

December 2016

Development update, charrette findings, and next steps.

Limberlost











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EXECUTIVE SUMMARY

The Oregon Timber Trail is an iconic 670 mile singletrack mountain bike route concept stretching through the state of Oregon from California to the Columbia River Gorge. The Oregon Timber Trail (OTT) connects a variety of climates, communities, ecosystems, roads, elevation, landscapes and most importantly, trails. The Oregon Timber Trail was inspired by the Pacific Crest Trail, the Oregon Outback, the Great Divide Route, and thru-trails in the National Scenic Trail system. What sets the Oregon Timber Trail apart is that it is being developed specifically for mountain biking and consists of more than 50 percent trail. The Oregon Timber Trail's focus on singletrack, landscape, and backcountry experience make it a world-class destination.

The Oregon Timber Trail is a unique long-distance backcountry mountain biking experience of unprecedented quality in North America.

Travel Oregon has identified the bicycle tourist as an ideal demographic to target in order to enhance rural economic development. Bicycle tourists have a higher median income, a longer than average stay, and spend liberally while traveling. Bicycle tourism represents a \$400 million industry in Oregon and \$133 billion nationally. As part of a study looking to develop world-

class bicycling destinations in Oregon, the rough alignment of the Oregon Timber Trail was discovered in mid-2015.

The route's alignment traverses four National Forests almost entirely on soft surface roads and trails managed by the U.S. Forest Service (USFS). Since presenting the concept to Region 6 of the USFS in late 2015 Limberlost and Travel Oregon have built a development timeline, established an operating budget, held numerous charrettes, conducted rider interviews, introduced the concept to key stakeholders, coordinated a pioneering journey of the first thruriders, and collected troves of data on challenges and opportunities along its length.

Our preliminary findings show that there is a highdemand, yet limited supply, for this type of recreation in North America. The OTT can fill that void as it exists and is a higher caliber trail network than was expected. The Oregon Timber Trail's diverse natural and cultural landscapes make it a world-class destination that is already garnering a high level of interest from key influencers.

This document delves into the charrette process, its findings, alignment revision, actionable items and next steps for the development and introduction of the OTT concept.









ACKNOWLEDGMENTS

Gabriel Amadeus Tiller Limberlost, OTT Project Manager gabe@limberlost.co

Gabriel has been described as the U.S.' preeminent bikepacking expert and is a contributor for Bicycling Magazine, The Radavist, Outside Online, and others. As the founder of Limberlost in 2014 he developed several of the nation's highest-quality bikepacking routes. His passion for creating and sharing outdoor experiences has lent itself well to his leadership role in honing the narrative and thoroughly collaborative development process of the Oregon Timber Trail.

Harry Dalgaard Travel Oregon Regional Program Manager harry@traveloregon.com

In Harry's role as Regional Cooperative Tourism Program Manager at Travel Oregon, he helps advance and implement Oregon's tourism initiatives. Harry helps foster community relationships and enhances tourism development in rural communities and regions by aiding in the execution of their tourism goals and objectives. He is passionate about developing the equitable balance between people, place, and economic vitality throughout the state of Oregon.... AND microbrew & singletrack.

On behalf of the Oregon Timber Trail both Gabriel and Harry extend their sincere gratitude to the many stakeholders who have invested their time and knowledge in the concept thus far:

John Allen, Deschutes Forest Supervisor

Rebekah Bellingham, Suttle Lodge

Dennis Benson, FS Program Manager

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Chris Bishop, Lake County Cycling Club

Ash Bocast, Roam Rydes

Kraig Brockelman, DOD Chairperson

Henry Buckalew, Hood River County

Charles Burley, Fremont-Winema National Forest Gary Carl, Cedar Creek Meats

Folene Carpenter

Jim Chadderdon, Klamath Falls Tourism Rep

David Chamberlain, GOATS
Chairperson

Diane Chung, Assistant Director, Rec. R6

Sam Clark, OTT Pioneer

Jim Coey, Mayor, Oakridge

Christy Covington, USFS

Brad Cownover, Regional Landscape Architect

Tyson Cross, USFS Mckenzie River Trails Manager Harry Dalgaard, Travel Oregon Regional Program Manager

Buck Davis, Backcountry Horsemen

Buck Davis, Back Country Horsemen

Oregon Endurance Mountain Biking

Lee Fischer, East Cascades BCHO

Melanie Fisher

Ryan Francesconi

Greg Frodsham, Suttle Lodge

Jocelyn Gaudi, NWTA

Robert Gentry, RECTL + Acting DR

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Dawn Hendrix, Westfir Lodge

Carolyn Hill, Southern Oregon Tourism

Stan Hinatsu, CRGNSA

Todd Honeywell, OC&E Trail / Park Manager

David Hosack, Fremont-Winema NF Rec Program Mgr

Eric Iverson

Zach Jarrett, BLM

Jana Johnson, Recreation Team Leader - Bend Fort Rock

Lynda Kamerrer, Oakridge Lodge & Guest House

Woody Keen, COTA

Elizabeth Keenan, Hood-Gorge

Leslie Kehmeier, OTT Pioneer Photographer

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Patrick Kollodge, BLM

Paul Lacava, Giant Bicycles

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Patty Lenz, HRats

Bonnie Lippitt, Visitor Services and Tourism USFS/BLM

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Jeff Mast, Regional Office RM

Kim McCarrel, Oregon Equestrian Trails

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Brian McGinley, USFS Middle Fork

Doug McKay, Forest Service

Gary Meyer

Kristie Miller, Sisters District Ranger

Bill Munro, Deputy Dr. - BFR

Joe Myers, Bend Trails

Stephanie Noll

Renee Patrick, Oregon Desert Trail Coordinator

Brad Peterson, USFS Santiam Trails Manager

Matt Peterson, USFS Willamette NF Rec Program Mgr

Samara Phelps, Clackamas County Tourism

Claire Pitner, USFS - East Zone

Russ Pleager, Bark Out

Ross Putnam, Base Camp Brewing

Amy Racki, Sisters RD Recreation Team Lead

Mike Ripley, Mudsligner Events

Ian Ritchie, Forest Service

Steph Routh, Community Cycling Center

Kevin Rowell, USFS Middle Fork Trail Manager

Tamara Schmidt, Fremont-Winema NF Pub Affairs

Bruce Schroeder, COTA

Dan Shoun, County Commissioner

Cascade Singletrack

Ted Sobel, Breweris Union Local 180

Woody Star, COTA

Doug Thiesies, Hood River County

Jim Thornton, USFS - Mt. Hood Recreation

Amy Tinderholt, Bend Fort Rock Ranger District

Christopher Todd Neville, BLM

Laura Underhill, Oregon State Parks

Dave Waag, 44 Trails

Jen Wade, MHNF Rec Prog Mgr

Shane Wilson, IMBA Trail
Solutions

Becky Wolf, OET









CONCEPT & SOUGHT EXPERIENCE

The Oregon Timber Trail is an iconic backcountry mountain bike route though Oregon from California to the Columbia River Gorge. Its goal is to create a world-class recreational experience by developing one of the first long-distance singletrack bikepacking routes in the nation.

Bikepacking is an emerging adventure sport trend gaining unprecedented popularity. Bikepacking is typically a lightweight style of cycle touring, paralleling the ongoing trend of lightweight thru-hiking. Bikepacking can incorporate country roads and gravel

roads, but typically bikepackers prefer more primitive singletrack routes.

Sought Experience

Bikepackers are just like backpackers—they seek solitude, a connection to the outdoor world, experience of new places, and to cover a variety of landscapes under their own power. They are seasoned outdoors people who take pride in their minimal impact on trails and natural areas. Bikepackers aren't moving at race speeds and want to have courteous interactions with wildlife and other trail users alike.

Bikepackers—just like backpackers prefer narrow, well designed and maintained singletrack trails. Hot springs and breweries along the route don't hurt either.













DEMOGRAPHICS

Demographics

Mountain bikers spend comparable amounts per day, spend as much time at a destination and are willing to travel as far as other outdoor recreation groups such as golfers, who tourism marketers typically chase. A useful study from the Canada Tourist Commission displaying average spending and duration of average stay for all tourists (all years) shows mountain bikers coming in about average or above average on counts as compared to other summer visitors. In general the economic impact analysis (EIA) shows that the profile of a typical visitor is as follows:

- Predominantly male (approx 75%)
- 65% 25-45 years old. 19-29 year olds are the second largest category at 27%.
- A majority (55%) had household income levels greater than \$80,000.
- Average stay at each location 3 to 5 days (longer if the visitor is from far away; shorter if the visitor is from close by)
- Average spend per day \$60 \$100 (inclusive of accomodations, food, recreation, etc but exclusive of travel costs to get to a destination)

Economic Impact

The economic impact of cycle tourism and mountain biking, in particular, is significant.

The 2014 Outdoor Recreation report showed biking as No. 2 in terms of participation rate AND frequency of participation.

Travelers in Oregon who participated in a planned bicyclerelated activity while on the trip made travel expenditures of approximately \$400 million in 2012.

• "...mountain bike tourism is becoming a higheryield, higher-margin endeavor. Mountain biking has a measurable positive economic impact, especially when gauged in terms of tourism and visitor dollars." - Lee Lau, 2016









DESTINATION BIKEPACKING ROUTES COMPARED

Great Divide Mountain Bike Route

2,800mi

200k' elv

6-10 weeks

Est 1997

3% singletrack

Mostly dirt roads

Baja Divide

1,600mi

92k' elv

6 weeks

Est 2016

5% singletrack

Dirt roads and remote countryside.

Arizona Trail

740mi

σsk' elv

3-4 weeks

Est 2011

60% singletrack

Portage Grand Canyon

Oregon Outback

зботі

14k' elv

1 week

Est 2013

No singletrack

Gravel roads

Idaho Hot Springs Route

750mi

41k' elv

1-2 weeks

Est 2014

30% singletrack

Dirt roads & singletrack spurs

Oregon Timber Trail

б70ті

66k' elv

3-4 weeks

Est 2016

50% singletrack

Backcountry cycling experience prioritized









PROCESS SUMMARY

In late 2015, as the proposed route alignment started to solidify, it became apparent that nearly all of it would travel across federally managed U.S. Forest Service (USFS) lands. While our goal was merely to connect the dots and suggest a long-distance mountain bike route that already existed on the ground, we saw early on the benefit of engaging land managers and key stakeholders before moving forward. This process defined much of 2016 and ultimately honed the OTT into a better and more sustainable experience.

October 2015

The OTT was presented in an early form at the Oregon Bicycle Tourism Partnership Meeting in Bend.

February 2016

Travel Oregon and Limberlost met with the USFS Region 6 Office to present the concept and discuss next steps. USFS recommends engaging the individual forests and districts to vet the concept at a granular level.

April 2016

The OTT was awarded a \$10,000 Recreation Trails Program (RTP) grant for development of digital route publication.

June 2016

Limberlost partnered with Travel Oregon to begin developing the branding, website, loop alignment, and charrette coordination for the OTT.

Fuly 2016

Website, social media, and soft-concept were publicly launched.

August - October 2016

The OTT coordinated and facilitated multiple collaborative charrettes in the Deschutes, Willamette, Mount Hood, and Fremont-Winema National Forests. We developed meeting agendas, presentation materials, and data collection tools with the goal of engaging and recording the input of as many key stakeholders as possible. More than 80 individuals and 40 organizations were contacted and represented throughout the process, leading to major revisions and unearthing new opportunities.

November 2016

Charrette process recap and next steps with key Travel Oregon and USFS personnel.

December 2016

Proposed route revision steered by stakeholder data collected and subsequent submission to USFS for review.









BRANDING & VISUAL COMMUNICATION

The strategic move to prioritize branding and consistent visual messaging early in the development process lent legitimacy and weight to the project's ongoing success.



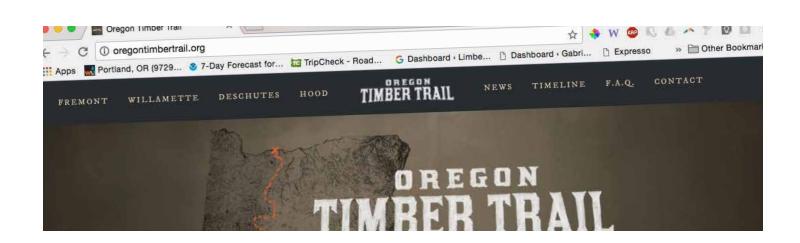
OREGON TIMBER TRAIL











WEBSITE & MEDIA CHANNELS

To pique the interest of niche influencers, and to serve as a central location for general concept information, a website and social media channels were developed

in the summer of 2016. In the four months since the concept's soft launch the OTT has garnered:













25,707 Page views **8,400** Unique site visitors 1,100 Instagram followers 500 Facebook likes 818 Email subscribers









TIER LOOPS

Ultimately the Tier Loop concept will make the OTT as an aspirational product more palatable to a larger number of cycle tourists. Part of the goal of the OTT is to broaden the typical demographic of mountain bikers on public lands. The Tier Loops maintain the essence of each Tier while providing an experience that an average bikepacker can complete in less than a week.

The Tier Loop is an important aspect of the Oregon Timber Trail. While we want the entire 670 miles to be an aspirational goal for riders, the reality is a shorter loop without the need for a long vehicle shuttle makes the OTT experience much more approachable to a larger demographic of people wanting to explore Oregon's landscapes. Here are the criteria used to develop the Tier Loops:

A loop route starting and ending at a convenient place to leave a vehicle

Less than 200 miles or four days of riding

Maintain natural and cultural essence of the related main route tier segment

Incorporate unique trails and area features not included in the main route

Route through as many nearby communities as possible

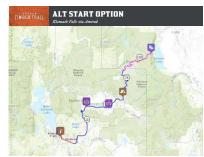
Research existing lodges and other businesses for tie-in





















COORDINATION OF CHARRETTES

Early in the development process the OTT partnered with Travel Oregon and the USFS to schedule, coordinate, and facilitate eight charrette days across the state to solicit feedback and foster local buy-in. At the process wrap in October, the OTT had presented its concept to, and engaged with, nearly 100 individuals and more than 40 organizations for their feedback on the trail. The charrette coordination included scheduling, facility arrangement, agenda development, digital and physical map production, presentation materials, data collection, and on-the-ground site visits with key personnel and stakeholders.









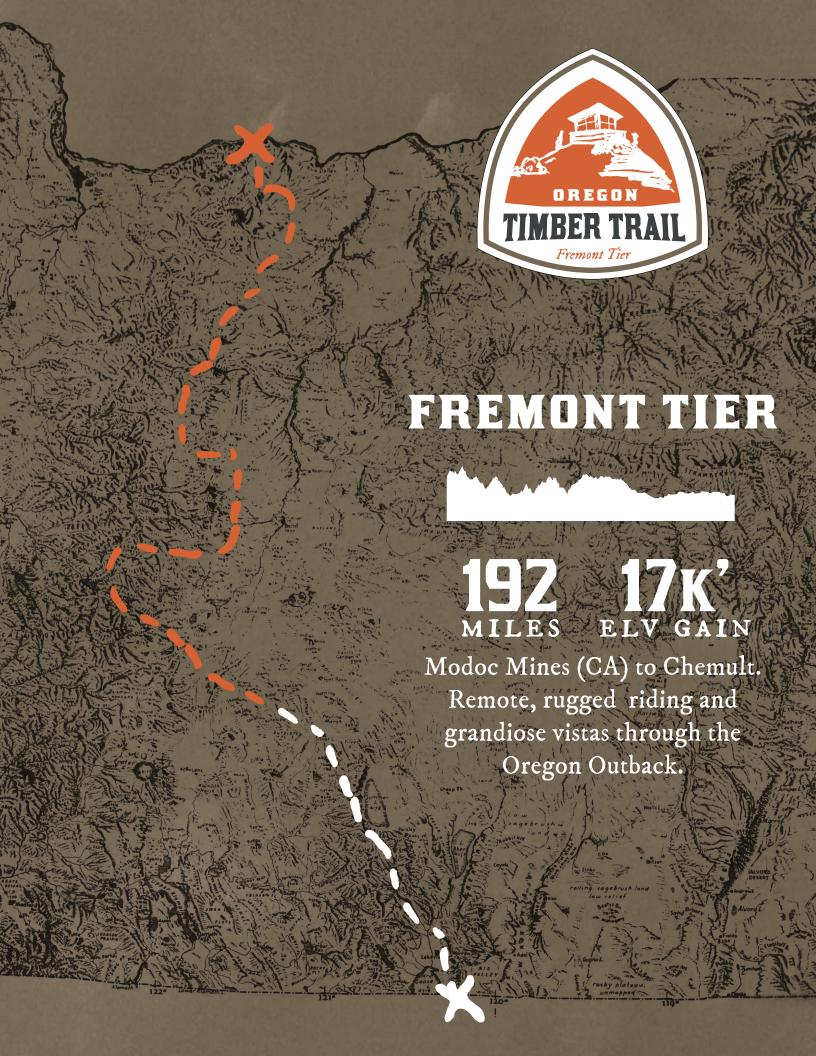




ADVISE & SUPPORT PIONEER TRIP

The OTT team coordinated and advised the trail's first pioneers—Sam Clark and Kim McCormack—on their inaugural journey through the state. We provided detailed mapping information and logistics beforehand, as well as a seasoned mountain bike photographer to document the experience and deliver photo assets, along with GPS tracks of the route.

Hood Tier Deschutes Tier Willamette Tier Fremont Tier OREGON













FREMONT TIER OVERVIEW

Modoc Mines to Chemult. Remote, rugged riding and grandiose vistas through the Oregon Outback.

The Oregon Timber Trail aptly starts in the middle of nowhere on the California border. Riders leave Oregon's highest town and traverse the 175 mile Fremont National Recreation Trail. Riders are rewarded with stunning views from Winter Rim, a feast at the legendary Cowboy Dinner Tree, and will have the opportunity to rent a number of primitive fire lookouts.

The Fremont Tier is one of the most challenging sections, but also one of the most rewarding. Services are few and far between, but the landscape riders pass through is unparalleled.

By the numbers

192 Miles 17,000' of elevation gain 5% paved 56% trail

Highlights

Klamath Falls & Amtrak start option

Lakeview as leaping off point

Fremont National Recreation Trail

Winter Rim

Summer Lake Hot Springs Resort

Cowboy Dinner Tree

Silver Lake resupply

Chemult

Many rentable forest service lookouts











FREMONT TIER: FINDINGS & ACTION ITEMS

More than 25 local stakeholders and land managers were engaged to solicit feedback and help steer the development of the Fremont Tier. As the least-traveled of any of the four national forests that the OTT traverses, the Fremont-Winema National Forest is eager to foster more active recreation on its lands. Its unique landscape and vast network of trails and roads already provide many potential recreation opportunities, but the forest's limited staff and budget prove restrictive to actively develop these assets. The OTT sees a high potential for collaborative trail, resource and economic development in the Fremont National Forest.

Prioritized Challenge:

The Fremont Tier requires considerable trail clearing, with ongoing trail maintenance presenting a big challenge. Extensive fire damage, beetle kill, and minimal use have led to impassable trails in many areas.

Actions:

Organize USFS Sawyer Certification classes and schedule work parties for summer 2017. Extensive ground-truthing expeditions to help identify specific focus areas for trail rehabilitation. Utilize popular OTT communication channels to drive volunteers to the Fremont-Winema National Forest. Hire professional trail cutters to expedite clearing. Obtain temporary lien for use of motorcycles to access and cut remote sections.

Prioritized opportunity:

There are many under-realized opportunities for mountain bike route development. The landscape and existing trails have the potential to become mountain bike destinations in their own right with minimal onthe-ground development.

Action:

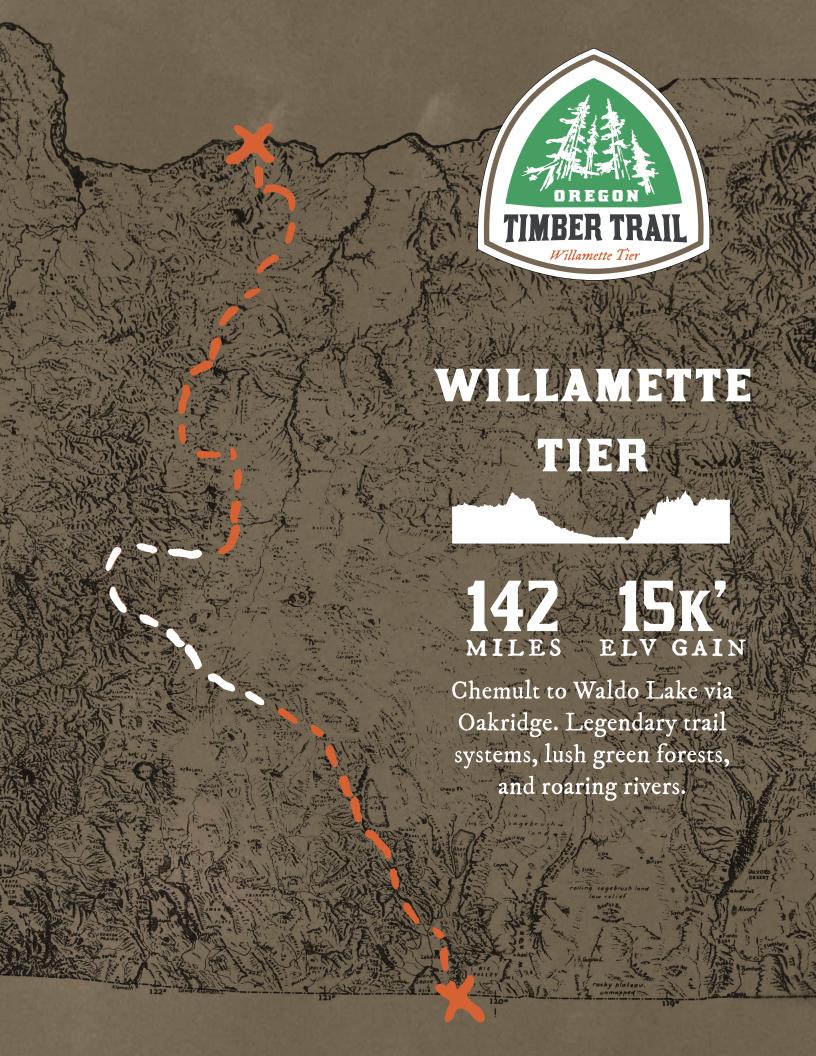
Identify and promote suggested day riding loops, associated shuttle opportunities, and logistics for overnight stays.

Prioritized opportunity:

An existing gap on the Fremont National Recreation Trail forces users onto highway 305 for three miles near Mill Creek north of Lakeview.

Action:

New climb trail development has been recommended and roughly outlined in Mill Creek gap.













WILLAMETTE TIER OVERVIEW

Timpanogas to Waldo Lake via Oakridge. Legendary trail systems, lush green forests, and roaring rivers.

After leaving the dry, remote Fremont Tier you'll cross over the alpine lake dotted Cascade Range and descend into the tiny mountain biking mecca of Oakridge. After refueling at Willamette Mountain Mercantile and the Brewers Union Local 180 riders climb the feared Bunchgrass Ridge before circling Waldo Lake's serene shoreline.

This tier presents a dramatic change of scenery and dozens of epic singletrack spur options. Enjoy the shade, the soft loamy forest floors, and moss covered icy springs bubbling from the hillside. Peel off the main route and ride Windy Ridge, Moon Point, Larison Rock, Heckletooth, Alpine, and more.

By the numbers

142 miles
15,000' elevation gain
9% paved
57% singletrack

Highlights

Windy Ridge
Timpanogas Lake
Middle Fork of the Willamette
Oakridge
Brewers Union
Spur options
Waldo Lake
Spur trail options











WILLAMETTE TIER: FINDINGS & ACTION ITEMS

More than 20 land manager representatives, trail advocacy stakeholders, and local business owners were engaged to solicit feedback on the OTT's alignment through the Willamette National Forest. The OTT passes by many popular, high-quality MTB trails. These offer spur trail opportunities for riders to explore along the Middle Fork and near Oakridge. Lodging, resupply, and shuttle resources currently exist but could be refined to better suit the needs of mountain bikers. A healthy partnership between the USFS and trail groups has been developed and helps to maintain a large quantity of trail miles at a high standard.

Prioritized Challenge:

Trails in the Willamette National Forest require a high degree of maintenance and many volunteer hours each season. Primary needs are treefall clearing, undergrowth abatement, and bridge replacement.

Action:

Organize volunteer work parties to help clear the Middle Fork and Bunchgrass Ridge trails early each spring.

Prioritized opportunity:

Potential for alternate routing exists, linking Oakridge to McKenzie Bridge along the North Fork, Grasshopper, and McKenzie River Trails in the future.

Action:

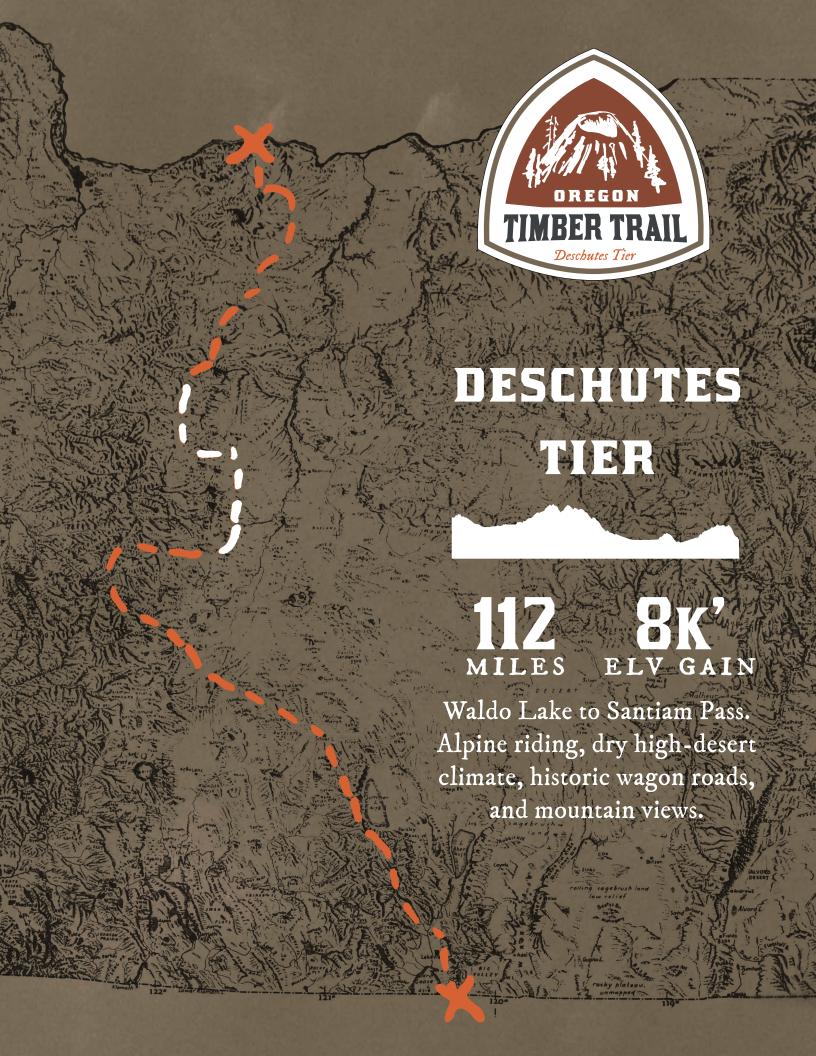
Support ongoing trail revitalization between Oakridge and McKenzie Bridge.

Prioritized Challenge:

The Pacific Crest Trail and Wilderness areas currently see illegal mountain bike use near Waldo Lake and Summit Lake.

Action:

Work with the Pacific Crest Trail Association and Oregon Wild to develop better signage and alignment modifications to reduce the number of trail intersections and potential user interactions.













DESCHUTES TIER OVERVIEW

Waldo Lake to Santiam Pass. Alpine riding, dry high-desert climate, historic wagon roads, and mountain views.

The Deschutes Tier takes you back over to the dry, volcanic eastern flank of the Cascade Range. Bend is famous for its large network of world-class mountain bike trails and the Oregon Timber Trail takes advantage of them as it leaves Waldo Lake and winds its way around Mount Bachelor and past Tam Macarthur Rim to Sisters.

From here, the route passes Black Butte to the historic lodge on the shores of Suttle Lake. As riders head toward the Timber Trail's final tier, they get a taste of original settlers' hardships on the Old Santiam Wagon Road.

By the numbers

130 miles
10,000' elevation gain
3% paved
50% singletrack

Highlights

Cascade Lakes
Tam Macarthur Rim
Sisters
Suttle Lake
Old Santiam Wagon Road











DESCHUTES TIER: FINDINGS & ACTION ITEMS

More than 35 land managers, user groups, cyclists, and stakeholders were engaged to provide their insight on the OTT's alignment and passage through the Deschutes National Forest. The Deschutes National Forest (NF) is unique in landscape and trail resources and is integral to the OTT concept. The Deschutes NF has seen an unprecedented growth in trail use, primarily from the influx of new residents and seasonal tourism. The proposed alignment of the OTT travels along several perceived high conflict corridors, but little data outside of anecdotal stories supports this assumption. That said, trail use will likely continue to increase in coming years, so finding equitable solutions to this potential conflict would be beneficial to all users.

Prioritized challenge:

Managing trail impact on high-use trails is a major concern.

Action:

Coordinate with existing Central Oregon Trail Alliance & Sisters Trail Alliance efforts to maintain and improve trails.

Prioritized challenge:

Educate users on illegal trails & wilderness boundaries.

Action:

Develop and implement signage and/or support existing signage efforts.

Prioritized challenge:

Verifying the route is passable, i.e.: ground-truthing.

Action:

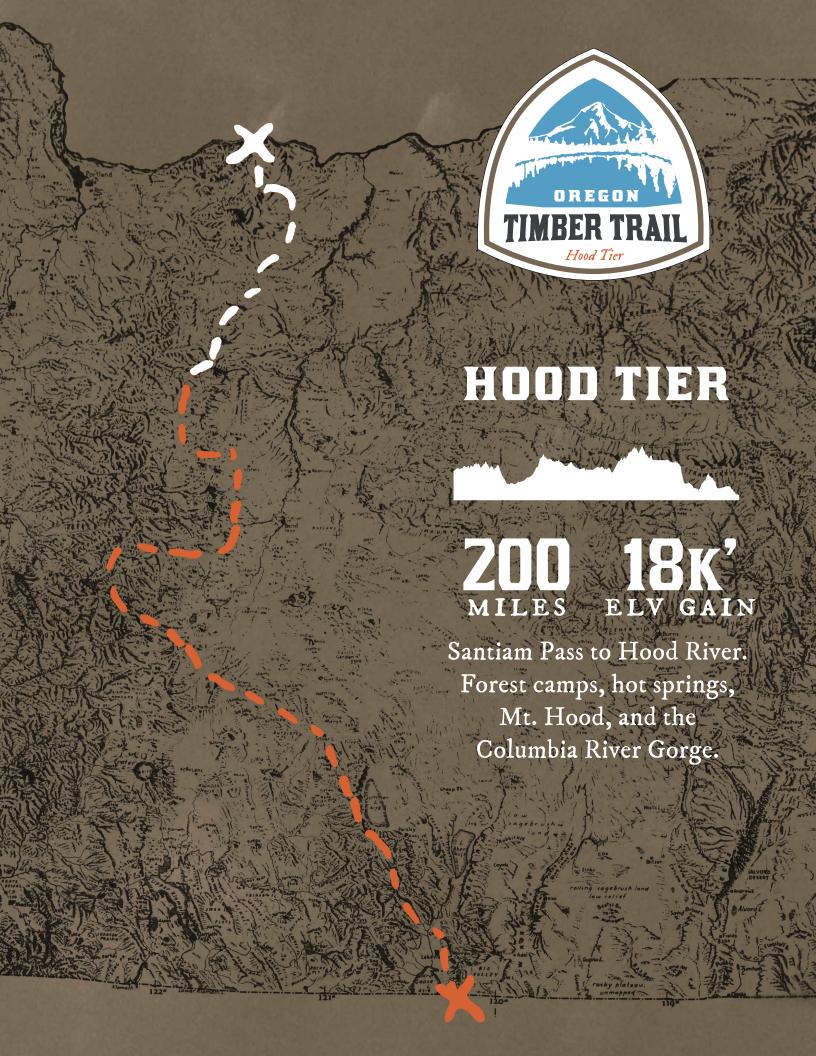
Remote alignment analysis and 100% ground-truthing in summer 2017.

Prioritized challenge:

Mitigating user conflict is a major concern.

Actions:

- 1) Update and proliferate educational signage efforts.
- 2) Research implementation of loaner bell program on shared high-use trails.
- 3) Foster research studies of trail use patterns in the Deschutes NF.
- 4) Boost ongoing development of separated-use trails, specifically a paralleling trail near the Metolius Windigo trail from Lava Lake to Todd Lake and from Three Creeks Lake to the Peterson Ridge network.













HOOD TIER OVERVIEW

Santiam Pass to Hood River. Forest camps, hot springs, Mount Hood, and the Columbia River Gorge.

Riders can jump into the breathtaking Clear Lake or soak in the rejuvenating Breitenbush Hot Springs as they tackle the final tier of the Oregon Timber Trail. Nearing the northern terminus means riders have more buff trails, more frequent resupply options, and bigger and bigger views of Mount Hood. Riders can tick off the McKenzie River spur, hit up the Ollalie Lake Resort, and ride the famous Boulder Lake, Gunsight Ridge, Surveyors Ridge, and Post Canyon trails.

And when they're all done, Hood River has whatever riders need to relax, recoup, and recap their amazing adventure through the vast state of Oregon.

By the numbers

200 miles 18,000' elevation gain 27% paved 30% singletrack

Highlights

Clear Lake

McKenzie River Trail spur option

Detroit resupply

Breitenbush Hot Springs

Ollalie Lake Resort

Many Mount Hood area spur options

Columbia River Gorge











HOOD TIER: FINDINGS & ACTION ITEMS

The OTT coordinated with more than 30 stakeholders along the Hood Tier, including land managers from the Mount Hood National Forest, Hood River County, Bureau of Land Management, and Columbia River Gorge National Scenic Area as well as eight separate trail-user groups and multiple government and tourism agencies. The Hood Tier is the most populous of any of the four tiers, so extra effort will be needed to maintain the backcountry trail experience along its alignment. In addition, the Columbia River Gorge—especially Hood River—sees a high amount of tourism traffic. Dispersing the impact of the OTT would be beneficial to its riders and the local rural economies.

While many miles of trail networks exist on the higher elevation slopes of Mount Hood, trail connectivity to Olallie Lakes area and the Gorge itself is poor. Several solutions have been considered and will continue to be explored in the coming years.

Prioritized challenge:

Hood River, as a tourism destination, is at its capacity. Funneling more people to it is not ideal.

Action:

Alternative alignments ending outside of Hood River should be investigated.

Prioritized opportunity:

Bikepacking has appeal to a broader demographic than mountain biking.

Action:

Communicate with a wider demographic. Engage with youth and Hispanic communities to develop trails and foster community.

Prioritized opportunity:

No singletrack descent into the Gorge currently exists, but could be a large asset to the local community.

Action:

Research development of new singletrack trail connections from Post Canyon to Viento State Park and from Surveyor's Ridge down Mill Creek Ridge to The Dalles.

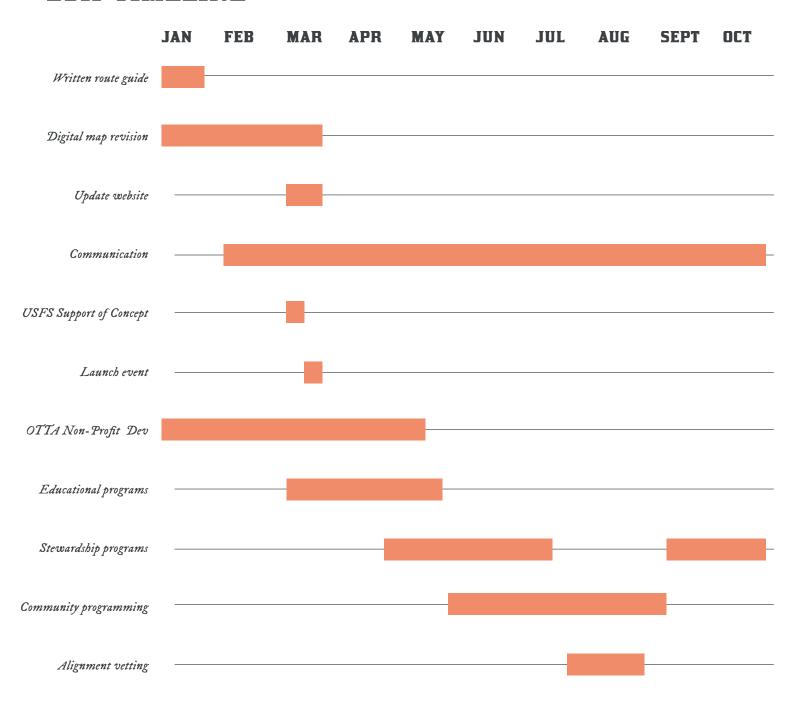








2017 TIMELINE













TAKEAWAY:

There is high demand for this type of recreation.

TAKEAWAY:

Land managers support the concept and see it as a strong asset, given the backing from other trail user groups.

TAKEAWAY:

The quality and diversity of the route is greater than anticipated.

TAKEAWAY:

Many opportunities exist for economic development along the route.

TAKEAWAY:

The full route as an aspirational product is important, but developing shorter loop options are key to engaging a broad audience.

TAKEAWAY:

The Oregon Timber Trail's dedication to backcountry experiences with a majority of singletrack make it a world-class destination.