

Bold Coast Scenic Bikeway Goals and Strategies

The Scenic Bikeway will be safe, accessible, and achievable.

Wayfinding

- Install way-finding signs to adequately mark the route while minimizing the amount of new signage, possibly taking advantage of existing bike or scenic route signposts.
- Create the bike route maps and trip digest to be interactive and mobile friendly.

Transportation Infrastructure

- Engage communities to actively advocate for improved facilities.
- Work with state and town government to implement Complete Streets measures whenever infrastructure is upgraded, repaired, replaced, or constructed.
- Ensure public transportation services have adequate bicycle facilities.
- Encourage private investment in bicycle transportation services, such as shuttles or bike repair.
- Utilize existing and planned off-road and on-road routes to increase connectivity.

Rider Services

- Locate existing rider services and identify remaining needs to be met.
- Assist in connecting business owners to available financial resources for small business development.

Education

- Teach and enforce bicycle safety and rules of sharing the road through driver education (high school, trucking companies) and law enforcement.
- Install Share the Road signage as part of the overall Signage Plan.
- Educate businesses on available rider services.

The Scenic Bikeway will provide an authentic experience of the local culture.

Route Development

- Design the route to connect the most unique and authentic aspects of the Bold Coast region.
- Create opportunities for riders to interact with working landscapes.
- Design the route to connect with existing self-guided touring assets, such as the DownEast Fisheries Trail, International Sculpture Trail, and Maine Ice Age Trail.
- Connect with international and local ferries to provide a 2-nation vacation.
- Connect with the Passamaquoddy tribe to create educational opportunities in Pleasant Point.

Local Engagement

- Work with local communities to gain support for development and promotion of the bicycle route.
- Engage youth in developing, managing, and utilizing the bike route.

- Engage individuals and communities with the bike route through bike-oriented local events.

Marketing

- Set realistic expectations for visitors and residents alike – be clear about distance to services, time it will take for economic growth to show, etc.
- Create and implement regional, state, and national marketing plans.
- Coordinate with DownEast Acadia Regional Tourism, Maine Office of Tourism, and New Brunswick, Canada marketing efforts.
- Connect riders with local stories via social media and blogging.
- Create route itineraries that guide riders to the most visitor-ready assets of the region.

The Scenic Bikeway will contribute to the local economy.

- Increase awareness in the region and in the state of the economic value of bicycle tourism.
- Work with local businesses to provide customer service training for their employees.
- Educate business owners/organizations about the needs of bicyclists and how to meet them.
- Encourage and assist with innovation, creativity, and diversification of existing services.