

Bicycle Tourism Studio - NOTES

Huckleberry Inn, Government Camp

February 15, 2012

AGENDA - Actual

9:15 – 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.

9:55 – Tourism industry in the U.S. / Oregon – cycling trend by the numbers (presentation)

- Kristin Dahl and Scott Bricker

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

- Scott Bricker

10:20 – BREAK

10:30 – Bicycle tourism panel (presentation and discussion)

- Zach Jarrett, BLM
- Kathleen Walker, USFS
- Jon Tullis, Timberline Lodge
- Petr Kakes, Ski Bowl

11:30 – Wants and needs of cyclists (presentation)

- Scott Bricker

11:40 – 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.

12:15 – LUNCH

12:45 – Resources panel (presentation)

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

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.

2:40 – 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.

3:30 – Walking meeting debrief (discussion)

- Groups report back on their work

4:10 – Recap of day and next steps (discussion)

4:15 – End workshop

Attendees

Don Bain: Cascade Huts

Wendy Evans: Co-Owner, Summit Meadow Cabins, GCMC

Troy Fisher:

Terry Hescocock: Mt. Hood Chamber

Petr Kakes: Owner, Hurricane Racing

Betsy & Paul Labarge: Owner, Mt. Hood Vacation Rentals

Scott Lazenby: City Manager, City of Sandy

Diane Lokting: Chair, Government Camp Marketing Council

Greg Moreno: Manager Information Services, Mt. Hood Adventure

Andreanne Rode: Owner, Otto's Ski Shop

Brynn Smith: Marketing & Creative Director, Imperial River Company

David Snider: Economic Development Manager, City of Sandy

Jon Tullis: Timberline Lodge

Kathleen Walker: Westside Recreation Program Manager, Mt. Hood National Forest

George Wilson: Director, Villages at Mt. Hood Board of Directors

Sarah Bronstein: Graduate Student, Portland State University, Connect Cascade Locks

Kyle Graves: Ski Bowl

Large Group Notes

Pages 3 – 9 contains the notes taken on computer and flip chart during full-group workshop discussions. Pages 10 – 15 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.

FLIP CHART NOTES (large group notes)

- Not capturing people
- 70% female --> change in business, single women with money
- East – West – competing?
 - o Build connectivity / multi day
 - o Locals create buzz
- Novice – rentals and terrain appropriate
- Summer – 1 week. diversity is key, no boundaries for visitors.
- Timothy Lake
- Shuttles
- Connect with Portland shops for communication
- Multimodal transport group (public meetings)
- Parking
- Cross-county coordination – Clackamas < -- > Hood River
- Tread lightly
- Partners: ODOT, police
- Barlow Ride 8/25; barlowroadride.com

PRESENTATIONS

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

Presentations and materials include:

- Travel Oregon's opening Power Point slides
- Bricker Consulting Power Point slides that covers bicycle tourism economic data, types of bicycle tourism, and wants and needs of bicycle tourists.
- Kathleen Walker's PowerPoint

Zach Jarrett, BLM, Sandy Ridge Trails System

Trailhead under construction. Opening that as a trail fundraiser and Super-D Event on April 21-22 (April opening.) April 21st is the fundraiser day. 22nd is the race – it's a new race called an enduro race.

BLM is seeing 15-19,000 riders on that course per year. Because it's low enough elevation its providing year-round access. BLM is trying to figure out how they can continue to provide year round opportunity and manage it year-round.

Considering future expansion of that area. Seeing positive visitor use numbers. Taking a step back now and trying to figure out where to go long term.

Overall goal is to have roughly 22 miles of this project. 3 miles of new trail will be opening up this year, will have 15 miles by then end of summer 2012. Trying to figure out how to get from 15 to 22.

Ideally the trails will eventually contain 60% intermediate, 20% advanced, 20% beginner

Looking for feedback on the future plans. IMBA has initiated a visitor survey for the Sandy Ridge Trail system. **← Travel Oregon will send this link out with notes**

Q: What standards do mt bike areas follow for level of difficulty?

- IMBA has one standard incorporating average trail grades, exposed roots/rocks/level of technical difficulty.
- Whistler Mt Bike park developed their own standards

Note from someone working with USFS: a lot of forest service trails are rated for the entire trail (including up and downhill).

Sandy Ridge Trail System info can be found here:

http://www.blm.gov/or/resources/recreation/site_info.php?siteid=395

Kathleen Walks, Mt Hood-Rose City Corridor

A number of folks are working in the Portland-Metro area. They're working on opportunities to link Portland with the Mountain. They are seeking money in the future to build this route. Previously, Metro had a Blue Ribbon Trails Coalition that identified priorities –

- Went after a \$39 million grant, but were not successful. A lot of political interest remained behind this opportunity.
- The idea behind this program is to connect communities, many parts of the necklace are already in place
- The idea is to have a trail and a greenway corridor.
- Link users from urban to natural
- Use for multiple uses
- Will provide an off-road trail going through all of the communities.

Status of the trail segments:

- Links off of the Springwater Corridor.
- Boring to Gresham: will be paving this section this summer
- From Boring to Sandy: it's part of the Tickle Creek Trail and this is a high priority to develop within the next five years.
- Sandy to Brightwood : most of the land on the N side of the highway is owned by BLM with a few gaps. Real potential.

- Brightwood to Rhododendron: a lot of private property, but there is opportunity
- Rhododendron to Gov Camp: the Pioneer Bridle Trail – 8 miles with potential road cycling options around it
- Lots of new trails around Gov Camp including the “Timberline to Town Trail” which is being finalized this year. This trail was done with an RTP Grant. Recreational Trails Program.

OPPORTUNITIES / DISCUSSION:

- Master planning to further the connectivity and finish the most important segments
- Betsy asked about Timothy Lake as there is great riding there
- Glade Trail – historic downhill ski run. Did an Environmental Assessment and found that it is dangerous, may or may not be closed. Looking at the proposed Timberline Downhill park

Jon Tullis – Timberline Lodge / Timberline Mt. Bike Park

- Need for shuttles, but there is a lack of
- Multi-modal transportation planning group now meeting in response to the Wilderness Bill. Have ODOT, Clackamas County Tourism, etc all meeting up at the mountain. Transportation is the biggest issue facing the mountain. It’s a challenge and opportunity in summer.
 - Could bring mt bike issue of needing a well-lit secure parking around

Expression of appreciation of this collaborative forum.

Downhill/lift accessed/mt biking. All about the flow and when you get to the bottom

Into year two on the proposal and they still have not arrived at a decision and they are. A decision should be made by August and there will be a 45-day appeal period. Will not occur until 2013 at the earliest. USFS is reviewing EA. Going to a regional review next week. The topic has, surprisingly, been controversial. Here, we can all relate as we all love bikes. But not everyone feels that way. If they’re going to do this, they’re going to make it world-class.

Petr Kakes, Ski Bowl Mt. Bike Park and Hurricane Racing

Really appreciative as well for the county/community collaborative initiative.

1990. Ski Bowl was the first downhill park to have mt biking. A long time ago we probably missed an opportunity to make this even better, but happy to see the County’s interest now.

They’ve been a stand-alone operator for downhill mt biking for two decades. Also operates Avalanche Tours (?): they rent bikes at Ski Bowl, provide lessons, do bike tours at Ski Bowl, and he’s aware of women in mt biking as about 6% rather than 60%. He has organized a regional cup for downhillers – they move around between a number of NW locations. At a national level, the interest is in July and August.

Ski Bowl added in 3 “free-ride” trails near the base of their operation. This is a bit like Post Canyon’s free-ride area with jumps and obstacles. Worked last summer to re-vamp their trails.

BARLOW ROAD RIDE, www.BarlowRoadRide.com

Gene Grant is spearheading this event. Mt Hood Cultural Center and Museum.

\$75 that covers everything. The ride starts at the end of the Oregon Trail and is fully supported with massage stops Spaghetti feed/music festival at the end. Have listed all of the lodging properties on the website. Cascade Ski Lodge is available for \$20/night.

INFRASTRUCTURE

See page 10 for list of infrastructure ideas

- Would be fantastic to create a pull out / view point after Silent Rocks as you come around the bend and see the beautiful view of Mt Hood. May need to make
- Consistent signage for trails/trailheads will be important across the region so that its consistent and easy to use
- ODOT signage: improve it so that some key points are highlighted – Oregon Trail stops, signing for Sandy Ridge Trail system
- SIGNAGE is important and an area of concern and there could be some low hanging fruit.
 - Danielle expressed that something like a coordinated signage strategy would be something that they can tackle at a county level

It is going to be *really* important to involve ODOT in the conversation as we move forward since this is a multi-jurisdictional area and an international destination. They need to be informed of what this strategy is and be involved. Enforcement is also an issue.

CONVERSATION AFTER BIKE SERVICES

See page 12 for list bike services/business ideas

- Develop a network of bike gurus in each town along the way
- Consider the 'We Speak Bike' program like they did in Oakridge (KD – connect Betsy w/ Ben/Randy)
- Epic Mt Bike Tours and Portland Bicycle Tours are the two shuttle companies offering shuttle services to the Sandy Ridge Trail system. (Concessionaires) They could possibly extend their shuttle service up to Mt Hood
 - Kathleen from USFS mentioned that she would participate in a conversation around shuttle services to see what is possible w/ USFS
- Need a good bike repair spot

CONVERSATION AFTER OUTREACH/MARKETING GROUP PRESENTED

See page 14 for list of marketing ideas

- Suggestion: make sure that we incorporate the Leave No Trace / sustainable travel ethic throughout, consider including trail etiquette

- Ensure that local outreach takes place as its really important as we move forward
 - Help them understand the benefits of cycling tourism (demonstrate through local cause events)

TOP THREE THINGS THAT SURFACED FROM EACH WORKING GROUP

INFRASTRUCTURE

- 1) Develop coordinated signage throughout the region
 - a. Sign linkages/connection points
 - b. Put in informational kiosks
- 2) Portland to Mt. Hood Route – fill in the gaps
- 3) Bike racks & bike lockers

BUSINESS SERVICES

- 1) Develop shuttle services – Sandy to Timberline area
- 2) Recruit bike shop, bike rental, bike repair facility to locate in the area
- 3) Create low-cost lodging (like a hostel or bunkhouse)

MARKETING

- 1) Promoting and cross-promoting, businesses showing that they're bike friendly and We Speak Biking program
- 2) Blow up cycling in social media
- 3) Trail maps printed and online (coordinated with signage)

WORKGROUP REPORT BACKS – post walking meeting

1. Complete the route from Portland to Mt. Hood

Two parts:

- 1) Complete specific sections
 - a. Identify ownership of those road segments
 - b. Talk with those groups and foster inter-agency collaboration
 - c. Understand the cost it would take
 - d. Identify funding
- 2) Bigger picture
 - a. Break what is left into chunks so that groups can work on specific, small sections at a time

Identified that the inter-agency coordination is key because so many different partners (especially all of the different agencies at the county level) are involved because of the multitude of land management.

2. "We Speak" program

Discussed that a lot of businesses aren't fully on board, so they felt that communicating internally would be an important first step. It will be easy to take the "We Speak" program from Oakridge and implement it in the area.

Action steps:

1. Get the key leaders here involved
2. Get the details from Oakridge
3. Coordinate a 2nd meeting with businesses in the community from Alder Creek and Government Camp
4. Use it as a venue to distribute decals, etc.

Leaders: Betsy & Diane

Partners: Chamber, Villages of Mt Hood, Government Camp Marketing Council, CTA

In-kind / funding: Clackamas County Tourism grant process, in-kind volunteer hours

Completion date: June 1

3. Signage system

Discussed looking at a color coded system like they've been using in Belgium. Make the signage and the kiosks all fit within one coordinated system. Coordinated between kiosks where each kiosk has information for the next area.

The system could be used by multiple types of users - not just cyclists

- BLM noted that they're installing a kiosk/trailhead signage at Sandy Ridge using the same Scenic Byway design guidelines

Could we revive a statewide trail signage plan? Could Travel Oregon revive a statewide signage group to address these issues? Could we convene them at the Oregon Active Transportation Summit?

4. Shuttle services

Action steps

1. County funded needs assessment
2. Special Use Permit
3. Develop business plan to hit all four seasons, develop pricing / routes / schedules

Lead group: could be any number of local businesses, or the entire community coming together to collectively fund a shuttle

Possible partners: recreational businesses, cities, sponsors, Travel Oregon, CTA, recreationalists themselves

Jon Tullis noted – it's going to need to be a park & ride shuttle, so it's going to need secure parking lots to work. There's an initiative to work on this now. What about negotiating an agreement with Portland public schools – they have public parking areas. Could also consider Wildwood in the winter.

USFS believes we need a needs assessment before we dive in. Needs market analysis and a NEPA study before USFS could offer a SUP (special use permit).

Shuttle permission from USFS would only be needed if shuttle was stopping on National Forest land trailheads.

Jon thinks that it would be important to show the interest from the cycling / tourism community, but the multi-modal transportation plan is in the works. Jon will share info and Travel Oregon can send out.

CONCLUSION

Next 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.

Verbatim Small Group Notes

Pages 10- 15 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Infrastructure priorities Restated:

- 1) Signage / Kiosks
- 2) Standards for trails and signage
- 3) Bike racks

Infrastructure / Facilities	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Signage / linkage / coordinate / Kiosks						22
Standards for trails and signage	O				X	6
Almost complete route - Portland to mountain	A/O			X		13
Bike racks	O					11
Rest rooms - Sandy -> Gov't Camp	O				X	7
Hostel	A/O			X		5
Bike camping	O				X	2
Bike / skate park - repurpose existing, build?	O			X		2
Pull out for scenic views "interpretive"				X		2
Timberline	A		X			2
Ski Bowl	A		X			1
Route from Mtn. to coast	A/O			X		0
Camping	A		X			0
Sandy River Water trail - tie it to biking (marketing and infrastructure)	A/O		X		X	0
Bike Lockers	O					0
Scenery / Volcano, Lake, River	A	X	X			0
Waterfall, agriculture, wildlife, etc.						0

PROJECT FOCUS AREA: Construction portions of road network to complete WHY 26 corridor

Diane Lokting, Karen Buehrig

Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Identify ownership	Talk to engineering department to understand ownership	Joe			
- Understand costs of construction - Develop partnerships - Identify funding					

PROJECT FOCUS: Kiosk signs

Petr Kakes, Jon Tullis, McKenzie Jensen, Scott Lazenby

Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Kiosk Signs	Seeking state level standards if available prison industry; Oregon Gov. Conference – bicycle section Unified design of kiosk state/ county Winter maintenance	Kristin Dahl Petr	County, OPRD, Cities, BLM, USFS, ODOT, OSP, business or land owners	Finding a resource besides grants, start with indiv. partners – City of Sandy, BLM, USFS, Ski Bowl, Hurricane Racing	Start in 2012

Business Good and Services priorities restated:

- 1) Shuttle services
- 2) Bike shops
- 3) Low cost lodging

Business Goods and Services	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Shuttle services - Sandy to T.L.	O				X	15
Bike shop - goods / repairs / Rentals	A			X	X	13
Hostel and bunkhouse lodging / Workforce housing / 1 night low-cost housing	O				X	9
More bike friendly businesses (B.F.)	A				X	5
Local guide services	O				X	4
Event Coordination	O				X	4
BLM and USFS coordination						4
Public showers	O				X	2
Parking rules						2
Higher level biking support						2
More bike friendly lodging	O				X	1
Arts and Culture						1
Local recreation incentives	O				X	0
Inform businesses of B.F.	A	X				0
Secure well-lit parking	O				X	0
More retails shops						0
Lodging websites indicating B.F.						0

PROJECT FOCUS: Shuttle services

Troy Fischer, Kathleen Walker, Dave Snider, Greg
Moreno, Zach Jarrett

Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Shuttle Services	<ul style="list-style-type: none"> - County funded needs assessment and prospectus – TDC help - Award S.U.P.s - Pricing / routes - Budget / business plan - Multi use recreation - Check out existing models - Park and ride - Oregon public schools - Wildwood 	<ul style="list-style-type: none"> - Local business - Entire community - Troy Fischer - Greg Moreno - Ski Bowl - Mt. Hood Adventure 	<ul style="list-style-type: none"> - Recreation businesses - Ford / Sandy sponsors - Travel Oregon - CCTCA - Recreationists - Bike companies - BLM - USFS - City of Sandy - City of Hood River - Unincorporated villages 	<ul style="list-style-type: none"> - TDC grants - Sponsors - Transit & Parks - Guests / clients / fare - City of Sandy Transit - Bike companies - Donations - Ski areas - Room tax - Local businesses 	ASAP
<p>Other notes: bike, hike, rock climb, XC Ski, snowshoe, downhill ski, camp, snowmobile, adventure park, employee work shuttle, historic landmark, Barlow Road, agritourism, scenic drive around Mt. Hood Scenic Byway.</p>					

Infrastructure priorities Restated:

- 1) Community relations – We Speak
- 2) Social media

	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Marketing / Communications						
Community relations - understand the benefits						10
- businesses listing bike opportunities on their websites						
- "we speak" program						13
Social media - specific	O				X	11
- Mt. Hood Facebook page / Twitter / You Tube						
- Review / testimonial sites (Yelp / Trip Advisor)						
- Videos, reposting, Bloggers						
- Surveys in person at bottom of trail for reviews						
Print materials	A/O	X			X	
- Trail maps - online ling / kiosks						9
- distribute at events						
- funded through sponsorship						
Website - enhance resources and links on OMHT.com and ROR.com	A	X		X		5
Education / Awareness of a bike friendly community	O				X	1
- business to business outreach						4
- Tread lightly - leave no trace						2
- School education / community						5
PR / Communication - share with TCA						0
Advertising - print, on-line, banner and PPC						0
Event promotion						0
ONHT / Mt. Hood Branding						0

PROJECT FOCUS AREA: Marketing and Communications

Education / Business Awareness – “We Speak”

Brynn Smith, Betsy LaBarge, Sarah Bronstein, Jeannine Breshears

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
We Speak program	<ul style="list-style-type: none"> - Get format of the existing program - Meeting of leaders to coordinate process - Meeting of businesses / stakeholders - Distribute Visual logos - PR to promote the program within the community - Consumer PR and social media buzz 	Betsy LaBarge Diane - GCMG	Chamber Villages of GCMG Businesses CCTCA	<ul style="list-style-type: none"> - County-wide program funding - CPP funds - In-kind volunteer hours 	1-3 months by June 1 2012
Bike Friendly program	- “We Speak” rolls into the Bike Friendly program				Depends upon Travel Oregon development