

Oregon Outback Scenic Bikeway *DRAFT* Plan – Strategies/Goals

NOTE: Everything in red text is the updates made in the Bikeway Tourism Workshop on June 5th. All the rows in green are strategies/ideas that were identified as priorities over the rest in the Workshop.

INFRASTRUCTURE		
WHAT	LEAD PERSON / ORGANIZATION	PRIORITY FROM TOURISM WORKSHOP
USFS MOU w/ Lake County to clean up near Bikeway start & end Fairgrounds regularly, to maintain Aspen Cabin, Drakes Peak Lookout & all camp areas, & to provide fresh water (2)	Chris Bishop, Dan Moore, Nicole	Yes (2 votes)
Have County Road Department replace missing road signs in Plush. (4)	Rick DiMileu	Yes (4 votes)
Encourage development of restroom at Priday Reservoir through USFW along the route on Adel-Plush Rd.	State Forestry	Yes (2 votes)
Have the local bike committee annually ride the route to make sure signs are adequate and in good repair.	Rob Nichols & Roman	Yes (1 vote)
High School welding class to create western themed bike racks for both Hart Mtn & Adel Stores and Bikeway start & end (is there welding class? - Pretty sure that's no longer happening; maybe we should remove this from our plan?)	Tillie Flynn & Tule	
Interpretive Signage indicating where petroglyphs/pictographs are located on ride	Roman & Chris Bishop	
Lake County Commissioners to enhance the facilities at Egan Park (Plush) showing areas for camp trailers and tent camping, possibly adding signage.	Rick DiMileu	
Lake County Commissioners and Oregon Department of Transportation to find grants to help with using a better quality chip seal when repairing county & state roads on bikeway.	Mike Stinson & Rick DiMileu	

Work with Lake County Commissioners and Fremont Highlanders Club to have potable water and year round bathrooms available at Ski Hill as well as working on having the lift operate in summer for mountain bikers and making the lodge available for camping for groups.	Chris Bishop & Ken Kestner	<i>long term goal</i>
Sno Park pull off signed and indicating has toilet and picnic tables	Who?	
GOODS & SERVICES		
WHAT	LEAD PERSON / ORGANIZATION	PRIORITY FROM TOURISM WORKSHOP
Work with local bunkhouse, cabin owners to ensure there are secure, covered storage areas for bikes. (2)	Tule Chiono, Chamber of Commerce	Yes (2 votes)
Outreach to businesses to become recognized as Bike Friendly Businesses through Travel Oregon's BFB Program (Industry.TravelOregon.com/BFB). <i>**See end of document (pg 5) for what businesses were included in outreach list and who was going to contact them</i>	Tule, Loretta, Marie, Dale	Yes (4 votes)
Work with local businesses to offer more carbohydrate dense meals, power bars, fresh fruit and vegetables, microbrews and good coffee as well as essential emergency bike repair items.	Marie Tucker	
Work with Chamber to get all business listings in the Orb so it they get included on TravelOregon.com and RideOregonRide.com	Tule, Alex Philips, Carolyn Hill	
Include info about the Bike Friendly Business program in local newsletter and on Chamber website	Marie, Tillie, Fred Smith, Tule	
Bike shop goal -Plant seed with local hardware store, etc. to carry more stuff and educate others that the hardware store is a bike shop with basic supplies	Fred Smith	<i>long term goal</i>

MARKETING & COMMUNICATIONS		
WHAT	LEAD PERSON / ORGANIZATION	PRIORITY FROM TOURISM WORKSHOP
Everytime a new bike route, or bike event comes up, add it to RideOregonRide.com Take existing rates, ride w/GPS, ride car	Chris	Yes (1 vote)
Create a Facebook page specific to the Oregon Outback Scenic Bikeway & consistently post info to it about the Bikeway	Who?	Yes (1 vote)
Stay abreast of bicycling tourism training opportunities and inform businesses/community	Tule Chiono, Chamber of Commerce	
Establish bike route opportunities off the northern end of the Bikeway and add them to RideOregonRide.com *Itineraries	Chris	
Create maps of our other bike routes and outdoor recreation opportunities	Chris, bike group	
Share updates w/ OPRD, Travel Oregon & local Facebook and Twitter account holders, so the msg can get out to the public	Tule	
Share the Bikeway info and updates with all the following organizations, so they can help market the Bikeway and post info to their websites: Lake County, The Town of Lakeview, Bureau of Land Management, USFS and Lake County Chamber of Commerce	Who??	
Consistently post to Twitter handle: @TravelSEOregon with the area's bicycling opportunities and Scenic Bikeway info		
Press release when become a designated Bikeway (media)	OPRD and Travel Oregon	

EVENTS & ITENERARIES		
WHAT	LEAD PERSON / ORGANIZATION	PRIORITY FROM TOURISM WORKSHOP
Weekend itinerary - Lakeview lockers Friday night BBQ/Brews; Ride to Adel-camp experience little unique restaurant * Birding itinerary, fishing Itinerary	Who?	Yes (2 votes)
Route location (for various ride types - flat section/climb section; Innovation Learning Station - tours, zero carbon	Tim Harris (help w/birding), OPRD Emma Cornell with Lake County Resource?	Yes (2 votes)
Partner with Saturday Market	Who?	Yes (1 vote)
Fair Round Up Event (Labor Day) - add info about bikeway to event info	Who?	Yes (1 vote)
Leverage and build off the already existing "Tour de Outback" event	Who?	
Maybe Fall 2015 - Dedication, ribbon cutting event (pic photo opportunity	Who?	
Build off Mosquito Festival - outside people	Who?	

*Goods & Services Goal Bike Friendly Business Program Outreach		
Business to Contact	Whom to Contact them?	Did You Contact?
Hart Mountain Store	Dale	
Summer Lake Store	Dale	
Summer Lake Lodge	Dale	
Paisley?	Dale	
Saloon	Dale	
Radio Shack	Loretta	
Mexican Restaurant	Loretta	
Burger Queen	Loretta	
Tall Town	Loretta	
Florists	Loretta	
True Value	Marie	
Subway	Marie	Yes
39er	Marie	
Lakeview Lockers	Marie	
Howards	Marie	
Adel Store	Marie	
Lakeview Chamber	Tule	
Best Western	Tule	
Lakeview Lodge	Tule	
Freemont Inn & Executive Suites	Tule	
Huntley Hot Springs	Tule	
Safeway	Tule	