

OREGON BIKE TOURISM PARTNERSHIP (OBTP)

NOTES

October 30, 2015 | Bend, OR



ATTENDEES (46)

Alyssa	Brownlee	McKenzie Chamber of Commerce	Jeanette	Kloos	Friends of Historic Columbia River HWY
Andy	Kading	Adventure Cycling Association	Jeff	Lynn	Via Bike Tours LLC
Ann	Marland	Sisters Trails Alliance	Jeff	Walton	Vernonia Springs
Brian	Fowler	Oregon State Parks	Jim	Chadderdon	Discover Klamath VCB
Carlie	Mock	International Mountain Bicycling Association	Jim	Coey	City of Oakridge
Charles	Baldwin	Silverton Bike Committee	Joan	Hallinan	Tour de Lane
Chris	Bernhardt	International Mountain Bicycling Association	Kenji	Sugahara	Oregon Bicycle Racing Association
Chris	Lavoie	McKenzie River Mountain Resort & Shuttle	Kevin	O'Hara	Black Butte Ranch
Chuck	Humphreys	Sisters Trails Alliance	Kim	Curley	Commute Options
Cindy	Grossmann	Faith, Hope, and Charity Vineyard and Event Center	Leslie	Kehmeier	International Mountain Bicycling Association
Craig	Ackerman	National Park - Crater Lake	Lynne	Mutrie	Oregon Safe Routes to School
Daniella	Crowder	Bike Newport	Mark	Ottenad	City of Wilsonville
Dave	Schneider	Midstate Electric Cooperative	Matthew	Weintraub	International Mountain Bicycling Association
Derek	Abe	Alta Planning + Design	Maura	Schwartz	Madras Mountain Views Scenic Bikeway proponent
Drew	Honzel	Discover Klamath	Melanie	Fisher	Cog Wild
Elliott	Crowder	Bike Newport	Natalie	Inouye	Travel Lane County
Erik	Fernandez	Oregon Wild	Quinn	Keogh	Quinn Keogh Coaching
Gabriel	Amadeus	Limberlost	Raul	Ainardi	Kah-Nee-Ta Resort & Spa
Gary	Guttormsen	Sisters Trails Alliance and Faith, Hope, & Charity Vineyard	Sanna	Phinney	Bicycle Rides Northwest, Inc.
George	Wilson	Mt. Hood Bicycle/Pedestrian Coalition	Scott	Morgan	Deschutes County BPAC
George	Letchworth	McKenzie Tourism Committee	Stan	Nowakowski	Bicycle Rides Northwest
James	Good	Good Bike Co. LLC	Ted	Taylor	Central Oregon Visitors Association
Janet	Burton	Economic Development for Central Oregon	Tracy	Stout	Sisters Trail Alliance

GRANTS OPEN

- Cycle Oregon Community Grants
Applications Due: November 13, 2015
<http://cycleoregon.com/cycle-oregon-fund/granting-procedures/>
- ConnectOregon VI Multimodal Transportation Funding
Applications Due: November 20, 2015
<http://www.oregon.gov/ODOT/TD/TP/Pages/connector.aspx>
- Regional Trails Program (RTP)
Letter of Intent Due: January 8, 2016
<http://tinyurl.com/RTP2016>

SAVE THE DATES

- The spring OBTP meeting will be expanded upon to be the:
Oregon Bicycle Tourism Summit
 - Tuesday, March 15, 2016
 - Portland, Ore.
 - This will take place in conjunction with the Oregon Active Transportation Summit (March 14)
- Annual Oregon Governor's Conference on Tourism
 - April 24-26, 2016
 - Pendleton, Ore.

5 OBTP PRIORITY INITIATIVES UPDATES

(1) Complete the Historic Columbia River Highway State Trail and Develop Area Into a World-Class Bike/Ped Destination	Kristin Dahl, Travel Oregon & Nastassja Pace, Travel Oregon
<i>Update on HCRHST progress, 100th celebration and Gorge Hubs</i> <ul style="list-style-type: none">• Construction underway in December – remaining 10 miles need to be constructed• Remainder 4 mile stretch in 2018 will be connected to Hood River• ODOT commissioned a study to look at the alternatives - 4 main ones up and over Mitchell Point• Advisory committee will narrow in December, additional studies will be done to make wise decision• 100th year anniversary of the HCRH is taking place June 7, 2016<ul style="list-style-type: none">○ Mark your calendar – great opportunity to raise what the trail is and what's needed to complete it• Congestion discussions are happening with land managers and state especially for waterfall stretch• Gorge Hubs are being design for each of the 6 communities along the HCRHST to serve as visitor information hubs for recreation opportunities (specifically cycling)• The Hubs tie into the directional signage that Mayer Reed did for the HCRHST – there is a brand and mapping style guide now for all the communities to use that was funded by Travel Oregon and Visitor Development Funds from Multnomah County	

(2) Improve transportation connections across Oregon for bicyclists	Kim Curly, Commute Options
<p><i>How Commute Options is improving transportation</i></p> <ul style="list-style-type: none"> • Multi-modal transportation (walking, biking, transit, + motor vehicles) • Drive less. Connect. – free statewide system - growing collaborative around driving less, reducing mileage driven • Safe Routes to School – just launched a training for this program and what it takes to have a successful program • 1/3 of Oregonians don't drive – so taking the bus is helpful for access, availability, and connectivity • Central Oregon Bend Breeze bus – not bike friendly (YET!) • Valley retriever – bike friendly • Amtrak – sometimes bike friendly • Multiple point services • CET – winter & summer mountain biking trailer, ride the river shuttle (\$3) 	
(3) Improve Recreational Riding Opportunities in Oregon (more off-road opportunities)	
<i>Oregon Cascades Hut-to-Hut & Oregon Timber Trail Concept</i>	Chris Bernhardt, International Bicycling Association & Gabriel Amadeus, Limberlost
<ul style="list-style-type: none"> • System of small, reservable huts connected by singletrack with one day ride lengths – very popular concept in Europe connecting rural communities, with increased popularity with multiple day rides this could be iconic and aspirational opportunity (3-5 day trip chunk) • Oregon is top 3 for Mt. bike destinations in the US – amazing state with mountains and scenery – much on federal land • Opportunities – half of the potential route already exists, there aren't any competitors in the US for state-line to state-line hut-to-hut system • Constraints – permitting hurdles, wilderness precludes many existing routes • Near-term activities – there is one around Mt. Hood, can develop or enhance Bend/Sisters • Midterm – develop system around Oakridge and Bachelor to Waldo Lake • Long term – Southern Oregon, ranch stays opportunities, S. Mt. Hood & Black Butte Ranch • Lightbulb idea – half the state is rideable already, time to develop and highlight rural • Oregon Timber Trail – concept is creating a single track route across Oregon from California to the Columbia Gorge, the 2nd year for unofficial ride had several hundred people come – ideal is to link up huts to act as refuel • Crater lake – Mt. Hood – Columbia gorge route (Santiam wagon road – W. of Sisters) • Rustic shelters along these historic routes still exist • Current line – Modoc Mines (CA)/Lakeview to Gorge (645 miles – 57000 elevation gain) • Next steps – verify route for access, work with stakeholders to refine the route, then publish/promote the route • Opportunity – shuttle providers can connect with riders on those stretches that are less passable (move riders between two great areas) • This is a concept! Looking for local investment, ideas, current discussion around wilderness area designation 	

MTB Project and new interactive BLM mt. bike website	Leslie Kehmeier, International Cycling Association
<ul style="list-style-type: none"> • MTBProject.com set out to map all the US mtb trails • Resource for tourism – currently 57k miles mapped, 1.5 M users to the site in last year • Oregon: 1600 miles catalogued; McKenzie River Trails & Sandy Ridge System are ranked in the top 20 • Ways to get engaged – upload content (make sure your area is mapped), widgets (take pieces of MTB project and put it into your website – include trail, pics, etc.), area pages (local/regional/state directory pages – where are the existing assets like restaurants, lodging, etc.) • BLM – wanted to do more than build routes together but help advertise trails on BLM land, 20 sites were featured – Oregon was 3 of those • You can improve the site – also content is reviewed with high standards 	
2015 Fat Bike Oregon Coast Expedition	Melanie Fisher, Cog Wild
<ul style="list-style-type: none"> • Earlier this year, Travel Oregon hosted an expedition to fat bike the Oregon coast with a bunch of partners to see how feasible it was, where the best stretches where and to encourage business development and fat bike tourism opportunities • Fat biking is great for everyone regardless of skill level – great for kids and newbies • South Coast Bikes in Bandon and Bike Newport have fat bike rentals and knowledgeable staff – so these are great places for folks to tap into • Lots of places to stay and camp along the coast – camp sites are great as they have hot showers and hoses for bike maintenance • Cog Wild plans to have a bookable fat bike tour next year • The geology is amazing – that is a big opportunity that could tie into tours and itineraries 	
Crater Lake Vehicle-Free Events: Ride the Rim 2015	Jim Chadderon, Discover Klamath & Craig Ackerman, Crater Lake National Park
<ul style="list-style-type: none"> • This is called an incident rather than an event as we aren't able to have special events in the National Park – 25 of the 33 miles of the rim are reserved for pedestrians and bicyclists • Partnership between NPS, Discover Klamath, Friends of Crater Lake, CLIF Bar was large sponsor, multiple other small sponsors • Ride the Rim promotions went out – carrot was a ride the rim lapel pin • 1800 pre-registered, 600 came w/o signing up, lines over a mile on both side of cars, hundreds more did not register (2400 peoples info captured – 17 states, 7 countries) 700 people shuttled • Parks is about Healthy people; healthy parks and sustainable recreation initiatives • Craig shared sample letters from supportive and unsupportive participants • Call to Action: keep doing what you are doing and showing that cycling is successful and in demand on public lands • Question: is there an opportunity to be notified when dates of 'incidents' are? Sign up for eNews on Crater Lake website 	
(4) Develop Connected Network of Bike/Ped Paths throughout Oregon	Andy Kading, Adventure Cycling Association
US Bicycle Route System, what designation entails, its benefits and why it's important - Video link <ul style="list-style-type: none"> • We want this USBR in Oregon because of the connectivity this has to the state – connecting our 	

bikeways and proposed US bike route systems

- Local agencies can adapt this by working with state DOT – also connects with scenic byways
- Makes connections to the rest of the US as well as Canada
- 22 states are already creating corridors – Washington and Idaho are on the forefront
- Ex. In Baker City, bike shop owner sees one person touring the Trans-American route once each day!
- Action: decide on route, USBRS 76 (Prineville, Sisters, McKenzie) – already on most state roads
- Currently ODOT is not interested they have told Travel Oregon, as they provide support and focus on Oregon’s homegrown program: the Oregon Scenic Bikeways program, and that they felt that’s where they want to focus rather than USBR because of bandwidth
- ODOT has to sign off – this is required to be in the USBR system -- and support the signage and maintain the signage
- There is value in connecting with the USBR route in Oregon as it’s a bigger system that nationally continues to help bridge the gaps, make connectivity better, elevate bicycle travel and need for collaboration
- If interested in working together to build support for the USBR route in Oregon, contact Andy at: kading7@gmail.com

(5) Support and Highlight Tourism-Related Business Development

Oregon Scenic Bikeways sweet new brand/logos & how communities/businesses can use them for marketing

Nastassja Pace, Travel Oregon

- A new, one-of-a-kind Oregon Scenic Bikeway brand and logo system has been created for communities and businesses operating on or near Bikeways by Travel Oregon, in partnership with State Parks
- The goal of this brand is so that you can market your Bikeway more effectively and really make it stand out!! And that it’s done in a coordinated, seamless way across the state
- This brand and these logos are available for you to use wherever you share information about your Scenic Bikeway, such as on websites, printed collateral, event marketing tools, kiosks, etc. You can even use these logos to print your very own Scenic Bikeway bike jersey or tee-shirts
- Travel Oregon asks to use these logos and the brand (which includes the fonts, colors, high resolution vector files, etc.), is that you email Staj@TravelOregon.com with your name, phone #, organization, and short description about how you plan to use the logos and that follow the Brand Guidelines
- Once approved via email, Staj will send you the Brand Toolkit

Black Butte Ranch on how & why they’re heading up bike tourism product development projects

Kevin O'Hara, Black Butte Ranch

- Considering a Black Butte bike park – beginning to intermediate level features like pump track, jump lines, wooden/dirt/rock/concrete skill features, XC trails
- This concept is a great way to generate enthusiasm for outdoor recreation and appeal to a wider audience outside of golf market (Sisters and Prineville are pursuing bike parks also)
- Study by BBR – more interest in cycling than golfing!!!! So want to appeal to this market
- Hurdle is around building location – new site suggestions
- Is there an opportunity for a technical assistance network – connecting local communities with those resources and people who can help make things happen
- This part will be for guests and residents of BBR

OREGON BICYCLE TOURISM SUMMIT TOPIC IDEA-GENERATING ACTIVITY

- Breakout groups identified their top topic ideas (see table below)
- If you're interested in helping shape these topics for programming at the Oregon Bicycle Tourism Summit (taking place in Portland March 15, 2016), please email Staj@TravelOregon.com

Top Topic/Session Idea to be Covered at OATS 2016	Who &/or what orgs need to be involved in this topic?	Who's willing to help organize this?
Connecting rural communities with existing infrastructure, while not adversely affecting wildlife habitat	Lang managers, ODOT, commute orgs, DMOs/RDMOs, Local and County Governments, Conservation groups	
Shift USFS priority from logging to recreation; reallocate funds accordingly	USFS	
Funds to actually support development like building roads, maintenance , and building trails within and connecting communities - volunteers can't continue to do this	ODOT, USFS, BLM, Public agencies, Road managers	
Family friendly cycling opportunities		
Working within current land use barriers to promote recreation opportunities and moving urban users to more rural environments	Forest services, Counties	
How to expand promotional opportunities or product on a local and state platform	Marketing Companies	
How to work with ODOT	OBTP, ODOT	Chuck Humphreys
Uniformity in bicycle route signage -> US bike route system	ODOT, local agencies, Travel OR, MUTCD	Andy Kading
Target community level – create a toolkit marketing playbook to create toolkit for growing bike tourism	Bike shops, lodging, restaurants, bike friendly businesses	
Identify priority places -- roads/highways – for biking infrastructure improvements. Where will have biggest ROI	ODOT, Local county/city highway departments, planners (Washington County), Cyclist advocates	
Develop topical rides PT to PT/Circuits – Volcanic legacy, Chain of Lakes, Park to Park, Similar to byways but more broad	Parks and Attractions	D.V. – TSO – Attraction associations
Car free options to get to tourist destinations		
Connectivity on the Oregon coast for biking and bike tours		Elliot and Daniella, Bike Newport
Moving the state to state trail (mountain bike singletrack trail) concept forward. What's needed next?		Melanie, Cog Wild
Amtrak – Change policy of having to put bikes in boxes from San Fran to Oregon. Thousands more bike visits would be had, we think, if this was eliminated.	Amtrak, communities	