



Oregon Bicycle Tourism Partnership | Meeting Notes

April 23, 2013 | 9am – 12pm | Salem Convention Center

Purpose: To make Oregon a premier cycling destination in North America, thereby increasing Oregon's economic prosperity, particularly in rural areas.

9:00-9:15 :: Welcome & Introductions

Please introduce yourself, what organization you're with or what you're working on and where you're based. In addition, please respond in 30 seconds or less to:

- What's one new thing that you or your organization has done or is doing in the bicycle travel & tourism industry?

9:15-10:00 :: Program Updates/Information Sharing

Historic Columbia River Highway and State Trail	Kristen Stallman, ODOT	10 min
Scenic Bikeways	Alex Phillips, OPRD	10 min
Bike Travel Study	Kristin Dahl, Travel Oregon	10 min
Bike Friendly Business Recognition Program	Kristin Dahl, Travel Oregon, Scott Bricker, Bricker Consulting	10 min

10:00-11:00 :: Round Tables/Reporting Back/Sharing

We'll identify a recorder and presenter for each table. Please visit each table to give your input and listen to the discussion, move on to the next table as you see appropriate.

Table topics:

- Transportation Connections
- Trail Development
- Tours + Guided Experience
- Marketing
- Events

11:00-12:00 :: Strategy Development for the next 3-5 years

Attendees

Don Wence, Salem ODOT
Greg Wilson, Corvallis
Liz Clarkson, Portland Business Alliance
Sanna Phinney, Bicycle Ride NW
Katherine Kelly, City of Gresham
Sheila Lyon, ODOT Bike Ped
Carl Deaton
Jim Anderson, OBRA
Barb Chamberlain, Bicycle Alliance of Washington
Basil Christopher, ODOT
Ann Marlan, Sisters Trail Alliance
Bob and Vicki Hunt, Lincoln City
Kristen Stallman, ODOT
Jessica Horning, ODOT
Shelley Oylear, Washington County
Laura Crawford, Path Less Pedaled
Jessica Wyness, Maxwell PR
Ellee Thalheimer, Into Action Publications
Heidi Beierle, Gresham TMA
Wendy Holzman, Sisters City Council
Gary Guttormsen, Sisters Trail Alliance
Dan Kaufman, Crank My Chain!
Matt Picio, Cycle Wild
Scott Bricker, Bricker Consulting
Mike Cosgrove
David Lowe Rogstad, Substance
Kenji Sugahara, OBRA
Allison Wiley, ODOT
Tai Lee, The People's Coast Alliance
Kristin Dahl, Travel Oregon
Harry Dalgaard, Travel Oregon

Communities Powered by Travel

- Big Kiosk for Sisters – Sisters Trail Alliance

Bike Travel Study

- Educate about user type
- Spend per person per day would be a helpful statistic

Bike Friendly Program

- QR codes? – Feasibility
- Request – Laura actively soliciting suggestions for content for BF video
- Mobile Launch – Digital production rollout – how will this look
 - Program will roll out first → then be integrated into RideOregonRide.com
 - BF Businesses/organizations will be highlighted and prioritized on RideOregonRide.com
- BTFS data
 - GPS data for Travel Information

Historic Columbia River Highway Trail Update

- September 14th – Opening!!!!!! – Corbett to Cascades Locks
- Unlocking all the possibilities workshop
 - Improving way finding/mapping
 - Safety
- HUB Project
 - Kiosks
 - Water Bathroom Maps
 - Etiquette
 - Safety – Ride Right Campaign
 - “go the extra mile – ride single file” – keep a friendly tone
- Cascade Locks really stepping it up – Really wanting the economic benefits

3 -5 Year Visioning Ideas from Sub Groups:

- **Marketing/ Communications to Consumer**
 - Education
 - 101’s about riding styles
 - Where to go
 - Connecting Tour Routes
 - Trip Planning
 - Transportation Options
 - Develop Strava style competition based system or checklist
 - Marketing Template for Rural Communities
 - Marketing big ticket ideas
- **Advocacy, Communications, & PR**
 - Build momentum for the big ticket items
 - Salmonberry
 - Portland to Mount Hood
 - Ambassador Program(s)
- **Capacity Building + Development**
 - Most of our ideas need money
 - Particularly around funding
 - Marketing Toolkit for rural communities
 - Concierge service

- Trip planner
- **Transit/ Rails**
 - Make Rail a Partner
 - How cycling community works with rail community
 - Bike Friendly Transit Options
 - Operationalizing ease of access to move bikes around via cars/trains/planes
 - Amtrak
 - Get Freight lines involved in the
 - Wave Bus
 - Shuttle to go models
- **Infrastructure Improvements**
 - Coast
 - Investment in Coast Bike Ways
 - Opportunities of multi-use paths
 - Salmonberry Trails
 - Prioritize infrastructure that has tourism purposes
 - High Level Off Road Scenic Bikeways
 - Gravel
 - Dirt
 - Singletrack
 - Gorge Heritage Site
- **Wayfinding**
 - Physical Signage
 - Online signage
 - One-stop shop for maps

PRIORITIZATION ACTIVITY:

Develop Off Road/Gravel Network/ Gravel Bikeways: 9

- Alternate scenic bikeways
- Gravel Road Rides
- Mt. Bike complexes
- Connectivity

Advocacy Communications: 9

- Develop Momentum for legacy projects, big ticket items, visionary projects
- Increase/improve outreach concerning data about bike use/ users/ infrastructure

Marketing/ Communications to Consumer: 12

- Trip planning
- Bolster Map Section of ROR
- Bolster Transit Resources
- Develop Itinerary builder ala to.com

- Education + 101 classes
- Social media tracking

Infrastructure Signage/Wayfinding: 6

- More Standardization
- Signage Branding
- Easy templates for community deployment

Capacity Building: 4

- Community Education
- Marketing template/toolkit for Rural communities

Rail and Transit Options: 14

- Bike-Rail Partnerships
- More bikes on Trains
- More train stops in key cycling locations
- Start dialogue with owners of would be Rails to trails locations

Coast: 13

- Investment in Coast Bikeways
- Multiuse paths
- Shorter community based trips
- Build upon transportation routes

Gorge/ Big Idea Project: 12

- Investment in HCRH
- Develop HCRH into World Heritage Site