facilitating opportunities to choose different travel options and meet diverse travel needs.

TO Programs and Strategies

- Staffing – people to help give information out to commuters, visitors, etc. (a good example is Central Oregon’s commute options plan)
- Technology and information
- Collaborative statewide campaigns
- Individualized marketing campaigns in local areas – “here’s some other options”
- Rideshare, bikeshare
- Soft infrastructure (Safe Routes to School is another good example)
- Incentive programs
- Education
- Community events

Challenges, Trends and Opportunities

- Supports a growing economy
- Provides affordable transportation options
- Doing more with less and addressing aging infrastructure

We’re changing *how* we travel by generation. Millennials are taking fewer car trips and more biking, walking and transit trips.

Plan milestones – have been guided by the Policy Advisory Committee

- Scope
- Stakeholder Interviews
- Focus Groups
- Existing Conditions
- Issues and Opportunities
- Best Practices
- Draft Vision, Goals, Policies and Strategies
- Performance Measures

Plan is in draft stage now, contains 10 goals.

Finalized plan after public input and next going to the Oregon Transportation Commission in April to get the plan approved.

Then will be focused on Implementation Tasks. Will have a robust implementation plan including:

- Performance measures
- Outreach
- “Action Plan”
- Program assessment
- Transit coordination / coordination between different service providers

Policy implications – Amanda Pietz from ODOT

- We identify ‘mobility hubs where things are integrated (bus/bike/rail) and will explore that in the implementation plan

- Will be working with Transit providers to help make sure there is plenty of space
- Also hit on bicycle parking – that’s really important to communities all over Oregon
- When we look at performance measures we should be including travel and tourism goals

Questions/comments:

- We haven’t addressed kids/family biking at all, esp. in that 4-8 yr. old age range. We’re really not seeing options for this kind of biking addressed in any of this. There’s no way to get bikes on Amtrak, can’t put bikes on any of the buses.

Opportunities:

- Period for comment has closed on the TO Plan
- There will likely be opportunities for developing the Implementation plan -- they’ll be taking feedback on this at any time
- Opportunity for ODOT to make all the transit options really clear for cyclists – Alex Phillips from OPRD gets a lot of inquiries from cyclists about transit
- ODOT now has regional transit coordinators. They know the area, the providers and they can help people with those linkages.
- Would be great to tie these opportunities shared on Ride Oregon Ride so the transit for cyclist options are more widely available

Online Information: <http://www.oregon.gov/odot/td/tp/pages/toplan.aspx>

- Here find executive summary, visions, goals, policies, implementation plan and more

(4) Improve Recreational Riding Opportunities in Oregon (more off-road opportunities)

- Initiate Statewide Gravel Riding Working Group to Develop Network of Gravel Routes in Oregon
- Portland Metro Mt Bike Initiative Planning Project

Russ Roca
The Path Less Pedaled

Kelsey Cardwell
Northwest Trails Alliance

Gravel Riding Working Group:

Gravel Road Riding working group has been working to establish a network of riding opportunities across the state

- The Gravel Group has been troubleshooting all the varying conditions of all the different road opportunities and developed rough guidelines for submissions.
 - Guidelines
 - Challenges: Highly subjective, varying terrain, varying gravel size and quality... rattlesnakes
 - 51% gravel
 - Public Access
 - Route Rating System: Mild, Medium, Hard, Extreme
- Opportunity to bring tourism dollars to rural parts of the state, the more rural oftentimes correlates with more gravel riding opportunities

- Great media coverage to date
- Broad cross section of the industry is represented in within the group
- Gravel Riding “Field Trips” have taken off, and have provided vital learning experiences.
- Next steps:
 - Establishing Steering Committee
 - Turn Gravel routes into products
 - More Gravel Riding Field Trips

Questions:

- Is there a submission process?
- How to quell nimby-ism
- Connecting with USFS/BLM – how do we ensure that gravel grinding routes are preserved when pending road closures threaten routes?

If you’d like to join the Gravel Riding Working Group, please email Staj@TravelOregon.com

North West Trail Alliance, Dirt Trail Development in the Northwest Corner of Oregon
Kelsey Cardwell

- SW Washington and NW Oregon volunteer based International Mountain Biking Asso. (IMBA) chapter
- Developed significant partnerships with regional land managers
- Running into significant road blocks when trying to develop mountain biking opportunities within Portland city limits
 - Portland is the gateway
 - Need to foster next generation of cyclists
 - Ride to your Ride concept
 - Few riding opportunities exist in PDX and there is little to no political leadership willing to champion off road cycling.
- Case Study: Cascade Locks
 - Hugely successful events to get kids out on natural surface trails
 - “Take a kid mountain biking day”
 - Providence is providing safety equipment to kids
- What’s next?
 - Letter of support to Mayor and Commissioners
 - Metro Workshops for Vibrant Communities – April 13
 - Metro Workshop – April 15
 - City of Portland Community Budget Forum – April 16
 - Metro Workshop – April 22
 - City of Portland Community Budget Forum – May 7
 - City of Portland Budget Community Hearing – May 22
- Find more about NWTAA at <http://nw-trail.org/>

(5) Develop Connected Network of Bike/Ped Paths throughout Oregon

Mark Davison
Metro

Top Activities by Oregonians and Tourist include hiking and biking on off road trails

Infinity loop: inspired by Hadrian's Wall

- Starts in Mount Hood
- Heads to Coast – Salmonberry
 - Concept plan has been completed
 - Coalition of nonprofit orgs, counties, and state agencies have been working to establish work plans
- Coast Trail
- Columbia River back to Portland
- Columbia River Gorge Historic Highway State Trail
- Mount Hood Connection
 - \$45,000/ mile of Trail for ADA
 - Different surface type
- 40 mile loop in Portland connects metro area

Amazing map of Oregon's non-motorized Disperse Trails

- Connecting spin off activities with regional trails
 - Fishing
 - Other Hiking opportunities
- Lesson Hadrian's Wall:
 - Partnerships to connect trails ensured legacy of trail
- 3 ingredients for trail success:
 1. Theme for trail related to: Natural, Recreation, Leisure, or Cultural Iconic Attraction
 2. Adjacent communities Benefit : Trail Towns, Biking Town, Birding Town, Wine Towns
 3. Visitor Experience and Activities: Fishing, Picnicking , Camping, School Groups, Reunion
- Useful ingredients
 - Emerged from Citizen Leaders
 - Partner Advocacy Groups
 - Active Advisory Committee
 - Long-term Project Manager
 - Big Picture Plan
 - Break Into Manageable Phases
 - Timely Political Support
 - Consistent People Participation
 - Thoughtful Diverse Funding Sources
 - Catalyst Projects to Generate Excitement and Realistic
 - Local Optimism
 - Lots of Annual Events This could be an international draw once complete
 - Economic benefits or loop system are multiplied
 - Helps develop economic back bone of developing cities

5 OBTP PRIORITY INITIATIVES -- BREAKOUT GROUPS

1.) Are these the right five priorities? What other priority initiatives might we need to undertake?

- Could consolidate the list so it's more simple; initiative 5 encompasses number 1 and 4
- Infinity loop concept is a big enough that it could warrant its own goal
- Ranking rating system for travel bike friendly towns and develop a best practices model for other towns to follow
- Coordinated outreach/campaign to educate on why investing in these goals is beneficial- specifically why it matters to Oregon as a whole.
- Have access to a centralized way to find funding (compiled from sources like OPRD, Forestry, and Metro).
- Statewide technical assistance for funding/grant writing etc.
- Bike tourism related business development and community outreach to demonstrate opportunities
- Develop family friendly options (shorter trips, safety, equipment, infrastructure)
- Mackenzie River Trail should be promoted as family friendly and rentals are needed in more places.
- Need for accessibility for all riders
- Develop a "safety key" as many people won't ride on roads with cars for fear of endangering kids.
- Widen arterials like HWY 26
- Put greater emphasis on Eastern Oregon as a spring season alternative (more favorable weather)
- Consider storytelling from a venerable place (rather than policy based) to increase ridership
- Small business development – work with chamber of commerce and Business Oregon.
- Identify priorities of protection risks
- Increase other services needed for visitors (i.e. medical services, law enforcement)

2.) What are the catalytic next steps/opportunities for us to take in order to achieve this goal?

Initiative #1 Complete the Historic Columbia River Highway State Trail

- Oregon Scenic Bikeway designation by 2016
- \$32 million in fundraising
- Tunnel geotech study
- Traffic congestion mitigation study especially around Multnomah Falls vicinity
- Begin encouraging the Gorge Scenic Area Management to address traffic issues on "open" section so HCRH.
- Shuttle bus system and parking at Rooster Rock
- Bike rentals in Cascade Locks
- Data on usage and growth from Pedal Bikes
- Economic development of local communities
- Increased lodging options: Hike & bike camps and bed and breakfasts in rural areas
- Coordinated communication about other activities (non-biking) to do along the trail
- Increased number of bike hubs (parking, fixing stations, and amenities)

COMMUNICATION

- Consumer facing piece to show people how to ride the Gorge
- Marketing page like for The Great Allegheny Trail
- Helping people understand points of interests as planning & development continue (ex. Nothing at Lindsey CK, people don't know it)

Initiative #2 Initiate Planning for an Oregon Coast Pathway

- No additional notes

Initiative #3 Improve transportation connections across Oregon for bicyclists

- Pilot roll out with committees in Bend and Ashland
- T.O. Corridor
- Identify and develop mobility hubs
- Jurisdictional coordination and outreach
- Involving Amtrak and make sure info is correct on their website
- Information from transit providers on bike carrying policy can be sparse /unreliable and needs to be addressed (ex. Trip check does not distinguish between the need to box bikes and just carry them aboard or stowing in cargo bay, on rack, etc.)
- Continue ongoing statewide committee "To Go"
- Public Transportation Advisory Committee (PTAC)
- Create cross platform communications (Google, Trip Check, Ride Oregon Ride)
- Ongoing collection of data to identify demand for services and create and inventory of existing services.
- Incentive money or shaming program to bring transit operators on board
- City of Portland Bureau of Transportation website has website for Metro area bikes on transit map (portlandoregon.gov/transportation/article/71968)
- Add mention of Oregon Bicycle and Pedestrian Plan as well as Oregon Public Transportation Plan

Initiative #4 Improve recreational riding opportunities in Oregon (off-road)

- Develop more comprehensive mapping
- Tie in with culinary, cultural and other opportunities
- Demonstrate benefits to host communities and get buy-in
- Identify and encourage businesses
- List bike rentals for gravel, mountain bikes and fat bikes
- Encourage shuttle to mountain bike trails

Initiative #5 Develop connected network of bicycle and pedestrian paths

- Partnership county by county to create statewide map of theoretical trails (FS, BLM, Metro, counties, etc.) by next OATS
- Identify how public entities (parks/state) work with business community
- Managing shared uses
- Connect to historic elements (i.e. Applegate trail) this can bring in more support/partnership if integrating a historic piece.

Initiative #6 Support for bike tourism related business development

- First priority is to create a framework to organize this “goal”
- Identify funding sources and mechanisms (micro loans, incubator, sustainability, education, public finance, long term planning, latent assets, etc.)
- Education for new and existing businesses
- Communications strategy for business services
- Identify likely partners to align with at state and local level
- Clarify roles and responsibilities