

Estacada Bicycle Tourism Studio - NOTES

Estacada City Hall

January 17, 2012

AGENDA - Actual

9:05 – Participant Introductions (activity)

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

9:25 – Program Overview (presentation)

- Danielle Cowan, TCA
- Scott West, Travel Oregon
- Scott Bricker, Bricker Consulting

9:47 – Tourism industry in the U.S. / Oregon – cycling trend by the numbers (presentation)

- Scott West and Scott Bricker

10:00 – Bicycle tourism niches (presentation and discussion)

- Scott Bricker

10:15 – Bicycle tourism panel (presentation and discussion)

- Alex Phillips, Oregon Parks and Recreation Department, Oregon Scenic Bikeways Program
- Matt Picio, Cycle Wild

10:50 – BREAK

11:05 – Bicycle tourism panel (presentation and discussion)

- Kathleen Walker, US Forest Service

11:15 – Placing your community (discussion)

- Table discussion using questions for engagement and each group reports back to the room

11:40 – Wants and needs of cyclists (presentation)

- Scott Bricker

11:55 – 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.

12:20 – Lunch

12:40 – Resources panel (presentation)

- Clackamas County Tourism and Cultural Affairs – Jeannine Breshears, Jae Heidenreich
- Travel Oregon, Scott West

1:10– 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.

2:10 – 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.

3:15 – Walking meeting debrief (discussion)

- Groups report back on their work

3:55 – Recap of day and next steps (discussion)**4:05 – End session****PARTICIPANTS**

- Jim Austin, Oregon's Mt. Hood Territory
- Jeannine Breshears, Oregon's Mt Hood Territory
- Elaine Butler, Phillip Foster Farm
- Lisa Christopher, LM Christopher Associates
- Danielle Cowan, Clackamas County Tourism & Cultural Affairs
- Jon Evers
- Jae Heidenreich, Oregon Mt Hood Territory
- Greg Johnson, Resident
- Jessica Kiefer, The Cedars Restaurant
- Phil Lingelbach, Estacada Development Association
- Sarah Noelle Miller, The Lodge at Detroit Lake
- Michael Picio, Cycle Wild
- Alex Phillips, Oregon State Parks & Recreation Department
- Dave Piper, Estacada Development Association
- Gloria Polzin, Estacada Main Street
- Wendy Popkin, Clackamas County Tourism and Cultural Affairs
- Connie Redmond, Estacada Chamber of Commerce
- Mike Redmond, Retired
- Patricia Turner, Prim & Prosperous Property Management
- Kathleen Walker, Mt. Hood National Forest

Large Group Notes

Pages 3- 4 contains the notes taken on computer during the larger group discussions.

PRESENTATIONS

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

Alex Phillips, OPRD

Scenic Bikeways – Has accepted two rounds of applications and received over 1,000 miles of applications. It takes a lot of work to be designated a Scenic Bikeway but once designated TO and OPRD work together to market these routes. As of 3 years ago only one scenic bikeway – as a prototype Valley Scenic Bikeway and now there are a total of 6 with two more to be designated in two weeks. The committee came to conclusion after doing the first bikeway that it doesn't really work unless there is a local proponent. Signs cost \$40. Installation is done by the Road Jurisdiction and can range from \$125-400. The Road Jurisdiction's support is needed.

All the trails are ranked for riders as: Extreme, moderate and mild

The following people are commenting on Alex's presentation:

Kathleen Walker, Mt. Hood National Forest

There is little money to maintain the roads for biking and the Mt. Hood National Forest have some liabilities with it. Roads are a different category and can support them but have some obstacles. Local citizens really need to work with the Mt. Hood National Forest.

Jessica and Sarah Noelle, Detroit Lake

How did Detroit get involved with the Scenic Bikeway?

Bike tourism is already out in that area. Their Business Association got on board and started the conversation and submitted an application.

Matt Picio, Cycle Wild

He just returned from a trip across the US on bike. Matt moved to Oregon from Michigan about 12 years ago. The mission of Cycle Wild is to reconnect people with nature via bike. He provides camping without cars. This past year his business provided 11 trips and 92 people. He would like to emphasize he calls it "bike camp" not "touring" as touring conjures up different ideas. This past year he had 17 trips through Estacada and each cyclist spent \$20-30 on the trip. Average for a year \$3,000-4,000 spent in Estacada.

Kathleen Walker, Mt. Hood National Forest

She has been working with Clackamas County for over 10 years. They have built many trails for cycling. They do a good portion of work with regional trails group in the Portland metro area that affects issues in this area. A trailhead is being started in Boring. Outfitter guides are supported by the Forest Service and need a permit.

ASSESSING BICYCLE TOURISM POSSIBILITIES – GROUP ACTIVITY

- Infrastructure
- Huge and very challenging cyclo -cross track in Barton

Offerings once a person is in town:

- Businesses
- Murals
- Forest service roads
- Parks
- Stream Water Trail (couldn't hear)
- Events – day ride
- Beautiful scenery
- Mt biking opportunity
- Family niche
- Campgrounds

CONCLUSIONNext steps:

- Notes to be typed up
- 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.
- Tourism funding/grants: Great resource
- Travel Oregon could help leverage most of these projects mentioned here today.

Verbatim Small Group Notes

Pages 5 - 10 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Priorities Restated by the Group

- 1) Communicate existing assets
- 2) Create map kiosks and sites for information distribution
- 3) Develop / expand maps with additional rides / routes
- 4) Finish scenic bikeway
- 5) Complete Park and Ride with public restrooms and secure places to secure bike gear
- 6) Build bike racks.

Marketing / Communications	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Communicating existing assets, e.g. Fairday Road	A				X	7
Create map kiosks / info. distribution process / service	O				X	5
Develop / expand maps with additional rides/routes)	A/O	X		X		4
Website - expand content and rides	A/O	X		X	X	3
Portland Wheelman and Clubs (web postings)						3
GPS mobile maps/routes	O				X	3
Schools - integrate programs into them						3
Community message boards (social media)						1
- Bloggers (identifying sties to begin discussion_)						1
Explore secondary sites of outdoor initiatives (Sierra Club, Volkswalking)	O				X	1
Connect w/ already existing festivals / events	O					1
Info. at other parks about town						1
Communicate about campgrounds on OSB						1
Social media conversations	O				X	
- existing websites						
- Yelp - review sites						
- newsletters						
Advertising on maps/printed info - bike friendly biz	O				X	
Estacada sponsor own bike ride / event	O				X	
Connect w/ already bike related events	O				X	
Advertising to promote bike friendly businesses	O				X	

PROJECT FOCUS AREA: Marketing / Communication - communicating existing assets

Jeannine (CCTCA); Melanie (City of Estacada); Patricia (Chamber)

Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Identify all assets: road routes (family, half-day, full-day, extreme long haul); Mountain biking trails; USFS/PGE gated roads, events and organized rides; facilities (McIver, Metzger, Barton, Promentary Park, River Lake Road, E. Shore Rd.	Chamber and City inventory all-available assets on spreadsheet	Chamber/City	MHNF; PGE; County Parks; State Parks	In-kind staff support	Current to 3-months
Communication channels/social media – FB, twitter, blogs, message board, chats, review sites.	City/chamber develop a communication strategy plan to execute and divide work load - TCA research and provide list of cycling media outlets for communities	Chamber/City	TCA for media lists	In-kind staff support	1-3 mo. TCA media lists; 3 mo - continuation
BFB communication to promote bike friendly service	Chamber/city e-blasts to businesses to announce know events/rides coming through towns			In-kind staff support	Immediate and ongoing
Bike safety awareness through community organizations and schools	Public programming through library series	City	Chamber, school district, community orgs, library	In-kind	6 months to initiate

PROJECT FOCUS AREA: Marketing / Communication - communicating existing assets

Maps/ printed	- Identify new/additional routes; - use CPP funds to print; - bike friendly businesses sponsor or by advertising	Chambers; bike committee / enthusiasts	City, businesses	CPP; advertising funds	1-6 months
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	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Infrastructure / Facilities						
Finish scenic bikeway				X		7
Public restroom downtown					X	7
Develop park and ride with lockers "all 3"				X		4
Improve and/or develop camp sites on scenic bikeway				X		4
Develop bike paths / trails				X		3
Fairday Road	X					3
More bike racks (city)				X		2
Larger campsites at Milo				X		2
Complete Cazadero to Barlow		X				2
Add shoulders to Springwater Road					X	1
Install bike racks/lockers at Bagby C.G.					X	1
Develop, lanes (road) city	X					
More signage and way-finding					X	
Better maintenance - road sweeping, mid-may (ODOT and city/county)					X	
Consider "yomes" in campgrounds						
Connect Timber and McIver park					X	
Add shoulders Eagle Creek Road					X	

PROJECT FOCUS AREA: Infrastructure - Trail Development

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Trail development along Clack R. and Lake Shore; connect east to McIver to Timber Poballe to Faraday Rd/Lk.	Get State Parks, PGE, City of Estacada, Parks Board, and possibly FS together.	City of Estacada, State Parks, PGE	F.S., Clack County, local businesses	Fevc \$, County grants, RTP grants, and volunteer labor and materials	Next 3 years

PROJECT FOCUS AREA: Infrastructure

Phil, Matt, Alex

Public restrooms	Meet with City, EDA, Chamber, fire department	Bill Elliott / Melanie, Phil L., Jordan W., Fire Chief	City infrastructure committee	Fire dept., Urban renewal	Next two years
Trail opportunities - upgrade lakeshore trail	Meet with PGE, Parks and Rec Commission, City, County Parks	Tony Denthall (?) PGE, Skip Hoak, Melanie Wagner		ODOT Bike-Ped funding program	Long-term

	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Business Goods and Services						
Create security for cyclists gear/storage (park & ride)				X		7
Build bike racks - art tie in					X	5
Recruit hostel					X	5
Recruit mobile bike support biz.					X	4
Developing info. kiosk open weekends					X	4
Increase open hours of shops					X	4
HS Pharmacy/Thriftway/True Value for bike services				X	X	2
Mobile Kiosk at Farmers Market				X		1
Tri Met access	X					1
Foster Farm	X			X		1
Increase events and concerts - build marketing	X				X	1
Food, brewpubs, harmony	X					
Local + quick, lots of coffee shops	X					
24-hour fire department (emergency services)	X					
Shopping				X		
Murals / Historic walks	X					
Non-biking activities - market	X				X	
Good parking (free)	X				X	
Develop bike-friendly biz. Certification					X	

PROJECT FOCUS AREA: Business Services & Facilities

John, Connie, Dave Piper - 503.310.9094

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Develop park and ride facility - security signage, kiosks	Get partner together to agree - Goodwill, Tri Met, City, ODOT, County, EDA	EDA, chamber and City	Bikeway committee, Forest Service, fire district	Tri Met, County, Grants (RFF), Tourism, urban renewal	Start now, Complete 2013
Short-term bike security in existing storefronts	Talk with Mossy Rock and other about providing secure bike/equip. storage	EDA		None needed except maybe signage	Be ready for summer