

Scope of Work Outline for STPG 2017-18 Grant (DRAFT)

California Bicycle Coalition

Project Title: Promoting Safe Bicycle Travel Opportunities for Bicycle Tourism and Economic Development along the Route 4-49-12 Corridor

Summary

The Calaveras COG, in collaboration with the California Bicycle Coalition, will facilitate collaboration among COGs in Calaveras, San Joaquin, Tuolumne, Amador, and Alpine counties to examine the Route 4-49-12 Corridor, analyzing how it may be improved to promote safe bicycle travel. In addition to identifying priorities for improvements, the counties will develop a consistent set of expectations and marketing practices to promote bicycle tourism in the region.

Opportunity:

In 2009, the Legislature passed the “California Bicycle Routes of National, State, or Regional Significance Act, authorizing Caltrans to develop a process to designate specific bicycle routes to promote bicycle tourism. The Legislature’s intent was to leverage “California’s mild weather and diversity of topography and landscape, including the wine country, the coast, the inland valleys, and the Sierra Nevada,” to “attract a large share of this tourism industry.” It stated the goal of “creating and sustaining jobs and generating tax revenues to support state and local economies.”

Developing bicycle tourism routes encourages local residents to ride bicycles, a benefit also recognized by the Legislature in the Act with reference to the “health benefits to...California residents with a low-impact alternative to other fitness and recreational pursuits.”

This STPG will help to implement this intent of the Legislature by enhancing bicycle tourism throughout these five counties, and, through this project, developing a process for establishing routes of regional significance in a way that emphasizes the economic benefit to California’s disadvantaged communities.

Since 2009, the growth in bicycle tourism nationwide has only proven the value of this charge by the Legislature. Bicycle tourism generates an estimated \$150 billion nationwide, and provides an important economic benefit for small rural communities. Studies show that bicycle tourists spend more money than tourists traveling by car.

Bicycle tourism has great potential to bring economic benefits to California’s rural communities. The corridor we are focusing on in this proposal provides an excellent opportunity for a thriving bicycle tourism industry, because of the many historic sites and recreational attractions in the area. According to a study out of the University of Oregon, “Like repurposing historic buildings for new uses, historic roadways put to use as bicycle tourism routes can encourage economic development in communities along old routes while providing attractive riding and restorative environments for cyclists through cultural landscapes.”

It would be great to add something specific here about some of the specific assets of this area for tourism generally, as well as some info about current bicycle tourism along the route.

Improving bicycle facilities along the corridor would not only improve the area economically by promoting bicycle tourism, but would have a corollary health and safety benefit to the communities along Routes 4, 49, and 12, many of which currently lack quality biking and walking infrastructure, even in their downtown business districts.

Residents and business owners, many of whom rely on tourism for their income, cannot safely bike or walk to work or school because the route's infrastructure is so unfriendly to active transportation. They hear from tourists visiting the area that they want to go for a walk after checking into their hotels, and are disappointed to find that they must drive to get places.

Description here of the route, specifically which area are we talking about?

Also, description of infrastructural problems for bikes/cars; possibly talk to local bicycle riders. The roads are in some places in need of shoulder widening to allow cars to pass bikes with three feet of space. Other areas

Between 12 and 20% of residents of these five counties live below the poverty line. Add more demographic information, which we can add once we finalize the area.

Proposed Activities:

Analyze Routes 4, 49, and 12 for their existing or potential bicycle tourism, develop recommendations and resources, and promote bicycle tourism along the route.

1. Research routes to identify problem areas and opportunities for improvement.
2. Develop the following:
 - a. A prioritized list of recommendations for improvements to the route.
 - b. Proposals for unique signage and pavement markings
 - c. An online and printed guidebook on the route for bicycle tourists, including a digital map and information about road safety and etiquette when riding narrow country roads
 - d. An online and printed guidebook for merchants and residents to capitalize on the route
3. Promote bicycle tourism in the area
 - e. Meet with producers of printed maps to get them to include our maps in theirs, including Adventure Cycling Association, book publishers, and the Cycling Sojourner series (which has not yet released its California edition)
 - f. Meet with Google to get them to put our recommended routes in their bike layer
 - g. Suggest ways to promote bicycle tourism more effectively through Visit California
4. Produce a report on our methodology used, to be applied by other districts to develop regional bicycle tourism routes in other areas of the state

Project Costs

\$625,000

Grant request: \$500,000

Local match required: \$125,000

Local match sources:

Calaveras County COG	
San Joaquin County COG	\$20,000
Tuolumne County COG	
Amador County COG	
Alpine COG	
California Bicycle Coalition	