



APPENDIX G
PROGRAMMATIC NEEDS
MEMO



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MEMORANDUM

To: Jenna Berman, Jenna Marmon, Ken Shonkwiler, Lisa Cornutt, Oregon Department of Transportation (ODOT)
From: Anna Gore, Alta Planning + Design
CC: Kristin Hull, Jacobs
Date: December 10, 2018

Re: Oregon Coast Bike Route User Demographics and Supportive Services Inventory Memo

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Overview

While much of the Oregon Coast Bike Route (OCBR) project is focused on the physical roadway, there are numerous supportive services that are critical to the experience of visitors. These services range from transportation to the coast, camping and lodging along the way, to wayfinding and bike parking. The Oregon Coast Bike Route project includes an inventory and recommendations related to these supportive services as a complement to the infrastructure-focused components of the project.

This memorandum summarizes research performed by the program team to assess OCBR rider demographics and evaluate the quality and availability of existing OCBR support services. This memo also documents estimates of the economic impact of cycle tourism on the Oregon Coast, to help jurisdictions understand the potential economic benefits of supporting investments.

The project team will build on the findings in this memorandum to develop recommendations for improving and strengthening supportive services.

Methodology

The project team collected data from current and potential OCBR users as well as stakeholders from local agencies and organizations along the OCBR. The team also reviewed a 2012 report commissioned for Travel Oregon on the economic impact of bicycling in Oregon¹.

Public and stakeholder outreach included:

- OCBR User Survey: The Oregon Department of Transportation (ODOT) conducted a survey aimed at people who had previously ridden all or part of the OCBR to learn about which support services were most valuable to them. 939 people responded between March and May 2018. (See Appendix A.1 and A.2.)
- OCBR Economic Development Stakeholder Interviews (OCBR Stakeholder Interviews): ODOT conducted interviews with 17 representatives of economic development organizations, government agencies, and businesses with an interest in the OCBR to learn about their perception of the quantity, quality, and importance of OCBR supportive services. (See Appendix B)
- OCBR Local Agency Survey: The project team surveyed local agencies along the OCBR to learn about the presence and quality of OCBR supportive services within each respondent's jurisdiction. Eleven agencies responded between March and May 2018. (See Appendix C)
- OCBR Jurisdictional Worksessions: The project management team met with local agencies to discuss existing, planning, and programmatic projects within each jurisdiction; identify the jurisdictions' needs; and share engagement opportunities. (See Appendix D)
- Sounding Board Meeting: The OCBR project management team conducted an online Sounding Board on June 28, 2018 to gain project-related input and advice from individuals and representatives of a variety of agencies, organizations, and businesses. Fifty-eight invitees registered for the webinar, representing a wide range of interests. (See Appendix E)
- Transit Roundtable: The OCBR project management and consultant team conducted a Transit Roundtable meeting via phone conference on September 19, 2018 to gain input and advice regarding OCBR cyclists' experience with transit and opportunities to improve it. (See Appendix F)

¹ [The Economic Significance of Bicycle-Related Travel in Oregon](#), prepared for Travel Oregon, 2012

User Demographics

Oregon Coast Bicycle Route: Rider Profile

The project team examined OCBR survey responses from riders who had ridden part or all of the route. This analysis provided insight about where users’ trips began and ended, how far they traveled, when they chose to visit, and what they spent money on.

Four out of five OCBR riders made their trip either in summer or fall; 55% visited between June and August and an additional 32% visited between September and November. Nearly all respondents (97%) traveled southbound along the route. Findings about when and in which direction visitors traveled were confirmed by input received during the Jurisdictional Worksessions. Because summer and early fall are also the high season for motorized OCBR users, this suggests that cycle tourists are experiencing conflicts and congestion issues; these may result in a lower quality of experience for them.

On average, respondents spent 6 days riding the OCBR, cycling about 60 miles each day. The most common starting point was Astoria and the most common ending point was California. Table 1: OCBR User Survey – Average Route Profile Table 1 summarizes the most common route taken by OCBR riders.

Table 1: OCBR User Survey – Average Route Profile

Trip time of year	Summer and Fall
Direction	Southbound
Trip duration	6 days
Start and end location	Astoria to California
Average miles per day	60

The OCBR User Survey found that the majority of respondents used their personal bicycle to get to and through the coast, and camped along the way. Forty-eight percent of respondents biked to the coast and 28% drove their own car to the start of their trip. The majority of respondents (73%) reported that their experience getting to the coast was good or very good. About 16% of respondents reported using another form of transportation (e.g., transit) to travel along part of the route. The survey didn’t explicitly ask how OCBR cyclists returned from the coast, but improved transit or shuttle connections to and from the coast was listed by many respondents as needing improvement.

While traveling the coast, 71% of respondents reported camping and 17% reported staying in a hotel as part of their stay. Nearly all (97%) respondents brought their own bike to ride as opposed to renting, borrowing, or buying a new bike at the coast. This indicates that it is important to support transportation options for people to reach the coast with their bicycles, and suggests that rental bike options are either not popular, not available, or not promoted widely enough to OCBR riders. Table 2 summarizes the average survey respondent’s transportation and lodging choices.

Table 2: OCBR User Survey – Average Transportation and Lodging

Transportation to the coast	Biked to the coast, or drove personal car
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6,000 and 10,000 people, the survey results indicate that the economic impact of OCBR cycle tourists on the coast could be between \$2.7 million and \$4.5 million annually.

Oregon Coast Bicycle Route: Prospective User Profiles

Just over half (52%) of respondents to the OCBR User Survey had not yet ridden the route; they were asked a modified set of questions to learn more about what would need to change for the OCBR to become more appealing to them.

Safety was the most frequently cited concern of all respondents, with traffic speeds, narrow lane widths, and large vehicles/trucks listed as top concerns with the route. A large number of respondents indicated they would ride if safety improvements were made to many sections of the route. Stakeholders also expressed that safety improvements on the OCBR would help to increase ridership. Nearly all the participants in stakeholder interviews felt that the OCBR is not currently reaching its full potential and see safety improvements to the route as a top priority. Infrastructure changes, educational campaigns, and supportive services could address safety concerns. Infrastructure improvements are being considered in the Bicycle Needs Inventory (Task 3) of this project.

Key Takeaways

- The average OCBR cyclist travels the route in the southbound direction during summer or fall.
- The economic impact of OCBR cycle tourists on the coast could be between \$2.7 million and \$4.5 million annually.
- The beauty of the OCBR is a major draw to cycle tourists, but safety is a top concern for existing and prospective riders. Safety concerns reduce the potential appeal of the route to riders and thereby the economic impact of the route on coastal communities, and limit the potential for people to choose bicycling rather than driving the route.

Summary of Existing Supportive Services

Overview

The summary is divided into two sections: a summary of public perceptions of supportive services, and an inventory of what is currently in place along the OCBR. The purpose of this summary is to provide insight into what stakeholders and users think is working well and what is not, and to identify key gaps in supportive services along the route.

Public Perception of Supportive Services

OCBR User Perceptions

The OCBR User Survey asked respondents to rate their satisfaction with existing amenities on a five-part scale ranging from 'highly satisfied' to 'highly dissatisfied'. Responses are presented below in Table 3. Overall, respondents were most satisfied with bicycle camping amenities and least satisfied with route maintenance.

Respondents were also asked to rate the importance of the same key amenities in providing a quality cycling experience on a five-part scale ranging from 'extremely important' to 'not at all important'. Overall, respondents indicated that route maintenance was the most important characteristic, and educational, historical and cultural opportunities were rated as least important.

The purpose of asking both about *satisfaction* and *importance* of supportive services was to help prioritize potential investments and to identify where there is a gap between current performance and potential improvements. For instance, when an amenity is rated with high importance but low satisfaction, this could indicate a performance gap

in the eyes of the user. Using this comparison, five amenities stand out as having performance gaps: route maintenance (which has the largest gap), on-route wayfinding, bicycle parking, bicycle camping amenities, and connections with local and regional transit or private shuttle services. On the other hand, four amenities stand out as performing well in the eyes of the user: educational, historical and cultural opportunities, promotional material, a clear and distinct OCBR brand, and route planning tools.

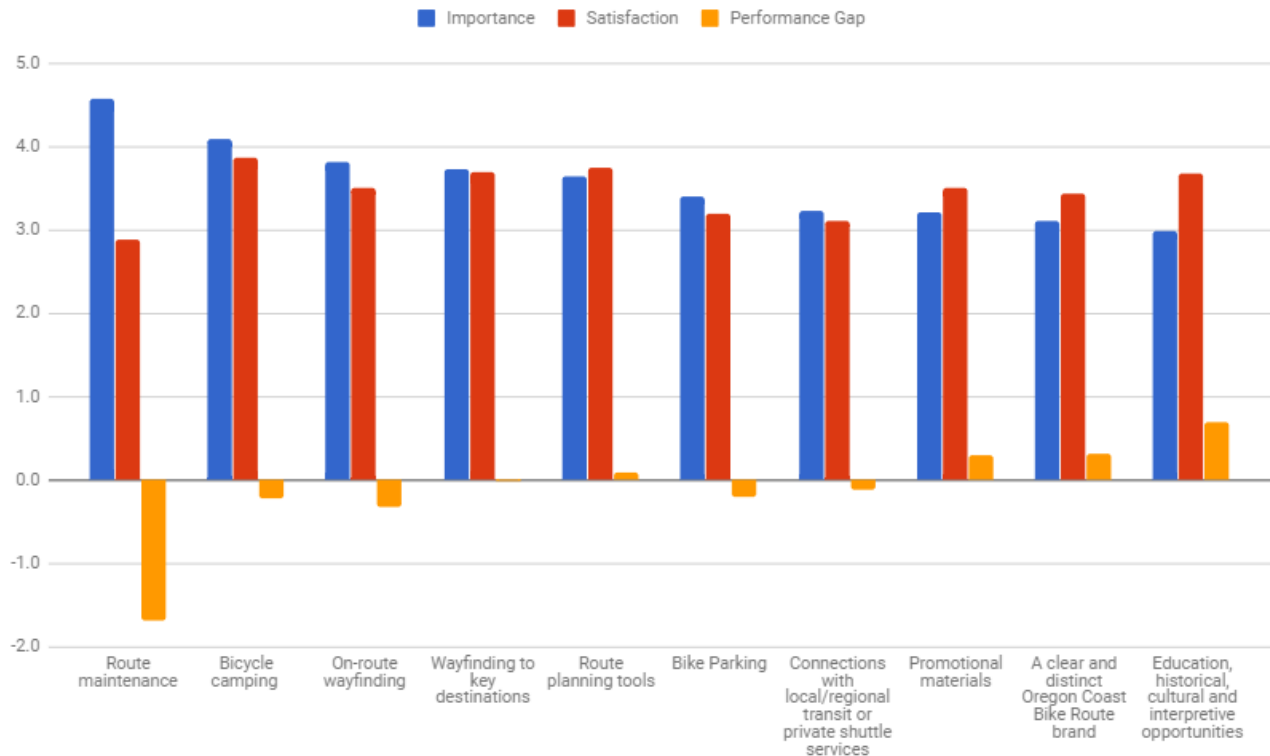
While a performance gap may help to prioritize a supportive service for future investment, it is important to note that safety concerns may impact respondents’ assessment of other needs. For example, if someone doesn’t feel safe, they probably won’t indicate a need for better interpretive opportunities. It is in the best interest of the OCBR to take advantage of opportunities to improve all supportive services, including ones that users indicated were performing well, as they come. For example, during stakeholder outreach conducted by ODOT staff, Native American tribes along the OCBR expressed interest in collaborating on coastal interpretive opportunities. Opportunities such as this offer unique advantages to the OCBR cyclist’s experience that survey respondents may not have been aware of.

Table 3 and Figure 2, below, illustrate the difference between the weighted average of users’ satisfaction and perceived importance, showing the ‘Performance Gap’ as the difference between the two.

Table 3: OCBR User Survey - Performance Gap of Key Supportive Services

	Importance	Satisfaction	Performance Gap
Route maintenance	4.6	2.9	-1.7
Bicycle camping amenities (e.g., bike hubs, hiker-biker campsites, showers, and changing facilities)	4.1	3.9	-0.2
On-route wayfinding (e.g., route confirmation and “decision point” signs)	3.8	3.5	-0.3
Wayfinding/connections to key destinations (e.g., beaches, campsites, lighthouses, restaurants, stores)	3.7	3.7	0.0
Route planning tools (e.g., print, web, mobile apps)	3.6	3.7	0.1
Bicycle parking	3.4	3.2	-0.2
Connections with local/regional transit or private shuttle services	3.2	3.1	-0.1
Promotional materials (e.g., user maps, interactive website)	3.2	3.5	0.3
A clear and distinct Oregon Coast Bike Route brand	3.1	3.4	0.3
Education, historical, cultural and interpretive opportunities	3.0	3.7	0.7

Figure 2: OCBR User Survey - Performance Gap of Key Supportive Services



While the primary purpose of the OCBR User Survey was to learn about supportive services, respondents took the opportunity to express their concerns about infrastructure. Route maintenance stood out as a primary concern for respondents in this analysis and throughout the survey. When asked to “identify three things or places that they would most like to see improved on the OCBR”, respondents expressed that they do not feel safe riding on narrow shoulders alongside high-speed traffic and that they had concerns with vehicle interactions with recreational vehicles (RVs) and logging trucks. Lack of bike lanes, separated paths, and bridge and tunnel crossings are referenced as infrastructure concerns. These infrastructure concerns are being addressed in the bicycle needs inventory (Task 3) of this project.

OCBR Stakeholder Perceptions

During interviews with stakeholders, they were likewise asked to score the presence/quality of OCBR supportive services on a scale of 1 to 10, with 1 being the lowest and 10 being the highest. The three lowest-scoring items were route maintenance, on-route wayfinding, and connections with local and regional transit. Stakeholders scored bike camping amenities and educational/historical/cultural opportunities the highest.

Stakeholders were asked to score how important they feel it is to improve the same supportive services. Overall, interviewees indicated that route maintenance and connections with local and regional transit are the most important services to improve, while bike parking and a clear and distinct OCBR brand were rated as least important.

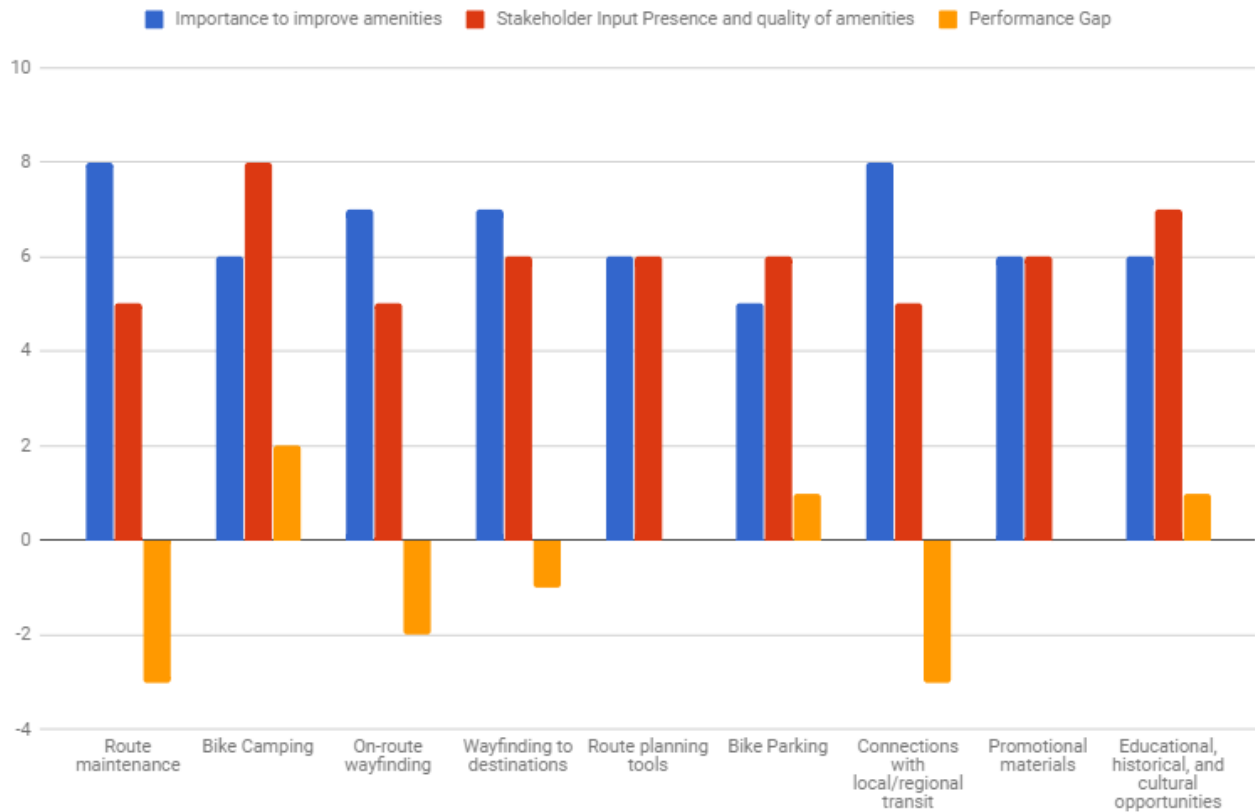
Comparing stakeholders’ perception of the “importance of” and “presence/quality of” services, the largest performance gap was on two items: route maintenance and connections with local and regional transit. Three items performed well in the eyes of stakeholders: bike camping, educational/historical/cultural opportunities and bike parking.

Table 4 and Figure 3, below, illustrate the difference between the weighted averages of stakeholder “perceived importance of” and “presence and quality of” OCBR supportive services, showing the performance gap as the difference between the two.

Table 4: Stakeholder Interviews - Performance Gap of OCBR supportive services

	Importance to improve supportive services	Presence and quality of supportive services	Performance Gap
Route maintenance	8	5	-3
Bike camping	6	8	2
On-route wayfinding	7	5	-2
Wayfinding/connections to destinations	7	6	-1
Route planning tools	6	6	0
Bicycle parking	5	6	1
Connections with local/regional transit	8	5	-3
Promotional materials	6	6	0
Education/historical/cultural opportunities	6	7	1
A clear and distinct OCBR brand	5	not included in interview	not available

Figure 3: Stakeholder Interviews - Performance Gap of OCBR supportive services



Key Takeaways: User vs. Stakeholder Perception

- Overall, OCBR User and Stakeholder perceptions were aligned with the exception of bicycle parking and bicycle camping. Users indicated a performance gap in both bicycle parking and bicycle camping, but stakeholders indicated high performance. Table 5 illustrates the difference between stakeholder and user perception, using color coding to indicate a performance gap (red), higher performance (green), and where perceptions differed (in bold). The inventory (below) discusses the current performance and potential improvements of bicycle parking and camping facilities in more detail.
- Route maintenance had the largest performance gap and was the most mentioned element of the OCBR in terms of needed improvements by both stakeholders and users. “On-route wayfinding”, “wayfinding/connections to destinations”, and “connections with local and regional transit”, also had a performance gap indicated by both groups.
- OCBR Users and Stakeholders indicated that three supportive services were performing well: educational/historical/cultural opportunities, promotional materials, and route planning tools.
- While a performance gap may help to prioritize a supportive service for future investment, it is in the best interest of the OCBR to take advantage of opportunities to improve all supportive services, including ones that are performing well in the eyes of users and stakeholders, as they come.

Table 5: OCBR User vs. Stakeholder Performance Gap

	Stakeholder Performance Gap	OCBR User Performance Gap
Bike Parking	1	-0.2
Bike Camping	2	-0.2
On-route wayfinding	-2	-0.3
Wayfinding/connections to destinations	-1	0.0
Connections with local/regional transit	-3	-0.1
Education/historical/cultural opportunities	1	0.7
Promotional materials	0	0.3
Route planning tools	0	0.1
Route maintenance	-3	-1.7
A clear and distinct OCBR brand	no data available	0.3

Inventory of Existing OCBR Services and Amenities

Bicycle Parking

Overview and Best Practices

Bicycle parking is categorized as short-term and long-term bicycle parking. High-quality, short-term bicycle parking is typically designed for people visiting businesses or destinations for up to two hours and considers two main factors: proximity to a destination and ease of use. Long-term bike parking is designed to meet the needs of people who park their bike for longer than a couple hours, providing security and weather protection.³

OCBR cyclists have additional security needs due to the number of personal belongings being transported on their bike. To encourage OCBR cyclists to patronize local businesses or step away from their bikes, short term bicycle parking should be prioritized in locations with a direct line of site from desired destinations or include additional security features. Additional security features could include lockers, monitored or valet bicycle parking, and/or secure bicycle cages or spaces. When considering which bicycle parking solution to invest in, local communities should weigh the options of a high volume of well placed, low-cost racks, versus a more expensive solution with added security features.

Inventory

Data supporting a complete inventory of bicycle parking availability, conditions, and quality along the OCBR is not available, so the project team relied on input from the user survey and local agencies to gain insight into what is on the ground in each jurisdiction.

³Association of Pedestrian and Bicycle Professionals, Essentials of Bike Parking (Revision 1.0, September 2015), 2-3

All local agencies who responded to the survey described the condition and amount of formalized bicycle parking on their stretch of the OCBR as either poor or nonexistent. Where bicycle parking exists, it is most commonly in the form of staple racks (aka “inverted U” racks), which are a standard industry design that is considered to function well for most types of bicycles. Some of the other types of racks mentioned (such as schoolyard racks, wheelwell racks, and many types of art racks) offer less security and/or may be difficult for use by all types of bicycles. Table 6 summarizes the findings of the local agency survey.

Table 6: Local Agency Survey: Bicycle Parking Quantity and Type

Agency Name	Description of the amount of formalized bike parking along your stretch of the Oregon Coast Bike Route	Type(s) of bicycle parking installed
City of Bandon	Poor	Inverted U racks
City of Coos Bay	None exists	
City of Florence	Poor	
City of Lincoln City	Poor	Inverted U racks; Art racks
City of Newport	Poor	Inverted U racks
City of North Bend	Poor	Inverted U racks
City of Rockaway Beach	None exists	N/A
City of Wheeler	Poor	Single schoolyard rack
Coos County Public Works	Poor	
Port of Tillamook Bay	Poor	Wheelwell Rack; Inverted U racks
(Astoria) Sunset Empire Transportation District	Poor	

While stakeholders did not generally indicate a performance gap in bicycle parking in the interviews, the project team sees a need for improvements in bicycle parking based on the results of the user survey and local agency information shown in Table 6. Likewise, stakeholders familiar with the South Coast, Lincoln, Brookings, Fort Stevens and Nehalem Bay commented on the need to improve bicycle parking in their jurisdictions, particularly in towns and in close proximity to major destinations. Several local agencies suggested that clear specifications on how to design bicycle parking would be helpful. Some User Survey respondents left comments indicating a desire for more short-term bike parking at points of interest and businesses along the route.

Key Takeaway

- The overall bicycle parking conditions on the OCBR are considered ‘poor’ by local jurisdictions, users, and some stakeholders, indicating a need for investments and improvements.

- Local jurisdictions are interested in supporting OCBR cyclists with improved bicycle parking, and many jurisdictions expressed interest in receiving guidance on how to design and build it.

Hiker / Biker Campgrounds

Overview and Best Practice

Hiker/biker campsites are non-reservable sites designed for campers who arrive by bicycle and on foot, often with a lower fee than larger sites for motorized travelers. A best practice for these sites is to have a no-turn-away policy, guaranteeing space for self-contained bicycle travelers who may arrive at a full campground and do not have an alternative place to stay nearby.

To best serve cyclists, hiker/biker campsites should provide additional amenities including some or all of the following: bicycle parking, bicycle repair station(s), lockers for gear, sheltered bicycle parking, electrical outlets, and warm showers. To serve the estimated 6,000 - 10,000 people cycling the OCBR each year, hiker-biker campsites should be no more than a one-day ride apart. While average OCBR rider covers 60 miles per day, the number of miles covered in a day may vary depending on the weather, elevation change of the section being ridden, a rider’s ability, or how the rider is feeling. At minimum, hiker/biker campsites should be available at no more than 50- to 60-mile intervals along the OCBR, with shorter distances between sites where there is significant elevation change. However, more frequent sites would help to better serve a broader range of cyclists.

Inventory

There are 38 campsites with easy access to the OCBR and 22 of them offer hiker/biker-specific spots within them, giving cyclists a lot of options of where to camp along the route. The Oregon State Parks hiker/biker campsites on the OCBR have a first-come, first-served policy⁴. Oregon Parks and Recreation Department (OPRD) staff clarified with the OCBR Project Team that this policy helps to differentiate hiker/biker sites from sites that take reservations, but in practice staff do not routinely turn away people who bike or hike to the park even if sites are already full.

The OCBR currently features hiker/biker campsites at shorter intervals than an average days’ ride for an OCBR cyclists (60 miles). Table 7 shows the distance between hiker/biker campsites along the OCBR. The longest distance between hiker/biker campsites is at the south end of the route, with 49.2 miles between Humbug Mountain State Park and Harris Beach State Park. The second longest gap between sites is at the north end of the route, with 37.8 miles between Fort Stevens State Park and Nehalem Bay State Park.

Table 7: OCBR Hiker / Biker Campsites Inventory

Campsite Name	Distance to next southbound Hiker/Biker Campsite (miles)
Fort Stevens State Park	37.8
Nehalem Bay State Park	28.8
Kilchis County Campground	18.4
Cape Lookout State Park	10.1
Whalen Island County Park	27.2
Devil’s Lake State Recreation Area	19.7

⁴ Oregon State Parks, Statewide FAQs, https://oregonstateparks.org/index.cfm?do=visit.dsp_faq (June 2018)

Beverly Beach State Park	10
South Beach State Park	17.3
Beachside State Recreation Site	15.4
Rock Creek Campground (2 areas)	2.1
Carl G. Washburne Memorial State Park	14
Siuslaw Harbor Vista County Campground and Park	7.7
Jessie M Honeyman Memorial State Park	23.2
Windy Cove A RV Park and Campground (4 areas)	2.1
Umpqua Lighthouse State Park	5.3
William M Tugman State Park	24.5
Bastendorff Beach Park	11
Sunset Bay State Park	20.8
Bullards Beach State Park	30.4
Cape Blanco State Park	15.8
Humbug Mountain State Park	49.2
Harris Beach State Park	7 miles to state line

Many of the Oregon State Park hiker/biker campsites provide additional supportive services for cyclists in the form of bike pods, which include bike parking, lockers, a bike repair station and a charging station. Bike pod details are outlined in the next section.

While Stakeholders and local jurisdictions generally reported high quality and frequency of bicycle camping facilities on the OCBR, the OCBR User Survey showed a gap between the perceived importance of and satisfaction with bicycle camping amenities. Comments on the User Survey cited “wayfinding to bike camping” and “frequency of bike camping” as the aspects of bicycle camping they would most like to see improved. Several comments pointed out that the amenities at hiker/biker campsites along the OCBR were impressive.

Despite comments related to frequency of bike camping, the project team concludes that both the number and the frequency of campgrounds is generally sufficient with the exception of the southernmost part of the route between Humbug Mountain State Park and Harris Beach State Park. Camping access in the southern portion of the route could be improved by working with the six campgrounds in the area that do not currently offer hiker/biker spaces to designate a space. Remaining findings suggest that improved wayfinding and an inventory of supportive services at campsites would help to identify where further investment would be worthwhile, and might help communicate about existing facilities to potential visitors.

Key Takeaways

- For much of the OCBR the frequency of hiker/biker campsites is generally sufficient, with the exception of the southernmost part of the route which has a nearly 50-mile gap between facilities that includes significant elevation change.

- Camping access in the southern portion of the route could be improved by working with the six campgrounds in the area that do not currently offer hiker/biker spaces to designate a space.
- Many of the Oregon State Parks campsites have a first-come, first-served policy, and a practice of not turning away people who arrive on bike or foot. This policy supports OCBR cyclists in need of lodging.
- Bike pods and additional amenities support cyclists at an increasing number of State Park locations. These are appreciated by cycle tourists. Continued investment in these amenities will enhance the OCBR experience.
- OCBR cyclists indicated that bicycle camping on the OCBR is important and has room for improvement, particularly the wayfinding to campgrounds with hiker/biker sites.

Bike Hubs and Pods

Overview and Best Practice

Bike pods and bike hubs provide amenities to support riders. OPRD defines *bike pods* as serving long distance overnight bicyclists in State Parks, and *bike hubs* as providing amenities for day-use cyclists on public land, primarily in communities along popular destination cycling routes.⁵

According to OPRD, bike pods should be placed in close proximity to hiker/biker campsites to provide a secure place to store bikes and belongings as well as a place to charge devices and repair bikes. Bike hubs should be placed within business districts that offer amenities to OCBR cyclists in order to support both OBCR cyclists and local economies.

Inventory

OPRD has been working to install bike pods and bike hubs in Oregon, starting with sites on the OCBR. The pods and hubs offer services like bike repair stands, water refill stations, electrical outlets, shelter from the elements, maps, food protection and secure gear lockers.

During the jurisdictional work sessions, many community leaders expressed an interest in supporting bicycle tourists with bike hubs in their communities, and several, including Astoria and Tillamook, suggested placement locations. Table 8 provides an inventory of existing, planned and suggested bike pod and bike hub locations. User and local agency enthusiasm indicate value in continued partnership with OPRD to expand the number of bike hubs and bike pods along the OCBR, or in additional guidance on how to design, fund, and build them.

Table 8: Bike Hubs and Pods Located on the OCBR

Location	Type	Status	Installed or Planned By
Cape Blanco State Park	Bike Pod	Installed	OPRD
Devil's Lake State Recreation Area	Bike Pod	Installed	OPRD
Fort Stevens State Park	Bike Pod	Installed	OPRD
Harris Beach State Park	Bike Pod	Installed	OPRD

⁵ Oregon Department of Transportation, *Connect Oregon V Program Applications 2013-2014*, https://bikeportland.org/wp-content/uploads/2014/03/OPRD_BIKE-PODS-OF-OREGON-copy.pdf

Beachside State Recreation Site	Bike Pod	Planned	OPRD
Beverly Beach State Park	Bike Pod	Planned	OPRD
Jessie M. Honeyman Memorial State Park	Bike Pod	Planned	OPRD
Humbug Mountain State Park	Bike Pod	Planned	OPRD
Sunset Bay State Park	Bike Pod	Planned	OPRD
Cape Lookout State Park	Bike Pod	Planned in 2018	OPRD
Nehalem Bay State Park	Bike Pod	Planned in 2018	OPRD
City of Bandon	Bike Hub	Installed	City of Bandon
City of Port Orford	Bike Hub	Installed	City of Port Orford
City of Reedsport	Bike Hub	Installed	City of Reedsport
Brookings	Bike Hub	Planned	Brookings
Lincoln City	Bike Hub	Interested (Lincoln City is interested in finding a place for one and pursuing funds)	N/A
City of Florence	Bike Hub	Planned	City of Florence
City of Tillamook	Bike Hub	Suggested: Between Pelican and DeGarde breweries (1st/2nd/Stillwell/Ivy)	N/A
City of Astoria	Bike Hub	Suggested: Repurpose the parking lot north of ODOT building into a real starting point for the OCBR with a bike hub	N/A
Depoe Bay	Bike Hub	Unconfirmed	OPRD

Key Takeaways

- Bike hubs and bike pods provide key amenities to the increasing number of OCBR cyclists and are valued by users.
- The OCBR has a growing number of bike pods located at hiker/biker campsites within Oregon State Parks.
- While there are currently only a few bike hubs located within local communities, leaders from local jurisdictions expressed interest in providing them in their communities.
- Local leaders would value guidance on how to design, build, and fund bike hubs in their communities.

Wayfinding

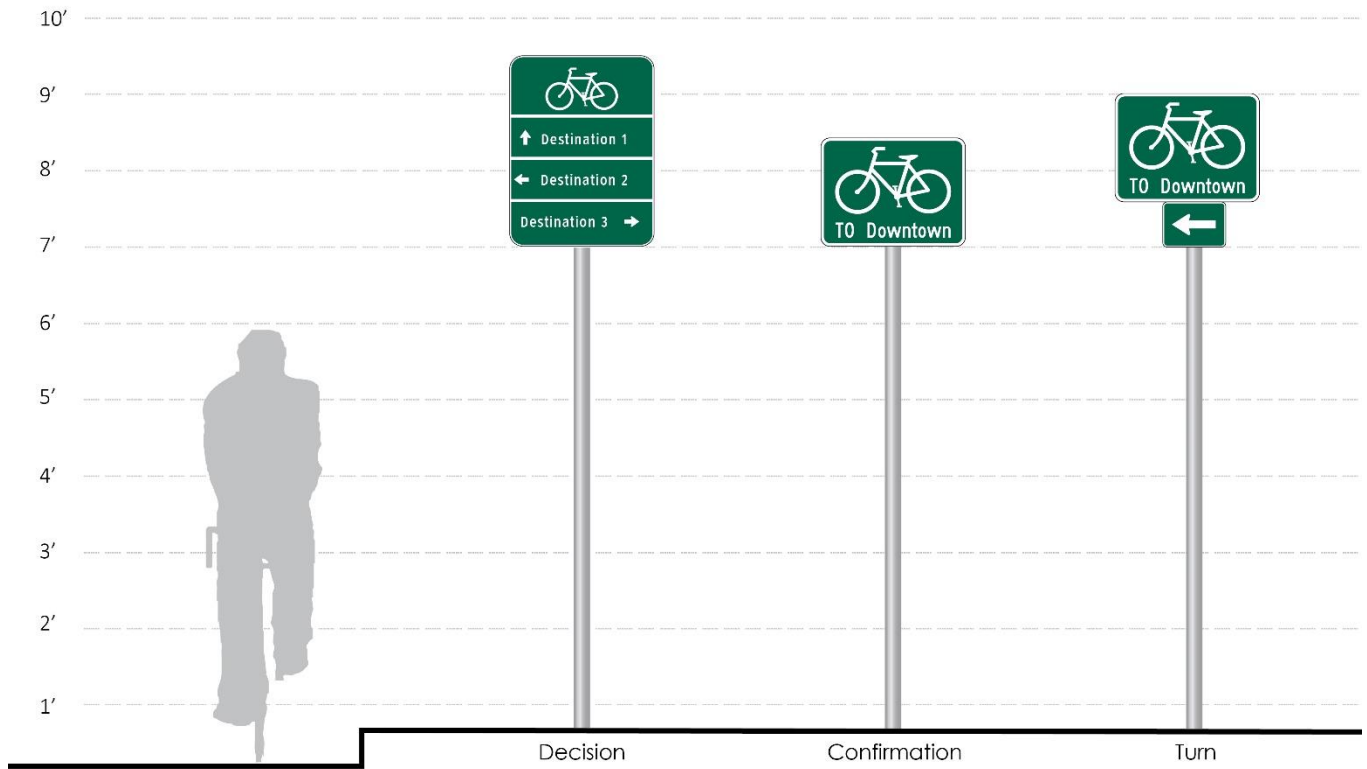
Overview and Best Practice

Wayfinding is a system of information to help people orient themselves and navigate to destinations. A successful wayfinding system enables people to intuitively locate destinations, identify routes, recognize areas of different character, and discover new places and services. Guiding principles for implementing an organized, cohesive, and easy to use wayfinding system have been developed based on best practices from North America and are as follows:

1. **Connect Places.**
Effective Wayfinding information helps both locals and visitors travel between places as well as discover new destinations and services accessible by bicycle.
2. **Promote Active Travel**
Wayfinding should encourage more bicycling by creating a clear and attractive system that is easy to understand and navigate. Wayfinding should expand the awareness and use of bicycle facilities.
3. **Maintain Motion**
Wayfinding information should be presented in a way that is quickly and easily understood. Cycling requires physical effort, and frequent stopping and starting to check directions may lead to user frustration. Consistent, clear, and visible wayfinding elements allow bicyclists to navigate without needing to stop and consult a map.
4. **Be Predictable**
Wayfinding should be predictable and consistent. When information is predictable, it can be quickly understood and recognized. Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms and location). The system should work within local, state, and federal guidelines for a variety of reasons, including the ability to be funded through state and federal sources.
5. **Keep Information Simple**
Wayfinding should provide clear information in a logical succession, and not overburden users with excess information. Wayfinding signage should be both universal and usable for the widest possible demographic and with special consideration for those without high educational attainment, English language proficiency, or spatial reasoning skills. It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little, and decision making becomes impossible. Information should be provided in advance of where major changes in direction are required, repeated as necessary, and confirmed when a maneuver is complete.

A bicycle wayfinding system may include signage or pavement markings to guide bicyclists to destinations. The fundamental family of bicycle wayfinding signs include decision, confirmation, and turn signs, as shown in Figure 4.

Figure 4: Bicycle Wayfinding – Fundamental Signs



Decision Signs

Decision signs clarify route options when more than one potential route is available. Signs typically consist of a system brand mark, space for up to three destinations, distance in miles and/or time (based on 10mph or a 6 minute per mile travel speed). Note that ODOT allows both time and distance to be included on bicycle wayfinding signs. Decision signs may include a specific route or path name.

Decision signs should be placed before decision making points or intersections with routes having bicycle facilities. Sufficient distance prior to the intersection should be provided to allow for safe recognition and response to information provided. Based on guidance from the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities, decision signs for bicycle travel typically are placed 50-150 feet in advance of a turn to allow a bicyclist enough time to slow, change lanes, and prepare for any turns that may be necessary.

Confirmation Signs

Confirmation signs are placed after a turn movement or intersection to reassure cyclists that they are on the correct route. A system brand (e.g. OCBR logo) and route or pathway name may be included.

Confirmation signs should be placed 50 – 100 feet after turns. Confirmation signs need not occur after every intersection. They should be prioritized at locations where a designated route is not linear as well as after complex intersections.

Turn Signs

Turn signs are used to indicate changes in bike route direction where only one route option is available. The system brand (e.g. OCBR logo), route or pathway name, bicycle symbol and directional arrow may be used to indicate turns.

Standard turn arrow signs (M5 and M6 series) may also be used in conjunction with bike route signs to clarify turn movements.

Turn signs are placed in advance of turns to give cyclists adequate time to slow down or, if necessary, change lanes to prepare for a turn. Turn signs may be used in conjunction with a decision sign at complex intersections warranting additional information.

Pavement Markings

Pavement markings can indicate bicyclist presence on a designated bike route to vehicle drivers, as well as indicate directional guidance to bicyclists. Particularly in urban settings, pavement markings can be more visible and can help reinforce or supplement signage.

Wayfinding on the OCBR

On the OCBR, wayfinding signs should be placed at all decision points and reassurance assemblies should be located regularly along the route. Reassurance assemblies are used to keep travelers informed of their route and may include elements of confirmation signs or pavement markings⁶. While the frequency of signs should be based on the local context, and a wayfinding planning/design effort for the entire OCBR route, as a rule of thumb long stretches of the route in rural areas without decision points or other landmarks may benefit from a reassurance sign or blaze as often as every 5-10 miles,

The identity of a route can be formed or enhanced by the design and placement of wayfinding signs. Branding and wayfinding should be considered in tandem and aim to elevate the coastal route brand of the OCBR to encourage economic development. Considering a wayfinding system that includes more than the minimum FHWA MUTCD standards can help to create a stronger route or community identity.

Inventory

Wayfinding Signs on the OCBR

ODOT currently maintains three standard types of wayfinding signs and a variety of custom signs for the OCBR, which vary in size and dimension. The standard signs on the route are either 24" x 36" or 18" x 30" and are specific to the OCBR. Custom signage is generally 30" x 36", 24" x 36", or 24" x 30" in size and is specific to the OCBR, but at least two custom signs are larger in scale and specific to historical parts of the route. There are 76 signs currently placed along the route. A complete list of the size and placement of the signs can be found in Appendix G. The color palette is silver on green, as shown in Figure 5. The route does not currently have pavement markings or other bicyclist-oriented wayfinding signage. Pavement markings are permitted for US Bike Routes under a provision in MUTCD Part 3⁷, but are required to simulate route shields and may only be used to guide road users to their destination.

⁶ Theodore Petritch and Christopher Fellerhoff, Sprinkle Consulting, *U.S. Bicycle Route Signing Final Report*. Transportation Research Board, October, 2014. Pg 20-21

⁷ MUTCD Part 3. *Examples of Elongated Route Shields for Pavement Markings*, accessed October 2018, https://mutcd.fhwa.dot.gov/htm/2009r1r2/part3/fig3b_25_longdesc.htm

Figure 5: Oregon Coast Bicycle Route sign



Users and stakeholders expressed a desire for improved wayfinding along the OCBR. Several stakeholders echoed the sentiment of wanting wayfinding designed for cyclists as opposed to people driving, one expressing a desire for pavement markings due to the fact that “cyclists are always looking down”.

Wayfinding Signs to Key Destinations

While most local agencies have not installed wayfinding directed at OCBR cyclists, the cities of Newport and North Bend have added some simple signage and sharrows (which may informally serve a confirmation function) along specific streets, as seen in Table 9. Many local agencies expressed interest in supporting OCBR riders with additional wayfinding signage, and several suggested that guidance on how to design and install wayfinding would be helpful.

Table 9: OCBR Local Agency Survey: Wayfinding Results

What is the name of your agency?	Has your agency installed any wayfinding/signage related to the OCBR?	Please tell us about the wayfinding/signage your agency has installed.
City of Bandon	Unsure	
City of Coos Bay	No	
City of Florence	No	
City of Lincoln City	Unsure	
City of Newport	Yes	Sharrows along Oceanview Drive and Elizabeth Street
City of North Bend	Yes	Simple
City of Rockaway Beach	No	
City of Wheeler	Unsure	

Coos County Public Works	No	
Port of Tillamook Bay	No	
Sunset Empire Transportation District (Astoria)	No	

OCBR riders and stakeholders felt that wayfinding to key destinations along the OCBR needs improvement. When asked to list three things that would improve the OCBR, several OCBR riders listed wayfinding to and within towns adjacent to the route. If a community is located off of the OCBR but has services to offer cyclists, bike-specific wayfinding should be installed on the OCBR to inform cycle tourists of amenities and commercial destinations that can be reached by bicycle. Successful wayfinding is legible, easy to understand and provides signage at key decision points (intersections, etc.), allowing cyclists to find destinations without consulting a map.

Key Takeaways

- Long stretches of the route in rural areas without decision points or other landmarks may benefit from a reassurance sign or blaze as often as every 5-10 miles, or at the midpoints between two named places between five and ten miles apart.
- Branding and wayfinding should be considered in tandem and aim to elevate the coastal route brand to encourage economic development.
- Local agencies, stakeholders and OCBR users expressed a desire for improved wayfinding along the entire route.
- Wayfinding to key destinations adjacent to the OCBR would help to connect cyclists to resources and support local businesses in Oregon Coast communities.
- Currently, few local jurisdictions have added wayfinding signage directed at OCBR cyclists.
- Several jurisdictions expressed interest in improving wayfinding and would find specifications on how to design quality wayfinding helpful.

A Clear and Distinct Oregon Coast Bicycle Route Brand

Overview and Best Practices

World class bicycle routes have strong name recognition: The Route Verte, the Romantic Road, the Great Allegheny Passage, and peers. By creating a strong name and brand identity, the OCBR can gain greater visibility and will attract more visitors from Oregon and around the world.

A strong brand identity would reflect the character and essence of the route. Consistent branding should be used across all aspects of OCBR promotional materials, from the wayfinding system and the Oregon Department of Transportation’s map of the route (OCBR map) to Travel Oregon’s promotions and local agency communications.

Inventory

The Oregon Coast Bike Route is known by name and by the image on the wayfinding signs (see Figure 5 above) present along the coast. OCBR riders and stakeholders feel that branding is not as important as other OCBR supportive services, and some suggested that developing a stronger brand should take place after safety

improvements are in place. Overall, OCBR riders felt satisfied with the current route brand and stakeholders felt that the presence and quality of the brand is relatively high compared to other amenities.

However, if the OCBR is to become elevated as a national and international cycling destination, a stronger brand is called for – one that updates the image of the facility by integrating naming, developing a tagline or other key phrases, a logo, typography, and other imagery that would be consistently used in all communication channels (website, on the ODOT OCBR map and other print materials, on signs, and shared with tourism partners). While this is not an urgent priority, as other improvements are made it may be time to revisit the importance of branding.

Key Takeaways

- The Oregon Coast Bicycle Route is known by its name and the image on signage along the route.
- While improving the OCBR brand was not identified as a priority for users or stakeholders, a strong brand would benefit other supportive services, such as wayfinding and promotional material to businesses, that users and stakeholders identified as higher priority.
- As other improvements are made, it may be time to improve branding of the OCBR.

Connections with Local/Regional Transit or Private Shuttle Services

Overview and Best Practices

The National Association of City Transportation Officials (NACTO) guide to Transit Street Design states “Bike and transit systems can be planned as complementary modes that add more value together than apart.”⁸ This is true on the OCBR, as some OCBR cyclists rely on transit service to reach the starting point of their trip, skip portions of the route, travel between camp sites and towns, and/or to return home once their trip is complete. OCBR cyclists would be best served by clear intercity bus connections to coastal communities and between transit service providers along the coast.

Expanded access to privately-operated shuttle services and charter bus options to get to and from the OCBR can supplement the public transit available and help to meet the needs of OCBR cyclists, particularly when traveling in groups.

Inventory

OCBR cyclists primarily use three types of transportation services to travel to, from, and along the route: intercity bus services, shuttles, and charter buses.

Intercity Bus Service

The Federal Transit Administration defines intercity bus services as “regularly scheduled public service with limited stops between two urban areas or that connects rural areas to an urban area.”⁹ Intercity services to and through the OCBR include a combination of public agency services (like Lincoln County Transit and Curry Public Transit), private services (like Pacific Crest Bus Line), and publicly-funded, privately-run services like POINT.

⁸ National Association of City Transportation Officials (NACTO), Transit Street Design Guide, <https://nacto.org/publication/transit-street-design-guide/transit-system-strategies/network-strategies/bicycle-access-networks/>

⁹ Federal Transit Administration, National Transit Database Glossary, <https://www.transit.dot.gov/ntd/national-transit-database-ntd-glossary>

Intercity bus services between coastal community's support OCBR cyclists while they are riding the route by enabling riders to skip portions of the route or catch a ride should they need assistance. Routes between major inland cities connect cyclists to the start of their trip, or to a major transportation hub on their return trip home.

The following sections considers intercity bus lines in two parts: services that provide transportation between communities on the Oregon coast, and services that provide transportation to and from major inland cities to Oregon coast communities.

Intercity Bus Services Between Oregon Coast Communities

As shown in Figure 6, there are eight intercity bus agencies that provide service along the Oregon Coast Bicycle Route.

Figure 6: Transit Agencies Serving the Oregon Coast Bicycle Route



While the map illustrates that there is continuous transit service along the coast, the service frequency, bike capacity, and type of cyclist accommodations varies between the agencies. Variations include:

- No public transit agencies serve Oregon Coast between Florence and Lakeside.
- A privately-operated bus line, Pacific Crest Bus Line, does provide limited, once-per-day service between Florence and Coos Bay as part of their Florence to Eugene line, but the costs to ride it are higher than public transit services and bicycles are required to be in boxes.
- All public transit agencies have capacity for at least two bikes on their front racks, and several agencies, including Tillamook County Transportation and Sunset Empire Transportation District, are working to upgrade to front racks with a three-bike capacity. Space for bikes on public busses is available first come, first served, and can not be reserved by OCBR riders.
- Some public transit agencies accommodate additional bicycles inside the bus when space is not needed for disabled passengers.
- Most public transit agencies accommodate flag stops along the route when they are requested in a safe location for the bus to pull over, but some require that dispatch be called in advance.
- POINT, Pacific Crest Bus Line, Coos County Transit, and Lane Transit District do not accommodate flag stops.
- Privately run transit service providers do have capacity for bikes on board. However, Pacific Crest Bus Line requires that the bikes be packaged in boxes in order to be accepted as baggage. This poses a problem for OCBR cyclists who may be interested in using transit for a short portion of the trip and not have the materials or means to box up their bike. The POINT is managed by ODOT who contracts with private service providers. There is an additional \$5 fee for bicycles to be transported on POINT.

Table 10 outlines the service frequency, bike capacity and flag stop policy for transit providers serving OCBR Riders along the route.

Table 10: Transit Service Along the Oregon Coast Bicycle Route

Transit provider name	Service Area along OCBR	Frequency (north and southbound)	Service Time	Duration	Bike Capacity	Accommodate Flag Stops?
Sunset Empire Transportation District	Astoria to Cannon Beach	12 times daily	between 6 am to 9:50 pm	~ 1 hour	Up to 3 bikes (upgrading from 2-bike to 3-bike capacity on front racks)	Yes, when safe to pull over
POINT	Astoria to Cannon Beach	2 times daily	8:30 am & 6 pm (southbound) 11:20 am and 8:08 pm (northbound)	~ 1 hour	3 per trip	No
Tillamook County Transportation District (The Wave)	Cannon Beach to Lincoln City	6 times daily	between 5 am to 6 pm	~ 1.5 hours	Up to 5 bikes (upgrading from 2-bike to 3-bike capacity on front racks; up to two bikes inside when space not needed to accommodate a disabled passenger)	Yes, when safe to pull over

Lincoln County Transit	Lincoln City to Yachats (note: transfer required)	4 times daily	between 7am - 4:50 pm	~ 2.5 hours	2-bike capacity on front rack	Yes, when safe to pull over
Lane Transit District	PILOT in 2018 - Yachats to Florence Runs the Rhody Express in Florence	4 times daily	between 8 am - 7:35 pm	~ 50 minutes	2-bike capacity on front rack	No
Pacific Crest Bus Line	Florence to Coos Bay	once daily	7:15:00 am (northbound) 5:20 pm (southbound)	~ 2 hours 20 minutes	Private bus service. Bikes accepted as baggage if they are in boxes designed for bicycles.	No
Coos County Transit	Lakeside to Coos Bay	twice daily	~7:30 am and 3:00 pm (southbound)	~ 20 minutes	2-bike capacity on front rack; allows more as space inside the bus permits	No
Curry Public Transit	Coos Bay to Smith River, CA	3 times daily (weekdays only)	~ 6:15 am - 7:00 pm	~ 4 hours	Up to 5 bikes (2 on front rack; up to three bikes inside when space not needed to accommodate a disabled passenger)	Yes, must call dispatch one hour before pickup

The quality and clarity of online information regarding transit connectivity along the coast also varies. Centralized online information is available for the portion of the route north of Yachats due to the Northwest Connector, an alliance of five transit agencies including Tillamook County Transportation District, Columbia County Rider, Lincoln County Transit, Benton County Transportation, and the Sunset Empire Transportation District. The Northwest Connector provides clear information about transit service options from Astoria to Yachats, and inland to some major cities, as illustrated in Figure 7. Planning funds to establish the Northwest Connector were provided through a Department of Energy grant in 2013.

Figure 7: Map: Northwest Connector Service Lines



South of Yachats online information about transit connectivity is less clear. While search features on online transportation planners like Google Maps can help to identify if transit lines are available, there isn't a centralized place to view who the service providers are, how to transfer between services or what the frequency of the different routes are.

OCBR cyclists would benefit from clear and centralized information about transit connectivity and the types of bicycle accommodations provided. While the Northwest Connector does provide centralized information for services north of Yachats, it does not include clear information about flag stops, bicycle capacity and other policy differences that may affect OCBR cyclist's ability to use the service.

OCBR Cyclists would also benefit from clear information about which transit stops should be used to avoid known challenges along the route. Challenges may include portions of the route that have a steep uphill grade; segments with a reduced shoulder width; or sections of the route that have had a large number of crashes or injuries. During the Transit Roundtable, agency leaders noted that evaluating popular flag stop locations would help to determine the most common places riders seek transit service outside of their existing, formalized stops. This information could help to determine if there is an existing stop that the cyclists could be directed to, or if an additional formalized transit stop would help to better serve OCBR cyclists. Participants of the Transit Roundtable noted that OCBR cyclists are known to use transit to avoid the following sections of the route:

- From Yachats to Cape Perpetua
- From Cannon Beach to Manzanita including the area around Short Sands Beach in Oswald West State Park
- A location just before the incline to the top of the summit at Cascade Head

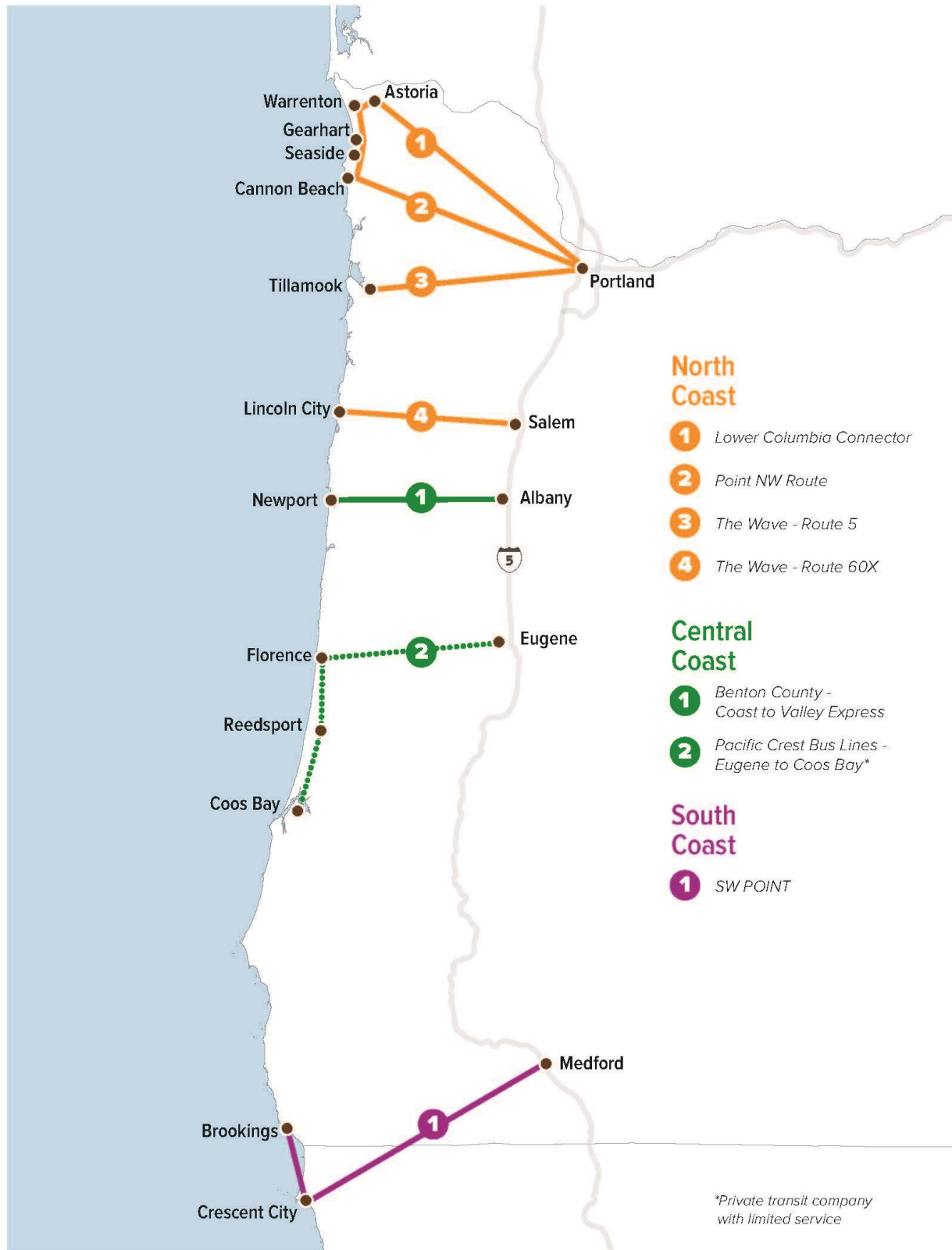
Representatives from several public transit agencies noted that additional funding and support from ODOT to identify common flag stop locations and add official bus stops would help their agency better serve OCBR cyclists. Several agencies also suggested that bicycle repair stations be placed at key public transit stop locations. Bus drivers often

pick up OCBR cyclists in need of a repair, and could easily transport them to a stop that has a public repair station, if it was available.

Intercity Bus Services to and from the Coast

There are 7 direct intercity bus routes between coastal communities along the OCBR and major inland cities. The seven routes serve 12 coastal communities with direct connections (without transfers, with the exception of the Lower Columbia Connector route) to cities including Portland, Salem, Albany, Eugene and Medford, where additional transportation options are available for a variety of final destinations. As shown in Figure 8, the north section of the route offers more connections than the middle and southern section of the route. Transit services between major inland Oregon cities include Greyhound, POINT, and Amtrak, and airports provide service in Portland, Eugene and Medford.

Figure 8: Transit Agencies Providing Service from the Oregon Coast to Major Inland Cities



The number of bicycles permitted on board and the number of trips per day varies between transit providers, as detailed in Table 11. Table 11 also considers the service to cities within three geographic areas along the coast: North Coast (Astoria to Lincoln City), Middle Coast (Lincoln City to Coos Bay) and South Coast (Coos Bay to Brookings).

Table 11: Direct Transit Connections to Coastal Communities

Provider	Route	Public / Private	Coastal Communities	Inland City	Trips per day	Duration	Bike capacity	Bike Fee
North Coast (Astoria to Lincoln City)								
Sunset Empire Transportation District	Lower Columbia Connector	Public	Astoria	Portland	2	3 hrs 15 min	Up to 3 bikes (upgrading from 2-bike to 3-bike capacity on front racks)	N/A
Columbia County Rider	Lower Columbia Connector (Route 7)	Public					2-bike capacity	
POINT	NorthWest Route	Privately run; funded by ODOT	Astoria	Portland	2	3 hrs	3 per trip	\$5 per bicycle (in addition to fare)
			Warrenton	Portland	2	2.5 hrs		
			Gearhart	Portland	2	2 hrs 20 min		
			Seaside	Portland	2	2 hrs 8 min		
			Cannon Beach	Portland	2	1 hr 48 min		
The Wave (Tillamook County Transportation District)	Route 5	Public	Tillamook	Portland	2	1 hr 50 min	Up to 5 bikes (upgrading from 2-bike to 3-bike capacity on front racks; up to two bikes inside when space not needed to accommodate a disabled passenger)	N/A
	60 X	Public	Lincoln City	Salem	3	1 hr 20 min		
Middle Coast (Lincoln City to Coos Bay)								
Benton County Transportation	Coast to Valley Express	Public	Newport	Albany	4	1 hr 45 min	2-bike capacity (additional bike welcomed when disabled passengers are not on board)	N/A
Pacific Crest Bus Lines	Eugene to Coos Bay	Private	Florence	Eugene	1	1 hr 27 min	Bikes accepted as baggage if they are	1 piece of baggage

			Reedsport	Eugene	1	1 hr 57 min	in boxes designed for bicycles.	per passenger without additional fees
			Coos Bay	Eugene	1	2 hrs 20 min		
South Coast (Coos Bay to Brookings)								
POINT	SW POINT	Privately run; funded by ODOT	Brookings	Medford	1	4 hrs 10 min	3 per trip	\$5 per bicycle (in addition to fare)

Participants in jurisdictional work sessions observed that many OCBR cyclists travel inland or return north part of the way along the route in order to catch transit back, and expressed that providing better transit connectivity is important in enabling OCBR cyclists to ride the southern part of the route. The OCBR Survey echoes these observations, finding that Florence and Newport are top ending-points for OCBR riders who do not complete the entire route. Improved transit frequency in the middle and southern portion of the route may help to better support OCBR cyclists, but it is important to note that the Rogue River-Siskiyou National Forest is a natural barrier for all modes of transportation. Between Gold Beach and Brookings, there are no public roads that travel inland through the National Forest. Transit connections are limited to their current north/south route in this area.

Providing a clear and consolidated list of transit connections to major inland cities would help to inform OCBR cyclists of how transit may be used for their trip back home. Presenting the OCBR in thirds could be an effective way to communicate the availability of transit connections in different portions of the route, and the length of time it would take to return home from different sections of the route.

Shuttle Services

Shuttles can provide an important transportation solution to groups of riders wishing to travel together to the coast. Shuttle service is defined as any type of bus service intended to transport passengers between two points.¹⁰ Where public transit often is limited to 2-3 bikes per trip, shuttle service can ensure space for a larger number of people with bicycles. Shuttles can also reduce the time it takes to reach coastal destinations due to direct, non-stop service. Shuttle services (such as Caravan Airport Transportation) provide support and gear (SAG) services for to cyclists to reach a variety of locations on the Oregon coast.

During the Transit Roundtable, a representative from Caravan Airport Transportation noted that their organization often provides roadside assistance for OCBR cyclists who need a ride from rural portions of the route. Caravan customers have called for rides to locations with bicycle repair facilities after experiencing a crash or mechanical issue. Participants in the transit roundtable expressed interest in on-demand shuttle service for OCBR cyclists riding the route, whether it is provided by a private service or some sort of public-private partnership.

One example of such service is a partnership between AAA Kansas and the Kansas Department of Wildlife, Parks and Tourism. AAA Kansas began offering roadside bicycle assistance in 2016, as it has in many other states, but this program goes further with the creation of designated points for repairs. Called Bicycle Service Points, each repair location includes signage that provides a toll-free phone number and location identifier. Cyclists needing assistance

¹⁰ Oregon Department of Transportation, Private Sector Roles in Public Transportation White Paper, page 13, <https://www.oregon.gov/ODOT/Planning/Documents/OPTP-Private-Sector-Roles.pdf>

call the phone number, which goes to AAA Roadside Assistance dispatch, and provide the location identifier. The dispatcher will then send a AAA roadside service technician who can transport the bike and rider home or to a bike shop. Cyclists who are not AAA members may also use the AAA Bicycle Service, but will pay a fee.

A centralized list of shuttle operators that can accommodate groups of cyclists traveling to the Oregon Coast would help to better inform OCBR cyclists of their transportation options. On-demand roadside assistance during peak riding season would help to support the growing number of cyclists riding the coast by providing a safety net should they unexpectedly need assistance on the route.

Charter Bus and Tour Services

Charters and tour services also play a role in transportation solutions for OCBR cyclists. Charter and tour services are defined as services to transport people or organizations that have contracted exclusive use of a vehicle intended for travel to a specific destination.¹¹ Charter services are often hired for a flat fee or based on mileage traveled.

The project team was not able to identify a centralized list of shuttles and charter services that serve bicyclists wishing to get to the Oregon coast. Travel Oregon does provide information about some charter services on their website, but it is not a complete list specific to the Oregon Coast. Services like the Bike Concierge Shuttle, Oregon Adventures Shuttle, and the Pineapple Express offer charter SAG services and a variety of guided tour options. A consolidated list of charter bus and tour companies serving the Oregon coast would help inform OCBR cyclists of transportation options.

Key Takeaways

- OCBR cyclists would benefit from clear and centralized information about transit connectivity between coastal communities and the types of bicycle accommodations provided.
- OCBR cyclists would benefit from clear information about which transit stops should be used to avoid known challenges along the route.
- Additional funding and support from ODOT to identify common flag stop locations and add official bus stops, would help their local transit agencies better serve OCBR cyclists.
- Placing bicycle repair stations at key transit stops would enable transit providers to assist OCBR cyclists with a ride to a repair station.
- Providing a clear and consolidated list of transit connections to major inland cities would help to inform OCBR cyclists of how transit may be used for their trip back home. Presenting the OCBR in thirds could be an effective way to communicate the availability of transit connections in different portions of the route, and the length of time it would take to return home from different sections of the route.
- Improved transit frequency in the middle and southern portion of the route may help to better support OCBR cyclists, but it is important to note that the Rogue River-Siskiyou National Forest is a natural barrier for all modes of transportation. Between Gold Beach and Brookings, there are no public roads that travel inland through the National Forest. Transit connections are limited to their current north/south route in this area.
- On-demand roadside assistance during peak riding season would help to support the growing number of cyclists riding the coast by providing a safety net should a cyclist unexpectedly need assistance on the route.
- A centralized list of shuttle operators that can accommodate groups of cyclists and charter bus and tour companies serving the Oregon Coast would help to better inform OCBR cyclists of transportation options.

¹¹ Oregon Department of Transportation, Private Sector Roles in Public Transportation White Paper, page 14, <https://www.oregon.gov/ODOT/Planning/Documents/OPTP-Private-Sector-Roles.pdf>

Route Planning Tools

Overview and Best Practices

Trip planning resources help cyclists make the most of their trip while connecting them to cycling resources available in local communities. Trip planning resources may provide information on when to travel, what to see, what to do, where to stay, where to eat, and what route deviations to consider. Digital resources, if kept updated, can also provide timely advice about construction, festivals, air quality, or other temporary issues. A consolidated list of known route planning tools would serve current and prospective OCBR cyclists.

Inventory

OCBR riders primarily use three tools for planning their route: the ODOT OCBR map, Adventure Cycling map¹², and advice from friends. 67% of respondents listed that they used the ODOT OCBR map to plan their trip, where 37% listed Adventure Cycling maps and 36% listed advice from friends. Table 12 presents the trip planning resources used by OCBR survey respondents.

Table 12: OCBR User Survey: Trip Planning Resources Used

Answer Choices	Responses	
ODOT OCBR map	249	67.12%
Adventure Cycling maps	139	37.47%
Advice from friends	134	36.12%
Other (please specify)	125	33.69%
Web or blog article	85	22.91%
Travel Oregon website	80	21.56%
Oregon Department of Transportation website	53	14.29%
Oregon Coast Visitors Association website	26	7.01%
Travel Oregon Bicycle-Friendly Business listing	14	3.77%
Magazine article (e.g., Sunset magazine)	8	2.16%

On average, stakeholders and users indicated that they are relatively satisfied with OCBR route planning tools and that these tools are not as important to a quality riding experience as other supportive services. However, several expressed interest in the development of a route planning app, in providing route planning information at bike hubs and pods, and in better information about transit options. The OCBR map should be regularly updated to continue to serve OCBR cyclists.

Key Takeaways

- Route planning tools provide OCBR cyclists with information to make the most of their trip while connecting them with cyclist-specific resources available in local communities.

¹² Adventure Cycling, *Pacific Coast Route Section 2*, <https://www.adventurecycling.org/cyclosource-store/route-maps/sp/pacific-coast-route-section-2/>

- While OCBR cyclists use a variety of tools to plan their trip, the ODOT OCBR Map is most popular. This indicates that continuing to update and distribute the map (both hard copy and digitally) is an important way to serve current and potential OCBR riders.
- Improved route planning tools are desired by some stakeholders and users, but are viewed as less important than other OCBR supportive services.
- Improvements to route planning tools could include updates to the OCBR Map; the development of a route planning app; continuing to identify existing apps and websites that might be able to distribute information; information at bike hubs and pods; and improved information about transit options for OCBR riders.

Promotional, Educational, and Informational Campaigns

Overview and Best Practices

Promotional materials provide information and resources to a variety of audiences, including OCBR existing and prospective cyclists, businesses who may provide services to OCBR cyclists, and motorists who may interact with OCBR cyclists. Promotions to existing and prospective OCBR cyclists serve to encourage and support ridership, where promotions to businesses may serve to inform and improve services offered to OCBR cyclists. Educational campaigns directed at motorists can serve to educate people driving of the route and address key traffic safety concerns along the route.

Inventory

Promotions to Individuals

OCBR Users and Stakeholders view additional materials to promote the OCBR to cyclists as a lower priority than other supportive services along the route. Stakeholder comments ranged from participants choosing not to promote the route due to safety concerns to a desire for better promotional materials. Together, this input demonstrates that developing additional promotional materials targeted at existing and prospective riders is not a priority for OCBR growth at this time. Nevertheless, existing materials should be kept up-to-date and distributed through existing channels. Existing promotional channels include:

- The ODOT OCBR map: The OCBR map serves as an important promotional tool for the route. ODOT should ensure that the map is kept up to date.
- Local agency communications: While most local agencies did not report promoting the OCBR, North Bend reported that they do promote the OCBR on their website. Local agencies who promote the OCBR should regularly update their materials.
- Travel Oregon website: While Travel Oregon does not currently promote the OCBR as a scenic bikeway, they do provide basic information about the route on their website.
- Adventure Cycling map: Adventure Cycling is a national organization that promotes cycle touring. The organization has created a map that includes the OCBR and has promoted the route through their blog and website. Adventure Cycling has reported that their top-selling map is the one that includes the OCBR, indicating a high level of interest from their audience.
- Adventure Cycling app: The app includes route details for the OCBR and a link to ODOT's OCBR map.

Promotions to Businesses

Some local agencies expressed that better and more recent data on the economic benefits of cycle tourism would help them make the case for improvements to elected officials, their local Chamber of Commerce, and local

businesses. Promotional materials designed to inform local businesses of the potential economic impact of OCBR cyclists in their community may help to encourage investments in amenities that serve and support riders.

Travel Oregon already provides recognition and marketing exposure to tourism-related Oregon businesses through their Bike Friendly program. Promotion of this well-established program within coastal communities could also encourage businesses to take steps to improve the services they offer to cyclist in order to receive Bike Friendly recognition through the program.

Informational/Educational Campaigns Directed at Motorists and Cyclists

Traffic safety was a frequently cited concern of all groups during public outreach, and several stakeholders expressed interest in educational or informational campaign designed to build respect between road users along the OCBR. Safety and awareness campaigns on the OCBR could be designed to address a variety of safety issues on the route. For example, a campaign could be designed to build awareness of known conflict points between motorists and cyclists, or highlight the presence of bicyclists on the route to motorists during peak riding season. A successful campaign should include locally-relevant, clear, and focused strategies to address a defined need or issue on the OCBR. Educational and information campaigns are an important part of improving safety conditions for OCBR cyclists.

Key Takeaways

- Additional promotional materials targeted at existing and prospective riders is not a priority for OCBR growth at this time, but existing materials should be maintained and kept up to date.
- Promotional materials designed to inform local businesses of the potential economic impact of OCBR cyclists in their community may help to encourage investments in amenities that serve and support riders.
- Promotion of the Travel Oregon Bike Friendly Business program within coastal communities could encourage businesses to take steps to improve the services they offer to cyclist in order to receive Bike Friendly recognition through the program.
- A campaign designed to promote respect between people driving and people biking is an important part of improving safety.

Educational, Historical, Cultural and Interpretive Opportunities

Overview and Best Practices

Cycle tourists have the ability to stop and enjoy numerous landmarks and destinations as they travel down the Oregon Coast. In order to connect cyclists to opportunities, it is important to identify key destinations and promote them through trip planning resources and wayfinding along the route.

Inventory

Overall, OCBR users and stakeholders were satisfied with opportunities available along the coast, and ranked the importance of improving the opportunities lower than other aspects of the OCBR. As part of the OCBR Local Agency Survey, respondents were asked to answer the question: “What do you think are key destinations for Oregon Coast Bike Route tourists in your community?” Eleven jurisdictions replied providing numerous locations, destinations, and services that may be of interest to cycle tourists. Responses are summarized in the Table 13 below, and may serve as a starting place for local wayfinding and interpretive opportunities.

Table 13: OCBR Local Agency Survey - Key Destinations for OCBR Cyclists

Agency Name	Key destinations for Oregon Coast Bike Route tourists.
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City of Bandon	Old Town Bandon businesses (Face Rock Creamery, Bandon Brewing Company, Tony's Crab Shack/Bandon Fish Market), Waterfront areas (Riverside, boardwalk, Jetty, Beach Loop), Bullards Beach, Coquille Point, grocery stores (Rays and Mothers), South Coast Bicycles.
City of Coos Bay	Most OCBR tourists pass through to State Parks south of Coos Bay. They may stop for replenishment or refreshments in the Empire Area (west side) of Coos Bay. View point/water access at Hollering Place at west terminus of Newmark Avenue in Coos Bay
City of Florence	Old Town, Siuslaw River Water Trail, Heceta Head Lighthouse, Siuslaw River Bridge, Honeyman State Park (Campground), North Jetty Park, Harbor Vista Campground, Bicycles 101 (8th & Hwy 101)
City of Lincoln City	From its north end to its south end, Lincoln City occupies both sides of seven miles of Highway 101. We have over seven miles of continuous beach with 29 beach accesses, 400 acres of open space, a recreation center, cultural center, and an abundance of overnight accommodations, including the Oregon State Parks campground. Bike friendly businesses, but no bike shop.
City of Newport	Yaquina Head outstanding natural area (BLM), Agate Beach / Ernest Bloch Memorial Wayside (showers, restrooms, beach access), Agate Beach Wayside (beach access), Bike Newport (Newport's lone bike shop), Nye Beach and Bayfront business districts, Newport library (internet access), South Beach State Park (campground), Yaquina Bay State Park (viewpoint, beach access, and picnicking)
City of North Bend	Moe's Bike Shop, Simpson Park, Safeway, Itty Bitty Inn, Southwest Oregon Regional Airport, North Bend Pool, Visitor Information Center, Ferry Road Park & Historic Simpson Heights Neighborhood, Downtown North Bend (Sherman/Sheridan corridor), California Boardwalk, Yeong's Restaurant, Vinny's Restaurant, BJ's Ice Cream Restaurant, McDonald's Restaurant
City of Rockaway Beach	The beach, the Rockaway Beach State Wayside, the Tillamook Coast Old Growth Forest, restaurants and shops.
City of Wheeler	Park, sights, local businesses and generally our quaint coastal town
Coos County Public Works	Campgrounds at Lakeside and Bastendorff County Parks. Campgrounds at Sunset and Bullard State Parks. Beach access in Charleston area, Seven Devils Wayside, Bullard Park and Beach, and multiple sites in Bandon. Sunset Park and Beach. Charleston and Bandon Marina's. Ten Mile Lake in Lakeside. Oregon Dunes. Business districts in North Bend, Coos Bay, and Bandon. Bike Shops in North Bend and Bandon. Face Rock Park. Campsites are located in Lakeside, Charleston area, and the Bandon area.
Port of Tillamook Bay	Tillamook Creamery visitor center, Neahkahnie Mountain, Nehalem Bay State Park, Rockaway Beach, Garibaldi, Cape Lookout State Park, Pacific City/Cape Kiwanda, Neskowin, Pelican Pub, Pelican Tap Room, Rockaway Beach, Kilchis Point Trail, Tillamook Air Museum, Tillamook County Quilt Trail, Cape Meares Lighthouse, Munson Creek Falls, Port of Garibaldi Marina, de Garde Brewing, Neskowin Beach, Oceanside

Sunset Empire Transportation District	Multiple beaches and viewpoints along the route. Highlights include Lewis and Clark National Historic Park, Three Capes Scenic Loop, Cape Lookout
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Key Takeaways

- The Oregon Coast features numerous landmarks and destinations that cycle tourist may enjoy. Enhanced interpretive features will highlight these features.
- Overall OCBR Users and Stakeholders are satisfied with what is available and rate the importance of improving these destinations as lower importance than other OCBR improvements.
- Local wayfinding efforts and promotional efforts can help to connect OCBR cyclists to destinations and resources along the route.
- ODOT may work with local agencies to consider key destinations in updates to the OCBR map and other resources.

Route Maintenance

Overview and Best Practices

The shoulder or edge of the roadway often collects small rocks, growth in vegetation, and other debris that can present hazards to people traveling by bicycle. Regular route maintenance, including sweeping the shoulder or bicycle lane, shrubbery maintenance, and patching of potholes or cracks, is necessary in order to ensure that roadway conditions on the OCBR are safe and predictable for cyclists.

Inventory

The Oregon Department of Transportation reported that most shoulder sweeping happens twice a year, but that higher complaint areas (such as the New Youngs Bay Bridge) are swept once per month. The OCBR User Survey found that route maintenance had the largest performance gap and was the most mentioned supportive service of the OCBR in terms of needing improvements. While comments in the User Survey indicate that some people interpreted route maintenance as meaning the physical roadway infrastructure for bicyclists, many survey respondents indicated a desired for more consistent sweeping and removal of debris from the shoulder or bikeway. Several survey respondents noted that current sweeping efforts are inconsistent, which result in OCBR cyclists having to take the lane at unpredictable moments in order to avoid materials that are blocking the bikeway.

Participants in the Transit Roundtable agreed that route maintenance along the OCBR should be a priority in order for the route to be improved for cyclists. Transit agencies recommended that the shoulder or bike lane be included in the general roadway sweeping that occurs, and noted that bridges, specifically the Youngs Bay Bridge, need more frequent sweeping due to the amount of material that collects there and the lack of dedicated space for cyclists. Transit agencies also recommended improved debris removal from portions of the route that are impacted by rock falls, because even a small rock fall can pose a big hazard for cyclists. They also noted that seasonal variations to route maintenance could be planned to better maintain roadside shrubbery in the summer months, which would serve the large number of cyclists who travel at that time of year.

Key Takeaways

Route maintenance had the largest performance gap and was the most mentioned supportive service of the OCBR in terms of needing improvements.

- Regular route maintenance, including sweeping the shoulder or bicycle lane, shrubbery maintenance, and patching of potholes or cracks, is necessary in order to ensure that roadway conditions on the OCBR are safe and predictable for cyclists.
- Debris removal should be prioritized for portions of the route that are at risk of being impacted by rock falls.
- Seasonal variations to route maintenance should be planned to better maintain roadside shrubbery in the summer months, which would serve the large number of cyclists who travel at that time of year.

Next Steps

The vision for the Oregon Coast Bike Route is to serve bicycle tourists from Oregon and around the world, bringing economic development to coastal communities and enhancing access to Oregon's coastline for diverse travel modes. To achieve this vision, improvements to infrastructure, supportive services and amenities will be prioritized and designed to meet the needs of current and prospective OCBR cyclists.

The data collection and analysis presented in this memorandum will guide the recommendations and priorities for future supportive program changes.

The next step for the programs project team is to develop solutions to address programmatic needs on the OCBR.