

Welcome to the 2015 National Bike Summit, and thank you for attending! We chose **BIKES+** as this year's theme because we believe it's time to change the equation for bicycle advocacy. To build a bicycle-friendly America for everyone, we can't stop at bicycling as an end in itself. We must consider how **bikes can add value** to other movements and how our movement can expand to serve broader interests.

We know you're seeing momentum at the local level and this week we need to bring that energy and determination — and your big ideas — to Congress. We face a **critical moment for the future support of bicycling at the federal level.**

Thank you for being an integral part of this crucial work to unite the voices of bicyclists on Capitol Hill!

Read more about sessions and speakers at [BIKELEAGUE.ORG/AGENDA](http://BIKELEAGUE.ORG/AGENDA)



# BIKES+



# STRONG PARTNERS



# BIG IDEAS

## 8:00AM-10:00AM OPENING PLENARY

### 8:00AM-9:30AM Grand Ballroom A CASE STUDY IN LEADERSHIP

Ren Barger and Barbara Bannon share their methods and models for cultivating leadership, creating organizational change, and relating to power and strong leaders without destructive competition — and how those tools have built a successful nonprofit and bike advocacy organization, Tulsa Hub *@tulsahub* that is providing transportation to the community's citizens most in need.

- » **Ren Barger**, CEO, Tulsa Hub
- » **Barbara Bannon**, President, Human Resource Investments | Past Board President, Tulsa Hub

### 9:30AM-10:00AM NOT YOUR AVERAGE NETWORKING EVENT

Make new connections in this fun exercise led by Women Bike Advisory Committee members, **Liz Jose** of Bike Works in Seattle *@bikeworks206*, and **Dorothy Nichols** of AccellNA *@dorothy nichols*.

## 10:00AM-11:30AM WORKSHOPS

### Congressional A BUILDING POWERFUL NETWORKS TO ADVANCE YOUR CAREER

How can we support one another and advance our careers by building powerful networks that focus on powerbrokering, mentoring, and recognition? Learn from **Helen Ho** and **Inbar Kishoni**, who founded the Roberta Moses Happy Hour in New York City, and **Deanne Buck** of the Outdoor Industries Women's Coalition *@oiwc*.

### Congressional B DISCOVERING HEART LEADERSHIP

How can we be courageous in our work and inspire creativity in ourselves and others? Uncover your personal leadership style in this experiential workshop led by **Ashley Fullenwider** and **Laura Todd** of Nuu Muu *@nuu\_muu*.

### Renaissance Ballroom East THE FUTURE OF THE WOMEN'S MARKET: PRODUCT & MARKETING PLANS FROM THE INDUSTRY

How is the industry responding to the call to get more women on bikes? Hear from women developing women's product and marketing plans aimed at enticing more women to ride, including **Elysa Walk** of Giant Bicycle *@elysawalk*; **Lauren Smith** of Specialized *@lrnsmtb*; **Maria Boustead** of Po Campo *@po\_campo* and **Jody Koch** of SRAM *@SRAMmb*.

Read more about sessions and speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

## 12:00PM-1:30PM LUNCH PLENARY

### Grand Ballroom WOMEN RIDE: NEW NUMBERS

**Martha Roskowski**, Vice President of Local Innovation at PeopleForBikes *@peopleforbikes*, will share data from a new national survey that provides insight into riding by women, deepening our understanding of our challenges and opportunities.

### ADVOCACY THROUGH A GENDER LENS

When we advocate for bicycling through a gender lens, does it lead to big ideas or does it limit our thinking? Hear from women working to get more women on bikes on how and when to use gender to amplify your advocacy efforts.

- » **Barb Chamberlain**, Executive Director, Washington Bikes *@barbchamberlain*
- » **Laura Kling**, Greaserag *@GreaseRagMpls*
- » **Rio-Jill Contreras**, Advocate, Multicultural Communities for Mobility *@MCMHandles*
- » **Maryann Aguirre**, Ovarian Psycos-Cycles, *@OvarianPsycos*

## 1:45PM-3:00PM WORKSHOPS

### Congressional A BUILDING THE MOVEMENT: CONSTRUCTING A PLAN FOR WOMEN BIKE ADVOCACY IN YOUR COMMUNITY

How can we increase women's ridership and create women-specific encouragement initiatives that are driven by results? We'll hear lessons learned from **Nelle Pierson** of the Washington Area Bicyclist Association *@nellepierson*; **Kim Foltz** of the City of Boston *@bikeboston*; **Amy George** of Women & Bicycles Richmond; **Lesly Jones** of Black Women Bike D.C. *@BWBD*; **Tyler Frisbee** of San Francisco Bicycle Coalition | Women Bike SF *@SFBike* and **Casey Ashenurst** of WE Bike NYC *@WEBikeNYC*

### Congressional B THE DIFFERENCE BETWEEN INPUT AND DECISION MAKING: EMPOWERING NEW VOICES TO LEAD THE MOVEMENT

How can we empower new voices to lead in bicycle advocacy? Multicultural Communities for Mobility in Los Angeles *@mcmhandles* will share their organizing tactics to activate citizens in Boyle Heights, highlighting their innovative community engagement strategies. Speakers will include MCM leaders: **Rio-Jill Contreras**, **Maryann Aguirre**, **Miguel Ramos** and **Erick Huerta**.

Read more about sessions and speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

## 1:45PM-3:00PM WORKSHOPS

### Renaissance Ballroom East WE'RE ALL ADVOCATES: STORIES OF CHANGE FROM INSIDE THE PELOTON

How are women addressing gender equity issues in racing—and how does their advocacy work carry over into their communities? We'll hear from **Nicole Freedman**, a former Olympic cyclist and City of Boston leader; **Lisa Nutter**, Philadelphia's First Lady and aspiring competitive track cyclist, and **Michelle Faurot** of Bike Like a Girl.

## 3:10PM-4:00PM CLOSING PLENARY

### Grand Ballroom OUR BIKING CONNECTIONS

Outdoor Afro is a social community that reconnects African Americans with natural spaces and one another through recreational activities. CEO and Founder **Rue Mapp** will share her own experience biking, African Americans' historical perspectives, and the many ways and existing opportunities we have today to get more people involved in leading the bicycle movement.

- » **Rue Mapp**, CEO and Founder, Outdoor Afro, *@outdoorafro*



# BIKES+



# WOMEN'S LEADERSHIP

TWEET YOUR IDEAS AND INSIGHTS WITH #NBS15 AND #WOMENBIKE!



# BIKES+



# NEW VOICES

## 4:30PM-5:00PM Congressional A

### FIRST-TIMERS TRAINING

A short briefing to give first-time Summit attendees a taste of what to expect, and a chance to ask questions.

### Congressional B STATE COORDINATOR MEETING

For state coordinators

### 5:00PM-6:00PM STATE MEETINGS

Meet your state delegation, get your schedule, and learn more about lobby day. **Congressional A — California**  
**Congressional B — Southeast states:** AR, AL, FL, GA, LA, MS, NC, SC, TN, TX, VA  
**Renaissance East — All other states**

### 6:30PM-8:30PM Grand Ballroom

### BIKE SUMMIT OPENING DINNER

- » **Andy Clarke**, President, League of American Bicyclists *@andybikes*
- » **Saris poster content winner**
- » **Mick Cornett**, Mayor of Oklahoma City, OK *@mickcornett*
- » **Maya Rockey Moore**, President at the Center for Global Policy Solutions *@policysolutions* is an expert in equity in policy and will discuss targeted universalism — and how it relates to transportation equity.

Read more about sessions & speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

## 7:00AM-8:15AM Outside the Grand Ballroom

### BREAKFAST

### 8:15AM-9:30AM POLICY MAKERS PLENARY

### Grand Ballroom THE OUTLOOK FOR BIICYCLING IN THE 114TH CONGRESS

Members of Congress and government officials discuss the state of play on transportation issues in Washington, D.C., and share news on the reinvigorated Congressional Bike Caucus.

- » U.S. Secretary of Transportation, **Anthony Foxx** (invited)
- » **Representative Earl Blumenauer** (D-OR) *@repblumenauer*
- » **Representative Vern Buchanan** (R-FL) *@VernBuchanan*
- » **R.T. Rybak**, former Mayor of Minneapolis, MN *@R\_T\_Rybak*
- » **Tim Blumenthal**, President, PeopleForBikes

### 10:00AM-11:30AM SKILLS BUILDING WORKSHOPS

### Mount Vernon ADVOCACY LEADERSHIP INSTITUTE

How do you empower passionate volunteers to effectively organize in their communities and advocate for better bike plans, effective policies and safer infrastructure? **Brook Howell** of the Cascade Bicycle Club *@cascadebicycle* will share tactics and strategies from the group's Advocacy Leadership Institute.

### Renaissance East GET OUT THE VOTE BEST PRACTICES

How do you mobilize voters to get to the polls when it matters for bicycling? **Kathryn Poindexter** of the Analyst Institute *@klpoindexter* and **Cynthia Armour** of Bike East Bay *@bikeeastbay* will share field-tested strategies for voter turnout, best practices in testing advocacy campaign tactics, and effective volunteer recruitment techniques.

### Congressional A BUILDING A CANDIDATE PIPELINE

How can you connect leadership development and electoral work to advocacy to build long-term political power in your community? **Kara Hollingsworth** of Wellstone Action *@wellstoneaction* will share the major components, process and best practices for developing an effective candidate recruitment and leadership pipeline program for your local organization.

### Congressional B HOW TO TALK WITH AN ENGINEER — AND BE PERSUASIVE

How can bicycle advocates collaborate effectively with engineers for bike infrastructure and multi-modal design? Learn methods, regulations, and considerations that guide traffic engineering and street design with **Rock Miller** of Stantec *@Rockmiller*, **Samantha Ollinger** of BikeSD *@Ollingers*, and **Bill Schultheiss** of Toole Design Group *@schlthss*.

### Renaissance West A MAKING THE BICYCLE RETAILER AND SUPPLIER VOICE COUNT

What are the roles for advocates, suppliers and retailers in making our communities more bicycle-friendly? Build better relationships by learning from **Fred Clements** of the National Bicycle Dealers Association, **Dave Edwards** of Primal Wear Inc. *@primalwear*, **Nicole Preston** of the American Diabetes Association and **Jeff Koenig** of Big Poppi Bicycle Company *@BigPoppiBikes*.

### Renaissance West B FUNDRAISING STRATEGIES FOR LOCAL ADVOCACY

If you're staff, board, or a volunteer, from beginner to advanced fundraiser, learn fundraising strategies that will help you build organizational capacity from **Brigid O'Keane**, Alliance for Biking & Walking *@bikewalk*, **Lili Afkhami**, League of American Bicyclists *@bikeleague*; **Lara Kalwinski**, Council on Foundations; **Laura Ling**, Bike New York *@bikeneewyork*; and **Michael Craft**, New Belgium Brewing Company *@newbelgium*

Read more about sessions & speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

\$25,000



\$10,000



\$5,000



**11:45AM-12:45PM  
BIG IDEAS**

What are some of the Big Ideas from the local level that promise to advance bicycling in new and game-changing ways? Facilitated by League staff, these sessions will inform AND inspire.

Renaissance East  
**PECHA KUCHA: LOCAL INNOVATIONS**

**PROTECTED BIKE LANES IN THE SUBURBS**  
Lisa Frank, Bicycle Transportation Alliance @BTAOregon

**THE ADVOCACY POWER OF LAUGHTER**  
Bekka Wright, Bikeyface @bikeyface

**\$1 TO SAVE BICYCLING ON CAMPUS**  
Grace Kyung, University of Illinois, Urbana-Champaign

**BIKES + BOOKS: A PERFECT PARTNERSHIP**  
Laura Silver, Transportation Alternatives (NYC) @transalt

**A TOOL THAT DEMYSTIFIES ADVOCACY AND CREATES A POWERFUL HUMAN NETWORK**  
Mychal Teteh and Lillian Karabaic, Community Cycling Center (Portland, Ore.) @commcyclingctr

**NEW NATIONAL NUMBERS**  
Martha Roskowski, PeopleForBikes @peopleforbikes

Congressional A  
**BRINGING BIKE ADVOCACY TO THE PEOPLE**

**PAID ADVOCACY AT BIKE SHOPS**  
Chris Clark, Trek Bicycle Store of Mt. Pleasant @percist

**BIKE TO SHOP DAY**  
Janet Lafleur @ladyfleu

**BIKES + PUBLIC LIBRARIES:** Emily Weak, Mountain View Public Library

**BIKE SHOPS AS BIKE INFRASTRUCTURE**  
Fred Clements, National Bicycle Dealers Association

Congressional B  
**INNOVATIONS IN ADVOCACY AND PLANNING**

**RE-THINKING THE PUBLIC PARTICIPATION PROCESS:** Fionnuala Quinn @FinnQuinn

**ADVOCACY STORYTELLING WITH A VIDEO STORYBOOK:** Nancy Tibbett, Bicycle Indiana @bicycleindiana

**STARTING LOCAL AND LEVERAGING UP**  
Dave Cieslewicz, Wisconsin Bike Federation @bikefed

**ADVOCATING FOR LOW-STRESS NETWORKS**  
Tim Blagden, Bike-Walk Alliance of New Hampshire @bikewalknb

**INCREASING BICYCLE RIDERSHIP THROUGH EQUITY & COMMUNITY ENGAGEMENT**  
Josh Sidis, Office of the Mayor, NYC

**11:45AM-12:45PM  
WORKSHOPS**

Renaissance West A  
**FEDERAL HIGHWAY ADMINISTRATION (FHWA) LISTENING SESSION**

FHWA wants your input and feedback on its ongoing pedestrian and bicycle activities. This will be an open drop-in session with small group discussions covering topics such as pedestrian and bicycle data and performance measures; networks and pedestrian and bicycle facility design; multimodal access to transit; Ladders of Opportunity; and the Strategic Agenda for Pedestrian and Bicycle Transportation project.

Renaissance West B  
**CROWDFUNDING FOR BIKE ADVOCACY**

With our partners at ioby @ioby, we'll explore real-life case studies of successfully crowd-funded local biking projects, and the 7 habits of highly successful crowdfunding campaigns. Learn how crowdfunding can be both a powerful community engagement and fundraising tool for your work with insight from local advocates and ioby leaders, Ethany Uttech and Delbert Ferguson.

**1:00PM-2:45PM  
LUNCH PLENARY**

Grand Ballroom  
**BIKES+**

What's the relationship between biking and public health, the environment and placemaking? We'll hear from appointed and elected officials from local governments on the connections between biking and today's big issues.

» **R.T. Rybak**, former Mayor of Minneapolis, MN @R\_T\_Rybak

» **Dr. Aletha Maybank**, Director of New York City Department of Health, Center for Health Equity

» **The Honorable Glen Murray**, Climate Minister, Province of Ontario, Canada (invited)

» **Mayor Paul Soglin**, Madison, WI @paulsoglin

» **Mayor Ralph Becker**, Salt Lake City, UT @slcmayoroffice (invited)

# BIKES+

# PARADIGM SHIFTS

TWEET YOUR IDEAS AND INSIGHTS WITH #NBS15 AND #WOMENBIKE!

# BIKES+

# LOCAL INNOVATION

Read more about sessions and speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

**3:15PM-4:15PM  
THOUGHT LEADERS**

Renaissance East  
**WHAT IS VISION ZERO AND HOW DO WE GET THERE?**

Cities and towns across the national face common challenges and opportunities: growing populations that are increasingly diverse, governments that have to do more with less, and a growing public interest in bikeable and walkable neighborhoods. Leah Shahum, Director of the Vision Zero Network @LeabBike, will lead a discussion on Vision Zero as an ambitious concept that isn't just about policy, but also a dramatic shift in our mindset about mobility, design and public spaces.

Congressional A  
**RETROFITTING SUBURBIA**

As bikeable and walkable communities and urban living become more popular, suburbs are losing out—poverty is rising, housing prices are dropping and suburban populations are finding themselves without accessible transportation to jobs. Dr. Ellen Dunham-Jones—professor of architectural and urban design studios at Georgia Tech University and co-author of *Retrofitting Suburbia* @DunhamJones—will give the movement a glimpse into the suburban renaissance and help us brainstorm how bicycles can play a part.

Congressional B  
**SUCCESSFULLY ADDRESSING THE ROOT CAUSES OF INEQUITY**

Equity is intentionally created through grassroots action and policies at the local and national level that address the root causes of inequity—the fundamental structures of power and the socially determined conditions in which people grow, live, work, and age. Dara Baldwin of the National Disability Rights Network @NDRNadvocates, Naomi Doerner of the Alliance for Biking & Walking @bici\_urbana, and Simran Noor of the Center for Social Inclusion @theCSI will discuss their theories of change for addressing these root causes through policy, citing specific examples from their experience, and provide recommendations on policy actions for the transportation community.

**LOBBY DAY PREP**

**4:30PM-5:30PM**  
Grand Ballroom  
**STATE MEETINGS**

**6:00PM-6:30PM**  
Congressional A  
**LEAGUE MEMBER MEETING**

**6:30PM-8:30PM**  
Congressional A  
**BIKE HACK NIGHT**

Show and tell of bike-related apps, data visualizations, and gadgets with Michael Schade, Transportation Techies @techiesdc

**9:00AM-5:00PM  
LOBBY DAY**

**CAPITOL HILL**

Head up to Capitol Hill with your state delegations and meet with your members of Congress and their staff. Find all the lobby day asks and information at [bikeleague.org/lobbyday](http://bikeleague.org/lobbyday)

**LOBBY DAY HEADQUARTERS**

Need to refresh or check-in with League staff? Come to the Lutheran Church of Reformation at 212 E. Capitol St. NE.

**5:00PM-7:00PM**  
**BIKE SUMMIT RECEPTION**

Celebrate another successful Summit with food, beverage—and special guests—at the Senate Dirksen Office Building, G-50

Congressional A  
**TECHNICAL WORKSHOPS (FOR THOSE UNABLE TO LOBBY)**

**9:00-10:00AM**  
What's new in bicycle education with League Education Director, Alissa Simcox @bikeleague

**10:00AM-12:00PM**  
What does it mean to be bicycle-friendly with Nicole Wynands and Steve Clark of the League's Bicycle Friendly America team @bikeleague, @BFC\_Steve

**2:00PM-4:00PM**  
Federal Highway Administration (FHWA) Listening Session

**FRIDAY, MARCH 13 | 2015 National Bike Summit**

**8:30AM-10:30AM**

**JIM OBERSTAR MEMORIAL RIDE**  
Meet at the Ulysses S. Grant Memorial, in front of the Capitol Reflecting Pool. Led by the Washington Area Bicyclist Association, the ride will be approximately 5 miles around Washington, D.C., to visit some of the recently added and improved bike facilities in the city.

Read more about sessions and speakers at [bikeleague.org/agenda](http://bikeleague.org/agenda)

# BIKES+

# ENGAGED POLITICIANS

TWEET YOUR IDEAS AND INSIGHTS WITH #NBS15 AND #WOMENBIKE!

# BIKES+

# PARTICIPATORY PLANNING

# BIKES+

# Bikes Add Value