

Bicycle Tourism Studio - NOTES
West Linn and Oregon City
November 29, 2011

AGENDA - Actual

9:10 - Overview/Introduction of Attendees and Presenters

- *Danielle Cowan, TCA (10 min)*
- *Kristin Dahl, Travel Oregon (15 min)*
- *Scott Bricker, Bricker Consulting (5 min)*
- *Group introductions (10 min).*

9:45 - Introduction to Bicycle Tourism (Presentation)

- *Scott Bricker, Bricker Consulting*
- *Panel: Zach Pelz (West Linn), Nancy Kraushaar (Oregon City), Joe Marek (Clackamas County)*

10:35 - Developing a Bicycling Tourism Strategy (Activity)

The Feasibility Analysis will take place on large chart pack. Each group had 30 minutes list ideas; each group presented their results and others commented. Each person received nine dots, put 3 in each category to help develop prioritize.

10:50 – Break

11:10 – Assessing Bicycle Tourism Possibilities (Activity)

12:10 – Lunch

12:45 - Assessing Bicycle Tourism Possibilities, con ... (Activity)

1:30 – Walking Meeting - Developing a Bicycling Tourism Strategy (Activity)

2:30 – Debrief on Walking Meeting and ideas (Group Presentation)

3:15 – Focusing Your Bicycle Tourism Strategy (Small Group Activity)

3:45 – Next Step

4:00 - End

Meeting Attendees and Facilitators

First Name	Last Name	Title	Organization
ATTENDEES			
Jim	Austin	Community Relations	Clackamas County
Jon-Paul	Bowles	V.P. Destination Stewardship and Advisory Services	Sustainable Travel International
Jeannine	Breshears	Destination Marketing Manager	Clackamas County Tourism & Cultural Affairs
Phillip	Champoux	Owner	Cayuse Cycles
Danny	Crossman	Member	SBMCO
Danielle	Cowan		Mt. Hood Territory
Sam	Drevo	Owner/Operator	eNRG Kayaking
Lorie	Griffith		West Linn Park Board
Thelma	Haggenmiller	owner	Slow Poke Tours
Janie	Hansen	Senior Manager, Air Service Development	Port of Portland
Jae	Heidenreich	Communications & Public Relations Manager	Oregon's Mt. Hood Territory
Gail	Holmes	Economic Development Committee Chairman	City of West Linn
Jeff	Johnson		Metro
Chris	Kerr	Interim Assistant City Manager	City of West Linn
Nancy	Kraushaar	City Engineer/Public Works Director	City of Oregon City
Blane	Meier	President / Financial Advisor	Meier Wealth Management
Jon	Marek		Clackamas County
Tom	O'Brien		
Zach	Pelz	Associate Planner	City of West Linn
Wendy	Popkin	Community Relations Manager	Clackamas County Tourism & Cultural Affairs
Bob	Stowell		
Daphne	West		
Tim	Wuest	Recreational Cyclist	NA
Tom	Winterrowd		Pitkin Winterrowd Farms
Gail	Yazzolino	Admin/Fiscal Officer	Historic Oregon City
FACILITATORS			
Kristin	Dahl	Senior Manger, Destination Development	Travel Oregon
Scott	Bricker	Principal	Bricker Consulting

General Tourism and Bicycle Tourism Presentations

All presentations and handouts from this Bicycle Tourism Studio are available for download at <http://industry.traveloregon.com/Clackamas>

LOCAL CYCLING TOURISM UPDATES

1. Nancy Kraushaar - Oregon City

- Just updating their Transportation System Plan. Will look at existing system, identify gaps, identify future projects
 - Have a system development charge that is specific to pedestrian and cycling infrastructure, so OC has funding for cycling infrastructure
- Oregon City has added sharrows and simple, inexpensive traffic features to alert motorists of cyclists
- Adding bike lanes wherever they're improving the roadways
- Extended Willamette River trail on McLoughlin Blvd into downtown
- Trying to use any pavement opportunities to look at the cross section of the road and get safer bike lanes

2. Zach Pelz - West Linn

- Historically they haven't promoted tourism at all!
- Need to overcome some infrastructure deficiencies
- Some topography challenges
- Have dedicated funds
- When roadways are redeveloped, they will include bike lanes – this is part of the TSP
- They do have a few trails that come in to West Linn that could be looked at to build off of
 - Tryon Creek
- Parks is currently making revisions to its trails plan

3. Joe Marek– Clackamas County Transportation

- Implementing a way-finding program. Starting in suburban areas and now moving out into the rural areas.
 - Thinking about rural commute corridors (between West Linn-Tualatin, Oregon City-Canby) like a rural bike boulevard.
- Need to orient people to Oregon City & West Linn. He sees people riding to Champoeg to camp and sees an opportunity to have them stop here.
- Lots of potential with multi-use trails and low-volume roads – you don't always have to worry about increasing shoulder size

Summary of Action Items

Below are the summary action items notes taken during the session by Kristin Dahl. Below this summary are the verbatim sheets from the small groups activities.

STRATEGY No.1: Wayfinding and share the road signing. Particularly West Linn to Tualatin, Oregon City to Canby:

- ❑ Jurisdictional coordination
- ❑ Identify corridors for wayfinding
- ❑ Develop plan
 - Develop wayfinding portion
 - Traffic control devices (including share the road signage)
- ❑ Implement plans
 - Approval
 - Installation → *by next spring*

Action Step # 1: The County (Joe) will set up the first meetings between OC, WL, County and ODOT

Action Step # 2: Start conversation with OC, ODOT & County to talk about adding bike lanes to Canemah

STRATEGY No. 2: Promote local events (including farmers markets) as a destination for cyclists:

- ❑ Create focused committee
- ❑ Identify new events & possible partners – opportunity for racing events
- ❑ Meet w/ local event organizers to come up with plans
- ❑ Discover what events are out there
 - Attend as many events as we can
- ❑ Identify target (cycling) markets
 - Talk to event organizers
- ❑ Implement a phased approach to market to cyclists
 - Select top markets and target our marketing/outreach there

Action Step #1: A representative from OC or a representative from WL to identify whether or not to have a new cycling event or build off of an existing event.

Action Step #2: Lions club will work with local farmer market to add on a cycling element

Additional Action Step: Talk with Cycle Oregon; request that the event come through Clackamas County soon

STRATEGY No. 3: Short term infrastructure improvements in 1-4 years: improvements along 99E and Willamette Falls Drive (WFD)

- ❑ Both: Install share the road signage
- ❑ WFD: reduce the speed of traffic

- ❑ WFD: Restripe to create extra room on the shoulders
- ❑ 99E: Work with partners to improve enforcement along this corridor
- ❑ 99E: Restriping in the northbound lane – north of South Bend Road (medium term - ?)

STRATEGY No 4: Digital & print marketing

- ❑ First understand what our partner resources are (for example Ride Oregon) and how communities and region can utilize existing tools
- ❑ Outreach: collect information from partners (cities, parks & rec, etc) that is missing (fill in on existing resources Ride Oregon, MtHoodTerritory.com, etc.)
- ❑ Determine what our digital distribution methods are
 - Expand websites
 - Mapping
 - Implementing social media
 - Apps or mobile sites
- ❑ Overall strategy: to rely on Travel Oregon & Mt. Hood Territory for digital marketing

Action Step #1: TCA will work to identify partner resources, specifically through Ride Oregon → see what’s available and where the gaps are.

Action Step #2: TCA will come up with a branding and marketing campaign for cycling in Clack Co.

STRATEGY No 5: Create bike friendly businesses

- ❑ Develop a bike friendly business logo/brand that includes QR Code
 - Develop criteria for what a bike-friendly business is (or utilize an existing set from League of American Bicyclists)
- ❑ Educate local business owners about the cycling market and help them become more comfortable with them in their business
 - Also educate cyclists
- ❑ Use “Dan-Henry” stencil to notate bike-friendly businesses
- ❑ Have a bike booth at local farmers markets to raise awareness of cycling in Clack Co and other cycling resources
 - Promote the Skuut, LikeBike – kids wooden bikes without pedals to draw people in. Off-track betting on the kids 😊
- ❑ Bike parking – could we get a vendor who could discount bulk purchase?
- ❑ Talk w/ reps from Oakridge to about how they have transformed their community to embrace bikes!

Action Step #1: Develop the bike-friendly logo to identify bike-friendly businesses. Phillip will work with CTA to design that logo. Will take a look at existing bike-friendly business criteria.

Number	Grouping	Infrastructure / Facilities	In-progress	Exists - Sufficient	Exists - Improve	Could Develop	Preference
36		99E - OC to New Era Rd					10
6	TR	Willamette Falls Drive - safety, facilities			x		8
39	TR	Trails / Roads					7
41	S / W	Wayfinding signage					7
20	B	Bike Racks					6
5	H	Historic Bridge - OC	x				3
11	TR	Preferred routes				x	3
18	B	Restrooms			x		3
12	R	Link to Map My Ride				x	2
13	TR	Connect Linear parks				x	2
28		Active Transportation Policy					2
7	TR	Improve Stafford & Borland			x		1
17	T	Transit Connections			x		1
19	ALL	Gathering points for rides				x	1
25	TR	Pub crawl					1
29	TR	Multi Use Trolley Trail					1
30	TR	Trolley Trail in West Linn				x	1
1	H/F	Willamette Historic District		x			
2	H/F	Downtown OC		x			
3	B	West Linn & OC Bike Shop			x		
4	T	Canby Ferry		x			
8	?	Proximity to Portland			x		
9	TR	Parks			x		
10		Hwy 43					
14	W	Map to Trolley Trail	x				
15	TR/S	Improve 224 link to 20's trail			x		
16	TR	Old River Road			x		
21	TR	Rural roads					
22	TR	Hwy 99 Bike Connection to Cinema					
23	TR	Central Point Road					
24	TR	Path on River to Canby on 99E					
26	TR	Lake O - West Linn Trail - route 6&11	x			x	
27	TR	OC Loop Route 9				x	
31		Local funding = flexibility					
32		Stafford Rosemont					
33	B	Amtrak Station					
34		Bike/Dog friendly trails					
35		Solano to Rosemont Trail					
37		Commuter Bikes					

B = Business H= Historic R=Routing TR=Trail S/W = Signage and Wayfinding

PROJECT FOCUS AREA: Infrastructure - Wayfinding / Share the Road Signs on Key Corridors

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Priority H, M, L	Resources Required	Timing
Jurisdictional Coordination	Set up meeting with staff	John Lewis - OC; Joe / Scott - CC; Gene Green ? - WL; ODOT - Basil Christopher		H	Adv. Committees to help destinations; \$\$ for signs and plans to install; WL and OC Trans. Adv. Com	1 - 3 mo.
Develop Signage Plan	Develop wayfinding plan, share the road sign plan - pavement marking / sharrows; approve plan	OC, WL, CC, ODOT,		H	Staff time to make up plans (County has a template)	1-2 mo
Implementation	Build / acquire signs; install signs and markings; public education	OC, WL, CC, ODOT, OC Citizen involvement council and County PGR		H	Traffic Maintenance (CC) to build; WO, OCC, and CC to install; No IGA's	1-2 mo

Participants: Joseph Marek, Nancy Krushaar

Other notes: promote cycling, destinations around OC; Rec routes; Will. Fall Dr.; OC to Canby and others

PROJECT FOCUS AREA: Infrastructure - 99 E - OC New Era Rd.; WL Dr. to Tualatin R.

Action Item	Required Action/Next Step	Lead Person/Agency/Group	Possible Partners	Priority? (H, M, L)	Resources Required	Timing
Restripe WFD	ID width characteristics; determine what is available	City engineering; WL	City of WL; TAB	H		2-3 yrs.
Reduce speed on WFD	Speed study	City engineering; WL	City of WL; TAB	H		2 yrs
Share the road signage for WFD	ID funding	WL Public Works	City of WL; TAB; Budget Committee	H	\$200 / sign	1-2 yrs
Improve enforcement of speed in ??	Contact ODOT about bike needs and safety issues for bicyclists; have partners put pressure on	ODOT; Travel Oregon	ODOT / CC Sherriff; OC Police; Travel Oregon	H		1-2 yrs
Share the road signage on 99E	Contact ODOT; prepared themselves for signage			M		1-2 yrs
Restripe 99E NB or wider shoulder with bike lane	Clack. Co. abort further plans -> take space from island N. of S. Bend Rd.	ODOT, Clack CO.	Travel Oregon	H		4+ yrs

Participants: Tom, Bob, and Zach