

Cycle California Coast

April 20, 2016

Meeting Notes

Important Dates:

Phone Conference to discuss Structure: Thurs, June 9 at 11:30 a.m.

Next Meeting: Weds, July 20, 9am-noon Rincon Beach Club

Info requested to be sent out:

New Online Presence per Kate Faulkner:

Gmail: cyclecaliforniacoast@gmail.com

Password: santabarbaraventura

Ride with GPS.com: CycleCaliforniaCoast.org

Password: santabarbaraventura

Flickr Account – Marketing invites you to upload photos promoting bicycle tourism:

Username: bike.tourism@yahoo.com

Password: Marketing Committee

Step 1: log in

Step 2: select "Upload" at the top right corner

Step 3: drag and drop or choose photos to upload

Step 4: highlight all photos so that they are framed in pink and then select "Add to albums"

Google Group:

cycle-california-coast@googlegroups.com

Maintenance service request for the city of Santa Barbara:

Submit requests for maintenance or improvement of bike facilities in the city of Santa Barbara by phoning Mindy Jackson in the City Public Works Dept at (805) 560-7591

Agenda Notes

Introductions:

Ed France presents on the Splashpage/landing page, including a short preview of Alex Favauchos' video on the Coastal Route.

The Workgroups met briefly to discuss work accomplished since our last meeting and what they would report out.

Marketing Report

Marlyss Auster reported the group would be reporting on:

- Sample brands down to 2
- Bike friendly business
- Website & Website Funding

Kent Epperson

- Jenny Vanseters design logos
- Displayed the two Logos for consideration
- Possible tag line: "Your Cycling Adventure in Santa Barbara and Ventura Counties"
- Emblem can be a bug
- Good reception on Logo, one recommendation: Kent will ask for color palette

Brian Brennan

- Bike Friendly Business Bronze, Silver, Gold and Platinum
- Trifold brochure
- Question posed about how businesses will be contacted; Response - Personal contact, get trifold to bike clubs, ask bike clubs to help
- Next task is how to get info out - Brian will be making personal calls

Discussion:

- Valuable Marketing opportunity, great thing to be part of
- Try to grab Marketing value out of roll out of bike Friendly Business Program roll out
- Include how you get the things that make business bike friendly;
- Invite CEOs or heads of chambers to join group -- kick off.
- Bike lockers could be barrier, there are other ways to have safe secure place for bike storage
- Difference between public restroom and customer restroom—specify cyclist restroom
- Small businesses don't have a lot of money, can cities or chambers assist with cost of bike racks?
- Get info to businesses: who is going to manage program, visit businesses, maintain list, etc; social media would keep it; self-policing and trust; bicyclists will weigh in
- Subset of folks of this group could take on this project
- Can take a photo and email it in
- Should be a way to participate without cost
- Ongoing costs- should support/sponsor program, maybe that's what "platinum is"
- Please upload photos to group Flickr account- that will give images to download on webpage
- Include flicker info on next bike group mailer
- Spell out "California"
- Not yellow color and different font will go live by next week
- Splash page- consider scenic photo banner at top

Ed France Website Proposal:

- Build out mirrored sites - collaborate on similar content but maintain Vta and SB independent sites; do them and update within counties; could manage maintenance expense separately;
- Need to decide which first Vta or SB County? Decision - SB should be first
- Bike Coalition sponsoring video too
- Any strong feelings about sponsorships showing on video? Short term okay; long term may need more discussion, may need long term to maintain the site. Site needs a sustainable funding source, and sponsorships are one way to get that funding--also opportunity to get buy-in from those businesses
- Annual fee for Bike Friendly Business?
- Brian will set up Subcommittee for Bike Friendly Business, will send out an email

Infrastructure Report:

Peter Brown and Steve Offerman

City of Ventura and County of Ventura have installed Pacific Coast route signs,

Santa Barbara City and County need Grand Loop signs; Gibraltar still needs sign

Got info on how to lodge maintenance requests with Caltrans, County roads and City roads - this is on the Google group and VCTC bike web page

Derek and Peter did a ride in Santa Barbara and identified places where signs for the Pacific Coast Bikeway needs to be installed

Santa Barbara signs to be installed by end of April

SB County is going to post similar info on SBCAG site

VCTC Wayfinding

Richard Holzer

Sending email to cities and counties to get sign off on signs/criteria

Riding routes, and doing more in May – ride, stop discuss safety, comfort, intersections, wayfinding needed at intersections, alternatives

Still looking for riders for Santa Paula Time 9 am Thurs @ Ebbell Park in Santa Paula

Suggestion to contact City of Santa Paula to see if they'd like to go

Seamless app for bike maps suggested

Matt in City of Carpinteria Parks and Recreation will do signs in Carpinteria

Wayfinding Report:

Kate Faulkner

The group now has a gmail account: cyclecaliforniacoast@gmail.com and a RidewithGPS account:

CycleCaliforniaCoast.org

Route picks

Grand Loop and Coast Route

Ques: us routes, segments

Wayfinding will review template before sub routes

Links for all web pages

Turn by turn will be link

Tim- suggest reverse ratings --5 being easiest

Format turn by turns 3 columns so they're narrow, once route locked in

Suggest incorporating wave design of coastal route in cyclecaliforniacoast logo

Website Funding Brainstorm

Cost of website development is approximately \$15,000.

Kent Epperson suggests Santa Barbara Green Business program model. There is a membership fee. There is a steering committee. The annual budget is \$60k. The City and County contribute \$10k each. Others contribute varying amounts.

What are Possible Funding Sources?

Traffic Solutions will offer up \$500 for the effort.

Suggested that there could be a Go Fund Me or Kickstarter

Event Fundraiser

Organizations

Visit California grant for Regional Collaboration and/or seed money

California Business Alliance for Green Business
Adopt a Bike Path
Corporate Founding Sponsors
Founders Circle

What about money for sustainability?

Supervisor Bennett commits to getting funding for the website

Channel Islands Bike Club will help

Landing Page

We need to have the structure of our collaboration. We will have a "Landing Site" and then need to decide how we move forward.

Ed talks about the next month and a lot of decisions that need to be made.

Ed talks about mirrored web sites for our collaboration, and work with advocates in each County to keep collaboration going.

Question:

Parallel Organizations? - or- One organization?

What is the timeline to form organization?

Kent has some concerns about Ed's proposal. He says that a possibility would be the Ventura Convention and Visitor Bureau that would provide in-kind services to be the central point for communication.

CycleCaliforniaCoast (CCC) Organizational Structure Brainstorm

Regional Bicycle Coalition?

Should CycleCaliforniaCoast be a 501c3?

Could CCC be under another 501c3 – other organization serves as fiscal sponsor?

Marlyss says that VCB would need to contract; they have a narrow focus; they want to stay at the table

We need to define Goals and Objectives and match with the organization.

- Tourism
- Better Infrastructure

The strength of what we are doing is that we are marrying the tourism energy and resources with the bicycling energy and resources... the Oregon example.

Steve Bennett suggests that we all need to grab it and be responsible. That is harder and messier. However, it maintains the synergy and supports this message to "pop" this thing.

We could use the SB Green Business example:

Where we "house" our web site is wherever it works to maintain the coalition.

If we come up with \$15k that we all put into, could we contract with SBBike to be a contractor to hold the web site. The web site would belong to the consortium, not to SBBike. Supervisor Bennett will work with Supervisor Carbajal to be the holders of the legal organization (similar to the SB Green Business program). Member organizations write the check to the governmental organization.

The group agrees to forming the CycleCaliforniaCoast organization. We are creating a web site.
We don't have time to form the non-profit first.
We will work toward having a contract with the Santa Barbara Bicycle Coalition

Funding:

The ask would be a "one time ask" with the potential to become a long-term commitment.
\$15k will allow for website and printing for Bike Friendly Business outreach, etc.
First we will show that we can produce.

What organizations here will contribute?

SBCAG Traffic Solutions	\$500
Channel Islands Bike Club	\$3,000
MOB Shop	\$250-\$500
Visit Santa Barbara	\$1,000

Who are other good possibilities to contact for financial support?

VCLA	Santa Barbara County	Chambers of	Better Business
Visit Ventura	Cities	Commerce	Bureaus
UC	VCTC	Caltrans	Hotels
Amgen	SB APCD - SB Car Free	State Parks	
Patagonia	VC APCD	Bike Shops	

Should we charge a listing fee for Bike Friendly Businesses?

Contact Cindy if you want to be in on the phone conference, it's open to everyone:

Tim Rhone Ed France Workgroup Facilitators
Derek Towers

Announcements:

Ed France

May 15th - Ed will send invite to go to whole group

John and Tania Burke, fundraiser \$50. Opportunity to get CycleCaliforniaCoast connected

Kent

SB Green Business Coalition/Collaborative structure something to look at

Talk w/people about potential membership organization.

Kalon

The SB 100 takes place Oct 22

Extends offer of space and access to advertise CCC

Assignments For next meeting:

Marketing:

- Refine Bike Friendly Business program
- Tourism Week May 5
- Sticker
- Ed – Change color palette, font and add logo on landing page

- Distribute Flickr account
- Social Channels

Wayfinding:

- Finalize Routes
 - Send to all
 - Record changes
 - Suggest areas to check
 - Include times
- Grand Loop and Coast Route
 - Webpage template
- Feeder routes?
- Will work with Ed France on putting our output to the web site

Infrastructure:

- Post maintenance/service request agency contacts info for Santa Barbara County jurisdictions to the Google Group, and hopefully to a new webpage to be facilitated by SBCAG.
- Get Coastal Route signs installed by Santa Barbara County. May involve riding the route.
- Involve the City of Goleta in the Coastal Route and Gibraltar Loop signage efforts and the Bike Tourism group.
- Work on Gibraltar loop signage including coordination with Santa Barbara County staff.
- Continue to work with Caltrans on maintenance and improvement projects.

Next Meeting Date

Wednesday, July 20, 9am-noon at the Rincon Beach Club