# BICYCLE TOURISM: IDEAS FOR BEST PRACTICE

# Agenda

Overview

Understanding the Cycling Industry

California Cycling

Community Action for Best Practice

Cycle California Coast

Questions

# Overview

# Why Cycling Tourism?

- one of the most promising growing travel industries in the USA
- 2nd most popular outdoor sport in the country
- cyclists spend $83 billion on 'trip-related' sales and generate $97 billion in retail spending (Outdoor Industry Association, 2017)
- higher quality tourists
- 4/5 US cities with the highest share of cyclists are in California: Davis, Berkeley, Palo Alto, and Chico
- 51% growth in bicycle commuting nationwide from 2000 to 2016
- access to safe cycling trials was major factor for Amazon's future host city
- cycling leads to a healthier, happier local population

# Understanding the Cycling Industry
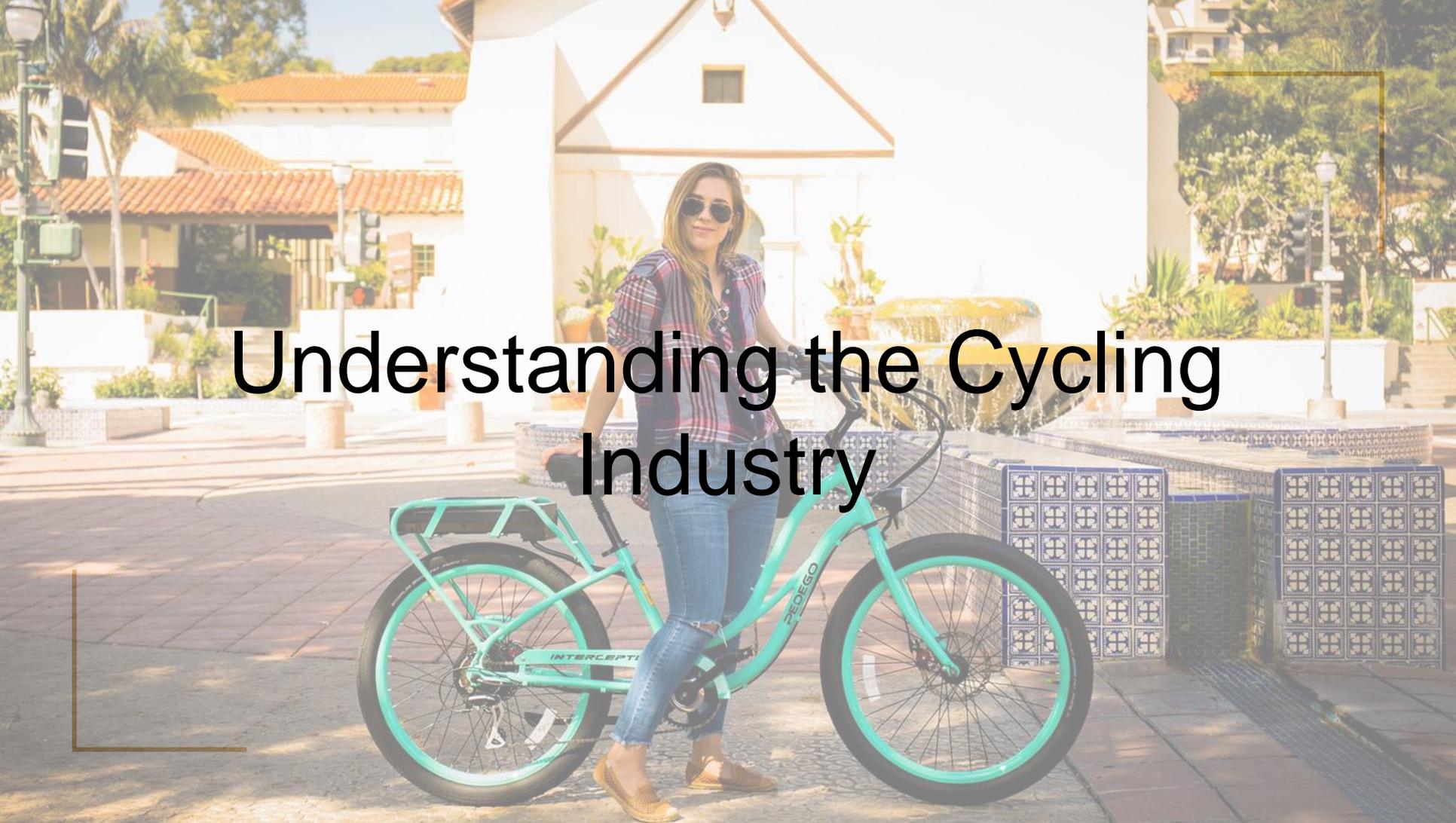
# Profile of the Cycling Tourist

- high quality, low impact tourists
- drawn to destinations with safe, quiet roads and trails, locally-owned businesses, and bike-friendly accommodations
- on average, touring cyclists stay at a location three days longer and spend $240 more per trip than the average tourist

# What Cycling Tourists Want

- safe cycling infrastructure
- alert drivers
- end of trip facilities

# Build a Cycling-Friendly Destination

League of American Cyclists identifies 5 factors for a cycling-friendly city

- engineering
- education
- encouragement
- enforcement
- evaluation/planning

# Protected Bikes Lanes

...support the local economy in a number of ways

- fueling real estate redevelopment
- helping local companies recruit  talented workers
- making workers healthier and more productive
- increasing retail visibility and sales volume

California Cycling

# Bicycle-Friendly State Report Card

- highest number of bicycle commuters of any state
- adopted its first ever statewide bicycle and pedestrian plan in 2017
- 1st in policies and programs
- 2nd in evaluation and planning
- 3rd in education and encouragement
- 4th highest per capita bicyclist fatality rate
- advocacy groups

# Bicycle-Friendly State Report Card
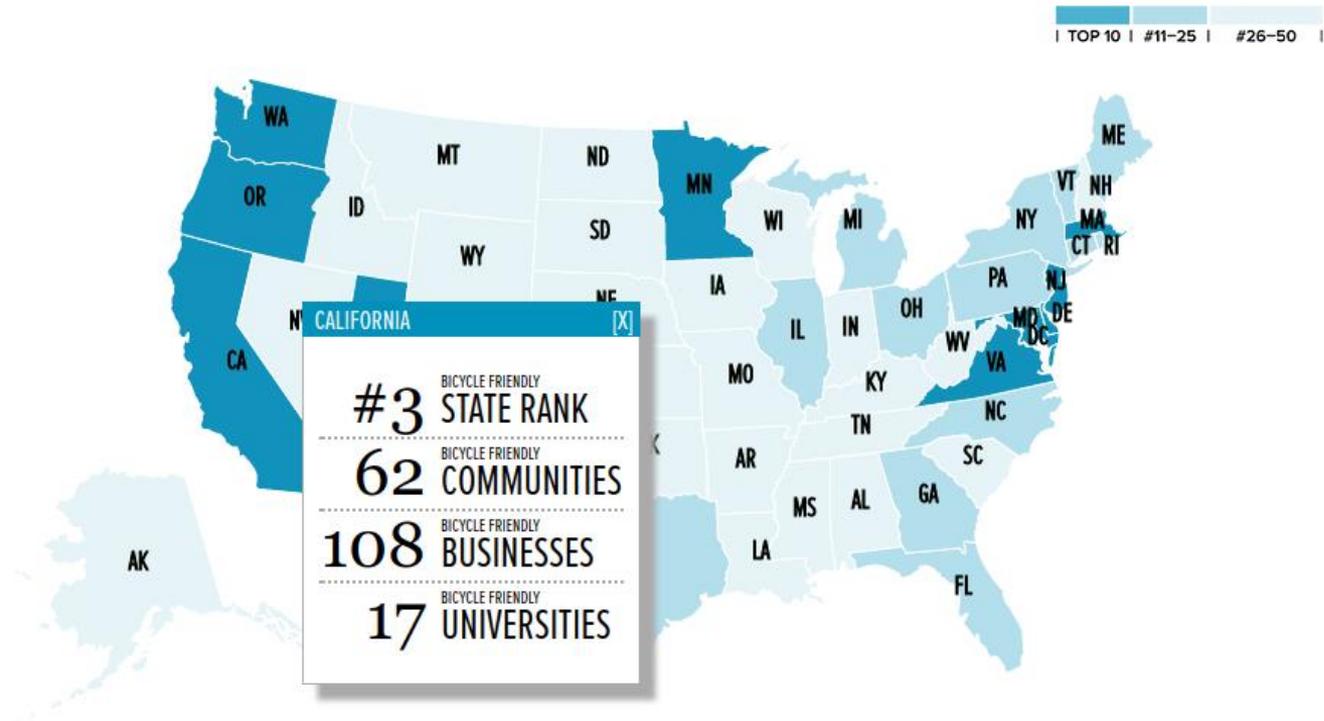
# Community Report Card

Ventura

- high scores in advocacy, events, laws and ordinances, and bike plan
- low scores in total bicycle network mileage to total road network mileage, bicycle advisory committee, and bike program staff to population

Santa Barbara's Bicycle Master Plan was updated in 2016 and progress is not yet reflected on a community report card.

Community Action for Best Practice

# Goals: League of American Bicyclists

a holistic, community effort from multiple stakeholders is required

- adopt a Complete Streets policy and create implementation guidance
- enact a bicycle education program
- review local ordinance that requires bicycle registration and consider non-enforcement actions that can address concerns
- create a Bicycle Advisory Committee, a point of contact for the bicycling community in the police department, and/or increase staff time spent on improving bicycling and walking in Ventura and Santa Barbara
- develop a network of bike boulevards to take advantage of low-speed streets to encourage and optimize bicycle travel on low-stress corridors

# Local Government

- stress quality of life in city development plans
- list bike resources as a value proposition for economic development
- open up existing fiber networks to create wifi-connected trail sections
- stipulate that all new developments include bike parking and connections
- convert car parking spots into bike parking
- stipulate that all new roads/repaving include bike lanes
- designate a portion of in-state license plate applications for cycling efforts
- repurpose old logging/gravel roads as bike paths
- promote cycling opportunities for Parks & Recreation sponsored events
- provide cycling event grants

# Local Outreach

- need to unite communities with a single brand
- CVB should act as the community spark plug
- put together an educational piece and host community meetings
- need community ownership of Cycle Cal Coast
- start with residents
- word of mouth is crucial to jumpstart growth and support
- host a public art competition for a bike rack design

# Bicycle-Friendly Businesses

- support from locally-situated national corporations has been a crucial element of success for several destinations
- Chambers of Commerce should help build bicycle-friendly communities
- hotels should have bike tools, pump, wash station
- ask businesses to link to Cycle Cal Coast on their websites
- promote Pacific Surfliner bike carry-on service

# Public Relations

- media pitches
- familiarity trips
- host bike testing
- host events
- include a way to provide feedback along the ride
- itineraries are key
- need to aggregate, not fragmentate information; all lead to one site

# Trends/Event Planning

- bike events are mostly BYO Bike
- event participants are staying longer or coming early, and bringing more friends and family
- cycling is social so plan itineraries that way
- increasingly regional, statewide, cross-country focus
- Ridgway, CO, built mountain bike routes in 2015 and in 2017 they became the number one economic driver

Cycle California Coast

# Who's Involved

# Efforts to Date

A few accomplishments since inception (February, 2015)

- Creation of the Grand Loop as the main asset
- Creation of a unifying brand
- Launch of website and social media
- Launch of Bike-Friendly Business program
- Creation of sponsored video
- Adoption of strategic plan
- Bicycle Friendly City and County designations
- Ventura County Board of Supervisors approve funding for bicycle lanes
- Santa Barbara City Council adopts Bike Master Plan

# Efforts to Date

A few accomplishments since inception (February, 2015)

- Increase in bike repair stations
- Participation in National Bicycle Tourism Conference
- Ventura and Santa Barbara bookend the Amgen Tour of California
- 4 Cycle California Coast steering committee members involved in the Amgen Tour of California Local Organizing Committee
- Visit Ventura marketing campaign with the Outbound Collective to create cycling content
- Visit Santa Barbara garners broad media attention with car-free PR outreach

# Get Involved

- Hosted by Ventura County Supervisor Steve Bennett
- October 17, 2018
- Carpinteria City Hall
- 9:00 am - 12:00 pm

Questions?

Presentation for Cycle California
Coast
created by Visit Ventura