

# Oregon Bicycle Tourism Summit

March 21, 2017 - 9 a.m. to 5:00 p.m.

The Oregon Zoo, Portland | OR

## FACILITATOR

Scott Bricker, *Travel Oregon*

## SPEAKERS

Kristin Dahl, *Travel Oregon* [lunch keynote moderator]

Dan Little, *Oregon's First Gentleman*

Gabe Tiller, *Oregon Timber Trail Association*

Louise Böhler, *German National Cycling Association*

Stephanie Noll, *Stephanie M. Noll Consulting*

Yvonne Kraus, *Evergreen Mountain Bike Alliance*

## ATTENDEES

Heather Albers, *Adapt/South River Community Health Center*

Matthew Barney, *Gresham Area Chamber of Commerce and Visitors Center*

Thom Batty, *The Bike Concierge*

Heidi Beierle, *Enroute Transport*

Dennis Benson, *U.S. Forest Service*

Diane Chung, *U.S. Forest Service*

Jim Coey, *City of Oakridge*

Claire Cohan, *www.beercycling.com*

Evan Cohan, *www.beercycling.com*

Carol Cohen, *City of Sandy*

Sandy Crinklaw, *Coastal Mountain Sport Haus*

Daniella Crowder, *Bike Newport*

Elliott Crowder, *Bike Newport*

Kai Druzdzal, *Upcycles LLC*

Christopher Emme, *Bend Endurance Academy*

Jessica Engelman, *BikeLoudPDX Co-Chair*

Matt Faunt, *Allegro Cyclery*

MaryEllen Fitzgerald, *U.S. Forest Service, Mt. Hood National Forest*

Kathleen Fitzpatrick, *City of Mosier*

Charles Gillis, *Charles H. Gillis, Attorney at Law*

Alison Graves, *Dayville Mercantile*

Maricela Guerrero, *Travel Salem*

Jim Harrison, *Covered Bridges Scenic Bikeway - Cottage Grove*

John Hoffnagle, *Pacific Crest Trail Association*

Mel Huie, *Metro*

Natalie Inouye, *Travel Lane County*

Paul Johnson, *trimet*  
Ariel Kanable, *Washington County Visitors Association*  
Arlene Kimura, *Hazelwood Neighborhood, East Portland Action Plan*  
Aaron Lierseemann, *Mt Hood Territory*  
Phil Lingelbach, *Private Citizen*  
Adam McAree, *LifeCycle Adventures*  
Richard Meyers, *Covered Bridges Scenic - Cottage Grove*  
Susie Miles, *Imperial River Co./Maupin Area Chamber of Commerce*  
Anne Mitchell, *Rural Development Initiatives*  
Jim Moore, *Bicycle Rides NW*  
Pami Opfer, *Oregon State University Extension Service*  
Susan Peithman, *ODOT - Active Transportation*  
Kevin Prentice *Ride with GPS*  
Kristen Quadrone, *Good Bike Co.*  
Megan Ramey, *Bikabout*  
Rory Renfro, *Alta Planning*  
John Ritter, *Oregon Institute of Technology*  
Todd Roll, *Pedal Bike Tours*  
Evan Ross, *Cycle Portland*  
Satvinder Sandhu, *Federal Highway Administration*  
Steve Schulz, *Cycle Oregon*  
Maureen Sevigny, *Oregon Institute of Technology*  
Donna Short, *Sweet Home Safe Routes to Schools*  
Craig Smith, *Bikeventures Northwest*  
Jeff Smith, *Portland Bureau of Transportation*  
Ryan Sparks, *Oregon Parks and Recreation Dept.*  
Guthrie Straw, *Cycle Portland Bike Tours & Rentals*  
Kathleen Walker, *Northwest Trail Alliance*  
Jeff Walton *Vernonia Springs*  
Kieron Weidner, *First Nature Tours*  
Matthew Weintraub, *Northwest Trail Alliance*  
Nate White, *Portland State University*  
Robin Wilcox, *PLACE*  
Armando Zelada, *Private Citizen*  
Alexandra Zimmermann, *Western Bikeworks*

#### **TRAVEL OREGON STAFF**

Andrew Grossmann, *Destination Development Coordinator*  
Jordan McCauley, *Destination Development Administrative Assistant*

# MEETING AGENDA

Meeting objectives:

- Meet and network with Oregon's bicycle tourism and recreation leaders
- Learn about leading bicycle tourism projects and concepts from around the world
- Advance real projects by sharing your wisdom while learning from others
- Grow momentum for bicycle tourism in Oregon
- Socialize with bicycle tour operators, guides and outfitters

|            |  |  |
|------------|--|--|
| 8:30 a.m.  | REGISTRATION and CONTINENTAL BREAKFAST   | Andrew Grossmann, Travel Oregon  |
| 9:00 a.m.  | NETWORKING and INTRODUCTIONS   | Scott Bricker, Travel Oregon   |
| 9:45 a.m.  | <b>ADVANCING A STATEWIDE TRAILS ASSOCIATION IN OREGON</b> <ul style="list-style-type: none"> <li>• Presentation</li> <li>• Small group input</li> </ul>  | Stephanie Noll<br>Yvonne Kraus, Evergreen Mountain Bike Alliance   |
| 11:30 a.m. | BREAK  |  |
| 11:45 a.m. | <b>WORLD CLASS CONNECTED TRAILS AND BIKE ROUTES – LUNCH SESSION</b> <ul style="list-style-type: none"> <li>• Oregon's Leadership in Outdoor Recreation</li> <li>• Oregon Timber Trail (Update)</li> <li>• German Cycling Network, Louise Böhler – LUNCH KEYNOTE</li> <li>• Group Discussion &amp; Q/A</li> </ul>   | Kristin Dahl, Travel Oregon<br>Dan Little, First Gentleman<br>Gabe Tiller, Oregon Timber Trail<br>Louise Böhler, German National Cycling Association |
| 1:45 p.m.  | BREAK  |  |
| 2:00 p.m.  | <b>INSPIRING WORLD CLASS CYCLING NETWORKS</b> <ul style="list-style-type: none"> <li>• Small group discussions: <ul style="list-style-type: none"> <li>○ Bett+Bike (lodging)</li> <li>○ Wayfinding and Signage</li> <li>○ Dramatization</li> <li>○ Route Operators</li> <li>○ Corresponding Services</li> <li>○ Communications</li> <li>○ Other</li> </ul> </li> <li>• Report Back and Group Discussion</li> </ul> | Scott Bricker, Travel Oregon   |
| 3:30 p.m.  | REFLECTIONS and NEXT STEPS   | Scott Bricker, Travel Oregon   |
| 3:45 p.m.  | RECEPTION: TOUR OPERATORS, GUIDES, AND OUTFITTERS NETWORKING EVENT   |  |
| 5:00 p.m.  | ADJOURN  |  |

# MEETING NOTES

Download - [Travel Oregon Presentation](#)

On behalf of Travel Oregon I [Scott Bricker] would like to welcome you to the 2017 Oregon Bike Tourism Summit.

Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$10.8 billion tourism industry with over 105,000 jobs.

Today's meeting is one of two annual meetings of the Oregon Bicycle Tourism Partnership (OBTP). We established the OBTP in 2004 with the mission of Education, Networking and Advancing Real Projects.

Our first presenters will be Stephanie Noll and Yvonne Kraus who will speak with us about what a statewide trails association could look like for us here in Oregon.

## ADVANCING A STATEWIDE TRAILS ASSOCIATION

*(Presented by Stephanie Noll and Yvonne Kraus)*

Download - [Stephanie's Presentation](#) / [Yvonne's Presentation](#)

I [Stephanie] learned about what Washington state had institutionalized to manage trail assets and found myself asking, why doesn't Oregon have something similar?

At the moment, there is a rich set of local trail keepers across Oregon but they function independently and lack state level coordination and advocacy. There is a lot of potential to re-align these efforts into a more coordinated statewide effort.

In the fall of 2016 Travel Oregon hired me to research this topic. I began interviewing trail stakeholders in Oregon and researching case studies in Oregon and Washington.

To date I have completed 33 interviews.

I kept my interviews short and simple. My primary question was, "What hurdles does Oregon face in building and maintaining a world class network of trails?"

Top two responses were:

- Securing funding and other resources for trails
  - There was a major need for funding for development, maintenance and education
  - Existing funding sources include the Recreation Trails Program, Connect Oregon, Federal Lands Access Program, and STIP-Enhance
- Convening and coordinating among trail advocates

- There was a major need to build a stronger constituency of folks that advocate and support trails

Other items that ranked high during interviews were:

- Pro-trails policy development
- Create a statewide vision
- Coordinate trail maintenance partnerships and volunteers
- Lobby for trails

I also researched case studies related to trails groups. This included:

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

**Question:** Are There any pots of federal funding that is available for trails?

**Answer:** Yes. Two primary ones are the Recreation Trails Program and the Federal Lands Access Program. Both of these are federal funding sources.

**Comment:** As someone that works for the Feds, please note that many sources of federal funding are becoming more and more in question. We are less able to assume that the state or the feds will pay for things. This speaks to the need for more diverse funding streams at all levels.

**Question:** You found out that there is a need for a statewide trails association. What are the next steps?

**Answer:** The timeline is something I want to partially craft together. After I speak I will be pleased to introduce Yvonne from Washington State and the Evergreen Mountain Bike Alliance and after that I would like this group to work at their tables and begin to craft a set of 2-Year trails goals. Once we can pull together those 2-Year goals I am hopefully planning for a statewide trails conference in the fall.

**Question:** A major question you mentioned and that many of can agree with is how we will be funding this work. At the moment, so much of the actual trail work that is done is through volunteers. A statewide association would include more activity like grant writing, advocacy, and administration. How do you envision we will get from being so volunteer and in kind heavy to something more akin to financial solvency for an organization?

Also, I would like to mention that groups in Bend and the Willamette Valley are discussing this same concept and are in the process of organizing a conference in October themselves.

**Answer:** Those are all great questions. As it relates to funding this presentation will be touching on a few different mechanisms that are available for consideration.

**Question:** During your research did you ever connect with the Rails to Trails organization?

**Answer:** Yes I did. The organization is set up with regional representation and our regional representative is based in California. To be honest they are focused on the wealth of work and opportunity that exists in California and do not have their sites on the ground work here. What we can lean on them for is white papers and other research that can be used to support our work.

Thank you for your thoughts and feedback thus far. Please allow me to introduce Yvonne from the Evergreen Mountain Bike Alliance.

*[Yvonne takes the stage]*

The Evergreen Mountain Bike Alliance is the largest state-mountain bike organization in the US. We have 3,300 members over seven chapters. We will be adding three new chapters in September of 2017.

I would have added the new chapters faster, however, at the moment our organization and I lack the staff capacity to manage the new chapters and our bylaws limit our growth. In fact, we are in the process of rewriting our bylaws to allow for the increase in chapters.

The mission of the Evergreen Mountain Bike Alliance is focused on four major pillars:

- Trails
- Education
- Advocacy
- Community

## **2017 GOALS**

We have ambitious goals for 2017. If you are not sure yet where you plan to ride this summer I welcome you to consider coming up to Washington where we will open one new trail per month.

This year our primary focus is opening up new access in Eastern parts of the state as a way to start to disperse folks from the more visited Western parts of the state.

In 2017 we are projecting 18,000 volunteer hours of trails in 2017 and 26,000 in 2018. The projections were needed to help us receive an RTP grant that supports much of our work.

## **2016 REPORT**

Total annual budget for 2016 - \$1,837,639

Total annual budget for 2017 - \$2.2M (*projected*)

Although the Alliance has come a long way we are still the baby trails organization in the state. Based on the discussions I have heard in this room so far it sounds more like the Washington State

Trails Association is a stronger model for you to look to replicate in Oregon. Our focus remains on one user group, MTB.

One highlight from 2016 is that we hired 17 new trail builders between February and July of 2016 and hired 2 new staff to assist with the increased administration and program needs related to the new staff. Many of these folks were previous volunteers and understand the importance of volunteers. Now that they are on staff for payroll they need to ensure that the volunteer hours for trail development are model for our grants. We also have a volunteer coordinator who is directly responsible for handling volunteers.

In 2016 our annual budget for the trail crew increased to \$561,860.92. Along with this growth our monthly payroll became \$93,088.65 and we did not have a line of credit to cover our liability. We did not have a line of credit because we lacked a formal budget for 3 years.

We have 60 miles of projects underway at both sub alpine and alpine levels. Since alpine riding is already so well protected one of our concerns is how we can expand into available alpine zones without doing too much damage.

**Question:** Do you own your own equipment?

**Answer:** Yes and no. We own shovels and volunteer equipment. We only purchased our first trail vehicles in 2015.

**Question:** Do you work with private landowners?

**Answer:** We have received quite a bit of interest in this but have only moved on one individual landowner and are treating it as a pilot opportunity. Our concern is that through working with land owners we could invest our members' money into something that could change hands pretty quickly down the road and we'd lose the value of our investments.

**Question:** In Oregon we have a lot of independent advocacy groups. How did Evergreen bring those groups together under one roof?

**Answer:** Much of it happened just based on the conversation you are all having in the room here today. Many of these groups had the volunteer base and energy but lacked the higher-level support networks. Everyone recognized the raw the value in coming together at this level.

## EDUCATION

We taught 89 classes with 830 students in total. Classes are revenue neutral at the moment but these should become a revenue positive model for us. The reason for them being revenue neutral was because we wanted to get youth and underserved folks on bikes because they will be the next generation of riders.

We also hosted and/or promoted work parties to maintain the trails. We let anyone add work parties to our volunteer calendar. This allows it to be very community driven.

We also started to offer corporate work parties and this is an opportunity we continue to build upon. A great example was when we brought out an entire Amazon crew. REI comes out every year.

**Question:** Do you do teach classes for asphalt riding or are your classes only for mountain bike?

**Answer:** We only do mountain bike but there is a separate organization in Washington that focuses more on asphalt riding.

**Question:** When you work with kids do you provide bikes?

**Answer:** REI provided us a very good price to provide bikes for the kids. As they get older though and the classes get more complex students begin to have their own bikes.

## ADVOCACY

There is a lot of discussion about mountain bikers on trails but the truth is that that mountain bikers have less miles of trails than other user groups. As MTB users grow this is where the sense of them invading is coming from.

In recognition of this concept we wanted to build a completely new trail in Washington just for mountain bikers that keeps up with the changes going on in the mountain bike industry. We developed the [Predator](#) trail located in Tiger Mountain State Forest is Washington's first non-lift serviced stationed downhill MTB trail. Predator is a double black diamond, sanctioned, purpose built trail.

It was amazing that we got this developed with the land manager and speaks to the growing industry demand. Land managers were extremely helpful in making this trail happen. We worked with them on safety signs along the trail. This included developing signage to keep hikers off the trail.

**Question:** How are you addressing NEPA?

**Answer:** As an organization, we are not. All we do is propose the trail and then the federal folks do all the work for us.

**Question:** So where are you building your next trail(s)?

**Answer:** We are in a funny place where the hardcore downhill rider is saying we are not doing enough downhill trails but everyone else is telling us we are doing too much downhill trails. It is tough to say right now what our next steps will be.

**Question:** You have said land manager a few times. Are you ever referring to a timber company or only public land managers?

**Answer:** Yes, to both. We often have MOUs in place with land managers that own the land and this has been private land managers. Sometimes there will be additional user fees to ride on the land.

**Question:** Are you aware of the federal effort to open wilderness areas to mountain bikes?



**Answer:** Yes, I am aware of this effort. To be honest a discussion on this question could be conference session by itself so I will try to respond quickly. Evergreen does not support opening all wilderness areas to bikes. We think there are places that are well suited and places that are not and will fight for wilderness and fight against wilderness when it makes sense to us.

**Question:** You mentioned an E-Bike analysis for your work. Can you elaborate? I sell E-Bikes but it is frustrating how little places exist to ride them.

**Answer:** We are interested in the potential of E-Bikes and want to be an expert on the topic. Europe is way ahead of us on this but they are also seeing their problems related to them that we have yet to experience. Ski resorts are seeing the instance of search and rescue events in the summer now be much closer to the number of events that occur in the winter because folks are getting to the tops of mountains they should not be riding down with E-Bikes. At the same time though there are some really great rides that can be done on an E-Bike and they also provide other uses on forest trails. As an example, hunters are bringing E-Bikes into the woods to pull their catch out.

## COLLABORATION

Collaboration is a key component to our success and is really what has made Washington State so far advanced on trails.

**Question:** So, we are just getting started with developing a more advanced trails collaborative in Oregon. Can you imagine what this will be like for us? Do you have any advice for us to consider as we move forward?

**Answer:** So, you are all taking on a huge task that will have a huge return but will require a huge amount of work. We have the Big Tent group in Washington that includes all of the individual state level organizations. This effort culminates in one day each year during an event inside of a big tent where we invite state level representatives. At the same time, we also have the Outdoor Alliance that is broken up into user groups and includes folks like mountaineers and hunters and anglers. So, which lens do you start with? Do you start with the user groups? Your direction is up for you to determine.

*[Stephanie Noll returns to the stage]*

Well thank you so much Yvonne. It was very helpful to learn more about your work and how Oregon can learn from what is happening in Washington. One note is that I am currently managing a “big tent” email list and will connect with Scott and Andrew to invite folks to get on it.

I would now like to invite folks to work together at their tables around the following discussion question, what should a statewide trails coalition work on over the next two years to meet shared goals around:

- Trails funding, development
- Convening and Coordination

- Policy and Access to Trails
- Trail Maintenance Partnerships

**Question:** As a point of clarification for this exercise, are you currently differentiating between road bike trails and mountain bike trails?

**Answer:** I am not currently differentiating here.

*[The section below represents the input generated in small group discussions that was then added to flip charts specific to each category]*

### Current Legislative Session Opportunities/Priorities

- Oregon Coast Trail
- Columbia Gorge Historic Highway Trail
- Transportation Funding Package Funding not restricted to highway/roads; support trails in transportation package
- Maintain trails funding in Connect Oregon
- Maintain recreational immunity
- Off-road pathway funding

### Funding

- Look for other funding sources: state, county, corporate, not looking to USFS; state lodging tax, user fees, etc.
- More grant opportunities
- Regional bond measures
- Prioritize existing but incomplete trails projects
- Look at funding planning to be shovel-ready for stimulus funding
- Consider a mountain bike license plate for funding source for MTB trails
- Get legislature to fund urban trails initiative
- State funding for implementing trails plan
- Congressional delegation lobbied to keep federal funding of trails
- Develop maintenance fund
- Work with ODOT and USFS on Federal Land Access Program (FLAP) eligible bike transportation or trail projects

### Convening/Coordinating

- Info clearinghouse and resources for smaller communities wanting to develop/plan trails
- Convene Annual Meetings/Summit x2
- Big Tent meeting
- Fund Conveners
- Info sharing on underway projects/successes
- Clearly defined mission stating who we are (paved? Unpaved? Both? Hiking? Cycle?)
- Statewide inventory of all potential members including 2-year goals and wants from each group; inventory whose goals align/differ and organize accordingly
- Organize big and start small
- Unify regional groups to have one voice overall
- Define: mission, breadth of tent, which interests involved

- Commonalities between recreation and transportation
- Determine asphalt vs off-road trail goals
- Identify and map existing trails and proposed trails
- Convene for common goals (policy or otherwise)
- Work together to get agreements in place
- Organize: where we are disorganized now, poorly funded, poorly led
- Need unifying body; “bring “tribes” together in strong confederation
- One convening organization
- Create statewide organization that groups can choose to buy into
- Unified voice: delegates from organizations
- Brand=unified
- Voice=Awareness
- Convene land managers, advocates, partners, etc.
- Add trails initiatives to each of their agendas.
- Consistent and common agreements with land managers to build and steward trails on public and private lands (currently inconsistent policies and practices; disjointed agreements here and there)

#### Trail Maintenance Partnerships

- Fund trail-building and sustain trail “gnome” groups
- Create insurance umbrella for groups
- Create Evergreen statewide MTB model in Oregon

#### Policy

- Address access through public lands and private lands checkerboard
- Reduce/streamline permitting barriers and process

#### Other

- Look at packed gravel trails as alternative to pavement
- Prioritize regional trails- MTB and road bike routes
- Bike tour routes that link communities and scenic bikeways in best fashion possible within Oregon
- Bike packing possibly also with gravel or trail network for bike packing
- Activities for supporting bike tourism: B&B, support services, safe routes, expanding into rural areas from urban centers
- Tie to other activities/attractions
- Access trail route info in one place
- Address multi-user issues
- Develop trails that serve a range of skills

*[Scott Bricker returns to the stage]*

Well thank you Stephanie, thank you Yvonne. I was excited to learn that that there was both an inclusive big tent conversation going on and a set of more focused user group conversations going on.

Travel Oregon is excited because we have heard from the Oregon Bike Tourism Partnership that we would like to have more trails in Oregon. And as we discussed, Travel Oregon has provided funding for Stephanie to do initial research on the development of a statewide trails coalition and we are excited to see how this further develops.

*[Break for Lunch]*

## WORLD CLASS CONNECTED TRAILS AND BIKE ROUTES

*(Moderator: Kristin Dahl; Presentations by Dan Little, Gabe Tiller, and Louise Böhler)*

Download – [Gabe's Presentation](#) / [Louise's Presentation](#)

[OPENING: Kristin Dahl, Travel Oregon]

Many of you are familiar with Travel Oregon and our work across the state. Through our community and product development efforts we continue to learn about how folks across the state that are working on long haul multi-day experiences.

Examples of these groups are the folks along the Wild Rivers Coast that are restoring the Rogue River trail, the Joseph Branch Trail Consortium that is working on the Rail with Trail project in Eastern Oregon, and the collective effort in the Gorge to complete the Historic Columbia River Highway.

We know there is strong interest in these and other signature trails. A notable example of this was documented after the release of the movie *Wild*, based on Cheryl Stray's book. The following summer saw a 500% increase in thru hikers overs Bridge of the Gods.

As a response to the continued feedback we have received about these collective efforts, Travel Oregon launched the *Oregon Outdoor Recreation Initiative* earlier this month. This initiative is a new statewide effort that seeks to bring together businesses, agencies, land managers, conservation groups, and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry.

In preparation for these meetings Travel Oregon convened a 25-person Leadership Team that represents stakeholder groups from key sectors of the outdoor recreation economy. This Leadership Team developed a draft 15-Year vision, Five-Year Outcomes and Two-Year Strategies for expanding outdoor recreation in Oregon

The Leadership Team also prioritized a list of the top ten of the Two-Year strategies. Development of long haul trails was selected in the top three priority strategies.

In support of this work we will now hear from three leaders about the importance of world class outdoor recreation and trail systems. And it is with great pleasure that I introduce our next speaker, Oregon's First Gentleman, Dan Little

*[WELCOME: Dan Little, First Gentleman takes the stage]*

I would like to thank everyone here today on behalf of Governor Kate Brown.

It has been quite an interesting experience since Kate became Governor and I became the First Gentleman.

Prior to my new role, I had an amazing career with the U.S. Forest Service. The funny thing about those of us that work for the Forest Service is that many of us are introverts that just want to walk around the woods and steward the land for people and wildlife to enjoy. But now as First Gentleman, here I am presenting publicly on my relatively introverted passion.

Before arriving in Oregon I grew up in Boulder, Colorado where there was a culture of being in the outdoors. In high school Coors was based in Golden, Colorado. At that time, they had lower alcoholic beer that young folks could drink legally. We would ride our bikes from Boulder to Golden where they would give us a tour and a free beer.

First Spouses have a tradition of raising awareness about important issues. There are four first gentleman in the US (two are Republicans and two are Democrats). Many of the first male and female spouses are doing incredible work on issues such as obesity and hunger.

Oregon's first spouses have left me with a high standard to follow. First Lady Mary Oberst was highly involved in Oregon's 150th anniversary and the development of the Kam Wah Chung and Co. Museum.

I have decided to focus my efforts on connecting Oregonians with the outdoors. I want to provide support on getting folks outside where they can have their own magic moments and memories like mine back in Boulder.

Kate and I originally crossed paths in the outdoors. And Kate's days are incredibly long and I of course try to get her out to do the things that she enjoys.

Everybody has to hit that pause button, where they say, I've had enough and need to get outdoors.

Part of the focus on this work, and my passion, will be related to getting kids and non-traditional users into the outdoors.

I would like to thank all of you for your efforts to increase access to the outdoors. And before I leave today, my challenge for you is, when you are thinking about building new trails in Oregon please consider how can you build trails in a way that gets non-traditional users engaged and involved.

*[PRESENTATION: Gabe Tiller, Limberlost takes the stage]*

I am here today to provide an update on a new world-class trail in Oregon, the Oregon Timber Trail. The Oregon Timber Trail is an iconic singletrack mountain bike route across the state of Oregon from California to the Columbia River Gorge.

Getting across the state on trails is not a new idea. The initial pioneers to Oregon traveled on trails to get from one place to the next. In the early 1900's folks began to use trails for more than necessity, they began to use trails for recreation too. This led to the creation of the Skyline trail in Oregon. Much of the Skyline trail is now where the PCT goes in Oregon.

We are inviting folks to traverse the Oregon Timber Trail by bikepacking - Backpacking plus biking. This is an emerging adventure sport trend seeing unprecedented popularity. Bikepacking is a lightweight form of bicycle touring usually on soft surface roads or preferably singletrack trails.

Here are some high-level facts about the Oregon Timber Trail:

- The current alignment is 670 miles
- It is 51% singletrack
- It is 90% unpaved
- It has 65,000 feet of elevation gain
- We recommend taking 20-30 days to complete it
- The Oregon Timber Trail connects a variety of climates, communities, ecosystems, roads, elevation, landscapes, and most importantly: mountain bike trails.
- The Oregon Timber Trail was inspired by the Pacific Crest Trail, the Oregon Outback, the Great Divide Route, and thru-trails in National Scenic Trail system.
- The Oregon Timber Trail is a unique multi-day mountain biking experience of unprecedented quality in North America.

As an update on where we are at:

- We carefully developed a detailed route alignment with input and modifications from land managers, local riders, and area experts. This occurred during eight public charrettes in the four National Forests that the Timber Trail goes through. Over 120 key land managers and stakeholders across the state attended
- We researched and identified resupply points, lodging opportunities, food and drink, mechanical aid and other points of interest
- We broke up the Timber Trail into four distinct tiers that correspond to each National Forest riders will go through
- We coordinated and advised the OTT's first pioneers—Sam Clark and Kim McCormack—on their inaugural journey across the state
- We developed and refined the visual representation of the OTT through use of illustrations, trail markers, type consistency, photo assets, and color
- We built website and social media channels to spread the OTT vision and begin developing a core group of trail supporters

Our major takeaways from this work are that:

- There is a high demand for this type of recreation

- Land managers support the concept and see it as a strong asset, given the backing of other trail user groups
- The quality and diversity of the route is higher than anticipated
- Many opportunities for economic development along the route exist; tying into to local communities will be key
- The full route as an aspirational product is important, but developing shorter loop options is key to engaging a broad audience
- The Oregon Timber Trail's dedication to backcountry experience with a majority of singletrack makes it a world-class destination

Our plans for 2017:

- We will be launching the Oregon Timber Trail Association on Thursday March 23<sup>rd</sup> at Basecamp Brewery in Portland. Basecamp will be launching a beer this summer to commemorate the Timber Trail
- We are calling 2017 the pioneer year for the Timber Trail are interested in learning if anyone would like to ride the trail to help get it in shape
- We will be offering work party opportunities and outdoor skills training for folks

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

*[KEYNOTE: Louise Böhler, ADFC takes the stage]*

Thank you so much for having me here today. This is my first time in the United States and I am happy to be here with you today to discuss cycle tourism.

Cycle tourism in Germany may remind you of cycle tourism in Oregon, it has a lot to do with good beer, good wine and good food.

The purpose of my presentation today is to present the recipe for success in Germany.

The ADFC [The German National Cycling Association] was founded in 1979 with the simple mission, make more people bike more often.

Our focus falls under two major categories: i) urban cycling; and ii) cycle tourism.

In Germany, the key differentiators for our cycle tourism product are:

- Versatile landscape
- Interesting history
- Culture and traditions

A key differentiator for our organization is that we have commissioned the longest running study on cycle tourism in the world. This study looks at duration of visits, number of visits and the best routes to ride in Germany.

In 2016, we found that 7.6% (5.2 million) of Germans completed an overnight cycle trip in 2016. In addition, we also know that 29% (20 million) of Germans did at least one day long cycle trip in 2016.

I will now discuss our key ingredients for success

## **INGREDIENT #1 – Target Group**

One thing we always tell ourselves is that cycle tourism is for more than young hippies and MAMILS (middle aged men in lycra), although you should not forget about your base! It is important for us to consider the various target markets we are trying to reach.

So who cycles for their Holiday? In Germany we know that:

- Average 47.5 years of age
- They earn more than average travelers
- 79% have gainful employment
- 50% have a university degree,
- They often do not have kids at home.

How do they cycle? In Germany we know that:

- They want 35-40 miles per day with 4-6 stages.
- They want food and beer and cultural highlights.

## **INGREDIENT #2 – Marketable products**

Part of the role of the ADFC is to create long-distance cycle routes. To date we have developed 220 long distance cycle routes.

These routes take cyclists through:

- Scenic rivers
- Former railway lines
- Diverse nature
- Cultural sites

We also studied which routes are experienced more often. We learned the best routes: Good routes must be:

- Have a marketable product and brand
- Include a dense network business services to support cyclists (POIs every 18 miles)
- Each route is developed and managed by an operator

## **INGREDIENT #3 – Route Operator**



If you want a route to succeed you need someone to manage all the processes that power it. The primary factors for this are:

- Signage
- Business services
- Quality control
- Printed maps/website

Please note that the route operator is not a tour operator that is selling packages along the route. They function as the route coordinator and ensure its quality.

There are 16 federal states in Germany and each state has a tourism agency. These tourism agencies are often responsible for serving as the route operator.

## **INGREDIENT #4 – Dramatization**

To underline the theme or main topic of a long-distance cycle route we developed additional POIs. The idea of this is to create points of interest that folks can stop at during their ride.

A notable example of how we have done this included developing kiosks that have audio tours that riders can dial into for interpretation.

Another way we approach this item is to put the landscape into the limelight using sculptures or other structures.

Dramatization is especially important if a route does not have a designated course (e.g., follows a river). If no designated course exists we establish routes based on specific themes. An example is a wellness theme that includes stops at a spa with thermal baths. Another example is an industrial culture tour that takes riders through factory settings.

## **INGREDIENT #5 – Corresponding Services**

The availability of business services that support cyclists is very important. As a way to encourage services along the route we developed the Bett+Bike program for lodging properties.

The criteria to be a Bett+Bike property includes:

- Cyclists are welcome
- Cyclists can stay for one night (most hotels require more than one night in peak seasons)
- Secure bicycle storage
- Drying facilities for clothes and equipment
- Tools for minor repair
- Information on local destinations
- A hearty cyclists' breakfast

We now have 5,800 cyclist friendly hosts in Germany.

In addition to Bett+Bike we have also developed/identified additional services along the route to promote to riders. This includes:

- Bicycle supply vending machines
- Rest areas that are covered by a roof
- Fresh regional - drinks

## **INGREDIENT #6 – Consistent Quality**

We developed an assessment system to determine the quality of each route.

To date we have assessed 37 routes that cover 11,000 km.

Through this program we aim to:

- Develop uniform standards
- Objective and transparent criteria for comparison between routes
- Increase the quality of cycling routes

Of the 37 routes we have assessed we found that:

- 4 were five star
- 25 were four star
- 8 were three star

## **INGREDIENT #7 – Communication**

We release multiple publications to promote our routes. These include descriptions of routes and tour operators you can hire to support you to ride them.

In addition to our own publications we also engage in cross marketing opportunities. This includes publicity on breakfast cereal boxes that invite folks to fuel up for the day and get out on a route.

## **INGREDIENT #8 – Trends**

To remain a leader in this space it is important for us to remain observant of industry trends.

A recent trend is the E-Bike:

- 15% of Bikes in Germany sold are E-Bikes.
- We define E-Bikes as providing assistance up to 25 kph
- E-Bikes allow for older couples to remain riding
- They also allow for families with young kids to ride
- 13% of cycle tourists in Germany use E-Bikes

Thank you for listening to my presentation today. I am happy to answer questions.

*[Question and Answer Session, moderated by Kristin with Gabe and Louise]*

**Question:** Louise, how are you funded and how are your route operators funded?

**Answer:** The ADFC is primarily member funded. Membership costs roughly \$59 per year. Additional funding is provided by each of the cycle routes we promote. Effectively they pay us for their promotion. The funding for the routes comes from different sources based on their structure.

**Question:** Gabe, what did you think about the dramatization that Louise discussed during her presentation?

**Answer:** This is something that we have been looking into and the word I have been using for this type of concept is *iconic*. We are fortunate that the Timber Trail extends across the state and is broken up into unique tiers that offer drastically different user experiences related to landscape and culture. Our intention has always been to set up the trail with natural break points that could be ecological, cultural, or business related.

**Question:** As the founder of Bikabout I considered what the Netherlands was doing regarding their lodging certification for bike friendly businesses. How was the Bett+Bike program developed?

**Answer:** Bett+Bike was developed during an ADFC working group in the 1980's. We have also developed an AirBnB program for folks that want to accept cyclists.

**Question:** Louise, when you developed your network of trails I am wondering how you handled any issues with private landowners or citizens about the designation of the route.

**Answer:** This is hard and complicated work but an open public process is the best way to get it done.

**Question:** Gabe, how are bikers and hikers interacting along the Oregon Timber Trail?

**Answer:** This is a great question and the primary reason why we held our charrettes and invited different user groups to them. When designing the trail, we looked at less active trails, however, that doesn't mean we'll completely avoid conflict. I do believe that bikepackers will be more interested in the travel component of the route rather than trying to set a speed record so that should reduce some conflict right there since folks will be riding more for leisure than for adrenaline. As the use on the trail increases we are very interested in finding solutions to any conflicts that arise.

**Question:** Louise, can you elaborate more on the route operators? We know they are tourism agencies but who actually maintains the routes?

**Answer:** The route operators are tasked with overseeing the route but often maintenance is completed in partnership with municipalities who have signed onto doing so.

**Question:** Gabe, you mentioned a commitment to hut-to-hut opportunities along the Timber Trail. How do you see this being maintained? How will water and toilets be managed?

**Answer:** That is a great question. The hut-to-hut component is a long-term goal and a bit aspirational at this time, so it will be hard to answer this today. What I can say is that there are some existing huts that are available for rent along the trail. That being said, there are not enough huts for someone to experience them back to back along the trail. It will take us further research and right now it is primitive but we envision slowly building this up in sections.

**Question:** Louise, how long does it take to develop cycling routes?

**Answer:** It takes 10 years to truly develop a cycling route.

**Question:** Louise, how do you inspire the creation of new routes? It sounds like you have a wealth of routes available.

**Answer:** The ADFC does not actively inspire new route development and tourism agencies are on their own to develop routes. We market and promote the routes and provide the framework for quality development.

*[Scott returns to the stage]*

I'd like to give one last thank you to our panel. Please keep all the information from today front-of-mind as we will now move into our small group work activity.

## INSPIRING WORLD-CLASS CYCLING ROUTES

I'd like to close out the day by working together in small groups to discuss how we can work together in Oregon using the recipe for success that Louise shared during her presentation. We will be breaking you up into the 6 ingredients she discussed and you will spend time together discussing the topic.

At the end we will ask you to report back out to the group. Please go to the table you choose based on the following ingredients:

- Bett+Bike (Lodging)
- Wayfinding and Signage
- Dramatization
- Route Operators
- Corresponding Services
- Communications

*[Small group discussions occur]*

Bett+Bike ([Group Notes](#) + [Report Out Notes](#))

Our key theme and takeaway from the group is to remain optimistic. Folks may want to nay say your project and do not let them get you down.

We should also be prepared to copy other people's success in this space. Europe clearly has been doing great work and we can leverage their success to achieve our own.

### **Wayfinding and Signage ([Group Notes](#))**

Our key theme was that the consistency of signage and the look and feel of the information should be the same for riders so that they know where to look for information. This could also include things like QR codes to help folks learn more and dive deeper than simply on just a sign.

Germany had a lot of strong wayfinding and signage. Travel Oregon could certainly provide funding to support kiosk development in communities.

### **Dramatization ([Group Notes](#))**

Our key theme was how important it is to look at what you have locally and how you can share information with travelers during their stay.

Travel Oregon could help develop an app for smartphones and communities can include their own information to insert their educational content.

### **Route Operators ([Group Notes](#))**

Travel Oregon could help us to better understand how to rate routes at a level that recognizes international context. What makes a four-star or five-star route in Oregon?

Something we heard in Germany was that public agencies work together to support cycle tourism. This is something we need more of. This could be Travel Oregon by itself but we need more folks knocking on doors in Salem to have their voice heard.

### **Corresponding Services ([Group Notes](#))**

Our key theme was how to get cities involved in bringing more bike events to fruition to also bring more tourists into town.

### **Communications ([Group Notes](#))**

Our key theme was branding and the success of the slow release of the Timber Trail. People have been waiting to ride that trail since Gabe started teasing it and now they have a lot of folks waiting to do so.

Cross promotion was a key theme too. Let's combine interesting parts of our destinations so that we create one unified product rather than trying to push things into their own silos. If we want to promote cultural heritage tourism and bike tourism they should be combined into one product offering rather than seen as separate activities for folks to engage in.

How can we inspire visitation to our state? What is this state known for? The Oregon Trail. How can we envision a promotional campaign that brings back to life the Oregon from a mapping and

connectivity component along with a set of business services that is promoted? The New Oregon Trail.

*[Scott Bricker returns to the stage]*

Thank you all for joining us today and for providing such amazing input to our discussions. I am very pleased to adjourn the meeting and now welcome you to join us in this room for the reception.

As part of the reception we are fortunate to have nine tour operators and land managers in Oregon here today who will be standing at tables in the back of the room. As you drink and eat please go speak with them to learn more about their business and to consider how they can become a stronger corresponding service for the incredible routes we have existing in Oregon and for the ones we are bringing to life together.

List of the tour operators and land managers:

- The Bike Concierge
- Bike Newport
- Bicycle Rides NW
- Pedal Bike Tours
- Cycle Portland
- Bikeventures Northwest
- Vernonia Springs
- First Nature Tours
- USFS, Mt. Hood National Forest