

Cycle California Coast (CCC)
July 20, 2016
Meeting Notes

SAVE THESE DATES:

Friday, September 9th – Launch Party for Cycle California Coast, 5:30pm – more info soon

Thursday September 15 – Email your suggestions for Partners/Sponsors to cindy.cantle@ventura.org

Wednesday, October 19th – Next Meeting, 9am-noon – Location TBD

Workgroups will report on the following at the October 19 meeting:

INFRASTRUCTURE

101 bike lane new signs

Matt visual displays for Sept party for bike lane projects on coastal route

VCTC Wayfinding project - good coordination on sign design

Signs up in Goleta

ATP Grant application update

VCTC Sales Tax Passed

MARKETING

By August 15 final drafts, google form on website, business cards with area you can add name in for referral from ""

8/15 - social media launch, several members

need more images, going to share FLICKR account again

Brian Gate Keeper and keep communication open with Ed

Encourage when we share we share with groups at Chamber meetings, hit multiple hits in one location

WAYFINDING

Finish Coastal route

Coordination w/ VCTC on a couple of problems

Work with Infrastructure - Grand Loop and Coastal where we want signage -

Prioritize how signage up

Times of rides - when time to avoid certain areas eg. 150; 192

VCTC routes, make sure we attend public workshop and give input

July 20, 2016 Meeting Notes

Supervisor Bennett and Supervisor Carbajal welcomed the group.

Introductions of participants and news updates about articles in Pacific Coast times and VC Star

Recognition of the success of the Santa Barbara Bike Coalition/TREK fundraising event.

-Suprv Carbajal suggests a Launch Party/social event/mixer for Cycle California Coast

Weekend after Labor Day in parking lot where bike path ends...

Invite Tourism Group and larger contact group, bike coalitions

Sept 9

Friday 5:30 -8pm, work with SB BIKE Coalition

Ed France will be lead

Invite businesses, make a presentation - those businesses along the GRAND LOOP

MARKETING REPORT – Marlyss Auster & Kent Epperson

Video of Amgen Tour de California as it passed through Ventura

Ed France provided update of website landing page:

More Photos Needed – Flicker Acct or Send Ed photos and info, images especially and links

Bike Friendly Business Program – Brian Brennan

Brian presents tri-fold brochure for groups input

-Suprv Carbajal suggests - "I agree to allow bike users to"

Suggest term limit and recertification over time - recert may be cheaper.

Once green lighted, we'll get zip lock pouches for folks to carry with them to promote BFB when they're out riding.

Stickers for businesses

-Shelly - restrooms available for cyclists — not necessarily to whole public, homeless issues - use wording that doesn't say "public"

-Kent - make it a web piece, and use business cards to carry around

-Suprv Bennett – let's make decisions, let's print up business cards, let's get brochures ready,

What are specifics we need to move forward?

- Certification Fee
- Waive for first 25 businesses

-Ed - must include first 25 are free, show up on website map; in the meantime learn a little bit about how this works, set up something more permanent, for the landing page 25-50 are first step. This brochure totally satisfactory for first step.

-Marlyss:

- Refine brochure
- Make available for Ed to put on Landing page
- Business Cards
- Agree 50 businesses will be complimentary while we continue to establish what time and effort is needed to have the program sustainable
- Founding member - "Just starting this, only first 50, commit now..."

-Suprv Bennett - for now no fee, just get folks to start up by September launch... need to have a printing budget, expandable to business off main bike loops

-Shelly - when put on website, put in a line for notes after each item, that way you'll know what issues businesses are having

-Peter B - could get to be a lot of work, seems as though it should be self certifying; don't spend resources on certifying

-Suprv Carbajal - thinks good to meet businesses face to face and certify, create relationship

-Diane – Need the business names on the routes

-Hillary – Recruit volunteers to go out and get businesses to sign up

-Suprv Bennett – When looking at the organization - coordinator role, we could include Bike Friendly Business role; does Oregon go and spot check their bike friendly businesses; look on the website and click on business and see what business said they'd do, should be able to comment on business

-Alex Fauvacho provides video project update

Currently in storyboarding and location scouting phase. Shoot early Aug-Sept; Ortlieb sponsors \$2,000, \$1,000 from REI - some will go toward website redevelopment as well; plans to have film finished and edited by mid-Sept; 45 sec to 1 min length

-Kent Epperson - when officially launch marketing effort, video website, website, social media channels built, we can have a story to tell, we have amazing photos. If we start generating some followers, hit with video – we are we ready; are we primed.

Matt Dobberteen - press release to thank you, invite press

Hillary - launch and then check out more, learn more, at Sept 9 event

Kent – first do a soft launch; follow with hard launch

- FB
- Twitter

Kent contacted Travel Oregon- no sponsorships - they have a grant; they have a tax measure; we need a grant opportunity; business sponsorship levels; a page on the website with paid members and corporate sponsors; comfortable with promoting corporate/business sponsors; founding member somebody to sponsor; what we'll give other than a bike friendly business; link to businesses

INFRASTRUCTURE REPORT

Peter Brown - Divied up - progress in Infrastructure Workgroup; City of SB has Pacific Coast Route signs up in city; Ed, one of leads on RideShare, focusing on UCSB and Santa Barbara getting links to tourism; public bike share is a great way to explore a community by bike; adopt bike plan a week from Tues; applied for \$20 million in projects in Active Transportation Program; should hear late Oct if they get money for 5 or 6 bike projects

-Derek Towers - City of VTA included for maintenance for both counties; Work Order in place for Grand Loop signage; talking with Bike Share for City of Ventura - doing pitches to key sponsors in a couple of weeks; Downtown and Westside in first phase; talking to City of Ventura for funding website

-Steve Offerman - County has circulated the maintenance info; on CCC and SBBike Coalition website; attended a field meeting on Rincon Parkway, a few more bike lane improvements in store — in 10 days there'll be wonderful cycling; recognition and thanks to Dale Benson of CalTrans for making it so much better.

-Matt Dobberteen - AMGEN was a carnival scene with great helicopter shots getting lots of press and good energy;

So Cal cycling scenes showing up on that stretch; pinnacle of what AMGEN looking for and they finally got it. AMGEN excited to come back to our region again; thanks to Peter B for pointing out one section of Pacific Coast Route to verify; 1/3 to go back and verify; then coastal trail signage will be complete; and then move to Grand Loop - which will be all new signage; Santa Claus Lane streetscape project 60% complete; formal RR crossing; try to formalize parking and make it possible to have public restrooms; Santa Claus Lane bike path and South-bound onramp all way to city of Carpinteria; 8 mile class one; won't end at Freeway anymore. The Project Development Team is a collaboration of the City of Carpinteria, County of Santa Barbara, Caltrans and the Santa Barbara County Association of Governments (SBCAG). Both bikepaths are conditions placed on the Linden and Casitas interchange replacement projects by the Coastal Commission. Rincon Trail - ends where our party will be; begins southern end of Carpinteria; will be 8 mile, Class 1 - also attached to that freeway work. So all the way through this area, where ugly situation and non-conducive place for cyclists, big improvements beginning to unfold and will be on ground in next 5-7 years

Suprv Bennett - Could you put a visual display to show at Sept Beach Party/Launch about when these efforts are due to come on line in 5-7 years; tell folks "you're going to be want to part of this effort".

-Matt- We'll make that happen

-Suprv Bennett - VC is again putting the sales tax measure on the ballot – could add 100's or miles of bike lanes and other improvements; if successful, there will finally be some funds to patch together.

Peter B - Fact of the day - Julian won Gibraltar and won the Amgen, was dead last on Monday,

Fred - talk to Matt Roberts at City of Carp for presentation info on the Carpinteria area bike lane improvements

WAYFINDING REPORT

-Cindy Cattle - Kate and Leslie are peddling their way across the country.

Shared the VC Star article about the 5 CIBC cyclists doing the cross country ride.

Current Work:

- Double check have all the route issues resolved or being resolved on the Coast Route and Grand Loop
- Identifying Feeder Routes and Issues on those
- Coordinating Routes and signage issues with VCTC Wayfinding effort
- Prioritizing Needs for signage, any other route issues
- Communicate with and share information with Infrastructure Workgroup

-Richard Holzer with VCTC reported on the VCTC Wayfinding Project - completed paper update map - 1,000 copies Wayfinding Task A report in last week; summarizing all work we've been doing developing and prioritizing routes and what work needs to make them complete and safe; will be meeting with subcommittee before public workshop and get more Expect project to be complete in November; access to maps then; working with Marketing right now to get plan; will try to bring to party; will have map on website that shows website; still updating the App -

-Suprv Bennett want to marry these two efforts - not be disconnected between two efforts.

-Suprv Bennett - Collaboration – As coastal counties we have great opportunities that we have two counties that stay rural and promoting the Coastal Route, but the effort is not exclusionary; we can include filling out the rest of both counties – e.g. Santa Maria and Eastern Ventura County.

ORGANIZATIONAL STRUCTURE DISCUSSION:

The group went over the draft organizational structure presented. The structure was based upon the Green Business Program of Santa Barbara County.

Suggestions:

Better to be a nonprofit 501c3 – rather than be housed at County - if want to receive donations/contributions.

Infrastructure Improvements – emphasize enhancing transportation for the general public – including residents, employment centers, etc.

Green County efforts

"Measure Success" identify key indicators:

Number of Bike Friendly Businesses

Infrastructure improvements

Check the goals of Travel Oregon

Establish baseline; e.g. current number of tourists and set goal to increase by ____%

Include "local, national and international" biking in objectives

Bike Friendly – add safety as a goal

Roles and Responsibilities

Attract Additional visitors to enhance the local economy

GBPSBC has annual membership fees ranging from \$200 to \$1,000+; takes in approx. \$80,000 each year;

includes cities counties at \$5,000-\$10,000 as well as in kind, credit

Coordinator – Suggest that we contract for that work; need:

Point person to organize

Contractor for website
Graphic design
Curating social marketing and images
Communication
Representative of program to attend meetings and events
Website and Social Media – back end/technology maintenance
Can the work be streamlined?

Administrator and a contract for website and social media
Outline scope of work
SBBIKE – willing to be fiscal sponsor
One 1/4 - 1/2 time person
Film Liaison model – Rebekkah Evans will get the numbers

Coordinator

Contract Work
Represent the interests of group and intent of effort
Minimize administrative portion
Runs meetings
Ties everything together
Central Coast Tourism model – ¼ time coordinator
SB Car Free model – APCD coordinates project and funding
Possible Coordinators – Rebekkah and Marlyss know Central Coast Tourism Coordinator, Christine Thomas, and will explore the idea with her

SBBIKE – Ed France

Fiscal Sponsor
Roles – bite-sized tasks
Not Coordinator

Membership Dues – GBSBC example:

Participating Partners

Large – utilities, counties, Patagonia, etc. \$1,000-\$5,000
Small - \$250
To have dues flow through County would be too cumbersome

Possible Participating Partners/Sponsors:

Email list of suggested partners that you think are best to approach to Cindy.cantle@ventura.org by September 15.

Amgen
Hospitals
Patagonia
Deckers
Trek Travel
Back Roads
Hotels
Tourism Organizations

Sponsoring Partners

Bring money in
Break out Corporate –v- Sponsoring
Tailor benefits to sponsors/corporations

Steering Committee:

Chair – run meeting, prepare agendas, rotating – could Cindy or Marlyss do or share this?
Contract Management – marketing and social media
SB BIKE – Fiscal Sponsor

Bike Friendly Business SubWorkgroup was added:

Fiorella, Kent, Brian Cindy, Hillary, Eric, Shelly, Channel Islands Bike Club, Diane, Barbara

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