

Cycle California Coast (CCC)
October 19, 2016 Meeting Notes

2017 Meeting Dates. All meeting scheduled to be held at the City of Carpinteria Council Chambers.

January 25 April 19 July 19 October 18

Meeting started with a welcome by Supervisor Bennett, a quick review of accomplishments since last meeting as well as photos of the Launch Celebration on September 9.

Workgroups met to briefly review progress since July meeting.

Workgroup Facilitators reported out on work since last meeting:

Infrastructure

Bike share is starting in cities of Santa Barbara and Ventura

Matt-ATP grants due out soon, extra \$10 million of Cap and Trade funding; SB County applied for \$300-\$400k in bike trail improvements

Derek- Housing Authority has grant, with line item for \$30k one-time operating funds; on Ventura Avenue couldn't remove parking, have sharrows, accepted by drivers, best behavior with bicyclists interacting with motorists

Marketing

Marlyss- focus Bike Friendly Business brochure ready for launch; Will have presence at two other events; Kent – CCC has FaceBook presence – setting goals; Matt-APCD's Santa Barbara Car Free Organization relationship, willing to help, program encourages visitors and residents to get around without cars. We should connect with group. Add it to our list to make it happen.

Ed - Cycle cal,coast video

Supervisor Bennett suggests we share video for more FB likes

Wayfinding

Shout out from Leslie to Derek- for promoting and enhancing safe bike riders with his Bike 101 classes

Coastal route completed

Two routes ready to go

Both J Street and Ventura Road are now signed in Port Hueneme

Routes mapped, promotion, on ground signing and improving critical infrastructure needs

Discussion about whether we ready to add other groups' efforts or routes?

Kate says ancillary routes could be added where link with Camarillo, we could link to them, but maybe not incorporate on our ride on mapping

Ed-immediately if they could get Bike Friendly Businesses, may be able to incorporate those.

Later on they may try to coordinate rides.

VCTC Wayfinding Project

Richard reports they are getting close to end

Public outreach last Sunday at a Rotary fair! Had two designs- the standard green and white was the strong preference. They hope to do another event at Channel Islands Farmer's Market.

Bike Friendly Business

Thanks to Ed for route sign

Maybe focus on legs of GL for recreational riders

Bike Depot in Ventura was the first Bike Friendly Business

Farmer and Cook submitted the next application- need to see bike parking arrangement

Patagonia should be a target

Jennifer asks whether the group has specific targets and Brian indicates that is something the group is working toward

Suggestion that Bike Friendly Businesses could have links from CCC website to their websites and then maybe charge for that to create ongoing funding source – possible a Phase 2 to BFB plan
Kent - set goals for future meetings including number of business contacted and number of presentations
Eve- maybe add day trips to website and poster,
Eve will work on that
Suprv. Bennett is there a way to acknowledge people who complete a route; e.g. a badge, digital badge, ball cap?

Kate Faulkner gave a report on the ride across the country-
Focus on the great Infrastructure in other states and network of bike trails as well as accommodations and services to attract bicyclists
Bike trails exceptional over 1000 miles, a lot of rails-to-trails; Coalitions are putting together amazing long-distance trails; Linking areas between trails such as Pittsburgh to D.C. is all on trail. Not all are paved with asphalt. The Coeur d'Alene Trail surface is crushed limestone, cheaper to build and maintain
California does class 2, better than a lot of states

Suprv. Bennett asked about final pledges and how many donations have been received.
Ed will send Kent an invoice for SBCAG
CIBC- has submitted an application for funding and it will be considered tomorrow
Visit Santa Barbara also needs an invoice
City of Ventura would like an invoice
Shelly offered she will match the donation from the MOB Shop
Discussion followed about proposed sponsorships as written in draft Organizational Structure. Perhaps the SB Green Business format isn't ideal for our needs. We should tailor to what works best for CCC. We need everybody to start approaching people to talk about Partner/Sponsor/ SB green business format.
Everyone please review and we discuss for changes at next meeting.
Kent- boils down to desire to acknowledge cash contributor in some place or form; What's needed is a distinction between how much. An example: Ortlieb is sponsoring film. They don't participate in meetings or decision making. We acknowledge them how?
Kent suggested goal- internal fundraising and then corporate for January Annual contributions
Suprv. Bennett will research too

Wayfinding

Website and maps - Looking at tools/methods to break up route, ride wGPS, etc Some ideas are provided, perhaps add points of interest?
Camping?
Bike Friendly Businesses?
Enhance map
Research what other jurisdictions do
Grand loop and coast route challenge – rewards for completing; e.g. - receive an electronic badge, maybe you can buy the jersey.
What tools would we provide on website that would facilitate someone participating.

Suprv. Bennett refers briefly to organization structure – review and discuss sponsorship further at later date
SBBike – acting as fiscal sponsor

Tasks for Next Meeting:

Marketing/PR

- 1-Want to keep Bike Friendly Business Committee part of Marketing/PR
- 2-Build off Kent 5 testimonials
Over the Holidays- highlight 10 BF Businesses on FB
- 3-Tie in with Amgen and host cities
- 4-Push out to Seattle and Portland markets

Suprv. Bennett – In future, second half of workgroup time could be for BF Business sub-committee focus and for Infrastructure and Wayfinding to meet together

Infrastructure

- 1-List of hot spots - dirty dozen, issue spots like timetable addressed
- 2-Few members will do a ride in Nov from SB to west end of Goleta and use as opportunity to develop a spread sheet for keeping track of locations that need signs
- 3-Project list of recently completed or or soon-to-be complete projects, everything - down to the small stuff

Wayfinding

- 1- Take Grand Loop and Coastal Route Challenge - what do we need to make it happen; work with marketing and figure what do we need to do in website to make that happen, what recognition, tweak routes
- 2 Determine our signage needs - work with Infrastructure, see how Nov 2 ride works. If that works, that will be replicated on other sections of routes

Bike Friendly Business

- 1-each of us sign up 3 businesses- committed to specifics
- 2-send electronically to BB
- 3-outreach to chambers, business associations, bike clubs, etc

“Grand Loop is Out... Are you in”

When Trek Travel posts our routes, we'll have arrived.

Suggested Partners from previous:

CMH- Cindy
Patagonia- Steve Bennett & Brian Brennan
Ed- Deckers
Ed- Trek
Back roads
Hotels-
Ojai Valley Inn – Steve Bennett
APCD Car Free has hotels on their list
Kent- Reggie Drew with Wheel Fun Rentals
Cliff House- Leslie?
Brian Brennan- Marketing can they get a handle on what bike business they have now, then we can demonstrate
Aloha Restaurant-VTA Green Business
Crown Plaza
Sheraton
Cal State Channel Islands

Evaluation Forms were handed out.

Suprv. Bennett presented a tribute and a CycleCaliforniaCoast T-shirt to Supervisor Carbajal's staff members Jeremy Tittle and Erik Friedman in appreciation of all their efforts and contributions to the success of CycleCaliforniaCoast.

Group agreed that the proposed dates for 2017 meetings look good as planned.

Meeting was closed with wishes for good holidays and a happy new year to all!