

Sequim Bicycle Alliance

7/17/2018 Meeting Notes

Focus: DESTINATION BIKE TOURING ON THE N.O.P.

Introductions/Attending:

Sequim City Manager's Office: Charisse Deschenes* (+ interns Guy Knapp, Darynn Lung)
Sequim Public Works: Ann Soule,* David Garlington
City Communications/Marketing: Barb Hanna
Sequim School District: Dave Toman
Peninsula Trails Coalition: Bob Lake, Brian Anderson
Chamber of Commerce: Bob Anundson
Small Business Development Ctr: Kevin Hault
Local Business: Jon Porlier (Rainshadow Rides & Repair)
Local Cycling Groups: Scott Chichester (Gravel Growlers)
Jamestown S'Klallam Tribe BFC: Annette Nesse
Clallam Co.-Port Angeles BFC: Randall McCoy, Lisa McCoy
(Many others invited and unable to attend but sent input: Tour de Lavender, Sequim Bike Works, Ben's Bikes, Greenhouse Inn)

**Facilitators/scribes*

Meeting Objectives:

- Define the business infrastructure needs to advance bike tourism based in Sequim but accessing the North Olympic Peninsula.
- Connect stakeholders, identify gaps, start a marketing strategy.

I. Orientation: Bike Touring Comes in Many Forms

- Lightweight – “credit card touring”
- Fully loaded – incl. cooking and camping equipment
- “Bikepacking” – mixed terrain & surfaces
- Supported/guided – vehicle carries some equipment
- Events – 1-7-day focused race or ride*
- Day touring – residents or visitors
- Sub-24-hour-overnight – short ride to camping spot

*coordinated with RAW (Ride Around Washington), Cascade Bicycle Club

II. Status/Gaps in the Needs of the Cyclist or Group

- **Access to restaurants/cafés; groceries**
 - Places to eat between PA & Crescent & Forks & Granny's
 - Food truck or portable food services
- **Access to drinking water, bathrooms**
 - Public parks (Carrie Blake, Railroad Bridge, Sequim Bay State Park)
 - YMCA for showers
- **Access to lodging – B&Bs, motel/hotels**
 - Chamber has hotel info for cycle tourists
 - “Warm showers” program alternative
 - B&B owners like to rent out for two nights – marketing for area
 - Pre-planned itineraries are nice (entertainment, routes, food, etc.)
 - Need bike racks or in-room bike storage
- **Access to camping**
 - Camping in Sequim & PA – often full
 - No place to camp at Clallam Bay (or several other areas along cycling routes)
 - Open up some Sequim parks (maybe event-based)
 - Mobile showers?
 - Railroad bridge park? Other new locations?
- **Repair services and supplies, maps, books**
 - Water & Repair stations every “x” miles
 - Package deals for services needed by cyclists
 - Can't keep maps stocked enough at the Chamber – very popular
- **General Info**
 - FAQ on OPBA website: <https://olympicpeninsulacycling.com/>
 - Info for mountain bikers – OPBA site is good start, and Adventure Trail/PTC <https://olympicdiscoverytrail.org/>
 - “Peninsula Ambassador” Volunteer program idea – riders on trail offering assistance (ideal if they have a badge, jersey, or other identification) (Dave T. idea)
 - Chamber needs brochures with bike services info and websites
 - Educate Chamber and other volunteers re bicycling opportunities
 - Coordinated efforts regionally
- **Guide services**
 - Package deals for services needed by cyclists
 - Tours marketed by existing guides – working with B&Bs to schedule tours
 - Regular, organized tours for locals, too (Gravel Growlers and others)
 - Spokefolk rides on Sunday (and other regular rides offered, listed online)

- **ID safe roads and trails (wide shoulders, low traffic)**
 - Reminding cars to share the road
 - Designated bike routes & bike friendly streets – can do on Google Maps
- **Smart phone reception; free internet**
 - Dead zones are a problem
- **Wayfinding**
 - Need standardized signage
 - Street signs when trail crosses a street—what street am I on? (Brian Anderson has identified gaps)
 - Signs from downtown Sequim to ODT
 - Signage for biking services (e.g. at Whitefeather Way – shopping, food, water, tourist, destination) – and **put on website**
 - Maintain signs on kiosk by visitor center (PTC, Chamber, City)
 - No sign on Jefferson County Line (On HWY 101) – PTC and Bob Lake working on it.
 - Port Angeles – waiting for signage opportunity by City
 - Maps are good but people also rely on signs! Weekend riders will not come back.
- **Transportation to/from routes**
 - Shuttle van – talk to Rocket & Greyhound
 - Bus service is limited (7 hours on 3 different buses from Forks)
 - Maybe use a bike trailer as a pilot program?
- **Getting here from east, south, north**
 - PTC receives emails weekly asking about traveling from one location to another
 - Peninsula regional transportation – get better inventory and collaborate
 - Study & ID Gaps (Annette Nesse) – Connie (?) & Ken Stringer

III. Who's missing

- (All other jurisdiction staff besides Sequim)
- More businesses – lodging in particular
- More cycling groups for input

IV. Marketing

- Advertising in Outdoors NW and general ads in other magazines (City of Sequim)
- Tour de Lavender – Social media site & hire (radio as well)
- Use other regional events to market our area and tours – include a brochure with all peninsula events in swag bags

- Oly Peninsula Tourism Commission website for entire peninsula has section on cycling opportunities: <https://olympicpeninsula.org/things-to-do/outdoor-adventure/#1>
- Network with bike shops around the greater Seattle area – flyers/brochures
- Email marketing about events & rides
- Cascade Bicycle Club – get on their schedule (16k strong)
- Lavender Fest and Irrigation Fest booths – get all bicycle groups to sponsor a booth
- Info kiosks at Tribal Center – Host a Spot
- One-stop-shop node system – WA state effort signs
- “Becoming Bike Travel Friendly” info at Adventure cycling site: www.adventurecycling.org/bicycle-tourism
- Maps & info to encourage two+ overnight stays
- Follow examples from Europe, Japan, other places in USA, etc.
- US Bicycle Route System (USBRS) “OpenCycleMap” app
www.adventurecycling.org/routes-and-maps/us-bicycle-route-system/
- Path less pedaled site: www.pathlesspedaled.com

V. Wayfinding resources

- Google maps to find bike routes and trails
- Garmin courses
- Trail forks MTB database (App) <https://www.trailforks.com/>
- Ride by GPS
- Map my Ride
- Open Cycle Map
- Open Street Map

VI. Next Steps

- SBA Quarterly meetings with July and October focused on this topic
- Looks at needs list – identify the lead & steps for action – spreadsheet needed
- Barb Hanna is liaison for Tourism & Lodging
- Bob A. will work with Chamber
- Connect the players (continue to invite to these meetings)
- Present the need to pertinent boards, commissions, city, businesses