

Covered Bridges Bikeway

Management Plan



July 2011

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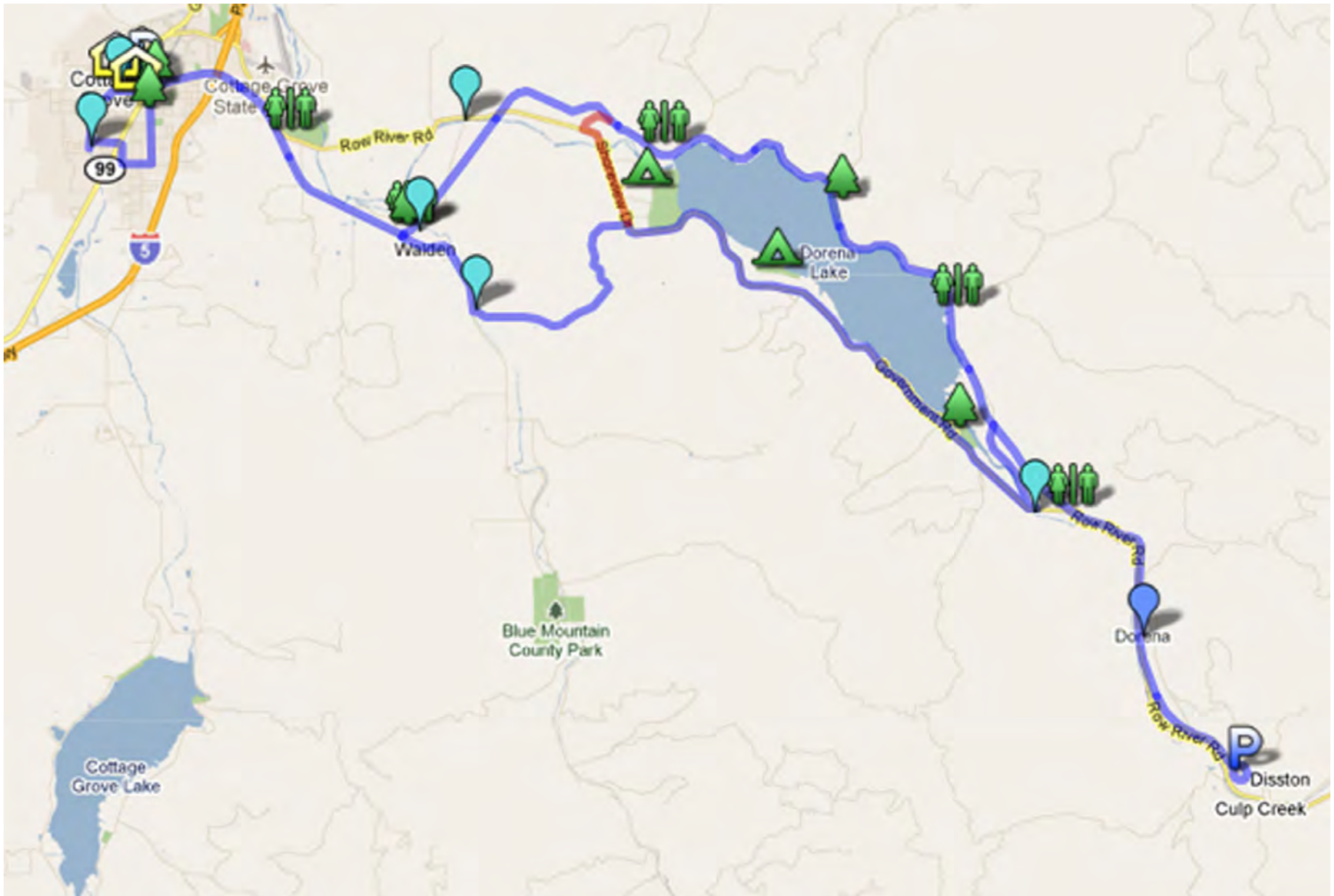
Covered Bridges Bikeway Marketing & Management Plan

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Covered Bridges Bikeway

Route and Amenities Map

<http://maps.google.com/maps/ms?msid=212474463245535376684.000499b223a0bb88a3f6d&msa=0>



Covered Bridges Bikeway

MARKETING & MANAGEMENT PLAN

VISION: To create a designated scenic bicycling tour route in Lane County that showcases the area's scenic, historic, agricultural, recreational, entrepreneurial, creative, and community assets and that pairs physical activity with rural economic health.

PLAN DEVELOPMENT

With funding from Travel Oregon and as a consultant with Lane County's Community & Economic Development Department, Heidi Beierle led planning for the Covered Bridges Bikeway. Participants included: Cottage Grove Area Chamber of Commerce, Travel Lane County, Bureau of Land Management, Lane County (Public Works and Community & Economic Development), Army Corps of Engineers, Oregon Department of Transportation, City of Cottage Grove, Lane Transit District, Saginaw Winery, Greater Eugene Area Riders (GEARs), Lane Council of Governments (LCOG), City of Creswell, Creswell Chamber of Commerce, Oregon Country Trails, and Domaine Meriwether.

With completion of the Travel Oregon grant, management and marketing for the Covered Bridges Bikeway will be the responsibility of the Management & Marketing Team. A new Executive Director at the Cottage Grove Area Chamber of Commerce, replacing Jim Gilroy, would be a likely replacement for a key Bikeway Team member in Cottage Grove. Management & Marketing Team members will expand the team to ensure adequate team functionality and a primary contact for the Bikeway.

MARKETING TEAM:

Cottage Grove Area Chamber of Commerce

Name: Kathy Kingsbury

Phone: email:

Travel Lane County

Name: Natalie Inouye

Phone: 541.743.8754 email: Natalie@travellanecounty.org

Rainy Peak Bicycles

Name: Blair Winter

Phone: 541.942.8712 email: blair@rainypeak.com

MANAGEMENT TEAM:

Bureau of Land Management

Name: Liz Aleman

Phone: 541.683.7578 email: liz_aleman@blm.gov, ealeman@blm.gov

Management also includes coordination with Lane County (Public Works and Parks), Army Corps of Engineers, Oregon Department of Transportation, City of Cottage Grove, Lane Transit District, and private land owners.

MARKETING PLAN

GOALS:

1. Bring more visitors to Cottage Grove and the surrounding rural area.
2. Raise awareness of Lane County and Cottage Grove specifically as a great cycling and heritage destination.
3. Highlight Cottage Grove as a sustainable tourism destination.

TARGET MARKET:

VISITORS

First Tier

Heritage Traveler (scenic byways, covered bridges, historic buildings, pioneer history, others)
Soft Adventurer
Families
People who like riding bikes

Second Tier

High Adventurer
Cycling Enthusiast (road, touring, mountain)
Triathletes
Environmentalists

BUSINESSES

First Tier

Restaurants along Main in Cottage Grove
Rainy Peak Bicycles
Cottage Grove lodging

Second Tier

Wineries: Saginaw Winery, Iris Vineyards
Restaurants in Creswell
Lodging in Creswell
Golf courses

ACTIONS:

1. Create marketing toolkit that includes: physical and online pieces, the Bikeway key messages included later in this plan, and photographs.

1.1 Identify all historic assets in the Bikeway vicinity.

Develop “History of Cycling in Cottage Grove” for inclusion in heritage and Bikeway promotions

1.2 Incorporate the Bikeway into all relevant maps and brochures.

- Connect with murals.
- Connect with historical society and walking tours.
- Connect with OR Main Street Program.
- Connect with local film history/industry.

1.3 Leverage regional, national, and international marketing opportunities.

STEP 1:

- Contact Cottage Grove Historical Society regarding the integration of historic resources in the Scenic Bikeway route. Discuss opportunities to program bicycle tours into historic tours in and about Cottage Grove.
- Invite the Historical Society to join the Marketing Team.
- Identify existing maps and brochures that could promote the Bikeway. Initiate conversations to publicize the Bikeway in these print pieces.
- Offer Covered Bridge Tour Route maps at Bikeway Ambassador businesses.
 - Chamber of Commerce, Rainy Peak Bicycles, and others.
 - Determine and implement best way to identify existing map as Bikeway map until a new print run will have a more permanent identifier.

2. Identify marketing pieces in which to have Bikeway presence.

2.1 Gain presence in these publications.

2.2 Engage Rails-to-Trails Conservancy and Adventure Cycling Association.

STEP 1:

- Contact Rails-to-Trails Conservancy to discover what marketing resources they have for Rail Trails.
- Travel Lane County will identify 5 marketing publications to target for Bikeway promotion and will contact them.

3. Create press releases and/or articles.

3.1 Reach scenic byway publications and heritage publications.

3.2 Get 10 publications in 1 year.

Track press and publications.

3.3 Aim for a publicity spot on OPB.

3.4 Long-term goal to get mentioned on NPR.

STEP 1:

- Create a marketing article.
- Create an adventure/experiential article.

COMPLETED:

- Created a boilerplate press release and newsletter story.
 1. *Register Guard*, March 26, 2011, "Into the Grove"
 2. *Cottage Grove Sentinel*, March 29, 2011
 3. *GEARs Newsletter*, June 2011, "Cottage Grove Develops Family-Friendly Scenic Bikeway"

4. Enhance Cottage Grove's Bike-Friendliness.

4.1 Make a "restroom friendly" window decal.

Post window decals in businesses.

4.2 Identify places to lock bikes.

Indicate bike parking areas online and in maps and brochures.

4.3 Consider downtown street improvements, such as "sharrows" (see Corvallis's "sharrows" on 2nd Street in downtown for an example).

Implement visible, bike-friendly improvements.

STEP 1:

- Inventory public restrooms within Cottage Grove and hours of access.
- Identify businesses or other establishments as likely "restroom-friendly" locations (could include locations outside Cottage Grove).
- Identify artist to design "restroom friendly" window decal.

5. Identify and cultivate relationships with businesses most likely to benefit from the Bikeway.

5.1 Target First Tier businesses. Encourage Cottage Grove Area Chamber of Commerce members and First Tier businesses to use the Bikeway in their marketing pieces.

STEP 1:

- Target one coffee shop/ice cream parlor and one restaurant/cafe along the Bikeway as Bikeway Ambassadors. Make contact.
- Recruit 2 food-oriented businesses located in the Historic District along Main.
- Recruit at least one Bikeway Ambassador lodging establishment.
- At Chamber, broadcast opportunity to rent bicycles at Rainy Peak Bicycles.

COMPLETED:

- Facilitate partnership with LTD and Rainy Peak Bicycles to create a bike rental opportunity in Cottage Grove.
- Build on opportunity for LTD to help fund rental bike purchase (existing partnership with Rainy Peak Bicycles and Lane Transit District).

5.2 Identify some strategic partners and Second Tier businesses and tie into the Cottage Grove Area Chamber of Commerce and recruitment.

STEP 1:

- Continue dialogue and relationship with Saginaw Winery.
- Initiate communication with Iris Vineyards.
- Follow up conversation with Denise Walters, dwalters@lcog.org, regarding Creswell involvement and interests.
- Follow up conversation with Creswell Chamber of Commerce. Jeremy Tolman has been the Creswell Chamber representative during planning meetings, jtolman@prestigecare.com. Be sure to include Second Tier markets in Creswell, particularly lodging and recreation.

6. Coordinate business outreach through Cottage Grove Area Chamber of Commerce.

6.1 Track outreach efforts.

6.2 Update interested businesses list annually.

6.3 Conduct face-to-face business outreach at least once per year.

6.4 Create Bikeway newsletter for businesses (electronic) and distribute quarterly.

STEP 1:

- Research data-sharing options among outreach and partner groups for Bikeway tracking purposes.
- Create spreadsheet/database (consider Google spreadsheet or best data-sharing option) with local businesses based on “Feeling Grove-y” database. Include restaurants, lodging, Chamber members, and all businesses along the Bikeway loop within Cottage Grove.
 - Populate spreadsheet/database with email addresses for Bikeway newsletter distribution.
 - Create fields within the spreadsheet/database to track face-to-face meetings, date those meetings occurred, and who (and their organization) conducted the outreach meeting.

7. Identify and cultivate relationships with organizations, individuals, and other partners most likely to benefit from the Bikeway (i.e. Oregon Country Trails, Oakridge/IMBA)

STEP 1:

- Contact Cottage Grove Historical Society. See Action 1 above.
- Revisit conversations with Danuta and Randy. See below.

COMPLETED:

- Contact Danuta Pfeiffer about dovetailing Oregon Country Trails with the CBB.
- Contact Randy Dreiling, Oregon Adventures, about creating a visitor synergy between Oakridge mountain biking and Cottage Grove cycling, triathlon, and visitor services.

8. Use social media and word of mouth to promote the Bikeway and/or events and volunteerism associated with the Bikeway.

STEP 1:

- Have a presence on RideOregonRide.com website.
 - Volunteers from the marketing team will check RideOregonRide maps for accuracy immediately after they are posted.
 - Volunteers will post comments and read others’ comments several times through the winter and every other week during the riding season.
 - Volunteers will click the “I rode this” button.
 - Each season any information of road or path conditions on the Bikeway will be posted as a comment on RideOregonRide.com and Oregon Parks and Recreation Department will be informed for posting on OregonScenicBikeways.org.
 - Add right-of-way language to the Bikeway’s RideOregonRide profile.

- Ensure camping around Dorena Lake is identified on the Bikeway's RideOregonRide profile.
- Provide online links to volunteer opportunities connected to the Bikeway on RideOregonRide.
- Have a presence on OregonScenicBikeways.org website.
- Have a presence on GEARS's website and Facebook page and possibly the local Safe Routes to School blog.
 - Contact GEARs (Richard Hughes, Paul Adkins, Shane MacRhodes) to discuss.
- Have a presence on the Travel Lane County, BLM, and LTD websites.

RIDE DESCRIPTION:

The Covered Bridges Bikeway, which follows the Cottage Grove Covered Bridge Tour Route, features an all-ages and all-abilities cycling experience of bridges, Dorena Lake, and Cottage Grove's historic downtown. Of particular interest for families, the Bikeway offers a safe, low speed, no-traffic cycling experience along the Row River Trail, an off-street, paved path through diverse landscapes and over moderate terrain.

From parking areas in downtown Cottage Grove at the Community Center or Bohemia Park, visitors can travel 17 miles of smoothly paved off-street path along the Lake's north side passing three of the six covered bridges on the route. All three of these bridges are listed on the National Register of Historic Places, and one of them, Dorena Bridge, is a popular wedding site for those visitors after a bit of romance in addition to scenery. Four bathroom stops, seven parking areas, and three picnic areas along this part of the route provide many rest opportunities and a chance to get off the bike and enjoy the scenery. A store in the modest community of Dorena provides snacks and refreshments.

For visitors comfortable riding on the shouldered roadway, Shore View Drive south of the lake provides cyclists with a 17-mile return ride to Cottage Grove with a short elevation gain and a view of another covered bridge. Cyclists wishing to bypass the hill can return to the bike path at the western end of the Lake. Two campgrounds and one bathroom stop provide recreational and rest opportunities.

Within Cottage Grove, visitors share low-speed Main Street with cars through the National Register Listed Downtown Commercial Historic District. A number of coffee and ice cream spots, restaurants, pubs, shops, and a bike shop face Main Street and offer refreshment or services. At the western end of downtown, the Bikeway includes views of two more covered bridges and a footbridge. Of note is the National Register Listed Chambers Bridge, the only covered railroad bridge west of the Mississippi.

KEY MESSAGES:

- All-ages, all-abilities, family-friendly cycling experience.
- Covered and other bridges, Dorena Lake, and Cottage Grove's historic downtown.
- A no-traffic cycling experience along the Row River Trail, an off-street, smooth, paved path through diverse landscapes and over moderate terrain.
- Bathroom- and service-friendly.

MEASUREABLE OBJECTIVES:

- Annual counts and reporting of Bikeway use will be conducted with the help of volunteers.
- Businesses will be asked during Bikeway outreach visits if they have seen an increase in Bikeway visitors as customers.
- Marketing team volunteers will track media and marketing approaches and appearances.

MANAGEMENT

EXISTING PLANNING DOCUMENTS:

- Row River Special Recreation Management Area, a Recreation Area Management Plan and Environmental Assessment
- Cottage Grove Covered Bridge Tour Route

PUBLIC NOTIFICATION:

- Radio interviews: KLCC, KUGN, KPNW
- Front-page story on the Register-Guard, March 26, 2011
<http://www.registerguard.com/web/newslocalnews/26039374-41/grove-cottage-state-loop-bikeway.html.csp>
- Cottage Grove Sentinel story, March 29, 2011
http://www.cgsentinel.com/v2_news_articles.php?heading=0&page=72&story_id=4874
- Open House, Cottage Grove, April 26, 2011
- Newsletter story, GEARS, June 2011

BIKEWAY SUPPORT AND IMPROVEMENT:

Promote and interpret historic and cultural assets as part of the Bikeway.

1. Coordinate with the Cottage Grove Historical Society, museums, tribes, heritage and cultural organizations, local and area historic preservationists, tourism organizations, and the Army Corps of Engineers.

Foster a safe Bikeway corridor that considers needs of all Bikeway users.

1. Establish a right-of-way strategy for improving awareness, relationships, and interactions among cyclists, motorists, and recreational trail users.

Actions:

- Work with the BLM on existing trail signage and brochure material to highlight courteous trail use and right-of-way.
2. Establish a visitor- and community-friendly strategy for improving personal safety and relationships between Bikeway visitors and local residents.

Actions:

- Coordinate with City of Cottage Grove (Administration and Public Safety), the Chamber of Commerce, and the Bikeway Management Team to identify areas along the bikeway that pose personal safety concerns.
- Coordinate with Bikeway Ambassadors on delivering information to visitors and residents and collecting feedback to safety comfort along all lengths of the Bikeway.

3. Update and upgrade existing facilities to improve access, accessibility, and utility for all types of Bikeway visitors by supporting and providing access for a family-friendly, all-ages, and all-abilities Bikeway environment.

Actions:

- Create a master list of areas along the Bikeway that could use improvement.
 - Decide who will “keep” the master list, who will have access to it, and who will update it.
 - Collaborate with local Bikeway users to identify potential improvements.
 - Collect potential improvements from online feedback.
- Prioritize the master list.
 - Determine prioritization evaluation criteria.
 - Sort the list with highest priority items at the top of the list.
 - Estimate cost of improvements, who would initiate improvements, when the item became part of the list, and an estimated time when the improvement could be initiated and/or completed.
 - If possible, match improvements with funds or funding opportunities.
 - Share the list at Management Team meetings.

Increase lodging options and their distribution along the Bikeway, and increase use of existing lodging options by Bikeway visitors.

1. Increase local resident memberships at warmshowers.org for touring cyclist homestays within one year.

Actions:

- Work with Bikeway supporters and the Cottage Grove Chamber of Commerce to identify people willing to host cyclists at their homes.
 - Search warmshowers.org to learn how many homestays are currently available in Cottage Grove and who they are.
 - Contact current members to let them know about the Bikeway.
 - When recruiting new members, let them know about the Bikeway and the opportunity to advocate for cycling in the Cottage Grove area.
 - Join yourself if you are not already a member. There is not cost to join.

2. Provide Camp Hosts with information to identify touring cyclists and encourage the Hosts to direct bicycle tourists to camping on the route.

3. Develop hiker/biker facilities and/or rates at existing campgrounds within 5 years.

Actions:

- Discuss this option with Lane County Parks and the Army Corps of Engineers.

- Create a list of barriers to developing these facilities or rates.
- Create a list of opportunities to developing these facilities or rates.
- Share with the Management Team to develop a feasible solution.

Enhance visitor-friendliness along the corridor.

1. Coordinate with the Bureau of Land Management to support volunteerism on Row River Trail to assist with cleanliness and maintenance of Trailhead Park, the Mosby Creek Trailhead, Row River Trail, campgrounds, restrooms, water stops, signage, and measuring Trail use.

Actions:

- Determine what kind of support the Bureau of Land Management needs to reinvigorate the volunteer program.
 - Draw from volunteers who have already helped with Bikeway planning and related projects.
 - Partner with Bikeway Ambassadors, cycling club, and equestrian club.
 - Contact GOATS in Oakridge for additional suggestions.
 - Provide online links to volunteer opportunities connected to the Bikeway (through the BLM, Cottage Grove Chamber, Bikeway Ambassadors, facebook, and others).

2. Generate letters of support for existing trail and camping facilities that will help the Bureau of Land Management pursue funds to maintain and enhance these facilities.

Actions:

- Write a template support letter.
- Distribute support letter to Bikeway supporters and advocates to disperse and collect among their communities.
- Set a deadline for collecting the letters to assist BLM fund-seeking for trail and trailhead, and camping facilities.

Enhance retail and commercial opportunities in areas that serve the Bikeway.

1. Foster partnerships among local Chambers of Commerce, Southern Willamette Wineries Association, Lane County, entrepreneurs, heritage organizations, and educational institutions to support business growth and development around the Bikeway.

Actions:

- Maintain communication with Saginaw Winery. Maintain communication with Buzz Kawders and Danuta Pfeiffer (Natalie has best contact with the latter two). Initiate communication with Iris Vineyards.
- Coordinate with the Chamber of Commerce and establish communication with Lane Small Business Development Center, www.lanesbdc.com.
- Establish communication with the University of Oregon through the Business school and the Community Service Center (Bob Parker).

Strengthen existing partnerships and cultivate new ones for ongoing implementation, management, and maintenance of the Bikeway.

1. Implement Objectives specified in the Bureau of Land Management’s Row River Special Recreation Area Management Plan.

Actions:

- Review BLM Row River Special Recreation Area Management Plan at an early Management Team meeting to identify ways that the Bikeway implements the BLM Plan and how Bikeway activities can further support implementation of that Plan.
 - Identify two tasks on the Bikeway workplan that implement the BLM Plan.

2. Maintain communication with the University of Oregon Planning, Public Policy and Management Department, particularly Marc Schlossberg and LiveMove, the student transportation and livability club.

Actions:

- Contact Marc Schlossberg: schlossb@uoregon.edu, 541-346-2046
- Contact LiveMove: Cortney Mild, cortelise@gmail.com and subscribe to the “transportgroup” listserv.

3. Continue to engage stakeholder groups, community members, visitors, and other partners in Bikeway management.

Actions:

- Use online and word-of-mouth resources to keep interested parties engaged in the Bikeway.
 - Host annual Bikeway maintenance days.
 - Celebrate new Bikeway-friendly businesses.
 - Collaborate with other bikeways across the state on scenic bikeway “passport program” opportunities.
 - Update RideOregonRide profile regularly, as outlined in Marketing Action 8.
 - Respond to inquiries.
 - Begin e-newsletter.

Create stable and diverse mechanisms for funding corridor enhancements and community projects related to the Bikeway.

1. Support development and/or expansion of appropriate funding sources for Bikeway management, annual maintenance, deferred maintenance, safety needs, water and restroom areas, a full spectrum of marketing materials and activities, and creation and protection of infrastructure, such as signs and interpretation (coordinate with BLM, Army Corps, Lane County, and Cottage Grove). Complete first funding strategy with a three to five-year projected budget within one year.

Actions:

- Develop an annual operating budget with the Management Team.
 - Initiate discussion at first or second Management Team meeting.
 - Identify management tasks with costs associated and those that can be accomplished through volunteer efforts.

- Clarify funding and volunteer needs.
 - Establish a strategy to meet identified needs.
2. Develop contingency plans for potential future funding shortfalls using existing plans, policies, and procedures.
 3. Review new and current funding mechanisms on an annual basis to assess their effectiveness in meeting Bikeway marketing and management goals.

Actions:

 - Brainstorm funding opportunities.
 - Identify largest cost items and opportunities with partner organizations and agencies to manage and/or meet expenses.
 4. Research, prepare, and submit grant proposals to fund projects identified through Bikeway plan implementation.

Actions:

 - Create a list of known grant funding opportunities.
 - Match funding opportunities with projects.
 - Pursue funding for priority Bikeway projects.

Develop route evaluation strategies to measure visitor satisfaction, needs, and economic contributions to the community and to guide route improvement and enhancement projects.

1. Continue conducting counts on the Bikeway, at a minimum of once per year in late May or early June. Conduct counts on the Bikeway up to four times a year.

Actions:

 - Compare successive counts to baseline visitor counts conducted June 4th and 5th 2011.
 - Review existing visitor satisfaction survey conducted by Bureau of Land Management and incorporate into Bikeway assessment.
 - Fine tune evaluation strategy as needed and evaluate effectiveness/relevance to Bikeway visitors once per year at a minimum.
2. Provide visitor-requested amenities and/or facilities to enhance recreation, events, and activities associated with the Bikeway. Prioritize requests annually and in conjunction with long-range funding strategy review.
3. Compile an annual report for distribution to Bikeway partners and stakeholders.

Actions:

 - Include Bikeway count reports.
 - Summarize online activity from RideOregonRide, and other online sites dedicated to the Covered Bridges Bikeway.
 - Collect data from Rainy Peak Bicycles rentals and other Bikeway Ambassadors as applicable.
 - Provide facts on types of visitors, distances traveled to Bikeway, and any stories or positive feedback from Bikeway visitors.

- Create an opportunity for a Bikeway photographer to capture images of the Bikeway in regular use and during special events.
 - Include images in the report.
- Prepare an annual budget for inclusion.
 - Include volunteer hours, dollars raised, improvements completed, etc.



Directions

#	Dist. (miles)	Turn	Directions	Segment (m)
1	---	Begin	Trailhead Park – start point at intersection of Main St and 10th St in Cottage Grove. Travel west through the stoplight into the Historic Downtown Commercial District for .37 miles.	.37
2	.37	Left	Turn LEFT at River Rd (stoplight) and ride straight for .61 miles.	.61
3	.98	Left	Turn LEFT onto Harrison Ave and ride .3 miles.	.3
4	1.28	Right	Cross over S Pacific Hwy (99) and bear slightly to the right. The road becomes 4th St. Continue .21 miles on 4th St.	.21
5	1.49	Left	Turn LEFT onto Taylor Ave and ride .28 miles.	.28
6	1.77	Left	Turn LEFT onto 10th St. Ride .74 miles to the end of 10th and the beginning of the Row River Trail at Trailhead Park.	.74
7	2.51	Straight	At the intersection of 10th St and Main St, continue north across the T-intersection to join the Row River Trail multi-use path. Follow the path 3.1 miles to Mosby Creek Trailhead.	3.1
8	5.61	Straight	The path crosses through the Mosby Creek Trailhead and continues over a red-painted bridge. Follow the path, crossing a number of roads. After 8.65 miles, the path will cross Row River Road.	8.65
9	14.26	Return	Follow the path for 4.16 miles to the turn around at the paved terminus around Brice Creek Road.	4.16

#	Dist. (miles)	Turn	Directions	Segment (m)
10	18.42	Straight	Follow the path back out the way you came in (heading in a north westerly direction) for 4.16 miles to the Row River Trail and Row River Road intersection.	4.16
11	22.58	Left	Turn LEFT at Row River Road onto the road. An info kiosk stands on the path on the far side of this intersection. Row River Road is paved and has bike lanes. Follow Row River Road, bearing to the left for .99 mile.	.99
12	23.57	Right	Turn HARD RIGHT onto Shoreview Dr. Dorena Bridge lies on the southern side of this road just beyond the intersection. Ride 5.5 miles along the shouldered road.	5.5
13	29.07	Left	Turn LEFT onto Garoutte Rd. and ride 2.22 miles to Stewart Bridge.	2.22
14	31.29	Right	Turn RIGHT onto Mosby Creek Rd. and ride 1.17 miles.	1.17
15	32.46	Right	Turn RIGHT onto Layng Rd. and ride a short .01 miles to Jenkins Rd.	.01
16	32.47	Left	Turn immediately LEFT onto Jenkins Rd. and ride .02 miles to Row River Trail.	.02
17	32.49	Left	Turn immediately LEFT onto Row River Trail. Follow Row River Trail 3.1 miles to Trailhead Park.	3.1
18	35.59	Finish	Arrive in Trailhead Park at 10th and Main in Cottage Grove. (END AT TRAILHEAD PARK)	---

Sign Location map **Covered Bridges Bikeway**

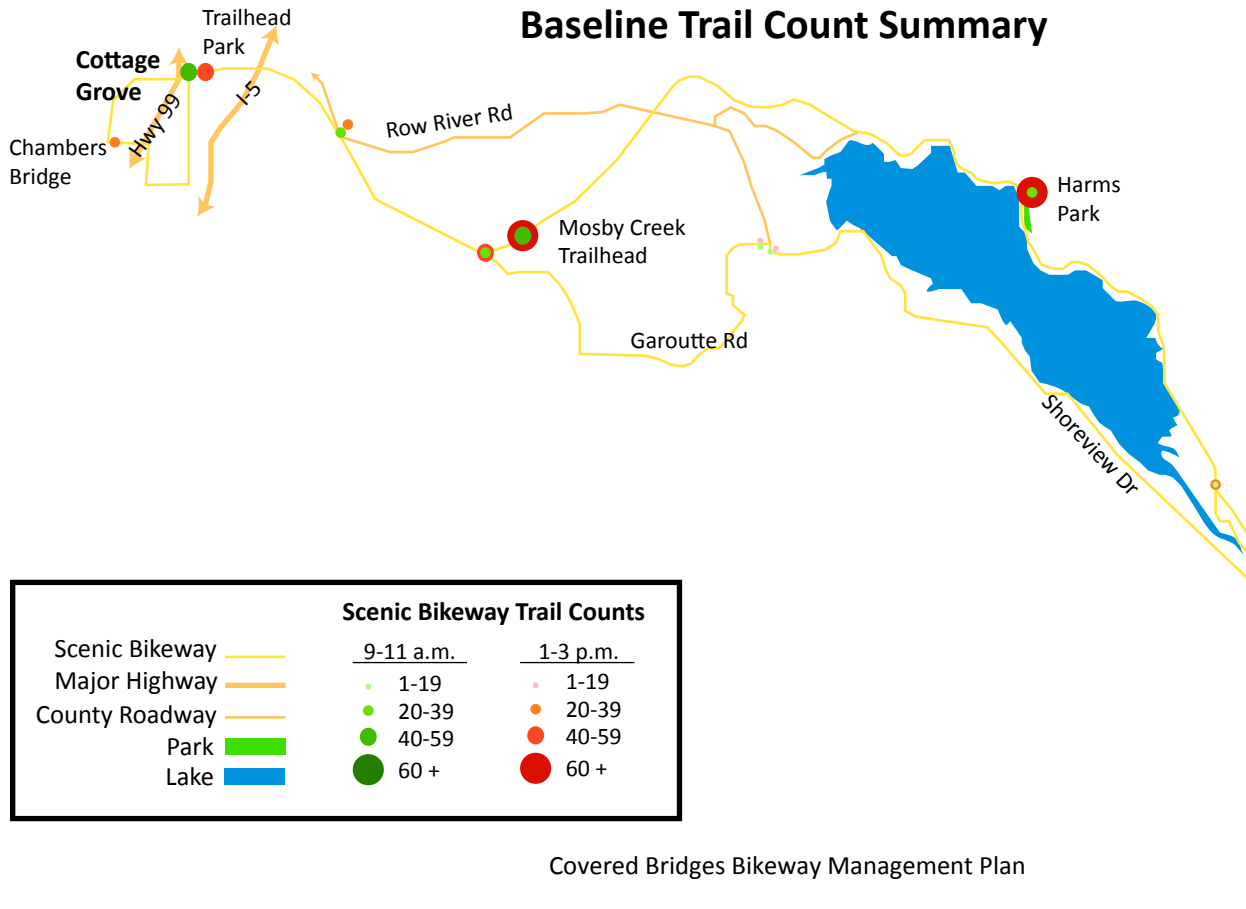
Total number of signs: 29

May 4, 2011: updated with contact info June 19, 2011, revised August 31, 2011

Route Road	Route turn	Sign for x-bound	Sign for x-bound	Sign for x-bound	Road Jurisdiction (i.e.: ODOT district 10, Lane county)	Contact name and # for road jurisdiction
Main	River Rd	w-bound Left	n-bound Right		CG	Public Works 541-942-3349 (Richard Meyers, City Administrator)
River Rd	Harrison	s-bound Left	w-bound Right		CG	
Harrison	3 rd	e-bound Straight	n-bound bear to Left or Straight		CG	
4 th	Taylor	s-bound Left	w-bound Right		CG	
Taylor	10 th	e-bound Left	s-bound Right		CG	
10 th /Row River Trail	Main	n-bound Straight	s-bound Right		CG	
Row River Trail	Row River Rd	e-bound Straight/Right	w-bound Straight/Left	n-bound Left/Right	BLM/Lane County	Liz Aleman eleman@blm.gov 541-683-7578
Row River Rd	Shoreview Rd	s-bound Right	e-bound Straight		Lane County	Shashi Bajracharya Shashi.BAJRACHARYA@co.lane.or.us 541-682-6932
Shoreview Rd	Garoutte Rd	w-bound Left	e-bound Right		Lane County	
Garoutte Rd	Mosby Creek Rd	w-bound Right	s-bound Left		Lane County	
Mosby Creek Rd	Layng Rd	w-bound Right	s-bound Left		Lane County	
Layng Rd	Jenkins Rd	n-bound Left	e-bound Right		Lane County	

Jenkins Rd	Row River Trail	w-bound on Trail Left/Straight	e-bound on Trail Right/Straight	n-bound Left/Right	BLM/Lane Co	
Row River Trail Turnaround		Left/Right	Additional sign that indicates Bikeway end; Trail continues on gravel.		BLM	Liz Aleman ealeman@blm.gov 541-683-7578

Covered Bridges Bikeway Baseline Trail Count Summary



Covered Bridges Bikeway

Baseline Trail Counts

OVERVIEW

Baseline use counts of the Covered Bridges Bikeway were conducted on Saturday, June 4th and Sunday, June 5th 2011. Volunteers monitored Bikeway use at specified count locations from 9-11 a.m. for morning counts and from 1-3 p.m. for afternoon counts. Volunteers counted modes (bicycle, pedestrian, equestrian, and other) and gender distribution within those modes (male and female). Weather conditions were generally pleasant during the count period with some sunny spells and mild temperatures reaching into the 70s.

DATA

The Bikeway had consistent use numbers on both Saturday and Sunday although nicer weather conditions on Saturday produced overall higher use of the route than on Sunday. Three quarters of Bikeway visitors rode bicycles, and approximately a quarter walked or ran. A handful of Trail visitors rode horses or used some other form of transportation (including a couple of unicyclists, rollerbladers, and one Segway). A fairly even distribution of men and women used the route although there were slightly more men than women. For these counts, children were not counted separately.

DISCUSSION

The prevalence of high use at Trailhead Park, Mosby Creek Trailhead, and Harms Park along with high numbers of afternoon visitors supports the family-friendly and soft-recreational orientation of Row River Trail. These patterns suggest that people are driving to Trail access points and using the Trail for short recreation and/or fitness trips. Trailhead Park, because of its proximity to the historic downtown core and because of the absence of parking, could be attracting local pedestrian and bicycle traffic that is not necessarily initiated by driving to a Trail access point.

Of all Trail segments, visitors most likely travel between Mosby Creek Trailhead and Harms Park for a longer distance turn around; however, nothing in the collected data suggests this is actually the case. Rather, Trail visitors more likely use Trail segments around the access point. While morning numbers are overall lower than afternoon numbers, morning visitors are more likely to travel the route for longer distances. In essence, cyclists going for a longer, faster ride tend to use the Trail in the morning, and families or people using the Trail for shorter distances and with younger people tend to use the Trail later in the afternoon.

RECOMMENDATIONS

- Count children separately in future route evaluations to assess the family-friendly nature of the Bikeway and understand better the route's target market.
- Conduct counts quarterly for best assessment of route use.
- Recruit additional volunteers for route counting to ensure each count location is staffed at both morning and afternoon times.
- Recommend cyclists who seek a longer faster ride on the scenic bikeway use the Trail in the morning. This can be part of the Covered Bridges Bikeway information on RideOregonRide and also important information for Business Ambassadors and Park Hosts to share. There might be ways to incorporate this recommendation into other strategies related to right-of-way and Trail courtesy.

Covered Bridges Bikeway

Baseline Trail Count Data

9-11 am

1-3 pm

Bikes		Peds		Equests		Others		
F	M	F	M	F	M	F	M	

Bikes		Peds		Equests		Others		
F	M	F	M	F	M	F	M	

Saturday

Trailhead Park	9	16	8	11				2	46
Harrison Bridge									0
10th & Bohemia									0
RRT @ Mosby									0
RRT @ Mosby Trailhead	9	8	2	2			2		23
Mosby Trailhead	22	14	5	10			4		55
Harms Park	12	9	1	1					23
RRT/Road	5	8	1	1					15
Culp Creek Turnaround									0
Dorena Bridge									0
Shoreview/Schwartz									0
Garoutte Road									0
Mosby Creek Road									0
Garoutte Bridge									0
TOTALS	57	55	17	25	0	0	6	2	162
	112		42		0		8		

	13	23	19	16			2		73
									0
									0
	7	19	3	4				1	34
	7	16	3	5					31
	33	26	1	6				1	67
	24	21	3	7					55
	19	17						2	38
									0
		1							1
		1							1
									0
									0
									0
	103	124	29	38	0	0	2	4	300
	227		67		0		6		

Weather conditions

sunny and nice with some clouds

cool and partly cloudy, 60s

Sunday

Trailhead Park	7	31	8	4			1	1	52
Harrison Bridge									0
10th & Bohemia									0
RRT @ Mosby	3	26	5						34
RRT @ Mosby Trailhead	5	5	2						12
Mosby Trailhead	7	5	11	7					30
Harms Park	8	3	3						14
RRT/Road	5	5	2						12
Culp Creek Turnaround	5	2	3						10
Dorena Bridge									0
Shoreview/Schwartz		1							1
Garoutte Road	3								3
Mosby Creek Road									0
Garoutte Bridge									0
TOTALS	43	78	34	11	0	0	1	1	168
	121		45		0		2		

	13	24	9	9			1	1	57
	3	10	7	6				3	29
									0
	7	14	1					1	23
	9	15	2					1	50
	12	14			7	1	1		35
	9	17	3	2			2	3	71
	16	22	1						39
									0
									0
									0
	2	2							4
									0
									0
	71	118	23	17	7	1	4	9	250
	189		40		8		13		

Weather conditions

overcast and warm

cloudy and warm, 70s



United States Department of the Interior

BUREAU OF LAND MANAGEMENT

Eugene District Office

P.O. Box 10226

Eugene, Oregon 97440-2226

IN REPLY REFER TO:

8353(ORE060)

JAN 18 2011

Mike McKenzie-Bahr
Lane County Community and Economic Development
125 E. Eighth Avenue
Eugene, OR 97401

Dear Mr. McKenzie-Bahr,

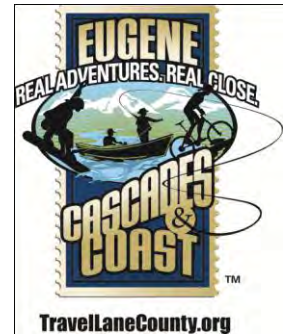
The Bureau of Land Management (BLM) recently learned of your nomination submittal for a 23-mile state scenic bikeway route involving the Row River Trail, a National Recreation Trail managed by the BLM from the Mosby Creek Trailhead to the trail's terminus east of Culp Creek. The trail, readily accessible from the I-5 travel corridor, offers a premier opportunity for non-motorized recreation throughout a variety of terrestrial and aquatic ecosystems. Further, the national designation recognizes not only the trail's distinction for its scenic qualities, but also its historical and cultural features (e.g., historic bridges, old movie sets, etc.). I am sure you can appreciate the BLM's strong interest in your action.

The BLM has reviewed the application you submitted to the State Scenic Bikeway Committee last year, and is aware of a subsequent planning phase to develop a management plan should the BLM agree to support your proposal. At this time, I support the scenic bikeway application process; however, it is important that any subsequent plan development be fully aligned with the management objectives already described in the management and project plans developed by the BLM for the Row River Trail.

Outdoor Recreation Planner, Liz Aleman (541.683.7578), will be your BLM contact for future consultation in this matter.

Sincerely,

Alan Corbin
Acting Upper Willamette Field Manager



May 4, 2011

Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

Dear Ms. Phillips:

Travel Lane County supports the Covered Bridges Bikeway application. This designation will enhance tourism in Lane County, particularly in the Cottage Grove area. With Cottage Grove the anchor community for this Bikeway, we look forward to promoting Cottage Grove and the Bikeway to increase the number of visitors from outside the community. Two of Cottage Grove's greatest assets are its heritage and scenic landscape resources. We are eager to market this community with bicyclists, families, and heritage visitors alike.

The Covered Bridges Bikeway makes a loop through downtown Cottage Grove to connect covered bridges, Cottage Grove's downtown historic district, the businesses in the commercial district, and parking for Bikeway visitors. We know the Bikeway will create economic opportunities for the community. Likewise, we are eager to attract visitors to Lane County communities and offer them excellent, home grown service and experiences.

We look forward to moving ahead on the Bikeway, improving regional connections with our community partners, and making Cottage Grove and the surrounding area a great place to stay overnight, ride a bike, shop, golf, visit wineries, and connect with our area's rich and beautiful history.

Sincerely,

Kari Westlund
President & CEO
Travel Lane County
(541) 743-8750
Kari @TravellLaneCounty.org



Lane County Board of Commissioners

Jay Bozievich
Rob Handy
Sid Leiken
Pete Sorenson
Faye Hills Stewart

May 3, 2011
WD bc/fs/11061/T

Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

Dear Ms. Phillips:

I am pleased to offer the support of the Lane County Board of Commissioners for the Covered Bridges Bikeway. The proposed route passes through one of the more attractive parts of rural Lane County, and it seems like just the kind of project that the framers of the Lane County Rural Comprehensive Plan had in mind when they formulated:

Environmental Policies 7 & 8:

Encourage the development of environmentally compatible tourist and recreational facilities which enhance the economic prospects of rural areas while serving the recreational needs of tourist and County residents.

Continue development of a Countywide system of paths and trails for non-motorized travel (i.e. pedestrian, bicycle and equestrian) interconnecting development centers, recreation sites and scenic areas.

Economic Policy 9:

Tourism should be considered as a base industry having high potential for growth throughout the County. Development of facilities oriented towards tourists shall be given maximum support within the framework of these policies.

The Rural Comprehensive Plan designates most of the land adjacent to the proposed route for forestry or public facilities, interspersed with several small settlements that are zoned for residential use. There are no restrictions anywhere along the route that would prevent this proposal from going forward. To the contrary, the effect of our land use regulations will be to preserve the visual qualities in this corner of Lane County more or less as they are today.

Sincerely,

Faye Stewart, Chair
Lane County Board of Commissioners



April 13, 2011

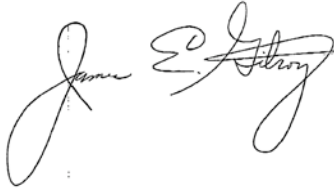
Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

Dear Ms. Phillips:

The Cottage Grove Area Chamber of Commerce supports the Covered Bridges Bikeway application. This designation will enhance tourism in Lane County, particularly in the Cottage Grove area. I speak on behalf of the board as the current executive director of our Chamber and as a former local mayor who initiated Rails- to-Trails. We are the anchor community for this Bikeway and understand the value of increased numbers of visitors from outside the area. We look forward to the benefit of how broadening the market for covered bridge tours supports our local economy and livability. Two of Cottage Grove's greatest assets are its heritage and scenic landscape resources. We are eager to share our community with bicyclists, families, and heritage visitors alike and support the use of our recreational resources to encourage active lifestyles for local residents.

The Covered Bridges Bikeway makes a loop through downtown Cottage Grove to connect covered bridges – notably the National Register-listed covered railroad bridge – Cottage Grove's downtown historic district, the businesses in the commercial district, and parking for Bikeway visitors. With your endorsement, we anticipate moving ahead on the Bikeway, improving regional connections with our community partners, and making Cottage Grove a cycle-friendly place to stay overnight, ride a bike, shop, and connect with our area's rich and beautiful history. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "James E. Gilroy". The signature is fluid and cursive, with the first name "James" and last name "Gilroy" clearly legible.

James E. Gilroy
Executive Director
Cottage Grove Area Chamber of Commerce
700 E. Gibbs
Cottage Grove, OR 97424
(541) 942-2411 / Fax (888) 832-2045
jim@cgchamber.com



Mayor's Office

400 Main Street
Cottage Grove, OR 97424

(541) 942-5501
Fax 942-1267

www.cottagegrove.org
E-mail: mayor@cottagegrove.org

April 11, 2011

Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

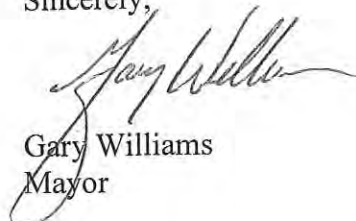
Dear Ms. Phillips:

The City of Cottage Grove supports the Covered Bridges Bikeway application. This designation will enhance tourism in Lane County, particularly in the Cottage Grove area. As the anchor community for this Bikeway, we understand the value of increased numbers of visitors from outside the area and look forward to how broadening the market for covered bridge tours supports our local economy and livability. Two of Cottage Grove's greatest assets are its heritage and scenic landscape resources. We are eager to share our community with bicyclists, families, and heritage visitors alike and support encouraging active lifestyles for local residents and their use of our recreational resources.

The Covered Bridges Bikeway makes a loop through downtown Cottage Grove to connect covered bridges – notably the National Register listed Chamber's covered railroad bridge, the only remaining covered railroad bridge west of the Mississippi River. The Bikeway also accesses Cottage Grove's downtown National Historic District, the businesses in the commercial district, and parking for Bikeway visitors. We do appreciate the economic opportunities the Bikeway provides for our community, and we would like to see improvements that enhance safety for visitors in our downtown so that families and non-expert cyclists feel comfortable touring the businesses and cultural resources. We hope that the Bikeway would encourage work towards these enhancements in the near future.

We look forward to moving ahead on the Bikeway, improving regional connections with our neighboring communities, and making Cottage Grove a great place to stay overnight, ride a bike, and connect with our area's rich and beautiful history.

Sincerely,



Gary Williams
Mayor



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
CORPS OF ENGINEERS, PORTLAND DISTRICT
WILLAMETTE VALLEY PROJECT
PO BOX 429
LOWELL OR 97452-0429

31 MAY 2011

Operations Project Manager

Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

Dear Ms. Phillips:

I am pleased to offer my support of the Covered Bridges Bikeway. The U.S. Army Corps of Engineers has provided input during development of the Bikeway management plan. The bikeway passes by Dorena Lake, and several Corps facilities in the area may be used by bikeway visitors. In addition, we understand there may be opportunities to promote or interpret Corps facilities through Bikeway marketing and management.

We look forward to being a partner in this project and working with other managing agencies and organizations to ensure quality, enjoyable, and safe visitor experiences.

If you have any questions, please contact Willamette Valley Project, Supervisory Park Ranger Tami Schroeder at 541-942-5631.

Sincerely,

Erik Petersen
Operations Project Manager



Oregon

John A. Kitzhaber, M.D., Governor

Department of Transportation

District 5

644 "A" Street
Springfield OR 97477
(541) 744-8080
Fax: (541) 726-2509

May 23, 2011

Alex Phillips
Bicycle Recreation Coordinator
Oregon Parks & Recreation Department
725 Summer Street, NE
Salem, Oregon 97301

Dear Ms. Phillips:

I am pleased to offer my support of the Covered Bridges Bikeway. The proposed route crosses an ODOT facility in Cottage Grove at 4th Street/Hwy. 99 and at Harrison Street/Hwy. 99 but does not follow any State highways.

Creating bicycling routes in this area encourages visitation and use of multiple modes of transportation. The proposed Bikeway presents excellent conditions for encouraging bicycle visitation in the area.

If you have any questions, please contact me at (541) 744-8080.

Sincerely,

David P. Warren, PE
District Manager

Open House

April 26, 2011

12-1 p.m. Brown Bag Lunch

Shepherd Room, Cottage Grove Community Center

The open house was organized by the Cottage Grove Area Chamber of Commerce with support from the City. A planning meeting for the Open House included:

Richard Meyers, Cottage Grove City Administrator

Jim Gilroy, Executive Director Cottage Grove Area Chamber of Commerce

Jacques LeCours, member Cottage Grove Area Chamber of Commerce and Bikeway Stakeholder

Greg Lee, Cottage Grove resident and Bikeway Stakeholder

To ensure that the Open House would be properly attended, we determined that a presentation to the City Council would introduce councilors to the work and enable them to speak to their constituents if any questions arose. Similarly, a presentation to the Chamber would ensure the same for the business community. Cottage Grove anticipated a number of events for the summer, including Cycle Oregon, and the Open House gave them the opportunity to let the public know who would be coming to town and when, enabling the community to prepare for the summer. Part of that planning and preparation was to share information about the Bikeway.

The Open House received positive and timely publicity. A month before, the Register-Guard ran a front-page story with the Open House mentioned. The Cottage Grove Sentinel also ran a story about the Bikeway and Open House. KLCC aired an interview on Morning Edition about the Open House, and a live radio interview on KGUN the morning before the open house also aired.

Eight people attended the Open House, three with express interest in the Bikeway. A short presentation with a map of the route, updates on the recent press, and a timeline comprised the presentation. Participants then asked questions and offered feedback.

Comments:

- Bollards on the trail present a real safety hazard. When they are removed, the pipe sticks up from the path about a foot, but there is no way to know they are there. Very dangerous.
- With horses on the trail, there are some right-of-way issues. People unfamiliar with the trail may not know right-of-way courtesy with horses. Maybe something could be done with signage at the main put-ins related to right-of-way.
- With groups coming to the Bikeway and events, there ought to be a way to manage events and notice.