

Bicycle Tourism Marketing Conference
Meeting #2
Workgroup Agenda

Workgroup: Infrastructure and Safety

Facilitators: Peter Brown/Rob Dayton and Jeremy Tittle

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Below are the Brainstorm Ideas related to Infrastructure and Safety.

- 1) Read all the items on the list
- 2) Add any new additions that reading this list has stimulated
- 3) Quickly group or cluster items where appropriate
- 4) Rate all the items on the list including the new items using the scale below:

E-Essential things on the list that **must** get done to have any reasonable chance of success at our effort to genuinely brand and effectively market Ventura and Santa Barbara counties as bike tourism destinations.

I-Important and good to do as soon as Essentials are done.

N-Nice to have, but we could live without this for a considerable period of time and still be successful.

Rate all the items on the list: **Items that our group agreed were Essential are designated below. We also identified a series of items that were not on this list, they have been added at the bottom of the list.**

_____ Include entry-level cyclists (M, W, I)

10-20 mile trips

Signage indicating mileage and difficulty

__E__ Transportation Network (W, I) – **Divided between within cities and between cities**

Ages 8-80

Commuters

Recreational Riders

Vacationers

__E__ Road conditions (I)

Smooth pavement & wide shoulders

_____ Hwy 33 onramp blocks direct bike and pedestrian access to coastal bike/hike route (W,I)

_____ More bike lockers and charging stations (I)

__E__ Increased bike storage on mass transit (I)

_____ Improved, consistent signage on coastal route (W,I)

_____ PCH needs a Class 1 bike path for Gaviota (I)

_____ Signage suggestion: "Bike to Sea" (W,I)

_____ Hwy 33 improvements in Oak View (I)

Eliminate 2 lanes

Make a connection to bike trail

_____ Hwy 101 (I)

Bike path to fill existing gap from Santa Clause Lane to Rincon

__E__ Amtrak – more bike friendly partnership, more bike storage (M, I)

_____ Buses – more bike racks (I)

_____ Explore State funding (M, I)

_____ Advocacy for State & Federal funding (M, I)

_____ Channel Islands Bike Club Grant Program available for funding some projects (M, W, I)

- _____ Hwy 150 and Hwy 192 – Improved bike safety – shoulders, signs, enforcement (I)
- E _____ More bike corrals in parking lanes (ex. Handlebar Roasters in Santa Barbara)
- _____ Interface of Strava type app with signage
- _____ Identification of cycle serving businesses at least every 20 miles along defined routes
- _____ Better signage to indicate points to exit Class 1 bike paths
- _____ Dual language signage
- _____ Develop maps, share maps between counties
- _____ Class 1 bike path between Goleta Beach and the beach in the City of Santa Barbara
- _____ Advocating for Caltrans to allow people to ride on the freeway between Santa Claus Lane and Carpinteria Avenue
- _____ Increased citations from law enforcement for motorists who violate traffic laws with respect to bicycles

Rank the Essential items in order, grouping is okay.

1. Connections Between Cities _____
2. Infrastructure Within Cities _____
3. Road Conditions _____
4. Additional Bike Corrals _____
5. Amtrak Culture _____
6. Bus/Transit Storage _____
7. _____
8. _____
9. _____
10. _____

Which of the Essential items could a subgroup discuss in the next 45 minute session and make beneficial progress on?

- A. Connections Between Cities _____
- B. Infrastructure Within Cities _____
- C. _____
- D. _____
- E. _____
- F. _____