

Sisters Country Scenic Bikeways

Nominated Routes:

McKenzie Pass

Camp Sherman Loops (Metolius River Loops)

Sisters to Smith Rocks

Marketing & Management Plans

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By:

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GENERAL INFORMATION

The Sisters Country Scenic Bikeway Committee consists of nearly 20 volunteers from the Sisters Community and outlying areas. The volunteers, avid cyclists that represent a broad cross-section of businesses and public agencies, are ready to assist in helping to make Sisters Country a premier cycling destination within the state of Oregon, the northwest and the country.

Along with the Sisters Scenic Bikeway Committee's active members the group has also worked closely with other Central Oregon Scenic Bikeway committees. In addition, over 20 letters of support have been acquired for the Sisters Country Scenic Bikeway Routes; see **Appendix A** for letters of support.

These 3 proposed Scenic Bikeway routes begin in Sisters Country are unique in that they cross several road jurisdictions; three counties (Deschutes, Jefferson & Lane), one city (Sisters), two national forests (Deschutes National Forest & Willamette National Forest), and two regions of Oregon Department of Transportation *ODOT* (Regions 2 & 4). Each route is represented by two regional destination marketing organizations (Central Oregon Visitors Association and Eugene, Cascades & Coast) and 5 destination marketing organizations (Sisters Area Chamber of Commerce, Metolius Recreation Association, Madras/Jefferson County Chamber of Commerce, Redmond Chamber of Commerce and CVB, and McKenzie River Valley Chamber of Commerce). And these routes involve one Oregon State Park (Smith Rock State Park). This is a perfect demonstration of cross-jurisdictional cooperation.

Utilizing the Scenic Bikeways as a draw for tourism has huge opportunities for Sisters and the surrounding Central Oregon communities. With the potential of three (3) state designated Scenic Bikeways visitors to the region will have the most "bang-for-their-buck" in Central Oregon. Given the option of traveling to ride; Sisters Country offers the most unique rides for all riders – if cycling is the goal – then Sisters Country is the destination.

Sisters Country
Scenic Bikeway
MARKETING
PLAN

Sisters Country Scenic Bikeways Camp Sherman Loops (Metolius River Loops), Sisters to Smith Rock, and McKenzie Pass Marketing Plan

OVERVIEW

The Sisters Country Scenic Bikeways offer wonderfully diverse riding experiences for a complete weekend: the gentle, easy rides along the Metolius; the longer, rolling country ride to Smith Rock; and the arduous, breathtaking ride over McKenzie Pass. These three very different rides offer unique experiences perfect for a long summer weekend! Add in mountain biking for the perfect weeklong cycling vacation, with a different ride every day. Plan your vacation now to Sisters Country!

VISION STATEMENT

The vision of the Sisters Country Scenic Bikeways and CycleSistersCountry.com is to enhance the economy of the Sisters area by branding Sisters Country as *the* place in Oregon to road or mountain bike.

The short-term goals are as follows:

- Have a collective series of well-thought out road and mountain biking routes accessible for all ages and abilities.
- Work closely with other Central Oregon regional partners to enhance bicycle tourism throughout the region.
- Market the destination through a variety of channels including web and social media.
- Enhance statewide partnerships (OPRD, Travel Oregon, ODOT and more) to encourage state-wide recognition for the quality and accessibility of routes in Sisters Country.

MARKETING TEAM/PROPONENT LIST

The Sisters Country Scenic Bikeway Committee consists of the following members:

Anthony, Bill	District Ranger, Sisters Ranger District, Deschutes National Forest
Blair, David	Central Oregon Aide to Senator Ron Wyden
Borla, Erin <i>Coordinator</i>	Executive Director, Sisters Area Chamber of Commerce and CVB
Boyd, Brad	Owner, Eurosports
Corrigan, Rob	Community Volunteer
Dildine, Clyde	Community Volunteer
Flannigan, Kirk	Recreation Manager, Sisters Ranger District, Deschutes National Forest
Guttorsmen, Gary	Sisters Trails Alliance
Hancock, Doug	Friends of the Metolius
Hardie, Pauline <i>Ex-Officio</i>	City of Sisters Community Development Director
Holzman, Wendy	Sisters City Council
Humphreys, Chuck	Deschutes County Bicycle & Pedestrian Committee (BPAC)
Layne, Darren	Business Owner, Sisters City Planning Commissioner
Lewis, Phyllis	Community Volunteer
Mayes, Chris	Sisters Area Chamber of Commerce Board President
Metcalf, Tate	Owner, Sisters Athletic Club
Norquist, Jerry <i>Ex-Officio</i>	Executive Director, Cycle Oregon
Rahm, John	Sisters Trails Alliance
Willitts, Bill	Owner, FivePine Lodge & Conference Center
Zanck, Jacquie	Owner, Blazin' Saddles Cycle-N-Style

TARGET MARKETS

The user base of the Scenic Bikeways is vast. It includes cyclists of varying ages and abilities. Many people will take advantage of the designated routes and consider them a “must-ride” whether they are local to the Sisters Country or visiting from out of area or out of state.

SISTERS COUNTRY TARGET MARKETS

Three base markets include: locals, day-travelers, and regional/out-of-state visitors. The regional/out-of-state visitors generally consist of people traveling from the Portland Metro (I-5 Corridor – from Vancouver, Washington to Eugene, Oregon) or even as far as Seattle, Washington and the Bay Area of California. Many of the regional travelers are visiting Sisters Country on business, to one of the many resorts in the area serving the corporate client, or traveling for leisure with their families.

The day-travelers/users are coming from local communities within 20-50 miles of Sisters. Communities like Bend, Redmond, Madras, Prineville, Gilchrist, and Sunriver are all possible day-travelers/users.

The locals market is the steadiest for the Sisters Scenic Bikeways. This includes families, retirees, and teenagers, all from the Sisters/Camp Sherman/Black Butte Ranch areas and their surrounding neighborhoods.

CYCLIST TARGET MARKET

Each of the three rides we are marketing in Sisters Country can fit a niche for riders of different abilities. The Camp Sherman Loops (Metolius River Loops) ride offers an easy, family-friendly loop as well as two additional loops of varying difficulty and one out-and-back north leg; conversely, the McKenzie Pass offers a challenging up-hill climb and thrilling descent.

Certainly these rides all have one thing in common – amazing scenic vistas offering a true taste of what the northwest has to offer. Cyclists can enjoy stunning mountain views, rushing rivers, amazing components of Oregon’s history and so much more.

It would be in the committee’s best interest to promote most heavily to road cyclists interested in varying their rides throughout a 3-4 day stay in the Sisters Country. Fit ‘adventure’ travelers looking for their next eco-adventure. These ‘green’ travelers will have expendable income and additional time to spend on a vacation and at one specific destination. Most folks who fit this demographic are early retirees, ranging from 35-65.

BUSINESS TARGET MARKET

As most of the Sisters Country routes begin in Sisters Country it would be in the best interest of the community to focus the community marketing efforts on those centered in Sisters Country – including hotels, restaurants and bike shops.

Working closely with retailers across the Sisters Country the Chamber has found the best way to share information is through the local paper, *The Nugget Newspaper*. This local source publishes on a weekly basis and provides insight and entertainment for all locals and business owners. Developing a partnership with *The Nugget Newspaper* and their Editor Jim Cornelius will help to promote the Scenic Bikeways to all of Sisters Country in a complete and efficient way.

Business owners in Sisters Country also receive information from the Sisters Area Chamber of Commerce on a bi-weekly basis through an electronic newsletter. This newsletter will continue and Scenic Bikeway information will be included throughout different editions.

Specifically, the Sisters Area Chamber of Commerce has an amazing working relationship with lodging properties in Sisters Country. Many owners and general managers have been involved in the planning process of the Scenic Bikeways in Sisters Country. The Chamber will continue to work with hotels/lodges in order to keep them completely informed of the routes.

MARKETING STRATEGY

The borders that form the incorporated city of Sisters, Oregon are roughly 1.5 miles square and contain a population just over approximately 2,000 residents. However, the outlying neighborhoods, acreages and resort communities have an additional 9,000 residents living within a 10 mile radius of Sisters – this area is known as Sisters Country.

In addition, outlying areas including Black Butte Ranch and Camp Sherman have a large transient population of second homeowners and visitors. According to the 2000 census, Deschutes County and the City of Sisters have a seasonal housing rate (this statistic is also known as second home-owners or transient home owners) of 11% - the highest within the state of Oregon.

Visitors are drawn to the area renowned for its natural beauty and outdoor recreation activities that include hiking, biking, fishing, skiing, snow-shoeing, water sports, golfing, horseback-riding, etc. Sisters Country has a robust calendar of events that run from June through December beginning with the annual Sisters Rodeo and Parade the second weekend in June, leading to the Sisters Outdoor Quilt Show, where roughly 20,000 quilt enthusiasts descend upon the small community. It also hosts several cycling events including the Sisters Stampede Mountain Bike Race and the Sisters Bike Festival as well as several arts and crafts fairs and the nationally recognized Sisters Folk Festival. The events culminate with a holiday parade welcoming Santa and the snow the weekend of the Thanksgiving holiday. The number of visitors will vary by event and can change the potential users of the Scenic Bikeways and mountain bike trail systems by 20-40% on various weeks and weekends.

PHASE ONE: *Community Awareness & Support*

Within this phase it is hoped that the community of Sisters and the outlying areas known as the Sisters Country will be notified of the potential Scenic Bikeway routes. The community will be alerted through press releases in the local media and electronic communication.

After communicating electronically (email, list-serves, etc) the proponent (in this case the Executive Director of the Sisters Area Chamber) will assemble a group of community volunteers and stakeholders to sit on the Scenic Bikeway Steering Committee. This committee will be a sub-group of the Sisters Area Chamber and assist in compiling statistics, application information and letters of support. In addition, each member of this group will serve as an advocate for the Scenic Bikeway program and cycling tourism in the Sisters Country.

As the Scenic Bikeway program continues to gain traction the proponent will maintain relationships with the local newspaper and community groups to continue to ‘tell the story’ of the Sisters Country Scenic Bikeways.

In addition, the Sisters Area Chamber of Commerce will work closely with other Destination Marketing Organizations (DMO’s) including the Redmond Area Chamber of Commerce & CVB, VisitBend, the Madras/Jefferson County Chamber of Commerce, and others across the region; as well as our local Regional Destination Marketing Organization (the Central Oregon Visitors Association) to ensure a complete, cohesive and strategic region-wide plan is in place.

PHASE TWO: *Social Media, Internet Marketing & Printed Publications*

As the Sisters community and outlying areas understand the Scenic Bikeways as they pertain to the economic vitality of our region, the proponent will rely heavily on the community and its businesses and groups to share information and enthusiasm about the program.

The Sisters Area Chamber of Commerce will do its best to help keep the Sisters Country Scenic Bikeways ‘top-of-mind’ for visitors and travelers by creating a dynamic social media campaign using Facebook, Twitter and Dig to help share cycling opportunities and stories. In addition, a designated website will be created for cycling tourism – www.CycleSistersCountry.com. From this site interested travelers can get information and recommendations on suggested rides with downloadable maps and elevations – both mountain biking and road cycling. They can also gather information about lodging options, specials, trail updates and more.

In addition to the online media campaign, traditional press releases will be sent out and a tri-fold brochure listing all three rides will be created for visitors to take and keep with them.

It is important to recognize that each of our routes offers something different – and each experience can be tailored to a different type of cyclist. For example the Camp Sherman Loops (Metolius River Loops) offer a family-friendly experience and the McKenzie Pass is very challenging – fitting for a more experienced cyclist. These differences allow us to tailor the marketing channels we use to a variety of different groups.

As we move forward, other community partners will be enlisted to help spread the word of the Scenic Bikeways. Just a few of the partner suggestions include: businesses will be asked to share the information with their list-serves, the local paper and visitor’s guide will be asked to share information about the routes, and local lodging properties will be asked to provide bikeway maps within the rooms.

PHASE THREE: *Continued Outreach*

It is our hope that the showcasing of the Sisters Country through the Scenic Bikeway routes will help to drive additional visitor traffic to the Sisters community and beyond. This increased visitor traffic will enhance our viability as a cycling/adventure tourism destination.

We understand the Oregon Tourism Commission (Travel Oregon) is hosting and marketing a dedicated website, www.RideOregonRide.com, and all Scenic Bikeway routes will be listed on this site. Through continual monitoring of Travel Oregon’s website, and general upkeep and maintenance of our own cycling specific website (www.CycleSistersCountry.com), we will be able to showcase new updates, important changes and exciting new things happening along the Scenic Bikeway routes in Sisters Country.

In addition, our hope is to host a variety of cycling/adventure tourism events highlighting the Scenic Bikeway routes including showcase rides, time trials and more.

BRIEF DESCRIPTION OF EACH RIDE

McKenzie Pass

The 38 mile McKenzie Pass ride is without doubt the most spectacular ride in Central Oregon. The ride begins at the Village Green Park in the center of Sisters, Oregon. The vast majority of the route is on Oregon Route 242 (selected to be on the US Register of Historic Places, March 2011). The route heads west past hay meadows and ascends 2,000 ft through ponderosa pine forests. The road follows an 1860’s wagon route, emerging from the forest at Windy Point and revealing a view of Mt. Washington and a 2,000-year-old lava flow. The 25 mile,

4,000 ft descent snakes down exhilarating switchbacks to the dense, verdant Cascadian forests and rushes out over the McKenzie River. It's these dramatic transitions through such diverse natural environments that define the uniqueness of this bikeway.

Most of Oregon Route 242 is closed during winter months, but bicycles are usually allowed in the spring before it's reopened to cars—providing miles of traffic-free road riding as the snow melts. Please check www.tripcheck.com for current road closures.

Restrooms and potable water can be found at the Village Green Park in Sisters and at McKenzie Bridge store. There are restrooms at the summit and various campgrounds throughout the descent.

While it is a challenging ride, it is possible to do the route over and back in one day. There are also lovely campgrounds on either side of the route – perfect for a great night out under the stars. Currently there is no shuttle available bringing riders back from one side or the other to their vehicles – however, there are bike tours from a Bend area business that ride the McKenzie River Trail. There is the possibility of working with this business to have riders pay for a shuttle service from the West side to Sisters.

TALKING POINTS

- Begins in beautiful downtown Sisters
- Sisters offers an 1880's themed downtown with unique shopping, dining and lodging establishments
- Towering Ponderosa Pines
- Beautiful wildflowers throughout the ride – heavy on the west-side
- Amazing volcanic landscape
- Close up & 360 degree views of the Cascade Mountains
- Physical challenge of climbing nearly 2,500 feet
- Thrilling descent
- Near natural hot springs on the west side
- Historic Dee Wright Observatory
- Open only to cyclists for the first few months of the summer (to be determined by ODOT)
- Parking and drinking water at the Village Green Park in Sisters
- Restrooms available at Dee Wright Observatory
- Six Forest Service Campgrounds and one state wayside offer convenient stopping points along the route
- Great Fall Foliage

Camp Sherman Loops (Metolius River Loops)

This series of loops begins and ends at the historic Camp Sherman Store and Fly Shop on the beautiful Metolius River. These loops vary in difficulty from a short family-friendly ride to an extensive 20+/- mile loop. With a few moderate exceptions, most of the riding is flat or rolling and perfect for a family-friendly ride.

All loops along this route are paved roads maintained by the Forest Service. Shoulders are typically narrow and traffic and speeds are moderate on most stretches. Several stopping points along the routes offer potable water and restrooms.

Cyclists will enjoy beautiful views at the Metolius Fish Overlook, both placid and breathtaking glimpses of the river, peek-a-boo views of Mt. Jefferson, and find great educational stopping points for picnics and hikes at the Headwaters, the Wizard Falls Fish Hatchery, and a variety of historical sites.

These routes follow a beautiful stretch of the Metolius River which reflects dynamic changes of the seasons as they progress; you'll enjoy amazing greens of all hues in the spring and summer followed by stunning reds, yellows and oranges throughout the fall.

TALKING POINTS

- Quaint Camp Sherman Store
- Steeped in History
- River views of crystal blue water
- Headwaters of the Metolius River – ½ mile paved hiking trail
- CCC Shelters along the way – rebuilt to historic standards
- Wizard Falls Fish Hatchery – the 2nd most visited Fish Hatchery in the state
- Amazing wildlife
- Buildings on the National Register of Historic Places
- Family Friendly Route
- Very little vehicle traffic
- Towering Ponderosa Pines
- Great Fall Color
- Peek-a-boo views of Mt. Jefferson
- Great camping/hiking trails

Sisters to Smith Rock

The Sisters to Smith Rock Scenic Bikeway provides riders with one of the most scenic and rewarding rides in Central Oregon. Starting in the "Old West" town of Sisters and ending at Smith Rock State Park outside the small town of Terrebonne, this route takes riders past a variety of historical sites, shows the gentle curves of the Deschutes River and frames spectacular views of the Cascade Mountains, ending with the dramatic walls of Smith Rock State Park. Smith Rock, with the Crooked River winding at its base, is the result of eroded volcanoes that left multicolored formations that tower above the valley floor. It's a great place to watch rock-climbers from all over the world tackle the park's thousands of ascent routes.

The ride route features varied, rolling terrain, although it's generally downhill from Sisters. This is a ride that a broad range of cyclists will find enjoyable. Both the start and finish points are public parks, each with parking, enclosed restroom facilities and drinking water (throughout the summer and early fall).

The Sisters to Smith Rock Scenic Bikeway is a perfect route for a single-day, point-to-point ride if a group can position support vehicles at each end. At less than 35 miles one-way and with no major climbs, riders can also make a round-trip of it in a single day, taking in the great views from both directions.

TALKING POINTS

- Begins in beautiful downtown Sisters
- Sisters offers an 1880's themed downtown with unique shopping, dining and lodging establishments
- Bathrooms and drinking water at the Sisters Village Green Park
- Wonderful in-town parking for starting or ending point
- Views of the Cascade Mountains
- Great views of different terrain – horses, sagebrush, the Deschutes River
- Great birding area near Kings Way
- Crossing Indian Ford Creek – sensitive wetland and streamside areas
- Unique diversity of ecosystems
- Camp Polk Meadow Preserve, run by the Deschutes Land Trust

- Historic Camp Polk Cemetery
- Aspen Lakes Golf Course – Red Sand bunkers
- Historic Potato Storage Barns
- Historic Long Hollow Ranch
- Crooked River National Grassland
- Crescent Moon Alpaca Ranch & Alpaca Boutique
- State Scenic Waterway along the Deschutes
- Borden Beck Wildlife Preserve along Deschutes River – port-a-potties in the summer
- New pavement on sections of this ride – very smooth
- Shopping, dining and places to purchase picnic supplies in Terrebonne
- D & D Ranch has pumpkin farm and corn maze in the fall
- Smith Rock State park has great hiking, beautiful views, restrooms and fresh water

SISTERS COUNTRY SCENIC BIKEWAY ACTION ITEMS

1. Continue to work with OPRD to finalize community meetings and get final approval.
2. Identify team leaders from the original proponent group for each route.
3. Team leaders to work with and update the Sisters Area Chamber of Commerce on a quarterly basis of changing needs, etc. along each route.
4. Work closely with local Sisters Country merchants, hoteliers, restaurateurs to determine impact of State designated Scenic Bikeways over the course of the next 12 months.
5. Create and launch www.CycleSistersCountry.com.
6. Work with the Sisters Trails Alliance to coordinate link trade between www.CycleSistersCountry.com and www.SistersTrails.com.
7. Coordinate marketing efforts with VisitBend, the Redmond Area Chamber of Commerce, The Central Oregon Visitors Association and Travel Lane County.
8. Finalize and print tri-fold brochures.
9. Continue to update and enhance social media updates and linked sites including www.RideOregonRide.com.

Sisters Country
Scenic Bikeway
MANAGEMENT
PLAN

**Sisters Country Scenic Bikeway
Camp Sherman Loops (Metolius River Loops), Sisters to Smith Rock, and McKenzie Pass
Management Plan**

OVERVIEW

The Sisters Country Scenic Bikeway routes — The McKenzie Pass, Camp Sherman Loops (Metolius River Loops) and Sisters to Smith Rocks — have been recommended for designation by the State Scenic Bikeway Committee. The management plan is not traditional in the sense that it does not address the physical management of the roadway, but instead addresses the management of the bikeway concept.

ROAD JURISDICTIONS/CONTACT NAMES

City of Sisters
Eileen Stein; City Manager
PO Box 39
Sisters, Oregon 97759
541-549-6022
estein@city.sisters.or.us

Deschutes County Board of Commissioners
Attn: Dave Kanner; County Administrator
1300 NW Wall Street, Suite 200
Bend, Oregon 97701
541-388-6570
davek@co.deschutes.or.us

Deschutes National Forest – Sisters Ranger District
Bill Anthony; District Ranger
PO Box 249
Sisters, Oregon 97759
541-549-7700
banthony@fs.fed.us

Jefferson County
Jeff Rasmussen, County Administrator
169 Southeast 7th Street
Madras, OR 97741
541-475-4462
jeff.rasmussen@co.jefferson.or.us

Willamette National Forest – McKenzie River
Ranger District
Mary Allison; District Ranger
57600 McKenzie Hwy
McKenzie Bridge, Oregon 97413
541-822-3381
mallison@fs.fed.us

Oregon Department of Transportation; Region 2
Eryca S. McCartin
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Salem, OR 97302
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Oregon Department of Transportation; Region 4
Gary Farnsworth; Interim Region 4 Manager
63055 N Hwy 97, Bldg K
Bend, Oregon 97701
541-388-6104
Gary.C.Farnsworth@odot.state.or.us

SIGN PLACEMENT

McKenzie Pass (East to West)

Location	Direction of Arrow	Road Jurisdiction
NE Corner of Village Green Park – Corner of Washington & Fir	Left	City of Sisters
Corner of Fir and Hood Street	Left	City of Sisters
Corner of Hood & Pine Street	Straight	City of Sisters
Corner of Hood & Hwy 242	Left	City of Sisters/ODOT Region 4
Mile Post 7 – Hwy 242 (Snow Gate)	Straight	ODOT Region 4
Dee Wright Observatory	Straight	ODOT Region 4/ODOT Region 2
Midway Down Hwy 242 on West Side (Snow Gate closed, no access at this time to identify signage location)	Straight	ODOT Region 2
Hwy 242 & Hwy 126	Right	ODOT Region 2
Hwy 126 & Hot Springs	Left	ODOT Region 2

McKenzie Pass (West to East)

Location	Direction of Arrow	Road Jurisdiction
Hwy 126 & Hot Springs	Right	ODOT Region 2
Hwy 242 & Hwy 126	Left	ODOT Region 2
Midway Down Hwy 242 on West Side (Snow Gate closed, no access at this time to identify signage location)	Straight	ODOT Region 2
Dee Wright Observatory	Straight	ODOT Region 4/ODOT Region 2
Mile Post 7 – Hwy 242 (Snow Gate)	Straight	ODOT Region 4
Corner of Hood & Hwy 242	Right	City of Sisters/ODOT Region 4
Corner of Hood & Pine Street	Straight	City of Sisters
Corner of Fir and Hood Street	Right	City of Sisters
NE Corner of Village Green Park – Corner of Washington & Fir	Right	City of Sisters

Camp Sherman Loops (Metolius River Loops)

The difficulty of signing this route lies within the sheer nature of the ride. Several of the loops are overlapping and signage would need to indicate which route (short 5 mile or long 18 mile out and back) they were on. The attachment in **Appendix G** references the committee's suggestions for signage for the Camp Sherman Loops (Metolius River Loops) route. Committee members will work with Road Jurisdictions for possible solutions to the overlapping route issues, and discuss the possibility of adding additional signage.

Sisters to Smith Rocks (West to East)

Location	Direction of Arrow	Road Jurisdiction
NE Corner of Village Green Park – Corner of Washington & Fir	Left	City of Sisters
Corner of Fir and Cascade	Straight (crossing Hwy 20)	City of Sisters
Corner of Fir & Main	Right	City of Sisters
Corner of Main & Locust/Camp Polk Road	Left	City of Sisters
Corner of Camp Polk Road & Camp Polk Road	Right	Deschutes County
Corner of Camp Polk Road & Hwy 126	Left	Deschutes County & ODOT Region 4
Corner of Hwy 126 & Cloverdale Road	Right	Deschutes County & ODOT Region 4
Corner of Cloverdale Road & Jordan Road	Left	Deschutes County
Corner of George Cyrus Road & Hwy 126	Straight	Deschutes County & ODOT Region 4
Corner of Goodrich & Holmes	Right	Deschutes County
Holmes Road at Entrance to Crooked River National Grassland	Straight	Deschutes County
Holmes Road & Lower Bridge Road	Right	Deschutes County
Lower Bridge & 19 th	Right	Deschutes County
19 th & 'C' Ave	Left	Deschutes County
'C' Ave & 5 th	Right	Deschutes County
5 th & 'B' Ave	Left	Deschutes County
Intersection of 'B' Ave & Hwy 97	Straight	Deschutes County & ODOT Region 4
Railroad Tracks on 'B' Ave	Straight	Deschutes County
Intersection of Smith Rock Way & 17 th St	Left	Deschutes County
Intersection of 17 th Street & NE Wilcox Ave	Right	Deschutes County
Intersection of NE Wilcox Ave & NE Crooked River Road	Left	Deschutes County
End at Smith Rock State Park Entrance	Left	Deschutes County

Sisters to Smith Rocks (East to West)

Location	Direction of Arrow	Road Jurisdiction
End at Smith Rock State Park Entrance	Right	Deschutes County
Intersection of NE Wilcox Ave & NE Crooked River Road	Right	Deschutes County
Intersection of 17 th Street & NE Wilcox Ave	Left	Deschutes County
Intersection of Smith Rock Way & 17 th St	Right	Deschutes County
Railroad Tracks on 'B' Ave	Straight	Deschutes County
Intersection of 'B' Ave & Hwy 97	Straight	Deschutes County & ODOT Region 4
5 th & 'B' Ave	Right	Deschutes County
'C' Ave & 5 th	Left	Deschutes County
19 th & 'C' Ave	Right	Deschutes County
Lower Bridge & 19 th	Left	Deschutes County
Holmes Road & Lower Bridge Road	Left	Deschutes County
Holmes Road at Entrance to Crooked River National Grassland	Straight	Deschutes County
Corner of Goodrich & Holmes	Left	Deschutes County
Corner of George Cyrus Road & Hwy 126	Straight	Deschutes County & ODOT Region 4
Corner of Cloverdale Road & Jordan Road	Right	Deschutes County
Corner of Hwy 126 & Cloverdale Road	Left	Deschutes County & ODOT Region 4
Corner of Camp Polk Road & Hwy 126	Right	Deschutes County & ODOT Region 4
Corner of Camp Polk Road & Camp Polk Road	Left	Deschutes County
Corner of Main & Locust/Camp Polk Road	Right	City of Sisters
Corner of Fir & Main	Left	City of Sisters
Corner of Fir and Cascade	Straight (crossing Hwy 20)	City of Sisters
NE Corner of Village Green Park – Corner of Washington & Fir	END	City of Sisters

TURN BY TURN CUE SHEETS

McKenzie Pass

1	Begin at Sisters Village Green Park (NE Corner – Fir & Washington Streets).	0.0miles
2	Left at Hood Street	0.1miles
3	Through Stop Sign at Hood & Pine Streets	0.25miles
4	Left at Stop Sign (4-Way Stop) on Hood St. & Hwy 242	0.25miles
5	Proceed to intersection of Hwy 242 & Hwy 126	37.4miles
6	Right on Hwy 126 to Hot Springs	1.0mile

Camp Sherman Loops (Metolius River Loops)

Loop 1

1	Begin at Camp Sherman Store	0.0miles
2	Travel SE to Camp Sherman Connector Road	0.21miles
3	Left on FS Rd 900 to Junction of FS Road 900 & 1217	1.06miles
4	Left on FS Rd 1217	1.0miles
5	Travel to Camp Sherman Connector Road	0.68miles
6	Left on Camp Sherman Connector Road	0.21miles
7	End at Camp Sherman Store	0.0miles

Loop 2

1	Begin at Camp Sherman Store	0.0miles
2	Travel SE to Camp Sherman Connector Road	0.21miles
3	Left on FS Rd 900 to Junction of FS Road 900 & 1217	1.06miles
4	Left on FS Rd 1217	1.0miles
5	Left on FS Rd 1420	2.13miles
6	Continue on FS Road 1419 (through 4way stops)	
7	Left on FS Road 14	3.29miles
8	Left at Camp Sherman Campground – Camp Sherman Connector Road	0.21miles
9	End at Camp Sherman Store	0.0miles

Loop 3

1	Begin at Camp Sherman Store	0.0miles
2	Travel SE to Camp Sherman Connector Road	0.21miles
3	Left on FS Rd 900 to Junction of FS Road 900 & 1217	1.06miles
4	Left on FS Rd 1217	1.0miles
5	Left on FS Rd 1420	2.13miles
6	Continue on FS Road 1419 (through 4way stops)	
7	Left on FS Road 14	10.39miles
8	Turn Around	0.0miles
9	Travel on FS Road 14	4.82miles
10	Right on FS Road 900	2.5miles
11	End at Camp Sherman Store	0.0miles

Sisters to Smith Rocks

1	Begin at Sisters Village Green Park (NE Corner – Fir & Washington Streets).	0.0miles
2	Travel SE on Fir Street	0.2miles
3	Cross Hwy 20 at Fir & Cascade	
4	Right Main Ave	0.2miles
5	Left Locust Ave	2.8miles
6	Locust becomes Camp Polk Road	
7	Turn Right to Stay on Camp Polk Road	3.6miles
8	Turn Left on Hwy OR Hwy 126	0.75miles
9	Right on Cloverdale Road	1.6miles
10	Left on Jordan Road	0.9miles
11	Jordan Road becomes George Cyrus Road	1.6miles
12	George Cyrus becomes Goodrich Road (Cross Hwy 126)	1.5miles
13	Right onto Edmundson	1.0mile
14	Edmundson becomes Holmes Road	7.7miles
15	Right onto NW Lower Bridge Way	10.1miles
16	Right onto NW 19 th	0.7miles
17	Left onto C Ave	0.4miles
18	Left onto 8 th Ave	0.08miles
19	Right onto Central Ave	0.2miles
20	Right onto 11 th Ave	0.2miles
21	Left onto Smith Rock Way	0.5miles
22	Left onto NE 1 st	0.5miles
23	NE 1 st becomes NE Wilcox	1.5miles
24	Left onto Crooked River Dr.	0.3miles
25	End at Smith Rock State Park	

DETAILED MAPS

See Appendix B

FINAL LETTERS OF SUPPORT

See Appendix A

PROPONENT INFORMATION

The proponent group for the Sisters Country Scenic Bikeways is made up of over 20 community volunteers. The Sisters Area Chamber of Commerce Executive Director, Erin Borla, has taken the role of committee chair.

Erin Borla, Executive Director
Sisters Area Chamber of Commerce
PO Box 430, 291 E. Main Ave
Sisters, Oregon 97759
541-549-0251
erin@sisterscountry.com

PUBLIC RECORDS & ARTICLES

See Appendix C

EXISTING PLANNING DOCUMENTS

None available.

WISH LIST FOR FUTURE PLANS ON ALL SISTERS COUNTRY SCENIC BIKEWAYS

All Routes:

- Wider, paved, and well-marked shoulders.
- Wider paving at sweeping turns.
- “Share the Road” reminder signs.
- Locking bike racks at each beginning or end point for each route (Sisters, Camp Sherman, Smith Rocks, McKenzie Bridge). Bike lockers would be another option – similar to <http://www.BikeGard.net>.
- Using a bike-friendly mix of oil & small rock (in lieu of chip-sealing) should be standard on all routes – but an overlay (similar to the West side of McKenzie Pass) would be ideal.
- A sign system stating the directional and distance to the ‘next big thing’ ie: Sisters, Dee Wright Observatory, etc.

Sisters to Smith Rock:

- A well-striped lane for bikes on the climb up from the Deschutes River.
- Bike rack at Smith Rocks to encourage hiking.
- A button (similar to what is available on the Bend Parkway) on Hwy 97 in Terrebonne alerting motorists to a cyclist wanting to cross.