

## 2018 Oregon Bicycle Tourism Summit

March 16, 2018

Oregon Zoo, Portland | OR

### FACILITATORS

Scott Bricker, *Travel Oregon*

Stephen Hatfield, *Travel Oregon*

Chris Bernhardt, *C2 Recreation Consulting*

### SPEAKERS

Dylan VanWeelden, *VanWeelden Creative*

Alison Graves, *Oregon Scenic Bikeways Committee*

Stephanie Noll, *Stephanie M. Noll Consulting*

Jenna Berman, *Team Dirt & Oregon Dept. of Transportation*

Heidi Beierle, *Adventure Cycling Association & Enroute Transport*

Mayor Jim Coey, *Oakridge*

Daniella Crowder, *Bike Newport*

Steve Schulz, *Cycle Oregon*

Jocelyn Quarrell, *Oregon Timber Trail Alliance*

Kim McCormick, *Oregon Timber Trail Alliance*

Andy Williamson, *International Mountain Biking Association (IMBA)*

Kevin Prentice, *Ride with GPS*

### TRAVEL OREGON STAFF

Andrew Grossmann, *Destination Management Specialist*

Hilary Sager, *Destination Development Coordinator*

Kayla Dunn, *Destination Development Coordinator*

Harry Dalgaard, *RCTP Manager*

### ATTENDEES

Patrick Aalto, *REI Outdoor Programs*

Jim Anderson, *OBRA*

Alvaro Asfour, *PSU Bike Hub*

Ron Baker, *Visit McMinnville*

Chase Ballew, *City of Dallas*

Chris Billman, *Independent*

Tori Bortman, *Oregon Timber Trail Alliance*

Jean Brougher, *Century House of Salem Bed and Breakfast*

Madi Carlson, *Author, Urban Cycling*

Stuart Cowie, *City of Roseburg Community Development*

Elliott Crowder, *Bike Newport*

Michelle Emmons, *Dirt Dojo*

Kathy Fitzpatrick, *Mid-Columbia Economic Development District*

Jamie Fleckenstein

Roger Gaither, *Independent*  
Sarah Gilbert, *Cordilleran Tours*  
Liz Gronert, *Oregon Coast Visitors Association*  
Keane Gruending, *Renewable Cities, Simon Fraser University*  
Jacinta Higgins, *REI*  
Sandra Hikari, *Oregon Dept. of Transportation*  
Veronica Hinkes, *Friends of the Yamhelas Westsider Trail*  
Natalie Inouye, *Travel Lane County*  
Victor Johnson, *Blue Zones Project - The Dalles*  
Alana Kambury, *Salmonberry Trail Project*  
Ariel Kanable, *Washington County Visitors Association*  
Jeanette Kloos, *Friends of the Historic Columbia River Highway*  
Jeff Knapp, *Visit McMinnville*  
John Lazur, *City of Roseburg Community Development*  
Greg Leo, *The Leo Company/City of Wilsonville*  
Rachel Leo, *The Leo Company/City of Wilsonville*  
Calvin LeSueur, *City of Forest Grove*  
Aaron Lierseemann, *Mt. Hood Territory*  
Phil Lingelbach, *Estacada Development Association*  
Bonnie Lippitt, *USDA Forest Service*  
Jim Moore, *Bicycle Rides Northwest*  
Lois Moss, *Gardens Dot Tours LLC*  
Brad Nelson, *Axiom Event Productions / Events by Axiom*  
Rachel Nelson, *City of Banks*  
Kathy Nichols, *City of Oakridge Councilor*  
Brad Niva, *Travel Southern Oregon*  
Mischa O'Reilly, *Cherriots Trip Choice*  
Susan Peithman, *Oregon Dept. of Transportation*  
Frank Peters, *sbbike.org, cyclecalcoast.com*  
Bill Pintard, *Independent*  
Brian Potwin, *Commute Options*  
Emee Pumarega, *EJP Events LLC*  
Rory Renfro, *Alta Planning + Design*  
Carly Rice, *City of Gresham*  
Doug Robin, *Santiam-Calapooia Bike Route Committee*  
Todd Roll  
Evan Ross, *Cycle Portland*  
Tom Rousculp, *BIKETOWN pdx*  
Ali Salzer, *Polk County Tourism Alliance*  
Daniel Sharp, *Oregon Timber Trail Alliance*  
Donna Short, *Santiam-Calapooia Bike Route Committee*  
Lori Sills, *Northwest Trail Alliance*  
Andrew Stewart, *Independent*  
Guthrie Straw, *Cycle Portland*  
Matthew Weintraub, *Independent*

Kendra Wenzel, *Sunset Empire Transportation District*  
Mike Westby, *Wenzel Coaching*  
Tate White, *Oregon Road Trips Book Series*  
Andy Williamson, *IMBA*  
Kurt Wolfgang, *Oregon Interscholastic Cycling League*  
Owen Wozniak, *The Trust for Public Land*  
AJ Zelada, *Gorge Pedal*

## MEETING AGENDA [[Presentations and Handouts](#)]

9:00 – 9:30	<b>Introductions and Framing</b> <ul style="list-style-type: none"> <li>• Scott Bricker, Travel Oregon</li> </ul>
9:30 – 10:30	<b>Oregon Bicycle Tourism Partnership Updates</b> <i>Develop More Places to Ride</i> <ul style="list-style-type: none"> <li>• Cycle marketing – Andrew Grossmann, Travel Oregon</li> <li>• Fat bike development – Dylan VanWeelden, VanWeelden Creative</li> <li>• Oregon Scenic Bikeways – Alison Graves, Oregon Scenic Bikeways Committee</li> <li>• Statewide Trails Association – Stephanie M. Noll Consulting</li> <li>• Statewide Mountain Bike Coalition – Jenna Berman, Team Dirt</li> <li>• U.S. Bicycle Routes in Oregon – Heidi Beierle, Adventure Cycling Association</li> <li>• Wayfinding and signage – Mayor Jim Coey, Oakridge</li> </ul> <i>Business Development</i> <ul style="list-style-type: none"> <li>• Expanding the bike shop business model – Daniella Crowder, Bike Newport</li> </ul> <i>Transportation</i> <ul style="list-style-type: none"> <li>• Columbia Gorge car-free action team – Heidi Beierle, Enroute Transport</li> </ul>
10:45 – 12:05	<b>Adventure Cycling and Oregon Tourism</b> <i>What is Adventure Cycling?</i> <ul style="list-style-type: none"> <li>• Bicycle touring – Steve Schulz, Cycle Oregon</li> <li>• Gravel riding – Jocelyn Quarrell, Oregon Timber Trail Alliance</li> <li>• Long-distance mountain biking – Kim McCormick, Oregon Timber Trail Alliance</li> <li>• Bike hubs – Chris Bernhardt, C2 Recreation Consulting</li> </ul> <i>Adventure Cycling Facilities Activity</i> <ul style="list-style-type: none"> <li>• Facilitated by Stephen Hatfield, Travel Oregon</li> </ul>
12:40 – 1:45	<b>KEYNOTE: Dream Big – Hut-to-Hut in Oregon</b> <ul style="list-style-type: none"> <li>• Andy Williamson, International Mountain Biking Association (IMBA)</li> </ul>
2:00 – 3:45	<b>Catering to Adventure Cyclists</b> <i>Components of a Cycling Destination</i> <ul style="list-style-type: none"> <li>• Bike Culture / Events – Dylan VanWeelden, Trans-Cascadia</li> <li>• Routes – Kevin Prentice, Ride with GPS</li> <li>• Services – Jocelyn Quarrell, Oregon Timber Trail Alliance</li> <li>• Lodging – Chris Bernhardt, C2 Recreation Consulting</li> </ul>

	<ul style="list-style-type: none"> <li>• Transport – Jenna Berman, ODOT</li> </ul> <p><i>Components of a Cycling Destination Activity</i></p> <ul style="list-style-type: none"> <li>• Facilitated by Stephen Hatfield, Travel Oregon</li> </ul>
3:45 – 4:15	<p><b>Reflection and Next Steps</b></p> <ul style="list-style-type: none"> <li>• Scott Bricker and Stephen Hatfield, Travel Oregon</li> </ul>

## OREGON BICYCLE TOURISM PARTNERSHIP UPDATES [[Presentation](#)]

### Develop More Places to Ride

ANDREW GROSSMANN, Travel Oregon

- User expectations have evolved, and newer technology is now available
- What is TO role in promoting cycle tourism? We want to inspire travelers and promote the best routes in Oregon for people of ALL skill levels.
- We manage a new version of [RideOregonRide on TravelOregon.com](#) which contains info about bike routes, trip ideas, recognition of bike friendly businesses and ambassadors.

DYLAN VANWEELDEN, VanWeelden Creative

- Fat Biking the Oregon Coast program
- 8 bike rides along the central and southern Oregon coast – all skill levels
- Goal is to get people out to ride fat bikes in new and different ways
- Why the beach? Riding on the beach is a safer way to ride the coast – better than hwy 101 or coastal roads
- Another goal is also to bring money into local businesses in coastal towns
- [TravelOregon.com/fatbike](#) – stories, ride ideas. Also download the Ride with GPS app and use it to help guide your rides

ALLISON GRAVES, Oregon Scenic Bikeways

- 17 scenic bikeways throughout the state. Good coverage throughout the state, with the exception of southeast Oregon
- Goal is to create the Cycle Oregon experience every day of the year, not just during large events
- Works in close partnership with Travel Oregon to develop routes and promote usership
- Program launched 2009. Next year is 10-year anniversary!
- Oregon Scenic Bikeways map is exclusively road routes right now (not gravel)
- Program goals: provide scenic quality, adventure, local economic benefit to communities
- 12 million dollars contributed to the Oregon economy generated through bikeways program (from 79k trips)
- Ensures that riders have needed amenities along the way: repairs, lodging, safe paths

STEPH NOLL, Oregon Trails Coalition

- Brings all enthusiasts together from across the state – Oregon Trails Summit 2017 – identified needs such as: a body to serve as a convener in order to get together to collaborate on shared goals
- Looking for strong statewide presence to advocate for cycling trails

- Developing and identifying means to generate funds to support our state's trail systems
- 2018 Oregon Trails Summit, October 4<sup>th</sup> & 5<sup>th</sup>
- Coordinate Oregon support for federal funding of our trails systems
- Hoping to make some progress in the 2019 legislative session

JENNA BERMAN, Oregon Mountain Bike Coalition

- Jenna serves on the steering committee of Team Dirt developing vision & goals for the work that needs to be done to serve the statewide cycling community
- Team Dirt was formed in 2017 with the intention to serve a need for state level advocacy for the mountain biking community

HEIDI BEIRELE, Adventure Cycling Association

- ACA was established in 1979 in Missoula, MT
- Inspiring people to take travel trips on bicycle
- Oregon doesn't have any designated adventure cycling routes at this time – working to get one officially designated
- TransAmerica trail touches seven of the state's scenic bikeways
- Looking for a fiscal sponsor

MAYOR JIM COEY, City of Oakridge

- Wayfinding and signage program called Connect Lane
- Lane county is large – how can we connect the entire county in a safe way?
- Partnered with Travel Oregon on a Bicycle Tourism Summit (3 years ago)
- The posted signs reference a detailed map developed by Connect Lane program
- Made up of county and city approved signs throughout Lane County

## Business Development

SCOTT BRICKER, Travel Oregon

- Travel Oregon offers an Adventure Guides & Outfitters 101 training for tour guides and outfitters – how to become a tour operator, what permitting you need, how to operate successfully
- TO goals is to meeting public demand in a safe sustainable way
- Improve innovation on creating access to lands
- Travel Oregon is working to improve information on alternative transportation options for travelers
- Oregon is considered a “fly and drive destination” but we recognize that many international travelers are accustomed to other modes of transportation – i.e. train, bike, bus, etc. NOT exclusively car trips
- Working on itineraries of “from Portland to” – would like to develop more such as “from Eugene to” “from Medford to”

DANIELLA CROWDER, Bike Newport

- Bike Newport is a successful cycling shop in Newport
- Have showers, amenities, place for cyclists to relax
- Now offering yoga classes at Bike Newport which have been successful

- Business owners found a need to adapt and change with evolving needs of the times. Began offering yoga classes and serving beer as a means to continue driving business
- Still needed to offer something further for customers; started offering fat bike rentals
- Bike Newport is now running the Fat Bike Festival in Cannon Beach & Gold Beach
- Now running cycling events statewide and events business has been booming. Getting calls around Oregon to come into communities and plan events to increase tourism

## Transportation

HEIDI BEIRELE, Columbia Gorge Car-free Action Team

- Columbia Gorge Tourism Alliance was formed as an outcome of Travel Oregon's Gorge Tourism Studio
- One of the action teams formed is the Car Free Action Team, whose goal is to work with private and public providers to develop itineraries using alternative modes of transportation when recreating
- Columbia Gorge Expressway will be going live this May. This will offer transportation between Portland to Hood River seven days a week.
- ColumbiaGorgeCarfree.org coming online this spring – resource for transportation options in CG area
- Doing all of the groundwork to manage and fine tune logistics to make car-free options visitor ready

## ADVENTURE CYCLING AND OREGON TOURISM [[Presentation](#)]

STEVE SHULZ, Executive Director of Cycle Oregon

- Cycle Oregon started 30 years ago with the intent of helping support Oregon's rural economies
- New route this year: Gravel Ride in partnership with the Tillamook State Forest and following parts of the Salmonberry Trail
- Demographics are shifting to be more evenly divided between men and women (59% men and 41% women)
- Will continue to grow and look for other adventures to add

JOCELYN QUARRELL, President of Oregon Timber Trail Alliance; Director of Marketing and Sales at Portland Design Works; Founder of Komorebi Cycling Team

- What is gravel riding?
  - Popularity of gravel riding has rapidly increased over the past few years
  - Gravel riding is synonymous with All Road Riding (Gravel roads, forest service and logging roads and singletrack – ideally a mix of all three)
- Komorebi started as a women's only adventure cycling team. Has since expanded to include and encourage participation of non-binary and transgender riders
- Gravel riding can be a "gateway drug" to off-road bicycling (mountain biking) for those who have not tried mountain biking
- How fast/far are we going? Take how far you would go on an unloaded, all day road ride and cut in half
- Gravel Riding is type 2 fun – the type of fun you don't realize is fun until you're done with it
- Opportunities for All Road Riding in Oregon:
  - Deschutes river trail

- Barlow road on Mt. Hood – follows historic wagon trail
- Oregon Stampede, good first multi-day trip
- Oregon Outback (Klamath Falls – Deschutes River State Park)

KIM MCCORMICK, Oregon Timber Trail Alliance, First to complete Oregon Timber Trail

- Oregon Timber Trail: 670 miles; half the trail is on single track; goes from California border to Columbia River; crisscrosses back and forth across the Cascades several times
- Started on southern side of Lakeview, OR
- Averaged 45 miles per day riding from sunrise to sundown
- Completed trail in 16 days including one rest day
- As the first two to ride the route, came across many blown down trees. Since then the Oregon Timber Trail Alliance has done significant trail work to clear trees in the trails
- The landscapes and ecosystems are so varied throughout the state and the Oregon Timber Trail allows you to experience all of them
- Mountain biking provides ideal pace to take in the natural landscape without having to stop, and allows you to cover much more ground than hiking or backpacking
- Important to have updated route information, maps and GPS files. Need honest reviews to know what to expect from trail sections
- Water supply is important in the high desert. Should take advantage of any chance to pull off in a community to refill and restock
- Important for businesses to have accurate information available online

CHRIS BERNHARDT, C2 Recreation Consulting

- Bike Hubs for visiting cyclists
- Easily identifiable places that bicyclists can meet up and get what they need
- Bicyclist visitors have money to spend
- A bike hub should be in the center of your town, located near services, and ideally along a bike route
- Components:
  - Parking
  - Public transportation
  - Shuttle pickup/drop off
  - Food and drinks
  - Basic bike gear
  - Bike racks
  - Bike wash station
  - Fix-it station
  - Pump track if you have the space
  - Maps
  - Info on local businesses
  - Transportation and shuttle schedules
  - Benches and picnic tables
  - Restrooms
  - Changing rooms
  - Sun/rain shelter

- Iconic signs or artwork for selfies
- Consider public-private partnerships to fund/build a bike hub in your town

## Q&A

Q: What will you do to help accommodate riders with disabilities (tandems, trikes)?

STEVE: Every state has a different law about what's considered a bike on a trail. Is an e-bike a motorized vehicle? For Cycle Oregon, looking at how to develop systems to accommodate people with disabilities / e-bikes.

Many of Cycle Oregon's volunteers are older adults who have trouble lifting heavy e-bikes or trikes on top of vans for transport. I don't have all the answers, but it's on Cycle Oregon's front of mind.

JOCELYN: Important to raise awareness of this segment of the bicycling community. There's a lot of work we can do to. We guided a ride down to Salem for the Eclipse and had a couple riders join on e-bikes, presenting another logistical component to the ride planning. The risk of running out of power is very real in adventure cycling where you are in remote locations without access to electricity. Double track roadways are open to e-bikes. Need to do a better job of communicating the level of difficulty.

JIM MOORE: We are allowing e-bikes to come along on our rides, situationally. If an e-bike allows individuals to complete the ride who otherwise wouldn't be able to, we encourage that, but it is not a way for an able-bodied person to do a long ride they are not in shape for. Bringing two batteries is a way to avoid running out of charge.

Q: Can you touch a bit more on the Oregon Timber Trail Alliance, what the Alliance does and how to be involved?

JOCELYN: The OTTA is the non-profit organization working to promote the Oregon Timber Trail. Stewardship is one of the four tenants – we put on two sawyer certifications (training to use chain saws to remove downed trees) per year which includes a first aid certification. The first just happened at Horse Creek Lodge. The second will be at the Suttle Lake Lodge. The Forest Service provides the training on how to use the chainsaws in the Nation Forest. [OregonTimberTrail.org](http://OregonTimberTrail.org) for more information and to get involved.

Outside of stewardship, working on an educational component, looking at how we can connect with schools along the trail. Community – giving back to the communities along the trail. Rider experience – that folks who are riding the trail have the best experience possible. The Alliance is still young, just had one-year anniversary as an organization.

Ideally one day you'll be able to ride up the entire west coast (Baja to Alaska).

Q: Do you have tips for getting bike event coordinators when planning an event or ride?

STEVE: Meet a lot of people. The National Bicycle Tourism Conference is a good opportunity for this. Networking with people in this room (OBTS) is another great option. Don't be afraid to ask questions. It's a rewarding thing to do but a lot of work.



## KEYNOTE: Dream Big – Hut-to-Hut in Oregon [[Presentation](#)]

ANDY WILLIAMSON, Director of Programs, International Mountain Biking Association

- San Jan Hut-to-Hut: Telluride to Moab
  - Six nights, seven-day trip
  - Seven people in the group, each with a different experience, bike setup, ability level
  - The hut system lowered the barrier to entry for some curious folks to get into bikepacking and off-road adventure touring
  - A simplistic, off the grid experience. A great way to connect with old friends and make new friends
  - Huts allow more comfortable sleep in the backcountry than the small backpacking tents required for non-supported touring
  - Huts were well equipped with coolers full of eggs and bacon and even beer
  - Water presented a unique challenge. Went through some very arid environments where natural water sources were scarce. Huts were well stocked with dozens of water jugs
  - The bicycle presents a uniquely intimate way to experience and travel through a place
  - Camp comfort vs. trail comfort is no longer a trade off in a hut-to-hut system
  - Waste management is important. Sawdust based compost toilet
  - All huts and outhouses were removable on this trip
- Important to offer the full range of lodging to accommodate all types of travelers
- 10<sup>th</sup> Mountain Division (CO) – non-profit operated ski centric but starting to increase bike usage in summer
- San Juan Huts in CO are now offering fat bike hut to huts
- Opportunities in Oregon:
  - Cascade Huts
  - Oregon Timber Trail future Hut-to-Hut system
  - Tie in Cascade Hut system to the OTT
  - Incorporate the Three Sisters Backcountry huts into summer season
  - Tie in existing bike-friendly lodging in communities near Timber Trail
  - Farm and ranch stays in Southern Oregon tied into bikepacking
  - Existing campgrounds, lodges, and other concessionaires (bike pods, shelters, secure bike storage)
  - Potential hut-to-hut tie in to the Oregon Scenic Bikeways
  - Start small: Build in opportunities to complete sections of longer trail systems in the hut-to-hut system (weekenders, long weekends, one-week trips)
  - Dream Bigger: Statewide Bike H2H System is possible with these people in the room

## Q&A

Q: Can you tell us more about the hut structure?

All the huts were a little different. Slept 8 people – if your group doesn't fill the hut, you will potentially be sharing it with other people. Beds in horseshoe configuration. A lot of dry goods for food: canned goods, spam, beef sticks, energy bars. Operators did a two-day service rotation of all the huts, bringing in water, propane, additional food etc. Each individual hut was managed

by someone local even if owned by a larger tourism company. Cost: \$600 per head for 7 days, with one night free if you filled the huts.

Q: Is public or private model better?

In Oregon, will require a public-private partnership. For one system, a company is able to facilitate the whole system. If looking to have huts spanning the timber trail, will need to consider multiple operators, private and public.

Q: Regarding transportation to and from, do you have examples of private or public transportation that helped with point-to-point elements of trip.

Transportation was the worst part of the trip. The company provided shuttle options but otherwise no support.

Q: What would be the ideal transportation system?

These trips are booked months in advance, so given that guarantee that huts will be filled, there is no reason the outfitter can't provide transportation and add it to the cost of the reservation.

For the Oregon Timber Trail, can get from PDX to start of trail without too much trouble. In Oregon we'll be looking at a combination of public transportation and private shuttles.

Q: Can you describe your experience as a client to a company that supplied the huts interacting with other public users of the trail who were not using the huts? Was the company you used the only operator of huts in that area?

For San Juans, rarely saw anyone else on the routes we were riding. This business was the only business in this area, with permits in three different forests and had been doing it for 20 years.

At 10<sup>th</sup> Division, there are numerous companies servicing and maintaining the huts on National Forest

Q: Did you run across issues of vandalism or folks without reservations trying to stay in the huts?

No. In many cases, our group had to spend up to an hour finding the hut at the end of the day. These huts were not easy to find.

Q: Are any organizations looking at systems like in Germany of national bicycling routes that local entities can tap into? How can we keep our local destinations unique and accessible while tying in to statewide efforts?

Would recommend connecting to Travel Oregon who is already doing that work. IMBA is trying to promote long mountain biking routes nationally.

Q: So many of our mountain biking trails are on NFS land, what has that experience been like building structures on NFS land?

Travel Oregon funded a survey by IMBA regarding hut-to-hut in Oregon. The key takeaways were that permanent structures are much more difficult to permit than mobile/removable structures. Using existing road infrastructure and building small, temporary huts is the best path forward.

Existing permit holders have an easier time changing their hut locations / expanding their business than new businesses trying to get permits for the first time.

Forest Service prefers coordination among operators rather than many people submitting proposals for the same area.

## CATERING TO ADVENTURE CYCLISTS [[Presentation](#)]

Cycling tourists are like all tourists, they're in search of unique experiences. This panel will address different components of a cycling destination and what makes a place a world-class cycling destination.

### Bike Culture and Events

DYLAN VANWEELDEN, VanWeelden Creative

#### Trans-Cascadia Race

- Largest multi-day mountain biking race in North America
- In fourth year
- Enduro race – uphill you go your own pace, downhill sections are timed
- Blind format: Riders don't know the route in advance. Race picks up from the airport, provides shuttles, sets up tent, provide food and beverage
- 100-person limit
- Trail stewardship component – work with USFS to uncover and rebuild trails that have been dormant. Host trail work parties over the weekend that bring a variety of user groups together to work on the trails. Partner with companies like Patagonia for financial support but companies often send employees to work parties as well.

### Routes

KEVIN PRENTICE, Ride with GPS

- [Cyclecalcoast.com](http://Cyclecalcoast.com) is a website promoting all things biking in the Santa Barbara region of California
  - Example of website incorporating Ride with GPS mapping tool that includes business listings along a given bike route
  - Link to turn-by-turn directions and map with list of businesses along the way (to print or use on mobile device)
- Develop signature routes with key services and amenities – make it easy for them to get there, stay, eat, store their bike. If you can provide the answers visitors are looking for, you will become known as a cycling destination.

### Services

JOCELYN QUARRELL, Oregon Timber Trail Alliance

- Services = places to spend money in your community!
- Value of customer service / excitement to welcome cyclists into your establishment goes a long way
- Identify what your business is “famous” for or specializes in to draw visitors in
- Offer free pastry to hikers and cyclists or another perk

- Offer water for free if possible
- Foil is preferable to clamshell to-go boxes
- Bike shops as a place to ask for advice / tips even if no bike gear is needed. If no bike shop, make sure a general market or hardware store is offering basic bike gear.
- Think about other cultural or recreational assets your community can offer for rest days (snorkeling, farm or winery tours, etc.)

## Lodging

CHRIS BERNHARDT, C2 Recreation Consulting

- Lodging is important because the lodging tax is what funds our state's Tourism Commission
- Investing in lodging is worth the return
- Important to have a range of offerings from roughing it to luxurious accommodations
- Keep in mind cyclists are getting around differently than other visitors – keep this in mind when making recommendations for where to go for dinner, etc.
- Bicyclists talk to each other and will spread the word to other bicyclists if they've had a good experience at your business
- Become a [Bike Friendly Business](#)

## Transport

JENNA BERMAN, ODOT

- Bike tourists are looking for cost effective and efficient transport
- Mountain Biking: need a shuttle van that can carry bikes
- Road / Tour / Gravel: maybe a shuttle, maybe get yourself from the airport to the destination on your bike
- Inconvenient transportation / shuttles can be the make or break for someone planning a trip
- Airport websites need to provide information on how to get to and from the airport by bike and the amenities available for bike tourists
- Will be adding bike racks to the Columbia Gorge Express
- Coast: Requires a lot of research to figure out how this trip is possible from PDX. Is possible but lots of room for improvement
- Please take ODOT's survey on [Oregoncoastbikeroute.org](#) to provide your input on how to improve the Oregon Coast Bike Route.
- If the only option for visitors with bicycles is to rent a car, that presents a problem, as most rental cars do not have racks, forcing visitors to rent a larger, more expensive vehicle
- Oakridge is trying to increase local transportation options from Eugene
- [Turo.com](#) is a new share-economy website that allows you to rent someone's personal car (can filter for bike racks)
- [Bikeflight.com](#)
- Rio Grande Trail in CO – a transit agency is maintaining and providing transportation to part of a trail system
- Your local transit agency is choosing how to spend its budget – so talk to them!

## Questions and Comments

Mayor Jim Coey: Huge shout out to Trans-Cascadia for the stewardship they do and the way they bring folks into the community.

Q: Working with Ride with GPS was fantastic, what can we expect next from Ride with GPS?

KEVIN: Launched new tourism tools at the National Bicycle Tourism Conference to help destinations better market their destination on the technology side. Goal is to continue making it easier for entities to have better IT abilities. Ride with GPS Ambassadors is a great program that anyone who is leading rides in your community can plug into.

Q: Roseburg has the North Umpqua Trail and plenty of great road rides – what can a city do to attract private investments (like Trans-Cascadia) to our community?

Each year Trans-Cascadia is in a different location. Just be involved and join groups who are doing stewardship and other trail work.

You are a prime candidate for a Travel Oregon Bicycle Tourism Studio. You have the NUT and a better shoulder season than other parts of Oregon. Distinguish yourself to compliment visitors coming to the state for other things to also stop in your community.

It's important that you are here. Tap into local IMBA chapter and see what those groups are interested in or are currently doing. Help facilitate trail development and trail work parties.

Western Spirit out of Moab does a trip to the North Umpqua Trail. Call them and ask what would keep them there longer or extend their trip.

Once you're further down the line – invest in advertising: marketing consulting, professional photography that will allow you to do some targeted marketing

Cycle Oregon and Trans-Cascadia does the stewardship component well. Partner with event people in your town to give back to the community. Will make your event go over better in the community. Important to make these trail parties fun so that people enjoy themselves.

COMMENT: Because of [House Bill 2017 \(Keep Oregon Moving\)](#), a lot of ODOT and transit service providers are going to be looking at expanding services making it a good time to reach out about what cyclists need from transportation.

Q: Amtrak used to have a stop at Willamette Pass – what would it take to get Amtrak to reopen a stop.

Would take \$6 Million to re-open a stop. City of Oakridge is trying to get a 2x per day stop in the city of Oakridge. UP has design requirements that have to be in place before they're willing to stop. If the infrastructure is in place (a pocket track) they are willing to add a stop.

Q: We have the Banks-Vernonia Trail and future Salmonberry trail in my region – the small rural communities don't want these trails in their area – do you have ideas for ways to gain support among local residents?

There will be discussions about this at the Trails Summit in October. There is increased demand for trails separated from traffic, but there is very little funding. Before the funding, you

need the local political support. We need to share stories of lessons learned. Early outreach is key and it will take a long time (a marathon not a sprint).

Opposition is a part of change. Find locals who flopped from being against to in favor and have them tell their stories.

Important to ask communities what they do want and see if we can connect the dots between the proposed trail and other services communities are looking for.

## **BREAKOUT EXERCISE #2** [[Handout](#)]

What cycling destination components does your community already have?

- All the ways ODOT and Travel Oregon are creating to let people know how to get from point-to-point
- A private forest landowner has come forward to provide land near the coast to build up to 40 miles of trails in the North Oregon Coast
- Columbia County has received a grant to work on the Crown Zellerbach trail. Cycle Columbia County has purchased the first bike repair station along that trail and many others are planned
- Roseburg is working on a bike event on the North Umpqua Trail – the area is defined and people are willing to build – looking for funding

What cycling destination components could your community easily develop?

- We need to work together to get the salmonberry trail built
- Facilities for bike rental at airports and bike stations, as well as bike lockers at those places to store bike while walking around town
- Portland airport does not have bike boxes
- Estacada needs to work on marketing their routes and get information out for how to get to them
- From a statewide perspective, every community should not have to reinvent the wheel. Would be good to have a clearinghouse that provides basic information (for example how to build a bike hub) that communities can reference

## **FUNDING**

### **State Funding Programs**

[TRAVEL OREGON GRANTS](#): 10% of Travel Oregon's budget goes out in grants every year

- Small grants program: \$250 - \$20,000 and require 10% match. Last year we gave out \$400,000 in grants. Grants are competitive but accessible. Funding is available for trail planning and master planning.
- Medium grant program: \$20,000 - \$100,000 and requires a 50% match
- Both small and medium grants will open in summer 2018

### **Regional Funding Programs**

REGIONAL COOPERATIVE TOURISM PROGRAM: 20% of Travel Oregon's budget

- Oregon's seven RDMOs (regional destination management organizations) can provide funding to their communities. A lot of RDMOs have their own grant sources (ex: Travel Lane County).

- Oregon Coast Visitor's Association and Central Oregon Visitors Association have strategic investment funds.

#### RTP (Recreational Trails Program)

- Grants run by Oregon Parks and Recreation Department are rewarded almost every year – available for motorized and non-motorized trail work (new and restorative).

#### Local Funding Programs

##### MT. HOOD TERRITORY

- Fiscal year starts July 1
- Anyone who does business in Clackamas County area can apply
- \$5 – \$150K – **no match**, opens end of July

##### WASHINGTON COUNTY VISITOR'S ASSOCIATION

- Grant cycle just ended. Mainly fund capital projects (trail enhancements, wayfinding, etc.)
- Eligible to reapply every other year
- Up to \$30,000 and requires 25% match

##### FEDERAL LANDS ACCESS FUNDS (FLAP)

- Have funding to support road and enhancement projects.
- FLAP money goes to support access to federal lands (doesn't have to be on federal land, just support access)
- Applying for funds that are awarded two years out. This is because they're usually for large capital projects
- FLAP is open currently and closes April 6. Re-opens every other year.
- Bicycle tourism projects have been funded by this source, as well as transportation projects like the Columbia Gorge Express

##### OREGON DEPT. OF TRANSPORTATION

- Will have funding for trails – with more information available in the fall

##### CYCLE OREGON

- Grant cycle opens Sept. 24, 2018

##### IMBA

- Has launched a new trails grant program with a 50-50 match
- Application will be open in the summer
- Sites, communities, and regions are eligible to apply

There is a [webinar available on Industry.TravelOregon.com](https://www.Industry.TravelOregon.com) that details the different funding sources available for trails in Oregon.

#### REFLECTIONS AND NEXT STEPS

- Oregon Outdoor Recreation Initiative has created two action teams relevant to this group:
  - Transportation Action team
  - Signature Trails Action team: Exploring iconic trails in Oregon that have the potential to be world-class hiking, biking, and skiing/snowshoeing experience (hut-to-hut)

- October 4-5: Oregon Trails Summit in Bend
- Oregon Interscholastic Cycling League: Middle and High School mountain bike programs
  - First Season of events will launch statewide in Fall 2018
  - [Oregonmtb.org](http://Oregonmtb.org) for more information
  - Seeking adult volunteer coaches to start teams
- Travel Oregon has been investing in a statewide trails group in part to help make the case for the economic impact of cycling and bicycle tourism in Oregon. That being said, there is a need for advocacy groups who have this as their primary focus. Oregon Outdoors Coalition is a new group that has outdoor advocacy as their focus.
  - Oregon Outdoors Coalition has outdoor industry brands partnering with stewardship groups and user groups to come together and speak with a common voice in influence policy. This is the organization we're hoping will drive those efforts.
  - The next coalition meeting will be at Mt. Ashland on April 4.
- Oregon Trails Coalition has similar goals but is staying grounded in the funding needs identified by our public agency partners (SCORP plan OPRD is producing). We can come together to advocate for the investment outlined in the SCORP plan.
- In the meantime, reach out to your local elected leaders and state reps and invite them to see the projects you're working on and try to win them over as a champion when it comes to a statewide funding ask.
- Oregon Mountain Bike Summit created a needs hierarchy – being able to engage public officials when it comes to awareness of the sport and funding was a top priority. Will be creating an engagement roadmap and organizing a lobby day in the spring.