

**Cycle California Coast  
Grow Our Bicycle Tourism  
January 27, 2016 Meeting #5 Notes**

**Opening Remarks by Supervisor Bennett and Supervisor Carbajal.**

**Introductions.**

**Alex Zavacho Presentation (Powerpoint Attached)**

Possibility of participating in some promotional videos similar to the America by Cycle and web series. Ortlieb USA would be a partner and the videos would showcase a new line of bags specific for American market as well as the tourism rides through Santa Barbara and Ventura counties.

Ideas include:

CycleMania and Tour de Tent.

Alex suggests the next one between VTA and SB County and include all the bike friendly businesses and rides Grand Loop, Hwy 33, Hwy 150, Gibraltar Mountain and back down the coast. They're still brainstorming.

Ortlieb fund video of entire Tour de Tent; also talking about off road tour for bike packing as well Trailheads and trails, showcase new bike packing bags

Goal: produce. Video to showcase tourism. Alex inquiring about possibility of waiving permit costs by including county or city logo in lieu of fees. Rathouse is the video producer, and they're also working with SB Bike Coalition.

Alex-will work with Marketing and Wayfinding regarding signage.

Comments:

Supervisor Carbajal-suggests Alex and team work with nonprofit.

Kate-suggests that Channel Islands Bicycle Club could help with work in Ventura County; also Alex may want to talk with Film Commission.

Supervisor Bennett-suggests the project may encourage our group to jump start the Bike Friendly Business program.

**The Workgroups met for 10 minutes to talk about their work since our last meeting on October 28 then reported out to the whole group:**

**PR and Marketing Workgroup (Powerpoint Attached)**

**Marlyss Auster**

Branding – Cycle California Coast

Social Channels: Facebook, Instagram and Twitter: CycleCalCoast Hotline: (805) 836 BIKE

User names: obtained CycleCalCoast.com; CycleCalCoast.bike; CycleCalCoast.org;

CycleCaliforniaCoast.com; CycleCaliforniaCoast.bike; CycleCaliforniaCoast.org

Graphics – Logos presented for the group to provide feedback

Flicker acct for photos-

Bike Friendly Business criteria

Internal - walking the talk, how team within promotes

Comments:

Peter Brown – add Santa Barbara and Ventura Counties - world class cycling to Logo  
Kent Epperson - break Logo down and do some brainstorming  
Supervisor Bennett - suggests Ventura has green business, part of criteria is bike friendly so should check that out

Brian Brennan provided example amenities of Bike Friendly Businesses

### **Infrastructure Workgroup**

#### **Peter Brown**

Dale just joined State Hwy Commission Working Group  
Identified locations on Pacific Coast Route; verbal commitment from city and county of Santa Barbara and Ventura County to use our own resources to put up new signs -- green Pacific Coast signs.

Would like Cal Trans commitment.

Mike Becker wrote letter of support for grants for Supervisor's signatures

Matt couldn't be here.

Grand loop Gibraltar road signage

Hillary got info to Marketing Workgroup

Steve Offerman provided information

For Ed France- good bike info from LOSSAN infrastructure has info for City of Santa Barbara Bike Coalition

Want to make sure we coordinate Coastal route - most important.

Comments:

Kate - need a group that just focus on signage.

ALTA group/VCTC working on signage

Derek - suggest SB County into Wayfinding effort of VCTC to coordinate with Steve de George- great idea to bring in Santa Barbara County, trying to also include all cities

Supervisor Bennett - asks his staff and Supervisor Carbajal's staff to coordinate the VCTC piece.

### **Wayfinding Workgroup (Powerpoint Attached)**

#### **Kate Faulkner**

Rides and Infrastructure of Grand Loop and Coast Route

Both routes have 75 turns

Some overlap with existing routes

SB route program covers some of the signage in SB

Infrastructure Workgroup also needed to help with this issue. The two Workgroups did some brainstorming, but not have an opportunity to take an actual road ride.

Route Issues:

In Port Hueneme, Ventura Road vs J Street is still an outstanding issue.

101 South bound, the narrow bridge near Gaviota

Kate suggests group focus on unsafe now -- What issues keep us from creating a route. Short terms need and long term needs should be identified

Santa Barbara Bicycle Coalition has the current routes posted on website: [www.sbbike.org](http://www.sbbike.org)

Sample route Ventura to Santa Paula.

Next Steps:

- Identify Route Segments utilizing our standard starting points that are identifiable and close to where visitors concentrate
- Finalize Elements of each "Ride Page"
- Acquire and organize photos for each ride
- Sign up for preparation of Ride pages
- Upload to the Web

Comments:

Peter - Painted Cave descent, cross at Gibraltar Road - needs to be addressed Kent- grand loop 150, note on route description the best times of day for riders to avoid commuters

Fred - Gaviota Bridge - blinking sign that warns drivers

Alex - less signs, variety or use existing with decal, bar codes, need to be careful not to rely totally on cell phone because there may be areas where there's no cell coverage

**Workgroups then worked in their own groups on what they will be accomplishing between now and the next meeting in April.**

**Infrastructure and Wayfinding met jointly:**

Kate- what are problems we need to solve; what would be process; who do we need to work with to solve those problems

Ed- how recreational and tourism purpose can lead Wayfinding purpose; how we do it quickly

SteveD- process started, need to get acceptable signs for all cities, and can extend to next to both counties, doesn't see issue with tourism and other biking needs, contract open, wide open, blank slate, Alta will do what VCTC asks, and continuity has already been discussed; installation count is low; but sign design logo, taking to cities and county-- historic landmark committee of city of SB; get Matt Dobberteen; County and SB City in process Bi-county/city tourism sign; generic in terms of direction but give each jurisdiction an opp for branding, but can be flexible, maybe a separate tag on post

Ed -three challenges:

- 1) south coast has sign that's approved, can something similar be used in VC SteveD, says south coast generic could work, what can be added
- 2) SB jurisdictions need to reassess what's changed- SBCAG per Peter Brown
- 3) Making and placing signs, many in Caltrans right of way, this will be an issue, how can we make it work? Could there be an encroachment permit/plan from counties?

Derek- is any way Caltrans will approve signs?

Jim and Dale-will get for next meeting:

- 1) How do you get it on Caltrans right of way
- 2) What is the standard that needs to be used, materials, etc
- 3) What are the concerns that Caltrans has on nonstandard signs

Peter -will reach out to Matt and Steve D. 2 signs SB - Vta Route, coast Route

Ed - will give Wayfinding study on Google file

Steve O - asks if Wayfinding VCTC will take J street/Ventura Rd Port Hueneme issue on their list, so it can be tackled in that process

Leslie - asks how to make that route safer

Derek -asks about those challenge issues:

Jason - Port Hueneme signage is great... But not route

Ed - signage must be cleared and steadily improved. Designate and overtime jurisdiction is dedicated to improving route, safety, etc ...ongoing improvement

Hillary - as pavement being improved, etc, include signage at same time, make it clear where bicyclists should go... Especially key turning points.

Right of ways in placement and actual implementation and prioritizing signage and installation - infrastructure has that.

Infrastructure will take Kate and Leslie's Turns List and start to prioritize which will be installed - focus on key turning points

Kalon - SB 100, will be doing recreational sign placement along Gibraltar in 6-7mile section

## **Workgroups describe what they plan to report on at the next meeting in April:**

### **PR and Marketing**

#### **Marlyss**

- Refine the Bike Friendly Business check list based off tiers and begin distribution within communities ( Brian)
- Create brandmark ( have two options for marketing committee to review and move forward with uploading and sharing with committees (Kent)
- Once brandmark in place load on social channels and start feeding social channels with imagery ( hopefully committee members will upload on flickr- so we have a healthy photo library to choose from) ( VCB team)
- Be sure that urls purchased are directed to bike-santabarbara.org temporarily ( refinements forthcoming to add in Ventura County) ( VCB team to point URLs)

### **Infrastructure**

#### **Peter Brown**

- Subcommittee to ride Grand Loop and identify wayfinding/safety sign locations: Peter, Eve, Matt, Derek. Special attention needs to be paid to the crossings of Painted Cave Road and Hwy 154. They will coordinate with Kate Faulkner of Wayfinding. Derek will cover coordination with VCTC's wayfinding project and will connect Matt Dobberteen with VCTC. The Infrastructure Committee supports using the City of Santa Barbara bike trail wayfinding logo (bike in sun) as the design template for the Grand Loop signage.
- Peter Brown will continue to work on installing "Coastal Bike Route" signs in Santa Barbara and will coordinate sign post locations...
- Steve Offerman will post the procedure for lodging a Caltrans maintenance service request on the Google Group and email it to Ed/Eve for website posting.
- Steve Offerman will work on assembling a list of points of contact for citizen requests for bike trail and road maintenance at the various cities and counties.
- The combined Infrastructure and Wayfinding Committees agreed that the VCTC Wayfinding project is the best venue to resolve the issue of whether the Coastal Trail should be located on Ventura Road or "J" Street (in Oxnard/Pt. Hueneme).

## Wayfinding

### Leslie Ogden

- Identify Route Segments utilizing our standard starting points that are identifiable and close to where visitors concentrate
- Finalize Elements of each "Ride Page"
- Acquire and organize photos for each ride
- Sign up for preparation of Ride pages
- Upload to the Web
- Ed will finalize UCSB route
- Continue efforts to resolve Port Hueneme Ventura Road/J Street route issue

### Group Comments:

Kalon – suggests the group send out a newsletter to bike stakeholders

Kent- just write an article and here's how we can use your help; should Supervisors offices send out a cross between newsletter/minutes; come back at next mtg with Information and outreach piece

Peter - Need a functional love website before we do that.

Supervisor Bennett – could SB Bicycle Coalition site house the info?

Suggests Cindy and Ed get together in next couple of weeks to put something together.

Supervisor Bennett - these meeting have become opportunity for coordination, the work of the groups is going on outside these meetings.

Supervisor Bennett suggests 2 reports from Ed France at SB Bicycle Coalition:

- 1) What is on website right now
  - Car free SB
  - Ralph Fertig started ride SB
  - Kate and Leslie added to the routes
  - List of events, bike races and rides
  - Calendar -can post to google Calendar
- 2) Possibilities for website:
  - Add Ventura County to main page
  - Ride GPS
  - Route sheet
  - Photos
  - Add Ventura County-specific rides in addition to Grand Loop

Kent – Could there be a dedicated page to this website and include URL for Bike California Coast; add some verbiage about this effort, or could link to article; in meantime could it be a redirect for cyclecaliforniacoast?

Adopt this homepage for this effort, maintain this for now... But redirect from cyclecaliforniacoast [Ed@sbbike.org](mailto:Ed@sbbike.org)

**Next couple of weeks Supervisor Bennett's office work will with Ed and Marlyss to get this up -- aim for next 2 weeks**

**Brian Brennan with Marketing gave timeline for Bike Friendly Business effort:**

Mid Feb, for review, and then finalize by Mar 1 Bike Friendly Gold Silver seals for various amenities

Comments:

Kate – suggests flexibility, long term parking, give opportunity to explain how they meet criteria  
Island Packer example of bike lockers.

Ed - San Luis Obispo does it well, requires business contribute to bike advocacy

**Matt Roberts with City of Carpinteria (Video)**

- Rincon multi use trail
- CEQAMND
- Coastal Permit
- 30-40% complete design
- Railroad okay at this time.
- Applied to CA Rail Commission for crossing
- 6-7 months

**County and City of SB will get involved with VCTC Wayfinding effort** – take advantage of existing resources will get involved between now and next meeting in April.

**Mark these dates:**

**Conference Call with Workgroup facilitators: March 23 at 1pm for 30 min.**

**Next meeting: Wednesday, April 20, 9am-noon, Rincon Beach Club**