

BIKES+

2015 National Forum on Women & Bicycling and
National Bike Summit

March 10-12, 2015

Agenda

[Click here for a printable agenda](#)

[Register here.](#)

MONDAY, MARCH 9

5:30 - 7:00 p.m.

Lobbying 101

Renaissance Hotel

Presenters: Tyler Frisbee, San Francisco Bicycle Coalition

Caron Whitaker, League of American Bicyclists

Nervous about lobbying? Want to hone your skills? In this training, we'll talk about the value of citizens lobbying, and run through scenarios of what to expect. Learn tips and techniques for talking with allies, opponents, and new Congress members and their staff -- practice your lobbying techniques before you head to the Hill!

7:00 - 9:00 p.m.

Wheelwomen Switchboard Happy Hour + Tea Society

Teaism, 400 8th St. NW

Kick off your D.C. experience with bike author, activist and feminist Elly Blue the night before the National Forum on Women & Bicycling. You're invited to the [Wheelwomen Switchboard Happy Hour + Tea Society](#) on Monday, March 9, from 7 to 9 p.m. at

Teaism Penn Quarter (400 8th Street NW). Come network, socialize, and scheme with other bicycling women. Come prepared to Ask for what you need and Offer what you have.

TUESDAY, MARCH 10

8:00 a.m. - 4:00 p.m.

National Forum on Women and Bicycling

8:00 a.m. - 8 p.m.

Women Bike Pop-up Shop

Female entrepreneurs showcase their bike-related products

8:00 a.m. - 9:30 am

Opening Plenary

A Case Study in Leadership: How Mentorship and Bold Leadership is growing the mission of Tulsa Hub

- Ren Barger, Tulsa Hub CEO
- Barbara Bannon, Tulsa Hub Immediate Past President, President of Human Resource Investments

Join Tulsa Hub CEO and Past President Ren Barger and Barbara Bannon as they share how they built a successful nonprofit and bicycle advocacy organization from the ground up. Tulsa Hub is a bicycle co-op that provides transportation to Tulsa, Oklahoma citizens most in need. In addition to the co-op they provide bicycle education to area schools and lead the city's bicycle advocacy efforts. Barger and Bannon will share their methods and models for cultivating leadership, creating organizational change, and relating to power and strong leaders without destructive competition. They will also

share about their own mentoring relationship and how it has helped to strengthen the efforts of Tulsa Hub. Their insights will inspire your future efforts!

9:30 a.m. -10:00 a.m.

Not Your Average Networking Event

Make connections with fellow Forum attendees in this fun, experiential exercise!

- Liz Jose, WEBikeNYC Founder, Bike Works (Seattle)
- Dorothy Nichols, Director P&A Sales and Marketing AccellNA

10:00 a.m. - 11:30 a.m.

Workshops

Discovering Heart Leadership

Nuu-Muu adventurers Ashley Fullenwider and Laura Todd invite you to a leadership session designed to engage our core motivations for doing the work that keeps us bright. How can we be courageous in our work? How can we inspire creativity in ourselves and others? Nuu-Muu embodies our core values of empowering girls and women, conscious environmental stewardship, supporting our national economy and giving back to our community. Join Ashley and Laura to uncover your personal leadership style, connect with trail-blazers and cultivate the world we want to live in.

- Ashley Fullenwider, Nuu-Muu Choreographer
- Laura Todd, Nuu-Muu Explorer

Building Powerful Networks to Advance Your Career

Learn about strategies for building up powerful networks to support one another in advancing your careers. This session we will hear from women working to construct networks that focus on powerbrokering, mentoring, and recognition.

- Helen Ho, Director of Queens Office of the Mayor, New York City, Community Affairs Unit, Co-Founder Roberta Moses Happy Hour
- Inbar Kishoni, City Planner, Bicycle Program-NY DOT, Co-Founder Roberta Moses Happy Hour
- Deanne Buck, Executive Director, Outdoor Industries Women's Coalition

The Future of the Women's Market: Product and Marketing Plans from the Industry

How is the bike industry responding to the call to get more women on bikes? Hear from women leading the industry in the development of women's product and developing the marketing plans that will intice more women to participate in bicycling.

- Elysa Walk, Giant Bicycle Inc.
- Lauren Smith, Specialized
- Maria Bousted, Po Campo
- Jody Koch, SRAM

12:00 p.m. -1:30 p.m.

Lunchtime Panel Discussion

Women Ride: New Numbers

A new national survey provides insight into riding by women: how many ride, how often, types of riding and some top concerns. Commissioned by PeopleForBikes to set a national baseline on biking participation, the information deepens our understanding of our challenges and opportunities, and will help us tell better stories.

- Martha Roskowski, People for Bikes

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, Washington Bikes
- Karen Bliss, Advanced Sports International, UCI Women's Committee
- Laura Kling, Greaserag
- Rio-Jill Contreras, Multicultural Communities for Mobility

1:45 p.m.-3:00 p.m.

Workshops

We're All Advocates: Stories of Change from Inside the Peloton

Hear from women at all levels of professional racing about their experience with gender equity issues in racing. They will share their advocacy work in the racing world, and how it carries over into their communities.

- Karen Bliss, VP of Marketing for Advanced Sports International. A former professional racer who currently sits on the USA Cycling Road and Women's Committees and on the UCI Women's Commission
- Nicole Freedman, Director of Bicycle Programs-City of Boston, Olympic Cyclist
- Lisa Nutter, President, Philadelphia Academies, Inc., and a track cyclist

Difference between Input and Decision Making: Empowering New Voices to Lead the Movement

Volunteer Grassroots advocates from Multicultural Communities for Mobility (LA) will share their organizing tactics (and awesome video) on their most recent project to

activate citizens in Boyle Heights. They will highlight their innovative community engagement strategies that empower new voices to lead in bicycle advocacy.

- Rio Contreras, MCM
- Maryann Aguirre, MCM
- Miguel Ramos, MCM
- Erick Huerta, MCM

Building the Movement: Constructing a plan for Women Bike Advocacy in Your Community

How do we increase women ridership? Women working in women specific encouragement initiatives from across the nation will share lessons learned, and how to design effective encouragement initiatives driven by results.

- Kim Foltz, City of Boston
- Nelle Pierson, Washington Area Bicyclist Association

3:00 p.m.-4:00 p.m.

Closing Keynote

Our Biking Connections

Outdoor Afro is a social community that reconnects African-Americans with natural spaces and one another through recreational activities such as camping, hiking, biking, birding, fishing, gardening, skiing — and more! Join CEO and Founder Rue Mapp as she shares her own experience biking, African American historical perspectives, and the many ways and existing opportunities we have today to get more people involved in leading the bicycle movement.

- Rue Mapp, Outdoor Afro

4:30 - 5:00 p.m.

First-timers Training

First time at the Summit? This short briefing will give you a taste of what to expect, and a chance to ask questions.

4:30 - 5:00 p.m.

State Coordinator meeting

Limited to state coordinators

5:00 - 6:00 p.m.

State meetings

Meet your state delegation, get your schedule, and learn more about the Thursday lobby day.

6:30 - 8:30 p.m.

Opening Dinner

Andy Clarke, President, League of American Bicyclists, presents:

- Saris Poster Contest winner presentation
- Mick Cornett, Mayor Oklahoma City, OK (invited)
- Maya Rockeymoore, President, Center for Global Policy Solutions: Rockeymoore is an expert in equity in policy, specifically in health care. At the Summit, Rockeymoore will be discuss targeted universalism in policy and how that relates to transportation equity. [Read more about Rockeymoore.](#)

WEDNESDAY, MARCH 11

8:15 - 9:30 a.m.

Policy Makers Plenary

The Outlook for Bicycling in the 114th Congress

Join Members of Congress and government officials to hear about the reinvigorated Congressional Bike Caucus and the State of play on transportation issues in Washington D.C.

- Senator Amy Klobuchar, Minnesota (invited)
- Secretary of Transportation Anthony Foxx (invited)

Video Presentations from:

- Representative Earl Blumenauer (D-OR)
- Representative Vern Buchanan (R-FL)

10:00 - 11:30 a.m.

Skills-Building Sessions

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? In 2011, the [Cascade Bicycle Club](#) created its Advocacy Leadership Institute (ALI), a program that has given graduates the tools to start new bicycling organizations, be featured in national news outlets, serve on bike advisory boards and even manage Puget Sound Cycle Share. In this presentation, participants will earn:

- 1 How to structure a 10-week training session to teach volunteers the skills to develop successful campaigns — and use those skills to dive into weekly workshops and class assignments based on the region's priority infrastructure projects.
- 2 Understanding staff resources and best practices necessary for developing and maintaining a strong volunteer advocacy base.

Presenter: Brock Howell, Cascade Bicycle Club

Get Out the Vote (GOTV) Best Practices

How do you mobilize voters to get to the polls when it matters for bicycling? In this workshop, the Analyst Institute will share field-tested best practices for voter turnout, testing advocacy campaign performance and effective volunteer recruitment tactics. Walk away from this session with concrete examples of how using social pressure in the campaign field work and communications, including messaging, timing and volume of contacts; tested volunteer recruitment techniques; and the latest best practices in testing advocacy campaign tactics.

- *Presenters:* Kathryn Poindexter, Analyst Institute. [The Analyst Institute](#) is a clearinghouse for evidence-based best practices in voter contact.
- Cynthia Armour, Bike East Bay

Building a Candidate Pipeline

How can you connect leadership development and electoral work to community organizing and advocacy to build long-term political power in your community? This session will share:

- The major components, process and best practices for developing an effective candidate recruitment and leadership pipeline program for your local organization.
- How to target races and identify opportunities

- Identify strong potential candidates
- Make an effective recruitment ask
- Assess your organizational capacity for candidate development and support

Presenter: Kara Hollingsworth, Wellstone Action. [Wellstone Action](#) has trained over 55,000 individuals and 300 organizations in political leadership development.

How to Talk with an Engineer... and be Persuasive

To win better bike infrastructure, bicycle advocates have to understand traffic engineering vocabulary and technical considerations, and become effective contributors to the dialogue that shapes our streets. In this workshops, participants will learn:

- The key methods, regulations, and considerations that guide traffic engineering and street design
- Understand how bicyclists (and pedestrians) are included (or overlooked) in the typical traffic engineering process
- Help bicycle advocates collaborate effectively with engineers for better street and multi-modal design

Presenters: Rock Miller, Stantec; and Samantha Ollinger, BikeSD

Making the Bicycle Retailer and Supplier Voice Count

This session will focus a discussion on helping bike advocates understand the realities of being in the bike industry, and therefore how to make a successful pitch to engage retailers and suppliers in advocacy in the most effective way. In this session you will learn:

- What makes for a successful relationship between an industry supplier and an advocacy group or fundraising event -- for both parties;

- What keeps bike retailers up at night and how that affects your relationship with them; the perfect roles for advocates, suppliers and retailers to play in making our communities more bicycle-friendly.

Presenters:

- Fred Clements, National Bicycle Dealers Association
- Dave Edwards, CEO, Primal Wear Inc.
- Nicole Preston, Managing Director, National Campaign Development, American Diabetes Association;
- Jeff Koenig, Big Poppi Bicycle Company

Fundraising for Local Advocacy

Local advocacy is changing the national landscape. If you're staff, board, or a volunteer, from beginner to advanced fundraiser, this session will share fundraising strategies that will help you build organizational capacity. We'll explore the importance of diversifying funding streams, with deeper conversations on topics like:

- Developing a pipeline from members, to donors, to major donors
- Grants and foundation giving
- Generating income from rides and events
- Other strategies, like planned giving, health conversation foundations, or consulting contracts

Presenters:

- Brighid O'Keane, Alliance for Biking & Walking
- Lili Afkhami, League of American Bicyclists
- Lara Kalwinski, Council on Foundations
- Laura Ling, Bike New York

11:45 - 12:45

Big Idea Sessions

Big Ideas Pecha Kucha

Come hear fast-paced presentations -- 20 slides, 20 seconds each -- from big thinkers about their Big Ideas, including:

- Protected Bike Lanes in the Suburbs (Lisa Frank, Bicycle Transportation Alliance)
- The Advocacy Power of Laughter (Bekka Wright, Bikeyface)
- A Successful University-based Funding Campaign (Grace Kyung, University of Illinois, Urbana-Champaign)
- Bikes and Books: A Perfect Partnership (Laura Silver, Transportation Alternatives)
- A Tool that Demystifies Advocacy and Creates a Powerful Human Network (Mychal Tetteh and Lillian Karabaic, Community Cycling Center)
- New National Numbers (Martha Roskowski, PeopleForBikes)

Big Ideas Session: Innovations in Advocacy & Planning

This session will showcase some of the best emerging ideas in advocacy and planning, including:

- Re-thinking the Public Participation Process (Fionnuala Quinn, community advocate and civil engineer)
- Advocacy Storytelling: Video "Storybook" (Nancy Tibbett, Bicycle Indiana, Inc.)
- Starting at the Local Level and "Leveraging Up" (Dave Cieslewicz, Wisconsin Bike Fed)
- Advocating for Low-stress Networks (Tim Blagden, Bike-Walk Alliance of NH)
- Goal: Double Bicycling in your City (Josh Sidis, Office of New York City Mayor Bill de Blasio)

Big Ideas Session: Importing Advocacy

This session brings together big thinkers who are bringing bicycling advocacy to the people where they are and incorporating it into our everyday lives: in public libraries, bike shops, and our daily errands.

- Paid Advocacy at Bike Shops (Chris Clark, Trek Bike Store of Mt. Pleasant)
- “Bike to Shop Day” (Janet Lafleur, Silicon Valley Bicycle Coalition)
- Bikes + Public Libraries (Emily Weak, Mountain View Public Library)
- Bike Shops as Bicycling Infrastructure (Fred Clements, NBDA)

CrowdFunding Training

With our partners at ioby, this session will cover real-life case studies of successfully crowd-funded local biking projects, and the ‘seven habits’ of highly successful crowdfunding campaigns. Come learn how crowdfunding can be both a powerful community engagement and fundraising tool for your work.

Presenters:

- Ethany Uttech, ioby Partnerships Manager
- Delbert Ferguson, ioby Leader Action Strategist
- Local bike advocates will also share their first-hand crowdfunding experiences.

A Strategic Agenda for Bicycling and Walking: a Federal Highway Administration Listening Session

The Federal Highway Administration wants you input into and feedback on the development of their national Strategic Agenda for Pedestrian and Bicycle Transportation. Topics will include:

- Design flexibility
- Pedestrian and bicycle access to transit
- Performance measures

1:00 - 2:30 p.m.

Lunch Plenary: Bikes+

This plenary will focus on the relationship of biking to public health, to 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.

Moderator: RT Ryback, former Mayor of Minneapolis

Panel #1

- The Honorable Glen Murray, Climate Minister, Province of Ontario, Canada (invited)
- Dr. Aletha Maybank, Director of the NYC's Department of Health, Center for Health Equity (invited)

Panel #2

- Mayor Paul Soglin, Madison, WI
- Mayor Dwight Clinton Jones, Richmond, VA (invited)
- Mayor Kevin Johnson, Sacramento, CA (invited)
- Mayor Ralph Becker, Salt Lake City, UT (invited)

3:00 - 4:00 p.m.

Thought Leaders

What is Vision Zero and How Do We Get There?

Cities and towns across the United States face common challenges and shared trends —

growing populations that are increasingly diverse, governments that need to do more with less and a growing public interest in and support for bicycle-friendly and walkable neighborhoods. In 2014, The San Francisco Bicycle Coalition launched a Vision Zero Campaign, calling for a reduction of all traffic deaths to zero in 10 years. In this session, [Leah Shahum](#), 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 our public spaces. [Read our full interview with Shahum.](#)

- **Presenter:** Leah Shahum

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. In this session, Dr. Ellen Dunham- Jones will give the movement a glimpse into the suburban renaissance and help us brainstorm how bicycles can play a part. Dunham-Jones is one of the nation's leading experts on "Retrofitting Suburbia" -- in fact, she wrote the book on the topic. But she thinks outside the (big) box (stores). She's become a leader in reimagining the auto-centric suburbs, a chronicler of innovative reuses and champion for design solutions that revitalize our postwar communities. [Read our full interview with Dunham-Jones.](#)

- **Presenter:** Ellen Dunham-Jones, Georgia Tech

People and Policies Successfully Addressing the Root Causes of Inequity

Equity is intentionally created through grassroots action and policies at the local, national, and global 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. During this hour, an expert panel will discuss their theory of change for

addressing these root causes through policy, citing specific examples from their experience. They will also provide recommendations on policy actions that the transportation community can take to make positive social change.

Presenters:

- Naomi Doerner, Alliance for Biking & Walking
- Simran Noor, Center for Social Inclusion
- Dara Baldwin, National Disability Rights Network

4:30 - 5:30 p.m.

State meetings

6:00 - 7:00 p.m.

League member meeting

6:30- 8:30

Bike Hack Night

Renaissance Hotel

Bike Hack Night is a show & tell of bicycle-related apps, data visualizations, and gadgets.

Doors open at 6:30, with speakers starting at 7:00. [Details](#).

THURSDAY, MARCH 12

9:00 - 5:00 p.m.

Lobby Day

Capitol Hill

10:00 - 12:00 p.m.

Technical Workshop (for those unable to lobby)

What does it mean to be bicycle-friendly?

2:00-4:00

Federal Highway Administration Listening Session (for Agency and local government officials and Staff)

5:00 - 7:00

Reception

Capitol Hill

FRIDAY, MARCH 13

8:30 - 10:30 a.m.

Jim Oberstar Memorial Ride