

## **Molalla / Canby Bicycle Tourism Studio**

### **NOTES**

**February 16, 2012**

#### **AGENDA - Actual**

9:10 – Program Overview (presentation)

- Danielle Cowan, TCA
- Kristin Dahl, Travel Oregon
- Scott Bricker, Bricker Consulting

9:30 – Participant and Presenter Introductions (activity)

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

10:00 – Tourism industry in the U.S. / Oregon – cycling trend by the numbers (presentation)

- Kristin Dahl and Scott Bricker

10:25 – Bicycle tourism niches (presentation and discussion)

- Scott Bricker

10:45 – Bicycle tourism, local examples panel (presentation and discussion)

- Adam Milnor, BLM
- Scott Hoelscher, Clackamas County
- Benn Schonman, Pioneer Century

11:00 – BREAK

11:15-- Bicycle tourism, local examples panel, con...

11:30 – Wants and needs of cyclists

11:40 – Placing your community (small group discussion and report back)

12:10 – Assessing bicycle tourism possibilities (group activity)

- Room breaks into three groups – infrastructure and facilities, business goods and community services, and marketing and communication – and complete the assessment activity.

12:30 – LUNCH

**1:10 – Resources panel (presentation)**

- ❑ Clackamas County Tourism and Cultural Affairs – Jeannine Breshears, Jae Heidenreich
- ❑ Travel Oregon, Kristin Dahl

**1:30 – Report back, vote and report back on results (discussion and activity)**

- ❑ Individuals vote on specific priorities in each area. Groups report back on the results.

**2:40 – 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.

**3:25 – Walking meeting debrief (discussion)**

- ❑ Groups report back on their work

**3:50 – Recap of day and next steps (discussion)****4:00 – End workshop****PARTICIPANTS**

- Mark Stewart: Farm Loop brochures (Canby, Molalla), includes a bike map, food to farm guides that highlight local businesses and farms, grant business for tourism
- Carl McKnight: St Joseph winery on Barlow Road, Crescent Run tasting room in Aurora, cyclist, Canby has a large cycle event
- Marcel Conley: Molalla resident, avid walker, wants safe trails close to the area
- Scott Hoelscher: Clackamas County, cyclist, works in land use planning
- Pat Conley: Canby resident, outdoorsman, CPO, asked to attend (Susan Hansen)
- Karen Graves: upward trails, outfitting and guiding operations since 1982 across WA and OR, does tours and provides visitor information, has 12 volunteers on staff
- Adam Milnor: BLM, planning in Molalla River Corridor
- Bill Taylor: NW Trails Alliance, Molalla resident, mt biker, hiker
- Benn Schonman: Coordinator of cycling event, June 1,2 camping out at Clackamas county fairgrounds, pioneer century bike riding event, 1 day ride on June 2
- Sue Heublein: Hamlet of Molalla Prairie, would like to have road designated near Molalla foothills
- Bryan Brown: City of Canby, planning department, committee looks into bike routes, spacing, etc
- Jayne Cravens: Travel blogger, big interest in environment and cycling locally
- Shirley Inman: resident outside of Molalla, concerned about safe places to ride in Molalla
- Angie Lehnert: associate planner w/ City of Canby, would like to connect Canby to Molalla

- Jon Knapp: pastor at Foothills Community Church in Molalla, donate proceeds to developing trails in Molalla area
- Carine Goldin: award winning artist and goat cheese maker
- Susan Hansen: lives on 20 acres w/ wildlife, passionate about sustainable and rural tourism
- Heather: works at Farmstead, taking place of JD (owner) in the workshop, JD wasn't available

**Large Group Notes**

Pages 3 – 7 contains the notes taken on computer and flip chart during full-group workshop discussions. Pages 8– 13 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.

**PRESENTATIONS**

All presentations and handouts are available, <http://bit.ly/rwjIRU>

Presentations and materials include:

1. Travel Oregon’s opening Power Point slides
2. Bricker Consulting Power Point slides that covers bicycle tourism economic data, types of bicycle tourism, and wants and needs of bicycle tourists.

**ISSUES / AREAS OF CONCERN OR INTEREST**

*It was also noted that there was no one from the City of Molalla at this event.*

3. Farm Stays
  - a. Zoning issues / Clackamas County Master Planning
  - b. Leaping Lamb Farm – <http://www.farmstayus.com/>
4. Education about benefits to community members and businesses
5. Concern, re.: environmental impact of trails / mt. bike facilities
6. Century – PWTC.com
7. Safety of riding on road rides
  - a. Communication on safer routes and safer times/days to ride.
8. Backcountry rides through the Molalla River corridor

*Group Vote, only on their community.*

<i>Top Niches</i>	<i>Off-Road</i>	<i>On-Road</i>
Molalla	<i>8</i>	<i>4</i>
Canby	<i>0</i>	<i>9</i>

## COMMUNITY INITIATIVES / PROJECTS

### 1. Adam Milnor from BLM: Molalla River Corridor / Table Rock Area

Moving the river corridor into a being a managed river corridor.

This summer, they'll be constructing two of the campgrounds identified in the plan.

Currently evaluating the trails along the corridor.

This is the one of the few places you can bike and camp in the area.

Have a shared use trail system of forest track (equestrian and biking). BLM plans to enhance a portion of that trail system for mt. bikers.

Adam mentioned that trails are primarily geared towards equestrian use.

Haven't seen mt biking / cycling as a primary use. The trail(s) are intermediate level with some technical spots, primarily cross-country style riding.

#### Sandy Ridge Trail System

We consider NW Oregon as a big mt. bike destination, but there are few options within the city of Portland, so they identified the Sandy Ridge Trail system as an area that would be ideal infrastructure to fill that gap.

As the system was developed, they shut down just about as many miles of illegal trails as they built legal trails to concentrate usage.

### 2. Scott Hoelscher, County Planning

Developed the bike tourism map for Clackamas County. Developed the rides with the Bike Pedestrian Committee

Developed a bicycle wayfinding sign plan for the County. Have signage showing a bike with mileage and directional arrows

- A. The challenge with going beyond the urban area – where are the cyclists in this area – where would we install signs in these areas?
- B. Have received positive feedback on the signage. People have commented that they're helpful.

### 3. Pioneer Century, Benn Schonman

Visit: [www.pwtc.com](http://www.pwtc.com)

Has been going on for 38 years in the Clackamas area. Attract 1500 people – attract people from \_\_\_\_ states and Europe.

Provide camping at Clackamas Fairgrounds the night before the ride – have upwards of 50 people camping out. Many bring spouses that go shopping during the day.

Route starts at the County Fairgrounds.

Work closely with municipalities before the ride. And make donations to area programs that lend their space as a rest area.

The ride is growing.

## SMALL GROUP BRAINSTORMS / PRIORITIES

### A. Infrastructure Ideas

#### Joint

- **Refurbish Molalla Forest Road from Molalla to Canby (#1)**
- **Better signage and wayfinding for existing loops & routes (#2)**
- More secure bike racks
- Connect the Canby and Molalla Farm Loops (connect 2 existing routes)
- Widen road shoulders
- Maintain existing bike lanes better
- Dedicate more bike lanes
- Connect the Canby Ferry to the Molalla River Road

#### Canby

- **Keep the Canby ferry open (#3)**

#### Molalla

- Refurbish old rail line for bike/ped
- Upgrade/expand make more bike friendly
- Molalla BMX Track – take a look at events and see if can expand
- Develop better bike facilities at Freyer Park & Wagon Wheel Park
- Foothills Church in town is opening up a coffee shop – could offer bike parking

### B. Marketing & Communication Ideas

**Joint project ideas:**

- **Printed materials – flyers, banners, and kiosks to display cycling info - get information out to community members and visitors about the bike related opportunities (#3)**
- Event promotion – community boosters
- **Raise community and business awareness (education), specifically downtown businesses (#1)**
  - Get the Chambers of Commerce and city managers involved
- Create a message to the unique assets of Canby and Molalla → what makes it special out here
- **Make sure local rides and cycling opportunities (events, paths, etc) are on key websites like Mt Hood Territory and Ride Oregon (#2)**
- Signage for businesses to express that they're bike friendly
- Use social media for communication

**C. Business Goods & Services****Join project ideas**

- Expand the restaurant hours
- Develop a network of farm stays
- Could churches or grange halls offer accommodations?
- **Develop a network of Farm stays in the area (#1)**

**Molalla**

- Accommodations
- Convert cabins at camp Analee, maybe turn in
- Install racks at Mainstreet Coffee
- Attract a bike shop
- Briar Park
- Stagecoach Inn
- Jasper restaurant –
- Figure out what's going on with the Bike shop in Molalla

**Canby**

- Permit camping at Molalla state park for hikers and bicyclists
- Great restaurants, especially the Thai restaurants
- Mass transit from Oregon City to Canby and Wilsonville to Canby – has bicycle ra
- Bike Shop

**DETAILED PLANNING FROM WALKING MEETING:****A. Refurbish Molalla Forest Road from Molalla to Canby**

1. Sell the project / start initial outreach
  - a. Form a non-profit *Friends of the Molalla Forest Road*
  - b. Enlist the National Rails to Trails group for support
2. Do a comprehensive trails plan, study ownership and acquisition possibilities for right of way
  - a. Engage Alta Planning + Design, Clackamas County

**B. Better signage & wayfinding**

1. Determine which routes need to be signed
2. Create road signs or paint on the roadways of existing routes
3. Create an “Adopt a Bikeway” program

**C. Develop a network of farm stays**

9. Explore the Farm Stay possibility & educate about what farm stays are
10. See if there is interest in the community to offer farm stays
11. If interest, recruit assistance through an intern so that its low cost

**D. Raise community & business awareness of cycling**

1. Identify who would be the champion (individual or group?)
2. Supply champion with information and materials needed for bike education – Clackamas County Tourism
3. Clackamas County will start linking to local bike clubs

**CONCLUSION**Next steps:

- 1) Notes to be typed up
- 2) Danielle, Clackamas County Tourism and Cultural Affairs announced the March 13 regional finale with all communities in Oregon City. This is a chance to share and conclude the program.

**Verbatim Small Group Notes**

Pages 8- 13 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Infrastructure priorities Restated:

- **Better signage & wayfinding for existing loops and routes**
- **Keep Canby Ferry Open**
- **Refurbish Molalla Forest Road (for bike/ped)**

<b>Infrastructure / Facilities</b>	<b>Asset or Opp</b>	<b>In-progress</b>	<b>Exists - Sufficient</b>	<b>Exists - Improve</b>	<b>Could Develop</b>	<b>Preference</b>
<u>Joint Projects</u>						
<b>Better signage &amp; wayfinding for existing loops and routes</b>	<b>O</b>				<b>X</b>	<b>12</b>
Connect Canby Ferry to Molalla River Rd.	O				X	4
Develop connection along railway between Canby and Molalla					X	3
Widen road shoulders (when possible)	O				X	3
More secure bike racks	O				X	2
Est. dedicated "route heads" (parking)	O				X	1
More bike lanes and markings	A			X		1
Maintain existing bike lanes	A			X		0
<u>Canby Projects</u>						
<b>Keep Canby Ferry Open</b>	<b>A</b>	<b>X</b>				<b>8</b>
<u>Molalla Projects</u>						
<b>Refurbish Molalla Forest Road (for bike/ped)</b>	<b>O</b>		<b>X</b>			<b>15</b>
Refurbish Old Rail Line (for bike/ped)	O		X			5
Molalla Corridor Trail	A			X		4
Molalla BMX track	A			X		1
Freyrer Park (more bike friendly)	A			X		2
Wagon Wheel Park	A			X		0



**PROJECT FOCUS AREA: Canby to Molalla Forest Rd. Trail**

Scott Hoelscher, Carine Goldin

Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Selling the project to community – show economic benefit / tourism benefit	- Form “friends of Molalla Forest Rd.” - Enlist national Rails-to-Trails to support.	- Hamlet of Molalla Prairie - City of Canby - City of Molalla - Neighborhood groups	- Federal stimulus funds - Private donation - Grants	2-3 years
Comp. plan for the trail. Deal with ownership / ROW issues and acquisition	- Clackamas County - Alta Planning	- Rails-to-Trails - Multiple jurisdictions		10 year; 2022 for comp. plan
Route alignment; tentative design; construct Molalla piece	- Clackamas County - Alta Planning			Not in any of our lifetimes

<b>PROJECT FOCUS: Signage</b>					
Carl, Mark, Bill					
Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Perm sign / paint	Agree to routes and designs	County or Mt. Hood Territory	Chamber of Commerce; Bike clubs	- Bike clubs - Grants - Businesses - Adopt a bikeway	Begin May – finish 2013
Kiosk for signage	Site / local approval	County, Chamber, City	Chamber / businesses	City, businesses	

Business Good and Services priorities restated:

4. Develop network of farm, church, and grange stays
5. Expand restaurant hours
6. Permit camping at Molalla State Park

<b>Business Goods and Services</b>	<b>Asset or Opp</b>	<b>In-progress</b>	<b>Exists - Sufficient</b>	<b>Exists - Improve</b>	<b>Could Develop</b>	<b>Preference</b>
<b>Develop network of farm church, and grange stays</b>	<b>O</b>					<b>23</b>
<u>Molalla</u>						
<b>Expand Restaurant hours</b>	<b>A/O</b>			<b>X</b>		<b>8</b>
Install racks at Main Street Coffee	A/O				X	7
Add / coordinate BBQ w/cycling						5
Permit camping Bolander Field	O				X	1
Improve bike shop					X	1
Convert cabins and Campo	A/O				X	0
Stage Coach Inn	A			X		0
- Old Taverns	A/O			X		0
- Jaspers Restaurant a good bike fit	A/O			X		0
<u>Canby</u>						
<b>Permit camping at Molalla State Park</b>	<b>O</b>				<b>X</b>	<b>6</b>
Permit camping at Coala State Park	O				X	2
Recruit / Attract farm-to-fork	A/O				X	1
Many good cafes	A					0
Thai restaurant good fit	A					0
Soon to have racks throughout town	A		X			0
Mass transit ahs bike racks	A		X			0
Bike shop	A			X		0
Recruit / Attract restaurant-to-fork	O				X	0

**PROJECT FOCUS: Explore the development of farm stays / reality of creating and supporting**

Jayne Cravens, Sue Heuldein, Shirley Inman

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
<ul style="list-style-type: none"> <li>- Educating about what this is and is <u>not</u></li> <li>- Gauging interest</li> <li>- Exploring / addressing fears and misconceptions</li> </ul>	Identifying people, officials, organizations, and business champions to educate and gauge interest (to just do this first action)	Depends on outcome of previous – could be Chamber, local tourism commission, farmer association... an organization has to feel this is a <u>great</u> use of their time. Could be at a university.	Farmers, nearby businesses (gas station), farmer’s association (Brenda Ross did it briefly, help with education about what it is/not)	Could be a fabulous grad student needing a research project do this, as supported by the lead agency?	ASAP
<ul style="list-style-type: none"> <li>- Reviewing zoning, recommending needed revisions</li> <li>- Detailing necessary effort and costs / facilities needed, compliance with fed and state laws, protecting animals)</li> <li>- Detailing all steps/laws necessary to protect to ensure individual property owners, rural communities.</li> </ul>	No next steps identified; totally reliant on Action Item 1 results	Hopefully, previous action item would lead to an agency falling in love with idea, feeling its part of their mission to help farmers create farm stays	Did not discuss	Same as above, but perhaps an urban planning grad student	Six months from completion of previous, if ideas is embraced by farmers / ranchers

Infrastructure priorities Restated:

- Community / Business awareness and education
- Websites links to existing Mt. Hood Territory and rideoreognride.com sites, and businesses

	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
<b>Marketing / Communications</b>						
<b>Community / Business awareness and education</b>	<b>O</b>				<b>X</b>	<b>9</b>
- Disconnect between government and commerce						0
- Community booster group						2
- Bike advocacy with downtown association and events						0
<b>Websites links to existing Mt. Hood Territory and rideoreognride.com sites, and businesses</b>	<b>A/O</b>					<b>10</b>
Printed materials	O				X	1
- Event fliers / banners						4
- Kiosks to display cycling info.						5
- Develop maps						1
- Promotion of recreational routes						0
Event promotion (existing)						3
- Booths at community events (community boosters)						2
- Partner w/ local bike organizations						0
Promotion of linkage between farm loops and bike routes						3
Bike Friendly /Welcome bikers	O				X	1
Social media as communication - FB/Twitter/ bike blogger	A/O				X	1
Create a message unique assets to Canby / Molalla	O				X	1
- "Gateway to Willamette Valley"						0

**PROJECT FOCUS AREA: Marketing and Communications; Community business awareness**

Benn Schonman; Angie Lehnert, Jim Austin, Jeannine Breshears

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
<p>Create Community Advocacy</p>	<p>Tap into existing organizations for advocacy group.</p> <ul style="list-style-type: none"> <li>- Bike/ped committee</li> <li>- Park and Rec. Dept.</li> <li>- Downtown Assoc. / Mainstreet</li> <li>- Team Molalla</li> <li>- Chambers</li> <li>- Community Bike Clubs</li> <li>- Karen Graves – Sunday Riding Activity</li> <li>- Bike shop</li> <li>- Hamlet</li> </ul> <p>Give the lead organization the task or process to champion forward any initiatives</p> <ul style="list-style-type: none"> <li>- Brochures / maps</li> <li>- Links to websites</li> <li>- Businesses cards with bike brand and URL</li> </ul> <p>Staff/enthusiasts attend bike events to promote Bike H maps and Bike Friendly Businesses</p>	<p>Find a lead agency or group from the list to the right</p>	<p>Find partners from the list to the right</p>	<ul style="list-style-type: none"> <li>- CCTCA develop bike business cards for communities to distribute</li> <li>- In-kind / volunteer hours</li> </ul>	<p>1 – 6 months then ongoing</p>
<p>Website enhancement</p>	<p>Link pages</p> <p>Add to resources pages the bike clubs for links to rides</p> <p>TCA to update PDF files annually with more businesses listed; notify businesses who are on the routes</p>	<p>CCTCA</p>	<ul style="list-style-type: none"> <li>- Business partners</li> <li>- Cities</li> <li>- Chamber</li> </ul>	<p>In-kind / staff hours</p>	<p>1 – 3 months</p>