



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** BOS  
**Department No.:** 011  
**For Agenda Of:** 08/28/18  
**Placement:** Departmental  
**Estimated Time:** 30 mins  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors

**FROM:** Department Supervisor Das Williams and Supervisor Steve Lavagnino  
Director:  
Contact Info: Darcel Elliott, (805) 568-2182, and Cory Bantilan, (805) 346--  
8396

**SUBJECT:** Report on the Progress of the Cycle California Coast Bicycle Tourism Effort in  
Santa Barbara and Ventura Counties

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**County Counsel Concurrence**

As to form: N/A

Other Concurrence: N/A

As to form: No

**Auditor-Controller Concurrence**

As to form: N/A

**Recommended Actions:**

- a. Receive and file a report on the progress of the Cycle California Coast bicycle tourism effort in Santa Barbara and Ventura Counties.
- b. Determine that the above actions are organizational or administrative activities of government that will not result in direct or indirect physical changes in the environment and are not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378(b)(5) of the CEQA Guidelines.

**Summary Text:**

Cycle California Coast is an organization focused on increasing bicycle tourism and improving the cycling experience in Santa Barbara and Ventura Counties. The group was created in 2015 by then-Supervisor Carbajal and Ventura County First District Supervisor Steve Bennett. Supervisor Williams and Supervisor Lavagnino currently serve as partners from Santa Barbara County in the group. The goal of this item is to give the rest of the Board an update on what the organization is doing and receive feedback on how the group can support all of Santa Barbara County.

**Background:**

The completion of the Class 1 Bike Trail along Highway 101, connecting Ventura and Santa Barbara Counties, in September of 2014 brought with it a safe and beautiful way to ride our coast and travel

between the two counties. In February 2015, former Supervisor Salud Carbajal and his Ventura County counterpart, First District Supervisor Steve Bennett gathered together a large group of stakeholders to find out if there was broad interest in capitalizing on the opening of the bike trail by making Santa Barbara and Ventura Counties premier national and international bicycle tourism destinations. And so began Cycle California Coast, a group of stakeholders and government representatives who meet once a quarter and work to improve the cycling experience and increase awareness of cycling in the two counties.

Current Santa Barbara County First District Supervisor Williams was involved in the organization when it first began while he was in the State Assembly. Upon taking office as County Supervisor, his office has taken on a larger role in the group, filling in for former Supervisor Carbajal. Last year, Supervisor Lavagnino also joined the organization as a partner. The two Supervisors would like to update the rest of the Board on the work of Cycle California Coast and receive feedback on how the organization can best serve all of Santa Barbara County.

Ultimately, the group would like to mirror the success of the Travel Oregon bicycle tourism effort that has resulted in significant increases in bicycle tourism and millions of dollars in additional tourism dollars added to local economies.

The following benefits were identified for communities, non-profit organizations, businesses and government agencies participating in Cycle California Coast:

- Increases the number of tourists visiting Santa Barbara and Ventura counties.
- Increases the positive visibility of Santa Barbara and Ventura counties as a tourism destination in print and online media and advertising in the community.
- Provides greater recognition and information about the many communities, bikeways, roads, trails, and events for bicycle tourists to enjoy in the Santa Barbara and Ventura region.
- Serves as a model for businesses on how to accommodate the specific needs of the bicycle tourist.
- Expands a Bike Friendly Business's base by attracting customers who want to patronize businesses that are eager to accommodate the needs of the bicycle tourist and provide them with a warm welcome and a great "local experience."
- Encourages bicycle infrastructure improvements to enhance the attraction of Santa Barbara and Ventura counties to the widest range of cyclists.
- Enhances bicycle transportation for the general public, including local residents.
- Benefits the effort to lower greenhouse gas emissions and become Green, Sustainable Counties.
- Enhances coordination among political jurisdictions and organizations working to support bicycle tourism.
- Creates positive publicity for local businesses and encourages patronage by local bicycle riders as well as tourists.

Three working groups (Marketing and PR, Infrastructure, and Wayfinding) have established priorities and objectives, and work on those between larger group meetings. Meetings include each work group presenting their progress, coordinating their efforts and stating their priorities to complete by the next meeting. A Grand Loop and Coastal Route through the two counties are the initial focus of the effort. Additional or different working groups/subcommittees and bikeways may be the focus of future efforts.

This collaborative effort includes participating from many diverse stakeholders who are committed to the shared vision of making Santa Barbara and Ventura Counties a premier biking destination. Their professional expertise has led to innovative ideas and proposals that will benefit area residents, visitors, and businesses.

**Financial Impacts:**

None.

**Staffing Impacts:**

**Legal Positions:**

**FTEs:**

- No staffing impacts

**Special Instructions:**

- None

**Attachments:**

**Authored by:**

Darcel Elliott, Chief of Staff, First District Supervisor Das Williams  
805-568-2182

**cc:**