



Oregon Outback Scenic Bikeway
 Bicycle Tourism Studio
 June 5, 2015
 Lakeview, OR – City Hall



Scenic Bikeway Group Discussion Exercise -

Common Themes -

- Beneficial to community
- Bike Friendly Business program
- Gaining interest in community
- Infrastructure is growing
- Improving the economy through bike tourism (3)
- Have family and friends that have biked
- Welcoming hospitality
- More adults riding bikes
- Overlapping facilities – such as ski hill lift for MTB
- Murals

Differences -

- Hunter, business owner – different of purposes
- Safety – is it safe or not
- Unique as we don't have things – can they accept us for who we are?
- Fewer people per square mile than amazon
- Great medical facilities
- Good cell service around the bikeway

What Needs to be Accomplished -

- Bike shop, related products (3)
- Infrastructure
- Awareness in the community / biz buy in (3)
- Signage and maps (3) – way finding. Identify difficulty of ride for different types of riders. Standardize descriptions of routes around the state / region.
- More promotion of the area

- State funding – city and county to pay for signs
- Community picnic to promote cycling
- Brewpub (2)
- Bike racks around community
- Shuttle between Klamath and/or Bend
- Advertising plan
- Leadership buy in