

Build Our Bicycle Tourism
Wayfinding Subgroup
Meeting Notes
April 22, 2015

Present:

Co-Facilitators: Kate Faulkner and Leslie Ogden

Diane Blanchard, Cindy Cantle, Lynda Lang, Yvonne Adan, Diane Stein, Shelly Sund

Group identified priorities. The top priorities were to identify routes, clearly and consistently describe and rate the routes, provide identification consistent with Santa Barbara on maps, signage, websites, apps, etc.

First priorities are to:

- Identify Routes
- Develop consistent descriptions of routes
- Contact appropriate partners who develop maps, etc; i.e., Santa Barbara Traffic Solutions and VCTC to work toward making Ventura County information consistent with Santa Barbara

Kate presented a Master Trip Matrix and a bicycle guide book for Ventura County as references. The group developed a Structure of Route Description, which Leslie Ogden will fine tune.

The group agreed to try communications via One Drive system at Supervisor Bennett's office in order to accommodate photos, maps, etc.

Routes should include:

Mountain Bike routes: Ask Kelly at Mob Shop in Ojai and Santa Barbara rep

North Santa Barbara County: Ask Kalon; SB Traffic Solutions

Santa Barbara Coastal:

Ventura County (West)

Ventura – Ojai

Casitas Pass Loop

Ventura County (East) – *check this for accuracy as we usually say "East" is other side of grade., maybe inland?*

Canyon to Canyon

Santa Paula to Ojai Loop

Santa Monicas

Heritage Valley to Sea

Structure of a Route Description:

- Trip Name
- Distance
- Elevation/ Maximum Grade
- Turn-by-Turn (Cue Sheet)
- Loop or One-Way
- Start Point/Ending Point
- Rating of Difficulty
- Safety/Road Type
- Family Friendly
- Services
- Cultural or Scenic Values
- Travel Logistics

Two Test Routes:

- Ventura-Ojai: Shelly, Yvonne and Diane plan to ride on Friday, May 14
- Ventura-Santa Barbara Loop and Out & Back:

Tasks Assigned:

- Contact VCTC regarding new bike map with aim to have it consistent with Santa Barbara – Kate, Leslie and Cindy
- Write up Structure of a Route Description and email to the group – Leslie
- Sample Route Ventura to Ojai: Diana, Shelley and Yvonne
- Sample Route Ventura – Santa Barbara:
- Websites/Apps for group's review:
 - SmartRide.org
 - Ridewithgps.com
 - Mapmyride.com
 - MyCityBikes.org
 - Cycle Minder (?)

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