

**Oregon Scenic Bikeways Workshop
Covered Bridges Scenic Bikeway, Cottage Grove
May 10, 2012**

NOTES

AGENDA - Actual

9:05 – Facilitator Introduction

- Scott Bricker, Bricker Consulting

9:07 – Program Overview (presentation)

- Alex Phillips, Oregon Parks and Recreation Department
- Kristin Dahl, Travel Oregon

9:30 – Participant Introductions (activity)

- Participants interviewed each other and reported back to the group on the person that they interviewed.

9:50 – Getting to Know Your Bikeway (panel presentation)

- Alex Phillips,
- Heidi Bierle – Management Plan overview
- Travis Palmer, Chamber of Commerce

10:25 – Break

10:40 – Getting to Know the Bicycle Tourism Market (presentation and Q&A)

- Kristin Dahl

10:55 – Getting to Know Bicycle Tourists (presentation and discussion)

- Scott Bricker

11:50 – Examples of Bicycle Tourism Successes (video)

- Path Less Pedaled by Ross Roca and Laura Crawford

12:15 – LUNCH

12:40 – Understanding your External Resources

- Alex Phillips, OPRD
- Kristin Dahl, Travel Oregon
- Natalie Inouye, Travel Lane County

1:12 – Assessing Local Assets (small group activity and report back)

- Scott Bricker, facilitator

3:00 – Walking meeting (activity)

- Groups of 2-3 take a walk to discuss next steps on prioritized action items. Groups come back and complete activity sheet.

3:30 – Walking meeting debrief (discussion)

- Groups report back on their work

3:50 – Recap of day and next steps (discussion)

4:00 – End workshop

Introductions

Alex Phillips

- Introduction about Parks and Scenic Bikeways program
- History of bikeways

Kristin Dahl

- Travel Oregon
- Destination Development
- Overview of program

Participant concern:

- New to Cottage Grove, observation: not many safe cycling roads/streets
 - Scott: there is opportunity in this town in areas that are low traffic
 - Cyclists will want to be able to walk/ride in town

Participant Introductions

- Mike Fritchman, Emerald Valley Resort, Creswell, was competitive cyclist
- Lynda Kamerrer, owner of Oakridge Hostel and Guest House, road cyclist in mt biking community, working on bike trail to Oakridge
- Therese Nguyen, owns Delight, store on main street, seen the impact of events in Cottage Grove
- John, newspaper editor, cyclist
- Blair Winter, Rainy Bicycles Owner, lives in South Eugene, bikes to work in Cottage Grove every day
- Sarah Mizejewski, Linn County Economic Development program, key player in beginning of Scenic Bikeways Program, cyclist

- Christy Johnson, Army Corp of Engineers, Bikes to Bloom event, helped edit bikeway map for Covered Bridges
- Alex Phillips, Oregon State Parks & Rec, very involved in scenic bikeways program
- Ed from Creswell, cyclist
- Natalie Inouye, Travel Lane County
- Richie Erickson, starting a company called Drum Head, make customize drum head skins to go with special occasions, events, promotional swag
- Travis Palmer, Cottage Grove Chamber of Commerce, here to help promote local cycling
- Loraine Ericksen, does adult daycare in home, interested in providing opportunities for young people to cycle in the area
- Jaques LeCoure, West Insurance, cyclist, avid supporter of local programs
- Laura Harmon, In Color Gallery, represents 28 different local artists, the main street is very narrow and dangerous, would like to see changes
- Sherry Bricher, volunteer with Chamber, RN
- Melinda, general manager at Village Green, advocating for cyclists, just bought two tandem bikes, member of Chamber of Commerce
- Lexie Simpson, main street coordinator for city of cottage grove, avid cyclist
- Lisa Floyd, Nurse at Peace Health River Bend, works with avid cyclists, wants to get them cycling in Cottage Grove
- Connie Ourada, works at Village Green, grew up near the trail in Cottage Grove
- Richard Meyers, City Manager, recreational cyclist
- Steve Cash, Dark 30 Sports, race downtown in July and triathlon in July on the lake
- Sally Lassiter, longtime resident of Cottage Grove, owns Three Clouds, wellness, massage, healing center, wants to integrate her business with cycling community
- Heidi Beierle, organized the Cottage Grove Covered Bridges Bikeway, cyclist
- Greg Lee, photographer in town, cyclist, wants cycling to become a reality in Cottage Grove
- Liz Aleman, recreational planner with BLM, manages trail from Mosby to??
- Suzanne Huebner, proprietor of Lilly Field Bed & Breakfast,

People that signed up to participate on committees but that left early:

- Theresa Nagupen – Business education
- Lisa Floyd – all three
- Sherry Bricher – all three
- Suzanne Huebner-Sannes – Biz, Marketing

Large Group Notes

Pages 4 – 11 contains the notes taken on computer and flip chart during full-group workshop discussions. Pages 12 – 18 contain the verbatim notes from the Assets / Opportunities flip

charts and Developing a Bicycle Tourism Strategy - Project Focus Area worksheets completed after the walking meeting reporting sheets.

Group Discussion

Facilitator: Alex Phillips

- Natalie – reason for bikeway loop – keeping visitors/tourists here for a longer period of time
- Alex – it's easy for journalists to get information regarding what they can do here, there's a lot going on and a lot to show
- There are parks, rest areas, interpretative panels to stop at and read
- Big Stewart Park – currently no trail connection, grant funds to be used for a trail from the park to the trail as well as promoting a wild flower area nearby

Facilitator: Heidi Bierle

- Management Plan
- Covered Bridges segment of original application was submitted by Greg, a familiar Cottage Grove cyclist
- Management Plan is a combination of a series of meetings with stakeholder groups, BLM, community members, etc.
- Hashed out strengths and challenges, opportunities, safety of the plan, broken into 2 parts:
- Marketing – how are we promoting the bikeway? Established marketing channels, Travel Lane County, Chamber of Commerce, Ride Oregon Ride site
 - Face to face interaction with people to find out where people are coming from, why they're here
- Opportunities for press releases, radio, etc
- Management – opportunities to look at bike safety and education
- Ranked in rough order
 - Promoting cultural/heritage aspects of bikeway – those resources attract visitors
 - Safety/infrastructure, looking for opportunities to improve main street for cycle friendliness
 - Increasing lodging options and distribution, how can we diversify the lodging available in Cottage Grove? Take advantage of the different cyclist visitors
 - RV, tent campers, (some are living on their bike for months), different types of amenities should be offered
 - Drivers along bikeways – community outreach and awareness are necessary, community of Cottage Grove needs to know the bikeway is there, need to understand why the riders are there
 - Looking at retail and commercial opportunities – how can businesses support the bikeway? How can bikeways support businesses?

- Strengthening existing partnerships
- Long term sustainability of the route as a whole
- Are the efforts producing results? Techniques to survey the use of the route and visitor's experiences.

Travis, Director of Chamber

- There is no hard way to ride the trail – it'll be rare to find someone who rides the trail exactly as it's mapped – they'll go off the trail to see a waterfall, visit shops, etc
- Two ways from chamber standpoint – get the word out to visitors
- Scenic bikeway designation gets them here
- Target businesses – how can you capitalize on tourism dollars as cyclists come into town?
- To businesses – what brought you here? What attracted you to the workshop?
- Interested in promoting this asset for the community – present and future, committed to doing what we can to help
- “not a biker, so I want to understand the culture and the bikers who come to use the trail. What do they want from a business”
- “bringing people to the area, staying at the hotels, a lot of people ask if bikes are available, people come to the hotel and ask about bikes and trails. Putting packages together for people visiting cottage grove” –participant
- “I live along the trail and a lot of cyclists call to visit the covered bridges. I'm interested in doing packages for visitors, a lot of people fly in with their bike, they want an itinerary that they can do by bike – “I tell them where to go, where to stay, what to eat” – participant
- We want to get everyone involved as businesses to help market this as a cycling destination
- A lot of maps available for tourists – historical walking map, driving route maps, bike maps

We want to help you guys see that these things move to action – Scott Bricker

We want to make sure you are all connected so we're leveraging our resources and getting things done effectively, we want to align the arrows and work toward actionable projects, educate local motorists

A meeting will take place in the next 3-4 weeks, an e mail invitation for meeting will be sent from Travis

Don, Coalition for Bicycle Safety

- Taking lead around the safety side
- Local group: Coalition for Bicycle Safety – want to enhance safer bicycling in south Lane County (read a statement) – get copy of statement?
- Has packets with Coalition’s mission, community can get involved
- Upcoming cycle event, Second Annual, Cycle the Lakes Ride, 3 different lengths of rides, all 3 incorporate Covered Bridges Scenic Bikeway
- Funds used to improve quality of life in local community
- www.cyclethelakes.com
- City Manager, youth advisory council in Cottage Grove, will be on the trail May 28 stationing a booth talking to riders on the trail about safety – if it’s successful they’ll be doing it throughout the summer, stopping cyclists to discuss safety, handing out reflectors
- Safety related item: in conjunction with cycle Oregon’s last stop, they’ve left behind roughly 20 bikes for kids and the purpose is to teach future cyclists rules of the road, pilot class was summer 2011
- Main street Issues
 - Main Street, 99 intersection - bids going out for improving, construction season 2013
 - City is applying for management study plan to take the Main Street to the next level, refinement plan last done in 95, committee meetings and hearings to address issues, ex. Sidewalks on main street

Group discussion –

- Corp of engineers get calls asking if there are hookups at the RV parks – no, that is a need
- Family-friendly RV parks are a need
- Day trip within 50 miles is motor vehicle related – leaves out cyclist
- The “day trip” is about moving the dollars around
- 50 mile day trip discounts cyclists
- On the trail, near the dam group of 4 road and came into town for lunch, again, not a 50 mile trip, but they came to Cottage Grove and spent tourism dollars

How do we draw people in?

- Existing events
- Murals – great for walking tour
- Bring bikes for the summer, pair it with a good deal on dinner/wine
- Covered Bridge festival in oct, first week – kick off fall event
- Concerts in the park
- The lake

- Food & wine is a big one for Oregon, Oregon's Bounty, it's like the beverage capital of the world
- Cultural opportunities
- Are these things being promoted to cyclists?
- Community is attracted to events, we should offer bikes to them to ride while they're here

Wants/needs of cyclists:

- Messaging/signage – what are the priorities?
- Road paint to direct cars and bikes

Business Goods & Services:

- Ideally there'd be bike rental options in the community

What opportunities and assets do you see that can be leveraged in this community?

- Travis- bike racks, shuttles, day trips offered by various local businesses – meaning, any business idea that can attract tourist, a themed day trip that appeals to cyclists
- Family oriented trips near Dorena Lake and trails
- A lot of people may not have the option of starting at the trail head – business opportunity for shuttle?
- Shuttle for bike to food, to downtown where you can cycle where you want, but have option of hopping on shuttle when needed
- Benches and parks along the way (already there), packages can be created around these landmarks and events, food carts for picnics, etc
- Idea for water bottles for people who stay at Village Green that say what ride they rode, license plate frames that say they rode the bikeway, different marketing ideas
- Offer some sort of official souvenir –something you could add to
- Make logo available so swag can be created by communities
- Great opportunities for cross marketing between different communities – Eugene, Oakridge, Cottage Grove, etc,
- Incorporate Glenwood, back way to Drain
- Cross promoting within businesses just in Cottage Grove – there's a need for a community calendar so everyone understands what's happening around town, increase communication between all the players involved – businesses, residents, etc
 - There's a process issue and a communication piece lacking
- Event idea: competition of bikeways – ride all the routes, rate your favorite – it gets everyone out there to all 9 bikeways

Natalie: Grant's Getaways filming in Cottage Grove May 2012 on bikeways

OPPORTUNITIES / IDEAS

- Get bike racks on local shuttles
- Day trips offered by various local businesses – businesses could create themed itineraries (day trips) related to their business
- Create different route options / itineraries along the Scenic Bikeway (could have family-friendly starting points, for example)
- Have several locations for bike rentals; create a service where you could drop off a bike in a different location from where you picked it up
- Start a bike shuttle service that connects with riders staying at local hotels; provides access to different route options for different rider levels
- Create packages for folks attending events (bike rental, shuttle, food options – picnic baskets)
- Could strategically place food-karts around the Bikeway to accommodate riders
 - Food carts would be considered a vendor, so different jurisdictions have different vendor permit applications. Sounds like a good portion of the route is managed by BLM
- Give away bike water bottles at local accommodations to anyone who rode the Scenic Bikeway
 - License plate frames – *I rode an Oregon Scenic Bikeway!*
- Tie the Bikeways together with an official souvenir (a collectors item) such as a passport system or something like that
 - Harley has shirts for each route
 - Boy Scout badges
 - Could be different bike components
 - Static cling decals
- Make logo available to everyone so that people can start using it on everything, hopefully through the Chamber
 - There are also stickers that were made in October
- Could use decal in business windows to demonstrate business bike-friendliness
- Opp. for cross marketing between different communities in the region (between Eugene, Oakridge, Cottage Grove for example – also Curtin, Drain, etc)
 - Also an opportunity between communities to promote one another's bikeways across Oregon
 - Could create competition between Bikeways (which one is the most Scenic??? or event-centered promotion

- Cycling web portal for Cottage Grove that would inform cyclists about what's here locally (as detailed as which hotels have bike racks, bike services, etc)
 - Show what else there is to do around the route for families/groups that don't all ride
- Have an understanding of the community event calendar
- Continue to raise the awareness of who the cyclist is
- Foster greater communication across the community about what's going on w/ bike development/Scenic Bikeway development

IDEAS POST NEW ZEALAND VIDEO

- Burns to Ontario railway
- Similar opportunity here in CG w/ railway having gone away
- Loves the idea of the passport stamps at the mileposts
- Kristi has been receiving a lot of inquiries about bike rentals – those who can...*go out on a limb and offer the service!* But we all need to support one another to create viable business opportunities. If we support one another it can be successful
- It's time to start putting our necks out there
- What will the impacts on the public infrastructure be?
 - Where will the funding come from?
 - Currently uncertainty in public agencies as well; lack of funding →
 - Could be an opportunity to get service clubs involved (could be like the highway clean up organizations)
- Could be a need for additional facility
- Process is important – we will learn from successes and failures in the community
 - People need more information to build trust

TOP STRATEGIES – ACTION PLANNING

#1: Educate local businesses about cyclists and benefits of bicycle tourism

Group: Alex, Travis, Sarah, Greg

Action items:

1. Educate businesses around the economic benefit of cycling. Develop a presentation for this topic
2. Educate businesses on what cyclists want and need. #1 thing that cyclists feel welcomed. Could be a separate presentation component.

3. Figure out to whom and how we'll deliver the information
 - a. Through Chamber Membership
 - b. Through the Mainstreet program
 - c. Tag on to standing meetings

Collaborators: CG Chamber (lead) with Mainstreet program, Lane County Economic, Travel Lane County, Travel Oregon

Cost: low cost, could apply for grants (Cycle Oregon, Travel Oregon or TRT Special Projects through Lane County Economic Dev)

Suggestions for Travel Oregon: downloadable key talking points and short video snippets to ideally fill a 20 min presentation slot

#2: DEVELOP THEMED MARKETING

Group: Natalie, Kristi, Connie

Action items:

1. Create packages to sell to people (lodging + bike rentals + BEER?)
2. Create themed itineraries through the Bikeway marketing committee for businesses to use
 - a. Bike to Beer, Bike to Balloons, Bike the Fall Foliage (as examples)
3. Create marketing materials
 - a. Offer info through websites that already exist (Chamber, Travel Lane County, Ride Oregon)
 - b. Possibly create an interpretive brochure so you can have it in hand
 - c. Mobile app

Collaborators: Chamber w/ Bikeway Marketing Committee (Lead), local businesses

#3 BIKE RENTALS

Action steps:

1. Convene possible purveyors of rentals and revisit opportunities

- a. Investigate how to move beyond the challenges (insurance cost being one of them)
2. Investigate other community bike sharing programs (like Green Bike Program in Waldport/Yachats and kiosk bike rental model out of Colorado)
 - a. *Note – bike sharing is different than bike rentals*

Issue: insurance policy to cover rentals can be cost prohibitive

Lead: _____ (?)

Collaborators: Bike shop (Blair), Village Green

#4 INSTALL BIKE RACKS

1. Determine locations. Initial ideas: Harms Park, Baker Bay, downtown (mainstreet), Bohemia Park, the trailhead
2. Design bike racks – will depend on location
 - a. Could you do it through a design contest?
3. Obtain funding – the city, the county, BLM, Cycle Oregon and LTD (Lane Transit District), New Belgian Brewing, Richard at the City could include in the RTMP Plan

Leads: Don & Gary

Collaborators: City, County, BLM, Mainstreet Program, Chamber

Verbatim Small Group Notes

Pages 12 - 18 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Infrastructure priorities Restated:

- ❑ Bike racks
- ❑ Way finding signs

	Facilities Items	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	Signature riding opp. ("epic ride")	X			
2	Roads good for bicycling		X		2
3	Scenic routes	X			
4	Wayfinding signs - <i>Alex wants help re. sign placement</i>			X	9
5	Ride from town – <i>current effort to improve trail-rd. intersection in town</i>		X		1
6	Regional clustering of cycling facilities		X		1
7	Loop options			X	2
8	Variety of skill level options – <i>we can provide more route info.</i>	X			3
9	Bicycle-specific trails – <i>RRT sufficient / others not</i>		X		
10	Interpretive signs		X		4
11	Bike Racks			X	11
12	Local advocacy group		X		6
13	<i>Eugene link needed</i>				1
14	<i>Signal at 10th / Main</i>				1
14	<i>Signage, marketing</i>				
15	<i>Marketing opportunity towards FS to east; Roseburg BLM / Umpqua to south and others</i>				
16	<i>Increase safety awareness / responsibility of bicyclists: 1st timers; regulars</i>				5

PROJECT FOCUS AREA: Bike Racks

Don, Gary, Ed

Required Action/Next Step	Lead Person/ Agency/Group	Possible Collaborators	Possible in-kind or Funding Sources	Timing
Design fits into new Downtown Plan, temporary racks	Don Gary	Richard Meyers Ed Gunderson	Agency and Cycle Oregon	TBD
Locations: Downtown – America Sq., Baker Bay , Bohemia Park trailhead	Don Gary	BLM, County, City, Mainstreet program, Chamber	Agency and Cycle Oregon	TBD
Funding	City, BLM Grants	BLM, city	County, BLM, city, Grant	TBD

Business Good and Services priorities restated:

- ☐ Hours of service – 7 days / week
- ☐ Bike Rentals
- ☐ Education of cyclists and motorists

	Goods & Services	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	Visitor center - <i>community could know more about the Chamber and its role as V.C.</i>	😊			
2	Central Kiosk		?		3
3	Public restrooms	Golden			
4	Medical clinic/urgent care	😊			
5	Gear lockers			Yeah	2
6	Range of Overnight Accommodations - <i>RV camping w/ hookup</i>	😊			1
7	Bike-up campsites near town			Sure	2
8	Bike-friendly food (carbs and protein)	😊			
9	Brew pub / Evening beverage	😊			
10	Café / morning beverage – <i>better a.m. and aft. eve hrs.</i>		X		1
11	Bike shop(s)	😊			1
12	On-the-road support - <i>Shuttle service</i>			Yes	5
13	Guide services – <i>partnerships & itinerary dev</i>			Uh huh	3
14	Services at approx 20-mile intervals	😊			
15	Gas station	Fine			
16	Bike Rentals				8
17	Cell reception				
18	Log Books for Bikeway riders at businesses				4
19	WIFI		Yes!!		2
20	Outreach Education Staff & Community - Cult. Orgs learn cycling opts; cycling oriented learn cultural /retail				2
21	Education Driver – Cyclists interactions				4
22	Education Cyclists-Ped-Equestrian on trails				
25	Local cycling education programs				6
	Business sandwich board for events (not booths)				
	Shipping service for cyclists & other visitors who buy				1

	things				
	Hours of service – 7 days / week		Yes		9
	Get Visitors to the Chamber (wifi)				4
	Pedi cab for accessibility				1

PROJECT FOCUS AREA:

Heidi and Richie

Rentals

Required Action/Next Step	Lead Person/Agency/Group	Possible Collaborators	Possible in-kind or Funding Sources	Timing
Provide overview of safety education and road courtesy at time of rental	Jay	Local advocacy, growing support	N/A Prodigal Brewery in Pendleton?	June, July, August
Village Green, Rainy Peaks Bicycles, LTD	Blair Village Green	Hotels, B&Bs, Hardware store, community center,	LTD – commuter bike education; Tourism dev grants; Historic / Scenic;	Set a meeting w/collaborators w/in 6 weeks –

		Historical Society	Active youth programs, Drumhead – posters	before next tourism meeting
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Marketing / Communications priorities Restated:

- ❑ Develop Themed Marketing
- ❑ Businesses educated on bicycle tourism

	Marketing & Communications	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	Regional cycling tourism reputation		X		1
2	Businesses educated on bicycle tourism			X	9
3	Community is welcoming to cyclists		X		4
4	Businesses can speak about cycling -- "We Speak"			X	1
5	Cycling-specific maps		X	X	
6	Destination based information for cycling visitors		X	X	2
7	Coordinated marketing with Regional DMO	X	X		2
8	Brand for area is established			X	1
9	Regional website with bicycle-specific info			X	2
10	Social media is robust			X	
11	Information on other tourist activities	X	X		3
12	Info on how to get to destination with a bicycle			X	2
13	Local content on dining, lodging, & attractions I on rideoregonride.com			X	
14	Local content on road routes & Mtn. bike trails is on rideoregonride.com			X	
15	<i>Local content on biking related events is on rideoregonride.com</i>			X	
16	<i>Signature bicycle events</i>	X			1
17	<i>Themed itinerary – family & youth factor</i>				5
	<i>Theme packages -> events</i>				2
	<i>Give aways</i>				1
	<i>Targeted routes</i>				

	<i>"Cycle Approved" sticker for biz</i>				2
	<i>Digital applications for cyclists (yelp)</i>				2
	<i>Bikeway competition (use QR codes to bounce between businesses)</i>				1
	<i>Bikeway passport</i>				7
	<i>Make logo available</i>				6
	<i>Communication w/in community – event calendar</i>				
	<i>Bikes to Blooms – themed marketing</i> <i>Fall foliage – themed marketing</i>				5
	<i>Hidden gems (just off trail) incl. in bikeway marketing materials or media pitches</i>				
	<i>Extended loops (xtra nights) alt. routes</i>				
	<i>Family Ride Day – engage community in cycling culture</i>				6
	<i>Youth engagement initiative</i>			X	5

Actionable Strategy:

Alex, Travis, Sarah, Greg

Biz Education

Required Action/Next Step	Lead Person/ Agency/Group	Possible Collaborators	Possible in-kind or Funding Sources	Timing
Education on economics of cycling – How much money does cycling bring in	Chamber	Main Street Program, Lane County CED/CDC, TLC, OBRD / TO	Travel Oregon match grant, Cycle OR grant	
Education on needs of cyclists – welcoming experience	Chamber	Main St. program, Lane Co. CED/CDC TLC, OPRD / TO	"	
Develop & implement method of delivery – Chamber membership, Main St. program	Chamber	"	"	

Actionable Strategy:

Natalie, Christie

Developing Themed Marketing

Required Action/Next Step	Lead Person/ Agency/Group	Possible Collaborators	Possible in-kind or Funding Sources	Timing
Develop <u>packages</u> to be promoted to and purchased by tourists	Chamber, Bikeway marketing committee	Local businesses (Village Green), TLC		Village Green – summer 2012
Develop themed itineraries – e.g., Bike to: fall foliage, blooms, brews / wine, birds	Bikeway Marketing Com., Chamber	BLM, Corps, local businesses, TLC		By Fall 2012
Develop marketing materials: brochure, web content (take photos), application / QR codes	Bikeway Marketing Com	BLM, Corps, TLC		Web – by fall 2012; Blooms brochure by fall 2013; App -