

**Cycle California Coast
Meeting Notes
July 19, 2017**

Welcome by Supervisor Bennett and Introductions

VC Star report on City of Ventura resolution and video highlighting Cycle California Coast

Update on presentations to County and cities – Bike Friendly City and Counties

Steering Committee Meeting Update

Introduction of Kelsey Maloney – consultant on Strategic Plan/Guiding Plan

Fiscal Sponsor – Ed France

- Plan – have momentum; accomplished early goals.
- If going to fund efforts, need to articulate those goals.
- We have an interim budget.
- Look at all goals set; go through Strategic Plan and Work Plan, then set budget.
- Look at new funding sources; re-set budget from there.

Kelsey Maloney of The Write Team introduces herself and provides information about timeline to develop Strategic Plan.

- The Write Team – grant writing and organizational consultant business.
- Vision of CCC and goals and activities of how we achieve those goals.
- Living document, we should revisit quarterly and revise annually.
- Document will guide each committee and all activities.
- Helps with budgeting and funding.
- Some feedback collected through surveys.
- Draft will be ready to share by Sept.
- Final document by October.
- Kelsey welcomes contact and questions

Ed –

- Gives grant application example of why Strategic Planning process is important.
- Invites group to join delegation to Portland Sept-20-25; visit with The Street Trust and Bike Town; Rid; Ride with GPS; Sunday Parkway event; Bike Tires Direct \$1400* per participant, 5 nights, Thurs/Fri Business events and Fun events on weekend. *Jennifer Walker - 20% discount on train travel go to Visit SB website
- Discussion about approved expenditures
- Moving toward part time ED

Steve DeGeorge on VCTC Wayfinding Study

- Powerpoint - Info available online with plan, including scoring criteria.
- Good survey results and feedback at festivals and farmers markets
- Editing this week to correct errors and info to reflect where people want to ride
- Rank and prioritize routes based on existing lanes/shoulders/average speed
- Blue routes sign priority

- Change funding plan to make signage happen; CMAC – combined into one competitive process – larger more robust program, now \$8 million for active transportation projects
- Routes not new, interest in getting them built is.
- Funding 72 sign installations around county at first phase
- Grand Loop second highest route ranked; Ojai to coast, lower ranked – didn't connect populations centers; fewer riders/no shoulders/higher speeds, would have ranked higher if included in Grand Loop – ranking is readiness for investment –not importance of route

Steve Offerman – USBR 95; Natl bike route network

- Effort to establish CA Coastal Route USBR 95.
- Caltrans seeking every agency's endorsement to have Coastal Route align with Wayfinding Study; County and City of Ventura and Santa Barbara are on route.
- Need all jurisdictions to endorse. County of Ventura will put on BoS agenda.
- Adventure Cycling volunteers seeking endorsements from cities and counties along the route – all will go to Dale Benson at Caltrans so that they can lobby at the National level; Caltrans headquarters in Sacramento is coordinating, Dale sends info to Sacramento.
- Every jurisdiction has to say "Yes. USBR 95 is endorsed"; can be simple as email from PW Director to Resolution from elected body.

Workgroup Reports

Wayfinding – Kate Faulkner

- Partly infrastructure and partly marketing; maybe what we should focus on is developing the content for specific rides. These are the ways and something you can do on these routes; how to; themed rides; 3-day visit itineraries.
- Derek - Grand Loop is not narrated in a story format that makes it as appealing as it needs to be. It's our highlighted route; helpful to provide understanding of how to ride Grand Loop in a few days or a week; e.g. where would you stay, where would you eat? "Here's the story of the way to get through here... get a beer here, eat here, day 2 takes you through these mountains..."
- Kent – rides can be really well captured in video; come up with 3; user content generated stuff... If went on a ride, document that experience.
- Ed-revisit this after Marketing Discussion
- Fiorella – Often the one trying to create content about cycling; doesn't know info; Kate's idea awesome; I know how to sell something. Tell me what grades, what kind of bike needed, this would be helpful knowledge.
- New Belgium Ramble – Need someone with knowledge or expertise on back roads/gravel roads – No response from Kelly or Tim: Tour de los Padres – Frazier Park to Santa Barbara – Kate to email Ed.

Marketing – Marlyss Auster

- BFB – big focus; presenting to Board of Supervisors and Cities; everybody's ears perked up when saw Rabolais experience.
- Commit to 3-4 businesses to approach in our own communities that we know; make sure they're fully vetted; get them up on the website; and feed them through our business.
- Business outreach in SB?
- Kent Epperson – haven't really started... Kent will be putting a call out to Chamber and Green Business Program.

- Discuss consensus on BFB amenity requirements.
- VCB Blog – 1400 people in 24 hours.
- VC Star video –post on FB and link to CCC website

Website - Frank Peters – provides website update

- Images being upgraded - bigger wider
- Jalama Beach
- Identity: Cal Coast –v-California Coast
- Posting to FB bugs repaired
- Ride with GPS hosting four of our rides – they like the photography
- Regional Rides – being added; so you can geographic search
- New POI
- Derek – use sponsor levels to designate who is on route; make it more enticing for businesses; either through different listing method or apply page, or rotating business on route or...
- Cindy Cantle – should we have consistency between website and other promotional materials; group decided they want name to be Cycle California Coast; however, we have Cycle Cal Coast on website – should we be consistent for branding? Originally, both names were secured by Marketing Committee are they still both available?

Suprv Bennett - Big push for Marketing right now. Highlighting BFBs more on our website is helpful. If going to put anything, and down at bottom add lodging, etc. #2 when made presentations at County and City, Rabalais is what's left in electeds minds. Suggestions, make one of first sliders a BFB, then link and map for BFBs as they will be foundation of website, potential funding sources, political support, really emphasize presence; don't place it down on the footer.

Fiorella Calderoni – are BFBs listed in any order?

Cindy - BFB pin question from earlier discussion

When do have a listing of BFB – is there still agreement that they commit to 3 main amenities for riders; if they don't have those, do we wait to add them to list until they attain, not punishment, we will help them to obtain the amenities/share w/next door business, etc.; we want more highlight of BFBs.

Ed – it's a challenge – industry moving in a different direction than this group – if interview Bike Oregon – need to better scope out how much work it is to highlight BFBs; there's a gap between coming up with BFB and integrating that with more refined tools that are available now; so if Frank was not offering Pro Bono – what is cost of retro fit – come up with scenarios; what would that look like front loaded and maintenance?

Seth Williams – within Google maps you can create your own map highlighting only the businesses you choose.

Frank- Good idea

Diane – the website should be a resource so people can come to region to find what they need as separate from a BFB.

Suprv Bennett – for next meeting add Agenda Item – Website development

Ed – Agenda Item – what should scope of work be on website – what about maintenance costs?

Ed – what if Wayfinding evolved to Bicycle Experience Workgroup -- writing up narratives, commenting on best videos, Infrastructure, sharing experience with Marketing; sounds like what we need; Frank had short descriptions on some routes. Add more...

Kate – like idea of multi-day ride and video. Fun!

Suprv Bennett – focus on dual-county ride -- Grand Loop multi-day ride and emphasize two-county benefit

Suprv Bennett - Agenda for next time:

- Santa Paula, Website, Marketing/Wayfinding video/narratives
- BFB outreach – getting it started in SB County
- Update on where we are with BFBs
- Do we need to buyback CycleCaliforniaCoast

Ed - appreciate Kate and Leslie for first Ride with GPS, more evolved routes; appreciate Frank taking that content and putting it into more professional format with great photos and templates; need to continue to get that feedback of ride content and production quality and all standardized.

Infrastructure – Derek Towers

- City of Ventura received Bicycle Friendly Community Bronze Award, and adopted a resolution as a Bike Friendly City; Majority of Council supported; Thanks to Marlyss, Kate and Steve for speaking in different terms - it made a difference.
- Seaward Green Lanes – Work order to push into Pierpont; Loma Vista is being overlaid from Main to Mills; Overlay nearly same at West Main St to enter Ventura to Bike Path; and Omer Rains Trail to Bike trail, accidents in past, major overhaul; big piece for Grand Loop.
- Ramble Ride – off road Hillsides Conservancy and Offroad Trust?
- Gaps in camping facilities for cycle tourism; preliminary talks for improvements at Emma Wood State Beach– move to park host area and McGrath State Park – open up just for hike and bike/no vehicles (Invite State Parks for Oct.).
- Santa Ana Road bike lanes
- ATP Cycle 4 due early 2018, all projects not funded can be resubmitted; City of Santa Barbara can be resubmitted;
- Dale/Caltrans - highly recommends
- Omer Rains – Minor B project, from Emma Wood Group Camp to PCH going to upgrade,
- Dale: by a stroke of luck Emergency contract for drainage on trail and then rehabilitate trail with striping
- Kate, any possibility of widening?
- Dale - Might be able to widen in spots; let Dale know and he'll communicate to engineers
- Mixed Use – anywhere additional paved or unpaved width.
- Kent – great to put photos of bike lane construction on FB; or do FB live from site.
- Dale – Maintenance –Damage just south of Bates Road – going to start work next month.
- Suprv Bennett – Role of Infrastructure Workgroup – was what are infrastructure needs? Then how to move those along. Exactly 3 months updates on facilitating; where are resources; how do we leverage; get all of cities to adopt Bike Friendly Resolutions then City infrastructure. Have more leverage now - example of Derek and how he now has license to make improvements, role is facilitating improvements to infrastructure and funding -- that's what seems ripe right now -- keeping everybody updated on where we are.

- SEAWARD Green Lines – photos – thanks to Dale Benson for early and strong support
- Dale – city of Ojai ATP grant; Caltrans has project to repave and ADA improvements – all coincide and coordinate
- Kent – nice using noise dampening paving to repave bicycle lanes
- Dale – it's long life asphalt
- SB – Ppt for CCC presentations at counties and cities
- Ed - UCSB and Goleta community – RfP for Bike Share; it's first bike share project in south coast

Break up into Workgroups for 15 minutes to discuss what work each group will report out at next meeting.

For Next Meeting Agenda – Strategic Plan; Website/BFB– need to prominently feature them

NEXT MEETING
Wednesday, October 18, 2017
9am – noon
Carpinteria City Hall