

Build Our Bicycle Tourism
October 28, 2015
Meeting #4 Notes

Opening remarks by Supervisor Bennett and Supervisor Carbajal

Introductions

Each Workgroup made a presentation updating the others on the issues they agreed to report back:

Marketing and Public Relations

- Marlyss Auster spoke about branding and presented several options for this effort.
- The group agreed to the URL: cyclecaliforniacoast.com
- Brian Brennan spoke about Bike Friendly business programs.
- The group would like to work on developing criteria based on the type of business; e.g. hotel, restaurant, bike shop; each type would have at least 3 must-haves; consideration should be given to the idea of requiring businesses also be a paid member of a bike tourism association.

Infrastructure

- Hillary Blackerby presented a powerpoint of her survey of local transit and train bike amenities. Looked at 8 transit services: MTD, Gold Coast, Clean Air Express, Pacific Surfliner, Coast Starlight, Valley Express, Greyhound

How should we format and disseminate this information?

Comments:

- We should build the trips for people that describe how they can "make it happen".
- It was noted there are bike stations at the MTD Building and parking lot behind Granada Theater.
- Metrolink is very bike friendly.
- It is possible to bring bikes on airplanes.
- Bikes to Go and other Rent-a-Bike bike rentals are a good alternative for tourists
- The Clean Air Express now goes to the Santa Ynez Valley. It's possible to take your bike and then ride through the wine country and catch a ride back.
- Derek Towers reported that Pacific Coast Route is a good place for effort to focus – it's a short-term, achievable goal; City of Ventura has issued work orders for new signage; County of Ventura is creating a work order to identify needed signage; and Caltrans is in pretty good shape as far as signage goes.
- Peter Brown reported that the City of Santa Barbara will install signs and he is checking with Goleta, Carpinteria and County of Santa Barbara.
- Matt Dobberson spoke about the current Santa Barbara wayfinding system being geared to commuters; The goal is to sync up the two systems on the Grand Loop; City of Santa Barbara is in process of doing whole new design for signage; SB Bike Coalition has a list of contacts on the back page; and 5 Year plan includes the Santa Claus Lane improvements as part of the Linden Interchange work and connection along the Rincon Trail from Carpinteria to Rincon Beach County Park.

Comment:

- Ed France indicated that Eve Sanford will try to coordinate all the signage.
- Steve Offerman provided status of Hwy 150 and Hwy 192 needs that are doable and achievable: Trim brush back to beyond the edge of paved shoulder and maintain; Add paved shoulder where possible – as on Santa Ana Road between Hwy 150 and Hwy 33 in the Ojai

Valley; Delineate a Class II or Class III bikeway along the Rincon parkway and improve transition from the Parkway to the Omer Rains Class I trail.

Supervisor Bennett suggested that we should develop a strategy for lobbying for improvements to bike routes, bike amenities on trains, etc.

Wayfinding

- Leslie Ogden presented routes, charts and descriptions that have been developed.
- Routes are being housed temporarily on SB Bike Coalition website.
- Also available on RidewithGPS (RWG)
- Best routes for Hope Ranch, Coast Route through Port Hueneme (J Street or Ventura Road?) and through UCSB need to be determined.

Workgroups then went to work to determine 1) What they will accomplish today and 2) What they will report on at our next meeting.

For our next meeting:

The entire group will think about and be prepared to discuss:

- 1) When and how do we announce this effort?
One suggestion was to announce in conjunction with or immediately prior to Amgen Tour of California
- 2) How and who do we lobby? Develop list of issues for next meeting, e.g.
 - Trains – Consistent bicycle amenities
 - Caltrans – Trim growth along roads to beyond edge of paved shoulder and maintain
Add paved shoulder where possible; e.g. Santa Ana Rd between Hwy 150 and Hwy 33 in the Ojai Valley
 - Class II or III bikeway along the Rincon Parkway

Workgroups decided they will report on the following:

Marketing & Public Relations

Team member will attend the bike tourism conference in San Diego.

Establish a toolkit including: - lead: Brian Brennan

- Introduction to our committee
- Information for how to contact/connect with us
- Tools and resources on becoming Bike Friendly (how to get there)
- Criteria and levels
- Decal

Work with Brooks Institute to develop branding ideas, including a logo

Build a rough website map – lead: Cheryl & Rebekah

Buy URLs – lead: VVCB

Create social media channel – lead: VVCB

Create Flickr account for the group to share media – lead: VVCB

- For use for this mission only

Infrastructure

Create a Google Group to communicate with each other

Communicate with Caltrans about road maintenance and improvement needs.

Signage - Peter will lead the effort on the Coast Route to work with the local jurisdictions to identify signage needs.

Derek will work on VC signage efforts

Infrastructure, cont.

4-5 folks will ride the entire Grand Loop to identify the signage needs, coordinate with Wayfinding

Hillary will add to her multi-modal powerpoint presentation and circulate

Get better information on the transit sites that need to have better info on their web sites about the amenities and rules for bikes.

Enhancements to transit modes.

Coordinate with Marketing to get info above from Hillary.

Wayfinding

Complete the 3 segments of our routes.

Use Google Earth for pinpointing signage and infrastructure needs.

Add PDF version of routes to SB Bike Coalition info.

Will work on the UCSB and J Street/Ventura Blvd. routing

Steve DeGeorge and Alta will send out their timeline/calendar for Wayfinding project.

Kate Faulkner and Leslie Ogden will coordinate with Infrastructure Workgroup on Grand Loop ride to identify signage and infrastructure needs.

**Our next meeting is tentatively scheduled for
Wednesday, January 27
9am-noon
Rincon Beach Club**