

**Bicycle Tourism Studio - NOTES**  
**Sandy**  
**December 7, 2012**

**AGENDA - Actual**

9:10 – Program Overview (presentation)

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

9:30 – Participant Introductions (activity)

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

9:50 – Tourism industry in the U.S. / Oregon – cycling trend by the numbers (presentation)

- Kristin Dahl

10:10 – Break

10:20 – Bicycle tourism niches (presentation and discussion)

- Scott Bricker
- Anna Laxague, IMBA

10:45 – Placing your community (discussion)

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

11:05 – Wants and needs of cyclists (presentation)

- Scott Bricker
- Anna Laxague

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

- Scott Lazenby, City of Sandy
- Adam Milnor, BLM

11:50 – 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

1:15 – Presentation

- Kathleen Walker, USFS

1:30– Vote and report back (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.

3:05 – Walking meeting debrief (discussion)

- Groups report back on their work

3:30 – Resources panel (presentation)

- Travel Oregon
- Clackamas County Tourism and Cultural Affairs

3:45 – Recap of day and next steps (discussion)

4:00 – End session

## **ATTENDEES / Introductions**

Jim Austin, Clackamas County

Jon-Paul Bowles, Sustainable Travel International, focused on sustainable, nature-based aspects of cycling tourism

Jeannine Breashears, Clackamas County

Carol Cohen, Events Coordinator, City of Sandy

Danielle Cowen, Clackamas County

Jae Heidenreich, Oregon's Mt. Hood Territory

Nancy Hoffman, Oral Hull Foundation, would like to coordinate a half-century ride and find a tandem group to work with the blind

Betsy LaBarge, Owner, Mt. Hood Vacation Rentals, cyclist, has ideas on how to promote cycling tourism, travels as a cyclist

Anna Laxague, IMBA

Scott Lazenby, City Manager, City of Sandy, avid cyclist, looking for opportunities to develop tourism in Sandy

Julia Montecito, Oregon Trail School District

Wendy Poplin, Clackamas County

Connie Redmond, Estacada Chamber of Commerce, here to learn about what Sandy is doing in cycling and to make connections between Sandy and Estacada

George Wilson, Villages at Mt. Hood Board of Directors, interested in how bicycle tourism can improve business

Bill Johnson, John L Scott, community cyclist, works with School of the Blind

Kelly O'Neill, City Planner of Sandy, wants to know what's going on in cycling community

Adam Milnor, BLM, cyclist, instrumental in Sandy Ridge Trail program

Nunpa, Ant Farm, doing work for trail building, opening a facility with art component for youth, juice bar, etc. Facility will enhance tourism

Kathleen Walker, Mt. Hood National Forest

Mitch Speck, Chamber of Commerce, chamber sees cycling as an opportunity to create jobs and build tourism niche

## **Facilitators and staff**

Kristin Dahl, Travel Oregon

Scott Bricker, Bricker Consulting

Scott West, Travel Oregon

Jamie Parra, Travel Oregon

Wendy Poplin, Clackamas County

*“Make sure that we communicate that we **care about our people** – we want them to be HEALTHY. Get out and be active.” ~ Nunpa Two Foxes Singing*

### **Tourism Industry and Bicycle Tourism Presentations**

All presentations and handouts are available, please [click here](#).

### **Flipchart notes from morning presentation session**

#### Industry Overview –

- Spend the night
- Females? Are there really more females riding?
- It takes multiple industries
- 50 mile as a tourist? There is a strong ability to tap into the Portland day tripper, especially for mountain biking,
- Sandy Ridge Trail
- Transportation to Portland / PDX airport
- We forget about other connection in the area – Estacada.
- Metrics? Yes Travel Oregon does have visitation surveys and information but lacks cycling specific impacts. They are seeking funding for a research project that would study these issues and trends.
- Travel Oregon measures key niches, including cycling
- Narrow scope? Split up data by niche?

#### Niche Markets

- Provide many opportunities – MTB
- Gov’t Camp Races and Events: Timberline, 224, etc.
- (Q) What niches are most relevant to your community?
- (Q) What does your area have to offer?

### **Placing Your Community – NOTES from Small Group Discussion**

- Connectivity – increased touring and riding to and from the Springwater Trail with connections. Sandy is a good place to ride to, eat lunch (and stay?)
  - Needs to be connected all the way to Sandy
- Road biking opportunities on paved road routes
- Family opportunities off-road
- Create an event that ends in Sandy
- Making Sandy a place where rides can originate from (places to stay, good base for a shuttle operation, places to eat, etc)
  - Make Sandy a gateway to Mt Hood cycling
- High school cross country trails – potential opportunity for cyclocross event

- Tickle Creek trail – 1.5 miles each way. Good for walking, could be a good family friendly trail.
- Meining Park – a good place for orienting a way stop, beginning or endpoint for cycling events
- Rich opportunity around building off of the Sandy Ridge Trail system
- Safety issue will need to be accounted for (example: excessive speeds on Barlow Trail Road)
- Mt. Hood is a top tour destination in the state – people pass by/through Sandy often – headed to Bend.
  - Need to create reasons for people to stop
- Educate businesses in the local community so they understand how they can benefit → ripe with opportunity
- Important to incorporate activities / assets for all cycling segments
- Work collaboratively along the corridor to Mt Hood on stimulating cycling visitations - creating an event (for example)
- Sandy opportunity being 14 miles from last town and 17 miles from SRTA

Conversation theme: based around business development

## **LOCAL PRESENTATIONS: STATUS OF CURRENT CYCLING PROJECTS**

### ***Scott Lazenby, Sandy City Manager***

- The Nature Principal, Richard Louv – new book with documented proof on why we, as human beings need a connection nature. We depend on nature and connection with plants and other living things.
- Number of things in process –
- Spring Water Trail
- Portland, Blue Ribbon Committee – as part of the Mt. Hood to Portland trail would connect the Spring Water from Boring to Sandy via the Tickle Creek Valley
- That route gets folks to Sandy, but what keeps them here?
- Adopted transportation system plan with bike lanes, routes in the city, a map with loops and tours around Sandy, active cycling club, map is online and can be picked up at city hall or visitor center
- Off road opportunities: Sandy River Park, Tickle Creek trail just completed
- Potential for events centered in Sandy
- Tourism board made up of city council members and business owners – highest priority this year is working with IMBA to develop/design flow trail adjacent to Sandy River Park, partially school district property and part of ODFW hatchery property, perfect place for trail
- Parks board working on series of off road hiking and biking connections
- Business side – businesses already capitalizing on cyclists, cyclists filling local doughnut shop during the summer

- Cityofsandy.com/bike – “website for bike headquarters of NW Portland”

### **Adam Milnor, BLM**

- Works in Cascades to Sweet Home
- Worked on Sandy Ridge Trails project
- Sandy Ridge Trail system is the biggest bike trail on public land in the U.S.
- Design services and technical development by IMBA
- Benefit to working in county with great tourism leaders and youth – priority to connect youth with trail systems
- 12 miles in Sandy Ridge Trails, first year 150 people a day, by July 2011 300 people a day, expect to see 500 a day in a year
- Wrapping up phase 1 of construction
- Just completed trail head – capacity: 40 vehicles, family friendly/safe
- Events – received a lot of applications for events, timed downhill race, spring (March – shoulder season) had sponsored race that drew 100 riders per day for 2.5 weeks, women’s instructional camp, all angles, all people, all seasons
- Flow concept – kids can get through it, obstacles can be chosen, professionals can go 30 mph, beginners can go 5 mph
- Jan/Feb 2012 workshops in the works

### **Kathleen Walker, USFS** (she presented later in the day)

The USFS has been working w/ Clackamas County for a number of years. Projects include:

- Gov’t Camp trail planning with Alta Planning
- Have been developing loop systems around the community of Government Camp called “Government Camp Trail System” over 10 miles of trail around the community.
- Just finished the Timberline to Town trail in October – have not put signage yet! A nice and easy trail.
- Also trail to Trillium Lake
- Barlow Road Trail goes all the way to Zigzag
- All multi-use for hiking, mt biking, etc
- Noted the mix of trail types offers potential in the area

Mt Hood to Rose City Trail Corridor: presented the status of this corridor. Some segments are finished, others offer potential. Metro has put the Boring to Sandy trail segment as their second priority.

Tickle Creek just opened up last October (it took 14 years to get to this point). City of Sandy owns the land. This is totally flat – walking, flat/family friendly.

Next steps: do the master planning for the segments of the Mt. Hood to Rose City Trail Corridor that are not complete!!

## **Assessing Bicycle Tourism Possibilities - Discussion**

### *Facilities and Infrastructure*

- Sandy is well situated with visitor centers, chamber of commerce, spring water trail connection, forest service
- Need: public restrooms, signage, wayfinding
- From city standpoint pedestrian signage in the community is a need
- Enhancement and connection of trail system, Gov Camp trails, Sandy Ridge, Tickle Creek Trail
- Bike centric accessories, bike racks, bike locks, pods – “low hanging fruit”
- Making sure the visitor centers and information outlets have displays and are aware of what is out there – able to communicate accurately to the visitor

### *Businesses Services & Events*

- Assets and opportunities – require improvement of what the city already has
- Extended business hours
- Hotels
- Bike shops and ski rental shops – coordination?
- Transportation – Mt. Express bus
- Create inventory of bike services
- Is key for this county-wide initiative – includes lodging partners, bike shops, restaurants, Sandy becomes the hub

### *Communication and Marketing*

- Sandy is currently rebuilding website, need to develop a bike friendly page
- Social media aspect – blogging to tell stories, Facebook for networking
- Mobile apps – a way for people on smart phones to easily find information, trails, etc
- Partnering – difficult to separate Sandy from Gov Camp, etc. Partnering
- Developing bike map – keeping the map current and available
- Signage – county branded by community (unified branding throughout)

## Assessing Bicycle Tourism Possibilities - *Summary of Action Items*

The following text is a summary of the action items presented in the meeting, notes taken by Kristin Dahl. Immediately following the summary, on pages 11-16, are the verbatim sheets from the small group activities.

### Prioritized List

#### INFRASTRUCTURE

1. Trail development: complete trails that are currently underway (some are almost complete). Need leadership to complete these – to attract necessary funding and energy to complete.
  - a. Springwater Corridor from Boring to Sandy
  - b. Sandy Ridge Trail System
  - c. Sandy River Park
  - d. Marmot Trail System
2. Develop a master plan for the remaining stretches of the Mt. Hood to Rose City Corridor – primarily from Sandy to
3. Develop wayfinding and signage to help orient people to cycling areas
4. Develop bike-centric accessories to make Sandy and area bike friendly (bike racks/pods, restrooms)

#### BUSINESS SERVICES (AND EVENTS)

1. Create a multi-day cycling oriented event (and other cycling events)
2. Business education and development –
  - a. Bike rentals, tour guides, educating businesses about the bicycle tourism opportunities

#### MARKETING and COMMUNICATION

1. Develop internet presence (web presence, social media)
2. Targeting local events (cycling and other) to market the region
  - a. Develop & market the cycling events in the region: festivals & races ← *overlaps with business services*
3. Print distribution – maps, brochures, flyers



## Walking Meeting – Report Back and Possible Action Items

### Possible action Items

#### EXPANDING CYCLING EVENTS

1. Add cycling event to Sandy Mountain Days
2. 4<sup>th</sup> of July – 1 day event – make it a kiddie day (family friendly) for the kick off of Sandy Mountain Days. Could possibly be led by activities coordinator.
  - a. Alternatively, find another date in the year that is not already so busy like August
  - b. Note – if event is on USFS/BLM land, those permits need to be obtained early, roughly a year out
3. Invite cycling event organizers to come/visit and get familiarized with the local area

#### BUILDING CYCLING AWARENESS & EDUCATION – THAT THIS IS A GREAT AREA TO BIKE

1. Providing information to businesses about how attracting cyclists can affect their bottom line
2. Spread the word about how to become more bike-friendly
3. Distribute flyers to businesses outlining information about cycling (routes/trails/rentals/shuttles/etc)

Lead agency: Local Chamber

#### FOCUSING ON DIGITAL MEDIA -- FACEBOOK

1. Create a countywide cycling page – post events, stories, blogs, photos, and promotions – everything that relates to cycling in the area. (Lead: CCTA)

#### CREATE PRINT MATERIALS FOR CYCLISTS

1. Create maps that are specific to the area – more detail of each local area. All on waterproof paper. Update every two years. Include some sponsors on map. (Lead: each community with support from CCTA)

#### TRAIL COMPLETION & DEVELOPMENT

*SCENIC BYWAYS GRANT:* Sandy Ridge Trailhead improvements are included in that Grant. Now they have to determine what specifically will be funded.

#### *BLM TO DEFINE PHASE II for the SANDY RIDGE TRAIL SYSTEM*

1. Targeted outreach to locals to help the BLM determine the next steps for the Sandy Ridge Trail Area, Phase II (Workshops will be held in Jan/Feb)

#### *SPRINGWATER CORRIDOR*

1. Identify a lead agent (should be the right person at the County level)
2. Identify funding for a master plan
3. Execute a master plan

*IMPLEMENT TRAIL PROJECTS THAT ARE IDENTIFIED IN THE TSP FOR SANDY – FOCUS ON CONNECTIVITY*

**Next Steps**

1. Pass on information from this workshop through Travel Oregon's website.
2. Distribute information about the forthcoming county planning meeting. This will take the strands from the local workshops and weave them into a regional strategy. An example is developing a countywide or larger way finding signage program.
3. County will give out grant monies in 2012-13 for bicycle tourism projects – for serious projects there is serious money.
  - a. Pick off projects that are easy to implement and will be catalytic for the community/region
4. TCA is still really still figuring out how they will implement programming beyond these workshops:
  - a. TCA will talk with each participant from this meeting today to be part of an action group.
  - b. KD suggested that TCA and local leaders think about how to organize a system of action teams to get this work done. Some action teams may be oriented to countywide/regional work, some may be designated for local projects.
    - i. Participants should be thinking about how they may want to engage in this process and what collaborative actions they may want to contribute to.

There has been shifting of roles and responsibilities in the County, this needs to be clarified to the community more formally.

- It was noted that CTA is the only Destination Marketing Organization in Oregon that has dedicated resources to tourism development in addition to marketing.

Please be in touch with Clackamas County Tourism & Cultural Affairs as you develop projects and let's make sure that these efforts are coordinated.

County can take a leadership role at the state level and assist with:

- Working with the State
- Providing communities with an outreach packet about cycling tourists and how to attract them

**Verbatim Small Group Notes**

Pages 11- 16 contain the verbatim notes from the flip charts and worksheets submitted during this workshop.

Priorities Restated by the Group

- 1) Complete planned trail projects already underway
  - a. Springwater to Boring
  - b. Sandy Ridge Trail System
  - c. Sandy River Park – Scott
  - d. Marmot Trail System
- 2) Planning work for Boring → Sandy, Sandy → Mt. Hood trail connections
- 3) Develop wayfinding and street-level signage
- 4) Bike-centric accessory development to highlight bike-friendly community status such as bike racks or pods.

Number	Infrastructure / Facilities	In progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	Spring Water Trail			X		1
2	Spring Sandy – Mountain				X	
3	Sandy Ridge Trail (signage)			X		
4	Bike racks / pods				X	3
5	Sandy River Park – complete			X		
6	Sandy Flow Trail	X			X	3
7	Tickle Creek Trail			X		
8	Signage – road bike signage?				X	1
9	Mt. Hood Scenic Bikeway			X		
10	Wayfinding				X	1
11	Public restrooms in Sandy	X				1
12	Marmot Trail System	X			X	
13	Pedestrian level signage				X	
14	Visitor Centers			X		
15	Gov’t Camp Trails					
Grouped Strategies						
<b>1) Signage and wayfinding: cities → assets</b>						<b>8</b>
<b>2) Trail Development at multiple systems (enhancement and connection): Tickle Creek extension to Sandy Springwater; Sandy Ridge; Marmot to Gov’t Camp; Mt. Hood</b>						<b>13</b>
<b>3) Bike-centric accessories in communities: bike locks, pods; restrooms</b>						<b>6</b>
4) Visitor Center Integration → bike- specific displays and info.						2

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
Scenic Byway grant project implementation signing, kiosk, etc.	Clarify timing and fiscal agent. Finalize project design	BLM	Clackamas County, USFS	Secured	ASAP
BLM trails phase 2 development	Coordinate focus group meetings. Finalized recommend actions, NEPA? Secure funding for construction	BLM	IMBA, NWTa, City of Sandy, Clackamas County Park (and Tourism), USFS, Chambers of Commerce	BLM, fundraisers, volunteer build, RTP	Jan / Feb
Sandy to Boring - Tickle Creek to Springwater	\$\$ and leadership for: master planning; easement acquisition; construction	Clackamas County	USFS, City of Sandy, Metro, Boring,	Federal transportation \$	
City of Sandy trail development including Sandy R. Park; links to Tickle Creek	\$ for trail design / construction; may require some easements. \$\$	City of Sandy	USFS, Oregon Trail School District	RTP, general fund	1-5 years

	Asset or Opp		In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
		<b>Business Services</b>					
		<b>(B) - Biz education / development / building</b>					<b>6</b>
		<b>(E) - Events</b>					<b>5</b>
		Transportation PDX --> East					3
15	O	<b>Multi-day event (E)</b>				X	<b>7</b>
18	O	<b>Bike tour guides</b>				X	<b>5</b>
8	A	Sandy / Villages connection (E)	X		X		3
17	O	Bike rentals				X	3
5	A	Bike Shop - ski rental multi season	X		X		2
14	O	Fundraiser rides (E)	X		X		2
23	O	Extended biz hours / entertainment (B)	X		X		2
1	A	Food (Trout Pub, etc.) (B)	X		X		1
2	A	Lodging (Best Western) (B)	X		X		1
20	O	More signage (to SRT / in-town on routes)	X		X		1
3	A	Meeting space (Ant Farm, etc.)	X				
4	A	IMBA	X	X			
6	A	Local cycling club	X		X		
7	A	Ramps (for dual slalom)	X	X			
9	A	High school collaboration	X		X		
10							
11	O	More bike racks				X	
12	O	Asset inventory of cycling friendly in Sandy				X	
13	O	Biz Education (\$ potential) (B)				X	
16	O	Hostel (B)				X	
19	O	Mountain express bus (E)	X		X		
21	O	Bike routes on Google Maps				X	
22	O	Work with Welches elem. - Safety info.	X				
24	O	Destination motel (B)					
25	O	Toy rental				X	

PROJECT FOCUS AREA: Business Services - Events

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Add cycling event to Sandy Mtn. Days - all ages event TBD	Decide if under guise of mtn. day or do as a separate event.	Depends on what organization has the lead.	Cycling clubs; Chamber of Commerce; City of Sandy; Sandy Mtn. Days Board; State biking org.	Entry fee, business sponsors, state biking org.	2013 event
4th of July - 1 day event / kiddy event	Determine responsible party -- cycling club? City of Sandy Activity Director?		Cycling clubs; Chamber of Commerce; City of Sandy; Sandy Mtn. Days Board; State biking org.; grade schools	Entry fee, business sponsors, state biking org.	2013 event

PROJECT FOCUS AREA: Building cycling awareness through education and packaging

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Get \$\$ info. Out to businesses - how cyclists can contribute to bottom line	Create electronic and print flier	Chamber(s) or Volunteers (community colleges)	Business leaders	Staff time of participating businesses	Less than 3 months
Spread word to this community about simple steps to make businesses more bike friendly	Secure cycling enthusiast volunteer for information distribution; fliers in business, parking	Chamber(s) or Volunteers (community colleges)	Cycling clubs		

Marketing / Communications			In-progress	EXISTS - Sufficient	Exists - Improve	Could Develop	Preference
<b>Grouped Items</b>							
(I) Internet digital							4
(P) Partnering							
(E) Events							
(P/D) Print / Distribution							4
(B) Branding							1
6	E	Events - Races (attendees)				X	8
10	B	Stickers w/ brand identity				X	7
1	I	Social media	X		X		6
14	P/D	MTB map (create one)				X	5
2		Word of mouth - networking	X		X		1
3	E	Events - cross promoting	X		X	X	1
4	P/D	Sandy map / brochure - distributed at events			X		1
5	E	Events - festivals (in addition to races)				X	1
7	P	Lodging partners - develop them				X	1
13		Bike niche publications (get in them)			X		1
16	P	Partnering with neighboring community			X		1
19		Education / Awareness / Well being					1
8	P/D	Brochures / maps and bike shops				X	
9	B	Unified branding - county/regional/NW Oregon; co-brand with cities				X	
11	B	Unified signage				X	
12	I	Mobile apps (redevelopment of)			X	X	
15	P	Business sponsors on printed materials				X	
17	I	PR / blogging			X		
18	I	Website					
<b>Refined List</b>							
Internet / Digital (Social media, blogging)					X		
Events (Races, competitive)						X	
Events (Bike festivals)						X	
Print Distribution (maps, brochures, fliers, updated and current)					X		Betsy
Mountain Bike Trail Map					X		

PROJECT FOCUS AREA: Communication - Digital Marketing / Print Media					
Action Item	Required Action/Next Step	Lead Person/ Agency/Group	Possible Partners	Possible in-kind or Funding Sources	Timing
Internet / Digital	Create a countywide Facebook biking page for communities to utilize.	CCTCA; PR media position; MVIC position	Each community sharing info. with TCA	Staff time	Immediate / ongoing
Social Media / Facebook	Blogging posts from other sources and reposting and links to postings	TCA			
Print Maps (waterproof paper) (Brochures specific to an event)	Each community does a specific map; update every 2-years; Include business sponsorship (bike friendly businesses)	Each community with technical resources assistance from TCA	Business sponsors - co-op advertising; Corporate sponsors - co-op advertising; City - CPP funding; TCA development grant funds.		Every 2 years after initial map produced.