

Oregon Bicycle Tourism Partnership Meeting - NOTES

Friday, Oct 31, 2014 | 12:00-3:00 PM
DoubleTree by Hilton | Bend, OR 97701

In Attendance:

Alison	Graves	Cycle Oregon	Executive Director
Alyssa	Brownlee	McKenzie Chamber of Commerce	VP
Amber	Wisdom	Washington County Visitors Association	Research & Project Coordinator
Andrea	Mesple	Malheur Bike Group	Volunteer
Ann	Marland	Sisters Trails Alliance	Chair, Community Outreach
Anna	Laxague	IMBA	PNW Region Director
Anne	Mitchell	Wheeler County	County Commissioner
Chuck	Humphreys	Sisters Trails Alliance	Chair
Craig	Ackerman	National Park Service - Crater lake	Superintendent
Daniella	Crowder	Bike Newport	Owner
Dave	Rathbun	Mt. Bachelor	
Doug	Mombell	National Ski Patrol Host	Volunteer
Elliott	Crowder	Bike Newport	Owner
Gabriel	Amadeus	Limberlost	Fun Ambassador
Gary	Guttormsen	Sisters Trails Alliance	Trails Coordinator
George	Wilson	Mt. Hood Bicycle/Pedestrian Coalition	Organizer
Gregory	Currie	BLM - Dept. of Interior	Landscape Architect
Hank	Therien	Visit Bend	Group Sales & Special Projects Manager
Hank	Therien	Visit Bend	Group Sales
Harry	Dalgaard	Travel Oregon	Destination Development Specialist
Jeanette	Kloos	FHCRH	President
Jim	Chadderdon	Discover Klamath	Executive Director
Jonathan	Maus	BikePortland.org	Editor
Joni	Bramlett	ODOT	Region Transit Coordinator
Josie	Barnum	Oregon State Parks	Ranger
Judy	Trego	Sisters Area Chamber of Commerce	Executive Director
Kenji	Sughara	OBRA	Executive Director
Kent	Howes	RTP committee	Chairman
Kevin	English	Dirty Freehub	Writer
Kevin	Prentice	Ride with GPS	
Laura	Underhill	Oregon Parks and Recreation Department	RTP Program

Lennis	Herburger	Malheur Bike Group	Volunteer
Melanie	Fisher	CogWild Bicycle Tours	Co-Owner
Mike	Cosgrove	Strawberry Mt Outdoor Club, Old West Scenic Bikeway	Volunteer
Mike	Williams	Friends of the Eastside Trails	Member
Nastassja	Pace	Travel Oregon	Destination Development Specialist
Natalie	Inouye	Travel Lane County	VP Tourism Marketing
Nick	Meltzer		
Phyllis	Lewis	Sisters Trails Alliance	Director, Grants
Ray	Thomas	Swanson, Thomas, Coon & Newton	Attorney
Shannon	Simms	Alta Planning + Design	Designer
Shelley	Batty	The Bike Concierge	Owner
Stan	Nowakowski	Bicycle Rides NW & Madras Mtn View Scenic Bikeway	Route Scout / Proponent
Ted	Taylor	Central Oregon Visitors Association	Communications & Content Development Mgr.
Thomas	Batty	The Bike Concierge	Owner
Zack	Hamm	Ride with GPS	

General Statewide Updates:

- Job opening - Bicycle Tourism Initiative Project Coordinator w/ Gresham Area Chamber of Commerce and Visitors Center, www.greshamchamber.org
- Oregon bike tourism greatly represented at National Bicycle Tourism Conference (San Diego) November 5-8, 2014, www.bicycletournetwork.org
SAVE THE DATE: November 2015 in San Diego (exact date TBD)
- Oregon Scenic Bikeway Economic Survey live through December 31, 2014
Please share via Facebook / eNewsletters! www.RideOregonRide.com/Survey2014
- SAVE THE DATE: Oregon Scenic Bikeway Applications open March 17-31, 2015
www.OregonScenicBikeways.com
- SAVE THE DATE: Oregon Active Transportation Summit (PDX) March 29-31, 2015
Panel/Session Request for Proposals NOW OPEN through January 5, 2015
There is a track for Recreation/Trails this year; get your RFPs in!
<http://industry.traveloregon.com/news/archive/2015-oregon-active-transportation-summit-request-for-proposals-for-presentations-and-workshops/>

- Bike Mag's BIKE BIBLE 2015 was just shot in Oregon; will hit stands in January 2015! Huge thanks to Central Oregon Visitor Association, Eugene, Cascades, Coast, Sunriver Resort, CogWild, Oregon Adventures, Horse Creek Lodge, Double Diamond Lodge and more for making this happen!
- Dirty Freehub is a gravel riding blog/bike club in the Bend area; check them out: <http://www.dirtyfreehub.com/>
- Malheur Cycling is a brand new gravel/mountain bike development working group in Grant County/JDRT; contact michaelgcosgrove@gmail.com if interested in joining
- Limberlost is a new tour company based in PDX focusing on gravel/mountain bike tours, www.limberlost.co/
- Clackamas County and Mt Hood Bike/Ped Coalition recently awarded a Transportation Growth Management (TGM) Planning Grant from DCLD/ODOT for large-scale transportation infrastructure planning. Huge congrats!
- Daniella Crowder of Bike Newport appointed the coastal Chair for Oregon Coast Pathway and Chair of Newport Chamber of Commerce, <http://www.bikenewport.com/>
- CogWild received permits for Fremont National Forest; now offering Fat Bike Tours and multiday rides in Bend during winter month, <http://cogwild.com/>
- Allyssa Brownlee, owner of Horse Creek Lodge of McKenzie River, helped secure a RTP Grant to complete construction of the Olallie/O'Leary Trail, <http://www.horse-creek.com/>
- The Bike Concierge is a new company based in Oregon City providing bike tours, bike transportation, sag wagon, and bike fleet rentals for lodging properties, <http://thebikeconcierge.com>
- SAVE THE DATE: Gorge Ride set for June 20, 2015
- Gorge Bicycle Forecasted Economic Impact Report complete/available for use, <http://industry.traveloregon.com/research/archive/columbia-river-gorge-bicycle-recreation-economic-impact-forecast-for-the-communities-along-the-historic-columbia-river-highway/>
- Sisters Area Trail Alliance just established 501©3 status; now can apply for grants/receive funding, <http://www.sisterstrails.com/>

The Five OBTP 5-Year Big Ideas – brief progress updates

<p>(1) Complete Historic Columbia River Highway State Trail and Develop Area Into a World-Class Bike/Ped Destination</p> <ul style="list-style-type: none"> • Still need \$30 million to complete entirety of trail • A few segments are funding and will be starting soon... • Segment: Lindsey Creek to Starvation Creek - 1.2 Miles - Construction starts Summer 2015 / Complete in Summer 2016 • Segment: Wyeth to Lindsey Creek (including Shellrock Mountain Crossing) - Construction starts in 2016 / Complete in 2018 • Design of the Gorge Hubs (physical structures in each community along the HCRH that act as bike kiosks / mini visitor welcome/centers) is kicking off with community input! If have a stake in the HCRH / Gorge, please attend one of the Workshops: <ul style="list-style-type: none"> - Dec 3, 2014, 1:30-6pm - East Side (Hood River, Mosier, The Dalles) - Dec 10, 2014, 1:30-6pm – West Side (Wood Village, Troutdale, Cascade Locks) • Planning for 100th Anniversary of HCRH (June 2016) is kicking off – if have ideas or want to be involved, contact Kristen.Stallman@odot.state.or.us 	<p>Nastassja Pace, Travel Oregon, presenting on behalf of Lead: Kristen Stallman, ODOT</p>
<p>(2) Oregon Coast Pathway (OCP) Project: Develop Concept Plan</p> <ul style="list-style-type: none"> • An ADA & Family Accessible Pathway from Astoria to Brookings • Oregon Coast Pathway Report Complete. Email Dan Kaufman for report PDXK@PDXK.com • Coast Committee Formed - Daniella Crowder, Bike Newport- Interim Chair; Scott Lee, Clatsop County Commissioner; Tessa James Sheller, Warrenton Trails • Valley Committee Formed - Dan Kaufman, PDXK Productions- Chair; Ron Buel, Donovan Cards- Lead Fundraiser; Charley Gee, Attorney-Treasurer; Josh Capps, Nike Transportation Coordinator • Florence Area Proponent Group Officially Formed • 501c3 Fiscal Agency and Advisory Provided by Umbrellapdx.org • Umbrella serves advisory role • OCP will create board and seek 501c3 status in 2015 • \$165k Fundraising goal started Sept 2014 (\$15k Target EOY 2014) • Promotional materials started and in-depth Concept Plan created • First significant contributions have been received 	<p>Nastassja Pace, Travel Oregon, presenting on behalf of Lead: Dan Kaufman</p>
<p>(3) Improve transportation connections across Oregon for bicyclists</p> <ul style="list-style-type: none"> • ODOT just completed the first-ever Statewide Transportation Options Plan and implementation kicks off 2015 	<p>No lead</p>

<ul style="list-style-type: none"> • TripCheck.com has great new resource for riders using public transportation with bicycles. See the bike check-box: http://www.tripcheck.com/rtp-to/cityCounty/CityCountySearch.aspx?_js=1 • Drive Less Connect is an organization helping to fill the gap spots, http://www.drivelessconnect.com/ 	
<p>(4) Improve Recreational Riding Opportunities in Oregon (more off-road opportunities)</p> <p><i>Initiate Statewide Gravel Riding Working Group to Develop Network of Gravel Routes in Oregon</i> <i>Gravel Riding Working Group: Develop network of off-road pathways and gravel routes</i></p> <ul style="list-style-type: none"> • Tons of gravel resources in Oregon, but a bit of a challenge to know what routes are fully doable and fully on public lands • Working Group made up of bikepackers, agencies, advocates, racers, etc. began in 2013 to help establish best routes, practices and next steps • Just launched new Gravel Section on RideOregonRide.com – made possible in part by partnerships with RideWithGPS.com and OregonBikePacking.com (by Donnie Kolb) • Using RideWithGPS API integration on RideOregon allows consumers to have GPS coordinates, export options and better elevation charts • OregonBikePacking allowed us to surface some of the best gravel routes that have been personally ridden, vetted and well-documented by local Oregon gravel expert • Working Group will reconvene this winter to determine how to surface more gravel routes for RideOregon and a new recon trip 	<p>Harry Dalgaard, Travel Oregon</p>
<p>(4) Improve Recreational Riding Opportunities in Oregon (more off-road opportunities)</p> <p><i>Develop more mountain bike riding opportunities in Portland Metro</i></p> <ul style="list-style-type: none"> • During the June 2014 OBTP meeting many expressed a strategy of #4 priority, <i>Improve recreation riding opportunities in Oregon, to develop more mountain biking in Portland Metro</i> • With the lack of mt. biking opportunities in the Portland Metro region and the increasing demand for such, much interest for this topic and desire for coordinated assistance from the group became clear • Interest in forming a Working Group • If interested in joining a Working Group, email Staj@TravelOregon.com 	<p>Nastassja Pace, Travel Oregon & NW Trail Alliance</p>
<p>(5) Develop Connected Network of Bike/Ped Paths throughout Oregon</p>	<p>No Lead</p>

1:00-2:30p:: Presentations – current hot topics in Oregon

<p>Crater Lake National Park's Vehicle-Free Days</p> <ul style="list-style-type: none"> • Saw strong demand for cycling; a compromise was piloted: Close 24 miles of East Rim Drive for full weekend in September, 2013 • Fairly successful but received pushback and weather was really bad • New pilot launched for 2014: Two Vehicle-Free Saturdays in September (3rd and 4th Saturdays) allowing for better chance for weather over the 2 different weekends and less pushback from drivers who came and aren't aware of closure beforehand; had tremendous turnout, but unfortunately did not do user counts (addressing this next year) • Excited to announce this is now an ANNUAL EVENT! Every 3rd and 4th Saturday in September will be Vehicle-Free on the East Rim Drive at Crater Lake National Park • Relief stations with restrooms/water are needed for next year; thinking at least 3 – need help making this happen; will set up a call for January 2015 for planning 	<p>Craig Ackerman, Superintendent, Crater Lake National Park</p>
<p>Oregon Bicycle Races</p> <ul style="list-style-type: none"> • We're reaching the saturation point for bicycle race events in Oregon – <ul style="list-style-type: none"> ○ 391 days of racing, not including clinics and practices. ○ 98 Cyclocross race days ○ 75 Track race days ○ 66 Circuit race days ○ 32 Time Trial race days ○ 30 Mountain Bike race days ○ 25 Road Race days ○ 25 Criterium race days ○ 21 Short Track MTB race days ○ 8 Downhill race days ○ 5 Gran Fondos ○ 2 Stage Races • OBRA provides infrastructure for bike racing to happen – has 5,000 members and 400 events/year • OBRA Quick Demographics <ul style="list-style-type: none"> Age (1,066 responses) <ul style="list-style-type: none"> ○ 25-34: 22.14% ○ 35-44: 32.55% ○ 45-54: 27.77% ○ 55-64: 10.79% Income (1,066 responses) <ul style="list-style-type: none"> ○ 38.18% make \$60,000-\$119,000 ○ 22.14% make \$120,000-\$179,999 	<p>Kenji Sugahara Executive Director, OBRA Commissioner, Oregon Tourism Commission</p>

<ul style="list-style-type: none"> ○ 13.88% make \$180,000 or more • How can we work together to better promote them out of state? • Need to research and develop statewide marketing strategy for events to attract out-of-state racers • Need new events that are not road such as gravel and fatbiking • Promoters need to leverage events for a longer period of time... extend visitors stay for weeks • Oregon could use a version of Sea Otter <p>New Commissioner to Oregon Tourism Commission</p> <ul style="list-style-type: none"> • As new commissioner, I hope to bring increased collaboration with Transportation Commission and State Police • Want to help spread gospel of importance of Tourism within State amongst other industries/agencies and encourage rural tourism 	
<p>Mt. Bachelor's New Bike Park</p> <ul style="list-style-type: none"> • First summer fully open! 5,000 riders came through • Functions of Pine Marten Express • 1,600' of descent; 13km trail • Gravity Logic developed the Park • Was a tough construction process; interlocking pavers used extensively • A downhill bike specific shop needed to open due to the Park; partnered with Norco – has a100 downhill bike rental fleet • Building out beginner tracks in 2015 and 25km more of trails in future plan • Region 6 USFS has been awesome to work with 	<p>Dave Rathbun President, Mt. Bachelor</p>
<p>RidewithGPS.com Ambassador Program</p> <ul style="list-style-type: none"> • The Ride with GPS Area Ambassador Program is a new program that is first launching in Oregon; it has four primary components: • Area Ambassadors: Local experts that have an intimate knowledge of cycling in their area and a strong interest in promoting high quality cycling experiences. • Curated Routes: High quality routes created and maintained by ambassadors that meet a certain criteria to ensure quality and completeness. • Recognition: Ambassador routes will be clearly identified so any visitor will know they are viewing a high quality, curated route. Ambassadors will have the opportunity to promote their profile, which can be used in any way that contributes positively to cycling (ambassadors can promote their club, their cycling-friendly business, etc.) • Promotion & distribution: Ride with GPS will increase the exposure of 	<p>Zach Ham & Kevin Prentice RidewithGPS.com</p>

<p>ambassador routes by ranking them at the top of search results, building a prominent directory only consisting of ambassadors & their routes, and by partnering with select organizations to syndicate ambassador routes to other websites</p> <ul style="list-style-type: none"> • Find more info and apply at http://ridewithgps.com/ambassadors • Travel Oregon encourages OBTP members to become a part of this program – hoping to use this program for routes featured on RideOregonRide.com (more details coming soon!) 	
<p>Get Legal with Ray Thomas</p> <ul style="list-style-type: none"> • <i>Many of us are passionate riders and promoters of cycling in some form or another, but do we all know Oregon bike laws? Hear from Portland-based personal injury and bike-specialist attorney on Oregon bicycle laws and bicyclists rights</i> • Ray's YouTube Station: Vulnerable Advocate, https://www.youtube.com/user/VulnerableAdvocate • Legal Guide for Oregon Bicyclists like the bible for biking: http://www.stc-law.com/pdf/pedal-power.pdf • The rules/laws determine who pays for what in the event of an accident • Definition of <i>Highway</i> in the law is very comprehensive; it actually includes gravel roads – really any road, and it states that is for all of us – drivers, bicyclists and pedestrians • Page 20 of Guide: 814.430 – basically bicyclist's bill of rights! Good idea to read it if a cyclists • A good law to know: If we (bicyclist) are going normal speed of traffic, we can take the whole lane and we can ride 2 wide. It's not until we are going less of the speed of traffic that we have to ride as close as practical to the right curb or edge of roadway. We've been given lots of power with this law, meaning if there is something in your way, you are legally allowed to take the whole lane (such as a UPS truck on side, cow, pothole, etc.). Also, allowed legally to enter and take middle of the lane to take a left hand turn. • Myth: you have to walk your bike in crosswalk. Not true! You have to slow to a walking pace. Same goes for Stop signs: you do not legally have to put your foot down; you just have to stop fully like a track stand • Page 27: The Oregon Rules Relation to Bicycle Facilities, the Manual on Uniform Traffic Control Devices • Page 39: <i>Shoulder Bikeway</i>. Everyone thinks this is a bike lane. NOT true! This is NOT a bike lane! It is for emergency use, and you do not have rights there as a cyclist. • Question: When an infraction occurs, and it's your word against theirs, what do you do? Witnesses are key! Need a witness. 	<p>Ray Thomas Attorney, Swanson, Thomas, Coon & Newton</p>

<p>Statewide Bicycle Safety Initiative</p> <ul style="list-style-type: none"> • Oregon is becoming an ever-increasing popular place to ride for locals and visitors alike – what can we do as a state to make sure it’s also an ever-increasing safe place to ride? • J. Maus has a lot of experience with riding rural Oregon for 27 years. This mixed with research, advocacy, policy, following media, etc., he has an interesting perspective on how to make Oregon a better place to ride • In a 5 week span, earlier this year, we had 7 high profile bike crashes in Oregon – there were a lot of similarities – rural Oregon highways, issues with passing, and hit from behind • J. Maus wants to create <i>Bicycle Safety Corridors</i> for Oregon • In City of Portland there are now <i>Neighborhood Greenways</i>. The City defined that these designated <i>Greenways</i> have biking/walking prioritized and have the ability to set speed limit, put speed bumps, etc. and do not have to go through ODOT • <i>Safety Corridors</i> are another example of something similar, and these already exist with ODOT. These are present with road construction is present, high crash risk locations, etc. http://www.oregon.gov/odot/ts/Pages/roadwaysafety.aspx • The idea of the <i>Bicycle Safety Corridors</i>, would build of this • Some ideas/steps would be to sanction the official Oregon Scenic Bikeways as <i>Bicycle Safety Corridors</i> and have traffic fines double, center line rumble strips, bicycle turnouts (like turnouts on steep mtn roads), more enforcement, prioritize widening shoulders when maintenance is occurring, install more caution and advisory signage, and allow the move-over law, which includes vulnerable users (like for emergency vehicles when you have to move over) • What’s best way to move this forward? Draft a bill/legislation? Prefer to look at administrative level/policy level? • Goal is to raise the profile of cyclists with the State • Questions/Discussions: <ul style="list-style-type: none"> ○ A lot of Oregon Scenic Bikeways are on County and USFS roadways, so if policy with ODOT, would it pertain to these jurisdictions? Good point; it would need to ○ We already have some great laws in Oregon, but drivers and bicyclists don’t necessarily know them, and neither do enforcers for that matter. We need to do more marketing, outreach, education, PSAs, etc. – A <i>Slow down and go around</i> motto is a good one ○ Two things from a representative on OBPAAC: Need to have presentation about bicyclists rights and needs at the District Advisory level and to have a look at all the training materials for new law enforcement and see how we could add to that ○ ODOT has a PSA program and would be willing to include 	<p>Jonathan Maus Founder, BikePortland.org</p>
---	---

<p>messages that we'd like to convey (they said this at the safety meeting Travel Oregon, Cycle Oregon and Bicycle Transportation Alliance had with them RE: Safety in Oct, 2014. Will follow up and get more info</p> <ul style="list-style-type: none"> o Could the safety audits that take place by the State Police/ODOT after a series of related incidents be more highlighted/easy to find? They typically take a year to be completed 	
--	--

Members of OBTP recommend the next meeting be in Ashland, Eugene or Corvallis