

Oregon Bicycle Tourism Partnership  
October Meeting  
October 28, 2016 10 a.m. to 4 p.m.  
Riverbend Community Center, Bend | OR

**FACILITATOR**

Scott Bricker, Travel Oregon

**ATTENDEES**

Alyssa Brownlee, Horse Creek Lodge & Outfitters  
Chelsea Harrison, Harney County Chamber  
Chris Bernhardt, Sentieros Consulting  
Chris LaVoie, McKenzie River Mountain Resort and Shuttle  
Chris DiStefano, River City Bicycles  
Chuck Humphreys, Sisters Trails Alliance  
Craig Ackerman, Crater Lake National Park  
David Amiton, Oregon Department of Transportation  
Dawn Hendrix, Westfir lodge  
Drew Honzel, Klamath Trails Alliance  
Drew Roslund, Overleaf Lodge  
Eric Amstad, US Forest Service  
Erik Fernandez, Oregon Wild  
Gabe Tiller, Limberlost  
Gary Guttormsen, Faith, Hope, & Charity Vineyards  
Gregory Currie, BLM  
Hank Therien, Visit Bend  
Heidi Beierle, Enroute Transport  
Jalet Farrell, Spoke'n Hostel  
James Good, Good Bike Co.  
Jeff Knapp, Visit McMinnville  
Jeff Walton, Vernonia Springs  
Jim Coey, City of Oakridge  
Jim Chadderdon, Discover Klamath VCB  
Joe Myers, BendTrails.org  
Jonathan Maus, BikePortland.org  
Katy Bryce  
Kevin Prentice, Ride with GPS  
Kristen Stallman, ODOT  
Kristy Painter, Travel Medford  
Laura Crawford, The Path Less Pedaled  
Lizzie Keenan, Clackamas County Tourism and Cultural Affairs  
Lynda Kamerrer, Oakridge Lodge  
Matthew Barney, Gresham Chamber of Commerce  
Megan Ramey, Bikabout  
Melanie Fisher, Consulting Sensei  
Michelle Emmons, The Dirt Dojo  
Mike Cosgrove, Grant County  
Natalie Inouye, Travel Lane County  
Patrick Farrell, Spoke'n Hostel  
Paul Lissette, Dirt Mechanics LLC  
Russ Roca, The Path Less Pedaled

Samara Phelps, Clackamas County Tourism  
Shelley Batty, The Bike Concierge  
Stephanie Noll, Stephanie M. Noll Consulting  
Ted Taylor, Central Oregon Visitors Association  
Terry Edvalson, Joseph Branch Trail Consortium  
Thomas Batty, The Bike Concierge  
Tracy Stout, Sisters Trails Alliance  
Veronica Hinkes, Yamhelas Westsider Trail  
William Laubernds, Ride with GPS  
William Alcorn, BikeFlights.com  
Woody Keen, COTA

#### **TRAVEL OREGON STAFF**

Andrew Grossmann, Destination Development Coordinator  
Harry Dalgaard, Regional Cooperative Tourism Manager

# Morning Session

## Scott Bricker – Opening Remarks and Introductions

Thank you for joining us today in Bend. We are very pleased to be hosting this event on the banks of the Deschutes River at the Riverbend Community Center in Bend's Old Mill District. We hope that all of you had a chance for a ride before the meeting today or that you are planning one for after the meeting this evening.

It is amazing to see so many familiar faces in the room today and to see some new ones as well. For those sitting in the room for the first time, thank you very much for joining us today, we are excited to have you here. As each of the Oregon Bicycle Tourism Partnership (OBTP) meetings are designed to build upon one another, please be prepared for us to dive right into today's discussion.

I would like to kick things off this morning with introductions. Because of the number of folks we have in the room today, and the amount we are hoping to cover, we will be limiting introductions to the folks at your own table. Please meet two people next to you and tell them a) your name, b) your organization, c) where you are from, and d) one tourism-related project that really excites you.

*[Group Discussions at each table]*

At your tables we have provided quite a bit of documentation. I will direct your attention to the [agenda](#). Our morning session will be from now until 11:30 will be. The morning session will be broken into two sections a) Project Updates from the Field and b) Project Advancement Brainstorm. After the morning session we will break for a networking lunch. After lunch we will move into our afternoon session where there will be final section c) Deeper Dive to Advance OBTP Priority Projects.

Before we jump in I would like to provide the following housekeeping items:

- I have placed a bunch of flip charts along the wall to your left. As move through today's agenda you may have an idea that you would like to share with the group. Please add these thoughts to the flip chart and we will report back on them at the end of the day.
- Lunch will be served buffet style at 11:30
- There will be a no-host reception starting at 5 p.m. at Craft Kitchen and Brew. We hope to see everyone there.
- The Halloween Cyclocross Crusade of Bend is this weekend. We have planned our October OBTP meeting to allow folks to attend both. We hope those that are interested will stay in the area through the weekend.

## Scott Bricker – Overview of the Oregon Bicycle Tourism Partnership ([Presentation](#))

I'd like to briefly kick-off today's presentations with an overview of Travel Oregon and the history of the Oregon Bicycle Tourism Partnership.

- Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening the economic impacts of the state's \$10.8 billion tourism industry with over 105,000 jobs.
- Travel Oregon's Destination Development Team assists rural communities in creating robust and sustainable tourism economies by developing authentic experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.
- An overarching theme of our work is to convene groups of individuals that are working on similar outcomes but are moving in different directions. Our objective is to bring these folks together and to align them around a shared vision for moving forward together.
- The OBTP was launched in 2004 with the aim of a) education, b) networking, and c) advancing real projects. Major highlights have included:
  - The launch of the Oregon Scenic Bikeways Program in 2009
  - The launch of RideOregonRide.com in 2009
  - The Economic Significance of Bicycle Tourism in Oregon Study in 2012
  - The Economic Significance of the Scenic Bikeways in 2014
  - The launch of the Bike Friendly Business program in 2013
  - The 7 Bikes for 7 Wonders campaign in 2015
- The OBTP has coalesced around the advancement of 5 priorities for bicycle tourism development. These are:
  1. Complete the Historic Columbia River Highway State Trail and Develop Area Into a World-Class Bike/Ped Destination
  2. Improve transportation connections across Oregon for bicyclists
  3. Improve Recreational Riding Opportunities in Oregon (more off-road opportunities)
  4. Develop Connected Network of Bike/Ped Paths throughout Oregon
  5. Support and Highlight Tourism-Related Business Development

All of these successes would not have been possible without the discussions happening at these meetings. As we move through today's agenda please pay careful attention. You never really know when the next big thing for Oregon will come about.

Thanks again for being here everyone. We are excited to share the room with you.

## Project Updates from the Field

For our first section today we will hear from project managers who will report on major highlights related to project's that support the OBTP priority objectives.

## **Jim Chadderdon & Craig Ackerman – Recap of Ride the Rim 2016** **([Presentation](#))**

Thank you so much for having us here today and we are excited to provide you an update on the Ride the Rim event we hosted in September at Crater Lake. We were amazed by the success of this year's event and were thankful to host it in conjunction with the 100<sup>th</sup> anniversary of the National Park System and the 40<sup>th</sup> anniversary of the Adventure Cycling Association. A few highlights are below:

- Ride the Rim is a wonderful opportunity to experience Crater Lake without having to share the roads with vehicle traffic
- The event occurred over two dates in 2016 – September 17<sup>th</sup> & 24<sup>th</sup>
- The event is free to attend
- The event is hosted in partnership between the National Park Service, Discover Klamath Tourism, Friends of Crater Lake
- We had 5,200 folks pre-register and 92% of them showed up
- We also had an additional 900 people sign up that day
- 33 states and 4 countries were represented
- We received incredible feedback and only had one minor injury with more than 5,000 people cycling at once

Ultimately, events like this provide a great opportunity to showcase our state's recreational assets from the saddle of the bike. These experiences can inspire new riders and can also serve as a career highlight for the most dedicated riders of us all.

From a tourism development standpoint, this event also created a lot of tourism spend for the region. It makes us even more proud to offer a free event that drives visitation in support of all the businesses around Crater Lake that powered the arrivals.

Please keep our event in mind next year and we hope to see you up on the rim in 2017.

## **Kristen Stallman – Update on the Historic Columbia River Highway** **([Presentation](#))**

Thank you all for having me today. I'm pleased to have the opportunity to provide an update on all that we have going on at the Historic Columbia River Highway (HCRH) at the moment. As Scott mentioned in his introduction, completion of the HCRH is one of the five OBTP priorities.

### **The Status of the HCRH**

- We completed a new 1.2 mile stretch of trail from Starvation Creek to Lindsey Creek in Spring 2016

- There are now 73 total miles of trail along the HCRH
- Only 8.8 miles of trail remain until the work is complete
- More than \$20 million is needed to complete the remaining 8.8 miles of trail
- We have applied for a Federal Lands Access Program (FLAP) grant to finance the remainder of the trail

### Congestion Management in the Gorge

- Oregon Solutions has been leading a project to reduce congestion issues in the Gorge
- Congestion at Multnomah Falls is a major concern. The lot was closed 181 times between 2015-2016
- We launched the Columbia River Gorge Express on May 27<sup>th</sup> as a shuttle service from Portland to Multnomah Falls. The shuttle ran through September 25<sup>th</sup>
- The shuttle was a success. More than 30,000 people took the bus in 2016
- We learned a lot this first year. Looking to 2017 we are planning to have larger busses and to have better bus stops for folks waiting in line
- We are also planning a more connected transportation system that will connect the Columbia River Gorge Express to the Mt. Hood Express by way of Hood River and Highway 35
- In addition to the Columbia River Gorge Express shuttle, we also launched *Ready, Set, Gorge!* *Ready, Set, Gorge!* is a pre-trip communication project to better educate visitors on how to recreate responsibly in the Gorge before their arrival
- A set of key messages have been developed that are available on [readyssetgorge.com](http://readyssetgorge.com). Example messaging includes inviting folks to travel further east and to avoid the most crowded times of day. We also provide safety information to reduce the dangers of folks getting lost in the elements without appropriate gear and misunderstanding distances vs completion time.

### Gorge Hubs

- Six communities along the Historic Columbia River Highway from Wood Village to The Dalles have banded together to develop a system of Gorge Hubs.
- The Hubs are a network of welcome centers, information centers, trailheads and rest areas for travelers -- especially hikers and bikers.
- The project aims to encourage visitors to stage their trips from these communities' central business cores to boost economic development and increase user experience.
- We are excited to announce that Cascade Locks recently dedicated a new biking hub this past April. We welcome you to visit the town and see how this project continues to develop.

Thank you for your time and we hope to see you riding on the HCRH soon.

## Project Advancement Brainstorm

For the next section of today's meeting we will hear from two active project developers in the state that are working on new trails. You will receive a brief overview of each project and then each presenter will propose a question, or set of questions, related to a problem they are having for you to consider.

At the end of the two presentations we will divide the group into two and ask that you discuss at your tables. We have provided worksheets to guide your discussions. The major objective is for you to document your input on how these developers can advance their projects in the most effective way moving forward.

Your worksheets will be collected and shared with the developers after the meeting.

### Terry Edvalson – Joseph Branch Trail ([Presentation](#))

I appreciate the opportunity to speak to you about where we are with the Joseph Branch Trail and to learn from this group on how this project can be more successful.

The Joseph Branch Trail is a proposed *Rail with Trail* project. The concept is to develop a 63-mile trail that runs parallel with the Wallowa Union Railroad from Joseph to Elgin in northeast Oregon. The project concept was born out of the *Rural Tourism Studio* that occurred in Wallowa County back in 2009 and the region's commitment to advancing cycle tourism. The Joseph Branch Trail concept was launched in 2013.

To date the project team has engaged in extensive public commenting and town hall meetings with stakeholders in the region. While these meetings have been positive, we have found that some folks have not attended these meetings and then expressed concerns about the project outside of the public forums. Our project team is interested in learning how it can do a better job with engaging the community and receiving collective buy-in.

Another question I have is how to acquire project funding. Estimated project costs for the Joseph Branch Trail are more than \$20 million. I have performed a lot of research on potential funding sources and have been able to secure commitments from several grants to push forward Phase 1 of the project.

A final consideration is right of way. We have received permission from the Wallowa Union Railroad Authority to move forward with this project, however, we are still working with private landowners that are adjacent to the proposed trail to receive their buy-in. The trail does not go over their land specifically, but they have expressed concerns about the increased traffic that would occur on the outskirts of their land.

I look forward to hearing people's ideas for how we can push this project forward. Thank you.

**KEY TAKEAWAYS:**

- Develop strong partnerships with local business that will advocate for the added revenue to the community. They can serve as a mouthpiece that presents a neutral reasoning for development.
- Look into RTP and FLAP Grants.
- The National Park Service's RTCA project specializes in supporting trail planning and community engagement for these types of projects.

## **Mike Cosgrove – The Magone Lake Trail**

Thank you all for joining us today and I greatly appreciate the opportunity to present on the project we are currently working on called the Magone Lake Trail. Magone Lake is located in the Malheur National Forest approximately 10 miles north of John Day.

There is currently a 1.7 mile trail around the lake, and at 5,000 feet elevation, the lake offers a lot of potential for increased recreational use. At the moment we are currently working with the Central Oregon Trails Association (COTA) and the Forest Service to finalize plans for building an additional 26 miles of trails in the area.

The question we have proposed for you is related to who we should work with to build the trails when the time comes. Our project has limited funding and we are exploring ways to reduce costs without affecting the quality of the type of trail asset we have envisioned for the destination.

Based on this room's experience with trails and the development of them, I am interested in learning the pros and cons of choosing to work with local trail volunteers to develop this trail system instead or contracting a professional trail developer to make the trail?

From our perspective we really want this to be a community asset that residents are proud of. One thought we had is to have community volunteers' direct involvement in the development of the trail. If we allow volunteers to do so it would provide a shared sense of ownership up front.

Of course we also want a modern trail that provides the user an experience they do not have to travel elsewhere to get. A professional trail developer can provide that experience at a greater cost.

**KEY TAKEAWAYS:**

- The best approach would be to combine the work of a professional trail developer and with community support/volunteering. You really need someone to set the project up for success and to do the heavy lifting. From there you can actively engage locals to get their hands dirty and feel a part of the project.



- A Kickstarter would be a great way to engage the community and to get additional funding as well. If folks really want the trail in their backyard they should be willing to pay for it.
- You should work with Paul Lissette of Dirt Mechanics on this project.

## Networking Lunch Break

As we break for lunch we want you to plan to eat at a new table with different people. During your meal please go around the table and share a recent positive bike tourism or travel-related story that has occurred in the last 18 months.

Please consider how fulfillment of the OBTP objectives in Oregon can support the expansion of what makes your story such a great memory for you.

## Afternoon Session

### Scott Bricker – Introduction to the Afternoon

We hope that everyone had a wonderful lunch and learned a little more about one another. The remainder of the day will focus on our final activity, Deeper Dive to Advance OBTP Priority Projects. You will now hear three presentations about projects that are currently underway. Each project has been designed to advance one or more of our OBTP priorities.

After all the presentations we will again break up into groups to discuss each project individually and compile a feedback on project development and inputs to improve the projects in the future. Unlike this morning's activity you will have an opportunity to select which of the projects you would like to discuss during the group activity.

## Deeper Dive to Advance OBTP Priority Projects

### Stephanie Noll & Woody Keen – Researching a Statewide Trails Organization ([Presentation](#))

Travel Oregon has hired me to research the opportunity for the development of a statewide trails organization in Oregon. The general concept is that, although we are so well advanced in so many trail-related activities, Oregon lacks a unified vision and cohesive approach for tackling trail management issues.

To support this idea I have engaged in more than 20 interviews with folks across the state to ask them one simple question – *“what hurdles does Oregon face in building and maintaining a world class network of trails, and how could we work together to address those hurdles?”*

Based on these discussions, I have learned that the top three hurdles are:

- Funding
- Communication between trail planners, advocates, and land managers
- An agreed to statewide vision

In addition to the stakeholder interviews I have done extensive research on Washington State. Washington is a leader in how to manage a statewide trail system and has a system we can all learn from.

One of the most notable reasons for its success is that Washington has a very strong network of unique organizations that work together to manage the trail system. These organizations are:

- Washington Trails Association
- Evergreen Mountain Bike Alliance
- Washington State Trails Coalition
- Outdoor Alliance and Outdoor Recreation Coalition
- Washington Recreation and Conservation Office

A few notes about these organizations:

- Many of them have been around for a while
- Many of them are primarily member funded (which is very unique)
- They all meet annually at a conference to come together and update their shared vision

As we continue to move ahead with the OBTP and its priorities it seems that development of something along the Washington State model would be of interest.

#### **Key Takeaways:**

- A great first step would be to understand a statewide assessment of trails to know what areas are strong and what areas are in need of improvement
- The concept of an annual statewide trails conference in Oregon similar to what occurs in Washington seems like a good idea
- One consideration would be to establish a backbone organization (potentially a 501c3) that actively convenes all of the existing trail groups and actively advocates for trail improvements

## **Gabe Tiller & Harry Dalgaard – The Oregon Timber Trail ([Presentation](#))**

We are here today to provide an update on a project that came out of discussions from an OBTP meeting in 2014. As we present before you today we'd like to thank this group for their initial inspiration and for its continued success on making the Oregon Timber Trail (OTT) a reality for the state.

- The Oregon Timber Trail is an iconic singletrack mountain bike route across the state of Oregon from California to the Columbia River Gorge

- The idea is to experience the OTT through Bikepacking, a form of overnight biking where you carry everything you need
- The trail is ~645 mile long trail and, if done all at once, would take 20-30 days to complete
- While there are a few long distance bikepacking trails available in the country, what makes this trail unique is that it is made up of 55% singletrack. The other long distance trails provide a fraction of this.
- Please note that no new trail is being developed to make the OTT possible. Our work on the OTT has been to propose an alignment of existing multi-use trail that connects one linear route within Oregon's trail system
- We understand that having 20-30 days off in a row is a luxury for us in the United States. Because of this we have broken up the trail into four tiers that can be digested in shorter increments. Each increment is directly related to the national forest the ride goes through.
- We also envision people will tackle this trail in even smaller installments

We designed the alignment of the trail with the intention of user experience both on and off-the-trail. For the off-the-trail experiences we wanted to ensure that the route provided opportunities for riders to utilize business services along the way. By doing so we are also working to increase the amount of rider-spend will occur.

We just completed a set of charrettes along each of the four national forests the OTT goes through. During these meetings we invited all stakeholders in the room from the United States Forest Service, and other relevant parties connected to the existing trails, to hear from us and to provide input. The response has been incredible and we are only working on resolving a few minor changes at the moment.

We have also launched a website – [OregonTimberTrail.org](http://OregonTimberTrail.org) – that we strongly encourage you to visit.

Looking ahead we plan to soft-launch the trail in spring 2017. Although the alignment has been almost entirely confirmed, we have found that some sections of the trail are in lesser shape than others. We are excited for folks to get out in the woods to experience this concept and to help us further formalize the idea.

Looking even further ahead we view the OTT as prime for the development of a hut-to-hut system that will further support user experience.

Thank you for your time.

#### **Key Considerations:**

- This is a groundbreaking and innovative project that should inspire new users in the state and demonstrate an example of how to push the needle forward with relatively little financial investment

- A focus during the first couple years should be on user profiles and user experience reports. This could occur before or after sample itineraries are developed to demonstrate to the existing user what this experience can be.
- It will be important for the continued quality of the trail to be managed as use increases

## Scott Bricker – New Travel Oregon Visitor Transportation Services Initiative ([Presentation](#))

I am pleased to announce a new program that Travel Oregon has launched related to expanding visitor transportation options in Oregon. The general concept here is that it is currently hard for a traveler in Oregon to arrive to recreation without a personal vehicle. This is either from a lack of available transportation services or this is from a lack of awareness and communication of what transportation options exist.

Although this issue is a norm in the United States, many international destinations are much farther ahead in these types of service than Oregon. If Oregon can actively resolve these concerns then the state would have a strong competitive advantage.

We have just started a contract with two different providers to begin to scope. The initial areas of focus are here in Bend and then the Northwest section of the state, including Greater Portland and the North Coast. We are also looking at transportation between the two areas of focus. The work is broken into 4 sections:

- A baseline survey of options
- Existing conditions assessment
- Recommend strategies for improving traveler-useful transit services
- Recommend plan for publishing and maintaining traveler-useful transportation information

One of the major goals we have is to understand the current scope of available options. Google does a good job of providing the defined mass transit options that are published, but, what about the private shuttle operators who can be hired? Travelers are generally willing to spend the extra money, however, they may not be receiving enough information to actively spend more money on better options.

So ultimately this is where we are at. We are not entirely sure of where this project will go but we know that its implications are very important for the state. We look forward to keeping you in the loop on our progress and to learning your thoughts on how we can be more successful.

### Key Takeaways:

- It seems like more coordination is key here. Travel Oregon should be working with local/state transit authorities, private shuttle companies, and manufacturers of things like racks for bikes that can be added to shuttles

- It would be great to see more examples of car-free itineraries that would help to demonstrate exactly how someone can get from point a to point b without a personal vehicle
- In addition to more services like Columbia Gorge Express Shuttle, maybe Travel Oregon or another organization can launch a challenge grants RFP for budding shuttle services. It seems that the upfront costs of development are the barrier instead of operational overhead.

*[Break for Group Exercise]*

## Scott Bricker – Oregon Bicycle Tourism Partnership Next Steps

It has been wonderful to learn more about all of the amazing activities we are all working on in Oregon and to receive such strong engagement from everyone in the room on ideas to refine and improve our efforts. Thank you for everyone that provided their inputs in person and on the worksheets today.

As a next step we will be compiling the notes from the day and scanning all of the feedback forms we received. We will be providing all of the feedback forms to each relevant project manager we heard from today and we will be posting the meeting notes online at our [Industry Website](#). Please look for an email that includes these meetings notes later this year.

We will also be distributing an evaluation form related to today's meeting for you to complete. We appreciate your time in reviewing this feedback form and helping us to better understand how we can better host these types of meetings in the future.

I am also pleased to announce that the next OBTP meeting will occur during the Oregon Bicycle Tourism Summit (OBTS) on March 21, 2017 at the Sentinel Hotel in Portland. As with last year the OBTS will occur in conjunction with the Oregon Active Transportation Summit (OATS) and be hosted on the second day of the event. Registration details about this even will come in early 2017 and we hope that folks chose to attend OATS on the March 20, 2017 during the day before.

Finally, we hope to see everyone at Kitchen Craft and Brew at 5 p.m. and hope that even more of you are staying through the weekend to attend The Halloween Cyclocross Crusade of Bend.

Thank you all for coming and we hope to see you again on March 21<sup>st</sup> in Portland!

## Flip Chart Notes

### Contractors for Hire:

- **Trail Builders** – Dirt Mechanics, Paul Lissette, [Lissettenz@yahoo.com](mailto:Lissettenz@yahoo.com), 541.420.3224
- **Trail Planning** – SENTIEROS Consulting, Chris Bernhardt, [Chris@Sentieros.com](mailto:Chris@Sentieros.com)
- **Online Marketing** – ConsultingSensei.com, Melanie Fisher
- **Outdoor Recreation Event Management** – The Dirt Dojo, Michelle Emmons, [thedirtdojo@gmail.com](mailto:thedirtdojo@gmail.com)
- **Bike Tours & Shuttles** – TheBikeConcierge.com - [website](#)
- **Bike Video Production** – The Pass Less Pedaled, [pathlesspedaled@gmail.com](mailto:pathlesspedaled@gmail.com)

### Upcoming Events

- Professional Trail Builders Association (PTBA) Sustainable Trails Conference, March 12<sup>th</sup> and March 18<sup>th</sup> in Bend, OR - [website](#)