

## Final Report on the 2014 Bike Walk Summit

Facilitation Provided by 4C Campus Community Civic Collaborative, an initiative of the JMU Institute for Constructive Advocacy and Dialogue

Report compiled by Lori L. Britt, Director

### Getting a sense of where we are

*In response to introductory activity, participants at the 2014 Bike Walk Summit were asked to think about what they would say to someone who was interested in visiting the area and is involved in biking or walking. Here's what participants highlighted about the Harrisonburg/Rockingham communities and the valley. Participants also thought about those things we would not want potential visitors to ask us about as we do not yet have these amenities or services.*

#### What we offer

- Park with Mountain Biking
- Something for every family
- Natural beauty
- National Park and National Forest
- Farmland/Agriculture
- Variety of events in the Area
- Proximity to Natural Resources
- Emerging Food Culture
- Broad safe streets in
- Bridgewater
- Children's Outdoor Recreation
- Feeling of safety in the community
- Fun, vibrant bike community
- Walkable downtown
- Good leadership
- Emerging commitment from leadership
- Great partnerships between organizations

#### What we do not offer

- Freedom from "choke points"
- Public transit
- Bikeable Port Road/33
- Places for families to ride not shared by cars
- Freedom from I-81
- Consistent fresh air
- Enough shared-use paths
- County bike paths
- Integrated transit network
- Sufficient biking infrastructure
- Safe major thoroughfares
- Walkability outside of downtown



**Collective Thinking Step 1:** A Brainstorming session asked all participants to identify those things we need to be able to offer the “Total Package” in regards to enticing tourists to the area for biking and walking. The list has been organized into several key themes.

### What we need

#### **Connections**

Completion of Bluestone Trail and Greenway connecting through downtown

- Time sensitive to claim the route before development coming online closes off possibilities.

Links to Northern Valley

Great Wagon Road/Route

Complete bike lane between Dayton and Harrisonburg and Harrisonburg and Broadway (need connections to small towns)

Mass transportation connections (rails to trails)

Bike station/hub downtown (For commuters but tourists can use to take advantage of our downtown)

Create bike share on campuses and in communities (placing at destinations and residences)

#### **Maps**

Wayfinding (maps and signs), particularly between towns

Bike map of Valley Historical spots and bike routes

Low stress bike routes (Traffic, shoulder available, grade)

Maps with services available (amenities: trailheads, restrooms, sidewalks, etc.)

App. For phone (Localized map your ride app)

Alternatives to major routes (roadways) and safe ways to get to those routes

Color coded maps or separate maps

Family friendly trails away from traffic

#### **Promotion and Marketing**

Welcoming feel

Signage

Promotions showing women of all ages and demographics biking

Development and Marketing of Tourism Packages (Multi-modal, Hiking, Biking, Floating)

Development of business/hotel targeted package on how to be bike/walker friendly

Bike Shenandoah (Bike the Region and Camping)

Tap into proximity to DC as “Their backyard playground”

Reinvigorate website

Destinations and routes

Local food offerings

Scenic places

Historic places

Bike rentals for tourism, make more visible if already being offered

Regional Branding – Frame as “outdoors”, “active” rather than specifying hiking and cycling

Coordination between tourism promoters

**Safety**

- Safe connection to points East and West through town (alternative to 33)
- Use enforcement to highlight safety
- Be aware of symbolic safety (Normalize bike riding and walking)

**Planning**

Transportation planners need to get out and ride and see the need (Touring Research)

**Data**

- Identify existing data and platforms for disseminating data
- Creating GIS/GPS files of data
- Coordinate uses
- ID all places for cycling in region

**Resources**

- Funding education and outreach
- Allocation of tourim \$ specifically to cycling resources and marketing

**Collective Thinking Step 2:** Participants then ranked these ideas in terms of impact and ease of implementation and highlighted those that were relatively easy in terms of what it would take to accomplish these initiatives and yet yield high impact.

	Easy	Hard
<b>High Impact</b>	Consolidate data Maps Rework <i>Bike the Valley</i> Data apps (GIS, existing websites) Economic impact study Connect trails through downtown on paper	Family friendly biking Wayfinding (\$) Infrastructure changes Well done integrated website Bike share (Liability, \$) Opportunity to talk now about downtown hub (commuter and tourist)
<b>Medium to Lower Impact</b>	Hospitality partnering and “How to be bike/walk friendly” package Reframing as a “broader” brand Showing women biking	

**Collective Thinking Step 3:** Participants self-selected into groups to begin to develop SMART (Specific, Measurable/Monitorable, Attainable/Assignable, Relevant, and Time-Bound) goals and action plans to advance this work. These plans follow.

**GOAL: Producing an Economic Impact Study: Bicycling**

- Thomas Jenkins, [TJ@shenandoahbicycle.com](mailto:TJ@shenandoahbicycle.com)
- Rich Harris, [harrisra@jmu.edu](mailto:harrisra@jmu.edu)
- Brenda Black, [Brenda.Black@harrisonburgva.gov](mailto:Brenda.Black@harrisonburgva.gov)
- Emily Weeks (MCCD) [weeksec@dukes.jmu.edu](mailto:weeksec@dukes.jmu.edu)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?</i>  <i>Who else needs to be involved?</i>  <i>What resources do we need to tap?</i></p>	<p><b>Area of Study: Harrisonburg-Rockingham County, City of Staunton, City of Waynesboro, Augusta Co.</b></p> <p><b>Study that measures bicycle economic impact</b></p> <ul style="list-style-type: none"> <li>• Tourism</li> <li>• Events</li> <li>• Local bicycle economy</li> <li>• Individual and group tours</li> </ul> <p><b>Funding for the study</b></p>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?</i>  <i>How many actions will it take?</i>  <i>How will we coordinate and communicate our progress and our activities?</i></p>	<ul style="list-style-type: none"> <li>• Identify and meet with potential organizations</li> <li>• Get commitment from organizations including funding commitments</li> <li>• Have key pointperson and selected organization committee</li> <li>• Ask Brian Shull about economic impact study (Thomas)</li> <li>• Executive Committee would be needed – make up from partnering groups</li> <li>• Begin with beginning work group</li> </ul>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?</i>  <i>Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>No funding sources yet SVBC would take the lead</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?</i>  <i>How does the goal advance our overall vision?</i></p>	<p><b>This is an important tool used in other communities</b>  <b>Will provide documentation to help create funding to achieve other goals related to bike/ped infrastructure</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?</i>  <i>What kind of actions can we take today?</i></p>	<p><b>Time: If JMU class goes with project, then spring 2015 to end of summer/fall 2015</b></p> <ul style="list-style-type: none"> <li>• Create working committee out of SVBC</li> <li>• Contact Brian Shull</li> <li>• Follow up: Large VDOT projects: John Bullicheck, coordinator</li> </ul>

**Relevant information:**

**As Ginny Sullivan shared, we also need to find out: *Who are bicycle tourists? What brings them to the community (or any community)? How do we get them here?***

**Her stats from the research they conducted:**

**200 mile car road trip nets, 1 tank of gas, 1 meal, perhaps one overnight stay**

**200 mile bike road trip nets 3 night stay, 12 meals, and they get off the highway and in to small towns.**

**Potential Partners and Resources**

- SVBC
- Harrisonburg Rockingham MPO
- Downtown Renaissance
- Chamber of Commerce
- Shenandoah Valley Partnership
- SAW: Stauton/Augusta/Waynesboro
- Milepost Zero – Waynesboro Cycling Club
- Queen City Cycling Club (Stauton)
- Harrisonburg Tourism
- Rockingham County Tourism
- Tourism Directos @ Stauton, Waynesboro, Augusta Co.
- Massanutten 4 Seasons Resort
- GWNF
- Shenandoah National Park
- JMU – MCCD
- JMU UREC
- JMU Outreach and Engagement - Carol Fleming
- Harrisonburg Economic Development – Brian Shull
- Rockingham, Augusta, Staunton, Waynesboro Economic point persons

**GOAL: Tourism Business Education Packet for area Hotels/B&Bs**

- Brian Bauer, [brianfbauer@gmail.com](mailto:brianfbauer@gmail.com)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?</i>  <i>Who else needs to be involved?</i>  <i>What resources do we need to tap?</i></p>	<p><b>Assemble bike-friendly business guide from existing resources</b>  <b>Create paper or web education package</b>  <b>Distribute to businesses (particularly hotels and B&amp;Bs) via Harrisonburg and Rockingham tourism personnel and chamber of commerce</b></p> <p><b>Who might be good contacts/partners/distributors</b>          Agri Extension Office          Harrisonburg Downtown Renaissance, Eddie Bumbaugh          Harrisonburg Tourism, Brenda Black          Rockingham County Tourism, Michelle Bridges</p> <p>*Add an online link to Bike the Valley</p>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?</i>  <i>How many actions will it take?</i>  <i>How will we coordinate and communicate our progress and our activities?</i></p>	<ul style="list-style-type: none"> <li>• <b>Creation of the package is the first measure</b></li> <li>• <b>Distribution and monitoring of distribution</b></li> <li>• <b>Perhaps consider a certification process (bike-friendly business)</b></li> </ul>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?</i>  <i>Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Brian Bauer will make initial contacts with some potential service-learning classes or students that could work on the research and development of the package</b>  <b>Contacts at JMU, Lori Britt (Communication Studies), Neil Marrin (Hospitality and Tourism) and Rich Harris (SL Office)</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?</i>  <i>How does the goal advance our overall vision?</i></p>	<p><b>Fits overall goal of supporting/promoting tourism by educating area benefits from bike tourism and offering them the tools to benefit from tourism revenue</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?</i>  <i>What kind of actions can we take today?</i></p>	<p><b>Target to have the package completed and distribution started by next summit (Fall 2015)</b></p>

**GOAL: Agrotourism**

- Kyle Lawrence, [lawrence.kyle@gmail.com](mailto:lawrence.kyle@gmail.com)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?                  Who else needs to be involved?                  What resources do we need to tap?</i></p>	<p><b>Add a bicycle component to Fields of Gold</b></p> <p><b>Connect with Fields of Gold</b>  <b>Buy Fresh, Buy Local</b></p>
<p><b>Measurable/                  Monitorable</b>  <i>How much change needs to occur?                  How many actions will it take?                  How will we coordinate and communicate our progress and our activities?</i></p>	<p><b>Identify and contact businesses that may be interested</b>  <b>Use those businesses to create routes</b></p> <p><b>Identify possible funding sources (what is funding needed for specifically?)</b></p> <p><b>Tie into the Bike the Valley Campaign</b></p>
<p><b>Attainable/                  Assignable</b>  <i>Do we have the resources needed to achieve the goal?                  Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Central SVBC</b>  <b>VTC</b>  <b>May fit under FMPP (See Erin Yancey)</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?                  How does the goal advance our overall vision?</i></p>	<p><b>Agrotourism is a growing industry</b>  <b>This could have a positive impact on 173 local businesses</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?                  What kind of actions can we take today?</i></p>	<p><b>1 year from today; Ideally May for riding season</b></p> <p><b>Examples: Sonoma Couty Wine Tours (Talk with Ginny, and Paul from Adventure Cycling, now in Harrisonburg)</b></p>

**GOAL: Specific Mapping Product for Tourism and Recreation**

- Eric Saner, [esaner@gmail.com](mailto:esaner@gmail.com) (recorder)
- Denise Martin, [dmartin606@yahoo.com](mailto:dmartin606@yahoo.com)
- Michelle Higdon, [mlhigdon33@gmail.com](mailto:mlhigdon33@gmail.com)
- Nathan Barge, [nbarge@harrisonburg.k12.va.us](mailto:nbarge@harrisonburg.k12.va.us)
- Brad Reed, [brad.reed@harrisonburgva.gov](mailto:brad.reed@harrisonburgva.gov)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?</i>  <i>Who else needs to be involved?</i>  <i>What resources do we need to tap?</i></p>	<p><b>MTB &amp; RD → Identify what exists</b>  <b>RD (Existing organized ride routes: DR 100, Blueridge Triathlon)</b></p> <p><b>Amenities: Parking, Bikes, Shops, Trailheads, Loops.</b>  <b>Name the routes</b></p>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?</i>  <i>How many actions will it take?</i>  <i>How will we coordinate and communicate our progress and our activities?</i></p>	<p><b>Define the audience</b>  <b>Define the themes that audience is interested in.</b>  <b>Determine hubs</b>  <b>Collect existing maps and routes</b>  <b>Determine how these maps/routes meet the themes (needs) of the audience</b>  <b>Define mapping product that starts at the hubs and connect to the hubs.</b></p>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?</i>  <i>Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Collect all existing MTB trail maps</b>  <b>Collect all existing organized road ride routes</b></p> <p><b>Eagle Scout project?</b>  <b>Lunar Cow? (mapping software)</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?</i>  <i>How does the goal advance our overall vision?</i></p>	<p><b>We're providing a known, needed product to reach out to bike tourists and enhance tourism in the valley.</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?</i>  <i>What kind of actions can we take today?</i></p>	<p><b>Take goal of collecting maps to the next SVBC meeting.</b>  <b>Look into VTC funding (6 months)</b></p>



**GOAL: Web Presence for Bike-Ped Information**

Kevin McDermott, [kevin@cspdc.org](mailto:kevin@cspdc.org)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?                  Who else needs to be involved?                  What resources do we need to tap?</i></p>	<p><b>Provide collective of information available to public and business community from one source, Bike the Valley (BTV)</b></p> <ol style="list-style-type: none"> <li>1. Update website – consultant? Staff?                         <ul style="list-style-type: none"> <li>• Maps</li> <li>• Safety information</li> <li>• Events</li> </ul> </li> <li>2. Embed BTV info on other local websites, rather than linking (tourism, bike shops, etc.)</li> </ol>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?                  How many actions will it take?                  How will we coordinate and communicate our progress and our activities?</i></p>	<p><b>BTV mission and website overhaul</b></p> <ul style="list-style-type: none"> <li>• Organizing entity id</li> <li>• Staff funding, time</li> <li>• Advisory committee (re)convened</li> </ul>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?                  Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Current resources not attainable, need to bring on staff (See SMART GOALS and plan for “Create and Fund a Regional Bike/Ped Coordinator Position at the PDC”)</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?                  How does the goal advance our overall vision?</i></p>	<p><b>We need to communicate to out of town guests and current residents about the area’s cycling opportunities</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?                  What kind of actions can we take today?</i></p>	<p><b>2 year</b>  <b>Find personnel to organize this.</b></p>

**GOAL: Create and Fund a Regional Bike/Ped Coordinator Position at the PDC**

Kevin McDermott, [kevin@cspdc.org](mailto:kevin@cspdc.org)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?</i>  <i>Who else needs to be involved?</i>  <i>What resources do we need to tap?</i></p>	<p><b>Need the time and focus at the regional level to manage Bike the Valley, planning processes, coordination</b></p> <p><b>Step 1: Determine scope of work for the program and position</b></p> <p><b>Involve all interested member localities/VDOT</b></p> <p><b>Resources: Grant funding? Sympathetic local elected officials</b>  <b>Identify champions that support bringing someone on in this role</b></p>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?</i>  <i>How many actions will it take?</i>  <i>How will we coordinate and communicate our progress and our activities?</i></p>	<p><b>If housed at CSPDC, the organization is in place and change will be less than creating a stand-alone position.</b></p> <p><b>Need legwork by current PDC and local staff to make the case</b></p>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?</i>  <i>Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Will need funding to make this happen</b></p> <p><b>CSPDC will take the lead.</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?</i>  <i>How does the goal advance our overall vision?</i></p>	<p><b>Enables us to adequately pursue <u>all</u> other initiatives discussed at the summit.</b></p>
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?</i>  <i>What kind of actions can we take today?</i></p>	<p><b>Fiscal Year 17 to have a position funded and someone in place.</b></p> <p><b>Pitch to the group and those in the room today.</b></p>

**GOAL: Southern Harrisonburg /Rockingham County Connectivity**

- James May, [jmay@rockinghamcounty.va.gov](mailto:jmay@rockinghamcounty.va.gov)
- Kim Sandum, [ksandum1@gmail.com](mailto:ksandum1@gmail.com)
- Bob Bersson, [rdbersson@gmail.com](mailto:rdbersson@gmail.com)
- Travis Layman, [dtlayman@msn.com](mailto:dtlayman@msn.com)
- Tom Benevento, [beneventoncp@gmail.com](mailto:beneventoncp@gmail.com)
- David Wiens, [dave.hicort@gmail.com](mailto:dave.hicort@gmail.com)

**SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)**

<p><b>Specific</b>  <i>What exactly needs to be accomplished?</i>  <i>Who else needs to be involved?</i>  <i>What resources do we need to tap?</i></p>	<p><b>Target development/connection of South End Greenway from Bluestone Trail to neighborhoods around John Wayland Elementary</b></p> <p><b>RBA, supervisors, Chandler &amp; Kyger, Silver Lake Mill, Dayton, Bridgewater, Rockingham, multiple property owners</b></p> <p><b>Garner community support.</b></p>
<p><b>Measurable/ Monitorable</b>  <i>How much change needs to occur?</i>  <i>How many actions will it take?</i>  <i>How will we coordinate and communicate our progress and our activities?</i></p>	<p><b>Need community awareness</b></p> <p><b>Need project report, community meetings, B&amp;P plan, Comp plan, Constrained LRP</b></p> <p><b>Community meetings</b></p>
<p><b>Attainable/ Assignable</b>  <i>Do we have the resources needed to achieve the goal?</i>  <i>Is there someone/a group willing to organize the work needed to accomplish the goal?</i></p>	<p><b>Bob Bersson, Kim Sandon, Travis Layman coordinate public support</b></p>
<p><b>Relevant</b>  <i>Is the goal worthwhile?</i>  <i>How does the goal advance our overall vision?</i></p>	
<p><b>Time-Bound</b>  <i>What is the deadline for reaching the goal?</i>  <i>What kind of actions can we take today?</i></p>	<p><b>20 landowners meet 3 times in 12-15 months</b></p>