

Wilsonville Bicycle Tourism Studio - NOTES

Wilsonville Library

February 9, 2012

AGENDA - Actual

10:05 – Program Overview (presentation)

- Mayor Tim Knapp
- Danielle Cowan, TCA
- Scott West, Travel Oregon
- Scott Bricker, Bricker Consulting

10:30 – Participant and Presenter Introductions (activity)

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

11:00 – Tourism industry in the U.S. / Oregon – cycling trend by the numbers (presentation)

- Scott West and Scott Bricker

11:20 – Bicycle tourism niches (presentation and discussion)

- Scott Bricker

11:30 – Bicycle tourism panel (presentation and discussion)

- Jeff Owens, City of Wilsonville
- Pat Rehbury, Community Activist and Cyclist

12:10 – LUNCH

12:40 – Resources panel (presentation)

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

1:00 – Wants and needs of cyclists (presentation)

- Scott Bricker

1:10 – 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.

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.

2:35 – 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 session

Attendees

- Jenifer Akeroyd, OHSU
- Jim Austin, Clackamas County Tourism
- Laura Becko, Becko Farms
- Jeannine Breashears, Clackamas County Tourism
- Robert Broberg
- Lang Cook, La Quinta Inn and Suites, Wilsonville
- Danielle Cowan, Clackamas County Tourism
- Patrick H. Croasdoile, Xzeres Wind
- Janet Ferguson, Wilsonville Chamber of Commerce
- Rodney Fernando, Hornbeam Management Services
- Jerry Greenfield, Citizen
- Kate Greenfield, Wilsonville Bicycle/Pedestrian Task Force
- Kellie Grill, Whirlwind Publishing and Speaking Services
- Jae Heidenreich, Clackamas County Tourism
- Jennifer Johnson, Wilsonville Chamber
- Tim Knapp, City of Wilsonville
- Dan Knoll, City of Wilsonville
- Al Levit, Citizen
- Lori Mastrantonio-Meuser, City of Wilsonville
- Chris Neamtzu, City of Wilsonville
- Mark Ottenad, City of Wilsonville
- Jeff Owen, SMART/City of Wilsonville
- Pat Rehberg, Citizen
- Michael Ruhleder
- Tonie Tollen, Tollen Farm

Large Group Notes

Pages 3 contains the notes taken on computer and flip chart during the larger group discussions.

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.
- City of Wilsonville presentation on bicycle activities

Additional information was shared on the:

- Wilsonville French Prairie Bridge
- Five Favorite County Farms
- Tollen Farm
- Wilsonville Bike and Walk Map

FLIP CHART NOTES

- Education to Chamber board – bridge (cost feasibility analysis)
 - o Get businesses on board – hotels, farms, etc. Tandem Ride example was given
 - o Need people to respond to media
- Five hotels > 900 rooms with weekend capacity.
- Link Wilsonville map to TCA webstie

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 4- 10 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Infrastructure priorities Restated:

- 1) Getting across the river – bridge or ferry
- 2) Wayfinding signs
- 3) Pump track

Infrastructure	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Bridge	O				X	10
Shuttle across the bridge	O				X	8
Wayfinding signs	O				X	11
Pump Track	O				X	9
Bike racks	A/O				X	8
Begin smaller scale tourist facility wit eye to bigger plan	O				X	4
Champoeg	A					2
Camping facility	O				X	2
Bike lockers (WES and OIT)	O				X	1
Tonkin Trail	A/O	X				1
OIT (student demographic)	A				X	1
Bike repair facility	O				X	1
Tonkin Trail	A/O	X				1
Bike lanes throughout town	A		X		X	1
WES Station	A	X		X		0
Maps need parking info.	A/O				X	0

PROJECT FOCUS AREA: Bike parking and signs

Laura Beko

Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Bike racks	<ul style="list-style-type: none"> - More bike parking in the center. - Petition businesses for more parking 	<ul style="list-style-type: none"> - Individual companies - Marketplace organization? 	<ul style="list-style-type: none"> - City government - Check ordinances about car parking v. bike parking - Development o code? 	Mall / Business owners	6 months
Install signs!	<ul style="list-style-type: none"> - Put in directional signs, route signs, especially to info. center; - Talk w/local businesses about potential for ads on directional signs 	City, Chamber	<ul style="list-style-type: none"> Businesses (directions to specific services) City, chamber 	Chamber / city, businesses, market center organizations, ODOT (road signs for bikes)	Soon! In time for summer rides. More likely next year
Coordinate with other organizations that are already working on it, especially with cycle specific routes.					

Business Good and Services priorities restated:

- 1) Events
- 2) Bikes Shops
- 3) Lodging
- 4) Attractions to visit

Business Goods and Services	Asset or Opp	In-progress	Sufficient	Improve	Develop	Preference
Events (bicycle)	A			X		13
Bike shops (sales)	O				X	11
Lodging (secure, serv, B&B) more locations	O			X	X	9
Attractions / places to visit	A			X		9
Shuttle services	A			X		6
Bike rentals	O				X	6
Tour operators	O				X	3
SAG	A/O				X	3
Concierge	O				X	2
Food / meals / beverage	A/O				X	1
Apps	O				X	0

PROJECT FOCUS: Events / Attractions – raise awareness of Wilsonville area cycling through events			Kellie Grill, Tonie Tollen, Janet Ferguson, Patrick Crigsdaile		
Action Item	Required Action/Next Step	Lead Person/Agency/ Group	Possible Partners	Possible in-kind or Funding Sources	Timing

<p>Sherwood equestrian cyclocross race</p> <p>Countywide cyclocross series – beer, bikes fest</p>	<p>Speak with center; talk to Danielle</p> <p>Coordinate with other workshops</p>	<p>Danielle? OBRA X-Crusade County Tourism Commission</p>	<p>Chamber, City, SES, TCA</p>	<p>Business sponsorship</p>	<p>Fall 2012</p> <p>Two years</p>
<p>Wilsonville Area Sportif “Mtn. Gran Prix”</p>	<p>Coordinate with cycling clubs and city</p>	<p>City of Wilsonville; local cycling clubs</p>	<p>Coordinate with Art Fest and other city events</p>	<p>Grants, bike industry, and local business sponsorships</p>	<p>3 -4 years</p>
<p>Business lunch hour ride 1-2 hours</p>	<p>Coordinate with Chamber and Smart</p>	<p>Smart Local Businesses</p>	<p>Xerox Metor Graphics Rockewll, etc. Flir</p>	<p>In-kind communication through bikesmart website</p>	<p>4 months – 1 year</p>

PROJECT FOCUS AREA: Bike shops

Tim Knapp, Jeff Owens, Rodmry Germando, Jan, Pat

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Bike shops	Canvas potential entrepreneurs to invest in a bike shop.	Mayor Knapp Jeff	Existing shops in the region; Investigate how/why previous shops had trouble	Private funding	1 year?

Infrastructure priorities Restated:

- 1) Research and develop educational information to develop buy in
- 2) Develop publications: maps and website links
- 3) Social media, packaging with other activities locally

	Asset or Opp	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
Marketing / Communications						
Research and develop info for education (internal/external)	O			X	X	14
- Communication for community buy in						3
Develop publications: maps - website links	A				X	9
Social media (speak to bikers)						8
- package biking w/other activities locally						7
Connect local bike enthusiasts for sharing / partnerships						5
- partners websites (city / chamber, bike clubs and orgs)	A/O			X		3
Brand development (county as the umbrella)	O					3
Website						2
- advertising to promote locally	O					2
- Expand info (cycling)				X		1
- Facebook, Twitter, You Tube				X		1
- bloggers				X		1
- Trade shows / conferences	O					1
PR / Communication						1
- bike education / safety, share the road						0
Develop publications:						0
- brochures	A/O					0
- community directories				X	X	0
- SEO (bikers)				X		0
Distribution of Info.						0
- Satellite VIC (27 locations)	A	X	X			0
Promote current / existing assets						0

PROJECT FOCUS AREA: Marketing and Communications

Education and Awareness

Al Levit, mark Ottenad, Jeannene Breshears

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Elected officials communication / education (council chamber)	Collect research and economic data - develop topline bullet points - Travel Oregon bike study - Dean Runyan - Rails-to-Trails Conservancy Coffee meetings / phone calls, testimony, council meetings	Volunteer citizen support group (not usual suspects)	City of Wilsonville SMART County TCA / Travel Oregon BTA Bike associations	In-kind staff support; Volunteers time and passion / commitment	3 mo = 1 year
Public Communication / Education (NIMBY)	- Research positive value to the livability of community: RTC - Letters to the editor - Sunday Parkway exposure / petition action - Public meeting by citizen group	Volunteer citizen support group	City of Wilsonville Local bike shops / associations	In-kind staff support Volunteers time and passion / commitment	3 mo. = 1year