

Overall, the number of people killed in traffic crashes in the U.S. has fallen quite dramatically in recent years, which is obviously a welcome development. Unfortunately, the number of bicyclists and pedestrians killed has not fallen as dramatically, and in recent years the number has actually increased. Bicyclists and pedestrians now account for 15.6% of all traffic deaths.

**WHY IS THIS HAPPENING?**

The simple answer is, we don't know. We also have no idea why the average age of cyclists killed in crashes has doubled (to 42 years of age) in the past 25 years. There is no exposure data and there is no incentive or requirement for states or local agencies to find out for themselves. We need this to change.

**IS IT BECAUSE MORE PEOPLE ARE RIDING?**

It's true, more people are riding, but studies in U.S. cities, and all over the world, have documented a "safety in numbers" effect. Where there are more people riding bikes, the number of crashes remains the same or even falls.

Obvious reasons for the increase in fatalities nationwide include more distracted and dangerous driving, higher motorist speeds, and poor maintenance of our roadways.

**WHAT IMPROVEMENTS DO WE WANT TO SEE?**

We believe the best way to improve traffic safety for all is to reduce distracted driving, limit urban traffic speeds, improve motorist and cyclist education, and dramatically improve transportation infrastructure with complete streets, networks of protected bike lanes and trails, and well-maintained roadways.

**CAN WE AFFORD THESE IMPROVEMENTS?**

Yes. The recent federal transportation law, MAP-21, significantly increased the amount of funding available to states for the Highway Safety Improvement Program (HSIP). Targeting a small

amount of these funds to improve bicyclist and pedestrian safety offers a tremendous return on investment: A recent study documented that Bicycle Friendly Communities have lower roadway fatalities for bicyclists, pedestrians AND drivers.

**WHY AREN'T STATES ALREADY INCREASING SAFETY FUNDING FOR BICYCLISTS?**

Without specific targets, incentives and guidance, states have failed to address bicyclist and pedestrian safety in any meaningful way. MAP-21 actually eliminated the successful Safe Routes to School Program and removed the guaranteed funding for bicyclist education programs. Less than half of one percent of HSIP funds have been spent on bicyclist and pedestrian safety.

**HOW WOULD A NATIONAL PERFORMANCE MEASURE HELP?**

MAP-21 already requires the U.S. Department of Transportation to establish national safety goals – we are asking for a specific bicyclist and pedestrian target to ensure these modes are not overlooked. States and local agencies retain maximum flexibility to reach the targets as they see fit, using the additional highway safety funds they received in MAP-21 to improve safety for all.

**WHAT IS A GOOD SAFETY PERFORMANCE MEASURE FOR BICYCLING AND WALKING?**

We believe that a 50% reduction in fatalities can be achieved by 2020 – taking a big step Towards Zero Deaths, and saving 2,500 lives a year.

2013 NATIONAL BIKE SUMMIT SPONSORS

SUSTAINING: \$100,000



TITANIUM: \$50,000



CARBON: \$25,000



ALUMINUM: \$10,000



STEEL: \$5,000



Bringing the Power of Cycling to Life.

BAMBOO: \$2,500



BREAKOUT SESSION: \$1,000

STREETS BLOG

THE LEAGUE OF AMERICAN BICYCLISTS NATIONAL BIKE SUMMIT

PROGRAM MARCH 4-6 2013

#NBS13

**BICYCLING MEANS BUSINESS**

NATIONAL BIKE SUMMIT

SPONSORED BY: **Bikes Belong COALITION**

PRESENTED BY: **THE LEAGUE OF AMERICAN BICYCLISTS since 1880**

8 a.m. - 6:30 p.m.

REGISTRATION

8:30 a.m. - 4:15 p.m.

NATIONAL WOMEN'S BICYCLING FORUM

3 p.m. - 4:30 p.m.

GREEN LANES TOUR OF D.C. BIKE INFRASTRUCTURE (For retailers and suppliers)

5 p.m.

NATIONAL BIKE SUMMIT ORIENTATION AND STATE MEETINGS

RENAISSANCE BALLROOM

6:30 p.m.

DINNER AND EVENING PLENARY

GRAND BALLROOM

KEYNOTE SPEAKER » **RAY LAHOOD**, U.S. Secretary of Transportation » **ANDY CLARKE**, President, League of American Bicyclists, presiding

PLENARY PANEL: THE ECONOMIC BENEFITS OF BETTER CYCLING CITIES

GRAND BALLROOM

JANETTE SADIK-KHAN, NYC Transportation Commissioner » **JOHN BURKE**, President of Trek Bicycles Inc. » **BRUCE KATZ**, Vice President of the Brookings Institute

8:30 p.m.

ALLIANCE FOR BIKING & WALKING ADVOCACY AWARDS PARTY

RFD (810 7TH ST NW, WASHINGTON, DC)

TUESDAY » MARCH 5, 2013 » RENAISSANCE DC

6:45 a.m. - 7:45 a.m.

REGISTRATION & CONTINENTAL BREAKFAST

FOYER

8 a.m. - 9:15 a.m.

OPENING GENERAL SESSION

GRAND BALLROOM

SPEAKERS » Congressman **EARL BLUMENAUER** (D-OR) » Indianapolis Mayor **GREG BALLARD** (R) » Congressman **TOM PETRI** (R-WI) » Senator **BEN CARDIN** (D-MD)

DISCUSSION: IMPRESSIONS OF BICYCLING, BICYCLISTS AND BICYCLING ADVOCACY ON CAPITOL HILL

GRAND BALLROOM

**DOUGLAS MEYER**, Bernuth & Williamson Consulting » **ANDY CLARKE**, President, League of American Bicyclists » **CARON WHITAKER**, Vice President of Government Relations, League of American Bicyclists

WORKSHOPS

THE BUSINESS BENEFITS OF ADVOCACY FOR BICYCLE RETAILERS

Renaissance East

Top bicycle retailers share the reasons why advocacy is a key element in a successful business model. Panelists will provide practical advice on the steps you can take to make advocacy an integral part of doing business.

**MODERATOR: JERRY HINIKER**, Superior North Outdoor Center, Grand Marais, MN

**CLAUDIA NIX**, Liberty Bicycles, Asheville, NC

**JEFF SELZER**, Palo Alto Bicycles, Palo Alto, CA

**DAN THORNTON**, Free Flite Bicycles, Atlanta, GA

NAVIGATING MAP-21 - KEEPING THE MONEY FLOWING AT THE STATE AND LOCAL LEVEL

Renaissance West A

Learn how state and local advocacy has preserved - and even increased - funding for important bicycling projects. This session is recommended for Navigating MAP-21 state leads or for advocates currently working on bicycle and pedestrian funding campaigns.

**MODERATOR: BRIGID O'KEENE**, Advocacy Advance Program Manager, Alliance for Biking & Walking

**BLAKE TRASK**, Bicycle Alliance of Washington - "Preserving Safe Routes to School"

**KYLE LAWRENCE**, Shenandoah Valley Bicycle Coalition President Harrisonburg, Va. - "The Story of Bicycle Development in a Small Rural City"

**CINDI STEINER**, New Jersey Bike Walk Coalition - "A Home Run on MAP-21 funding"

BUILDING BETTER BLOCKS - ACTION SPEAKING LOUDER THAN WORDS

Renaissance West B

Portland, Davis, and Boulder are old news. Dallas, Memphis, and Wichita are leading the way in bicycle advocacy thanks to the transformative Better Blocks campaign. Discover how this innovative technique is revitalizing neighborhoods through temporary infrastructure improvements.

**MODERATOR AND PRESENTER: JASON ROBERTS AND ANDREW HOWARD**, Team Better Block, Oak Cliff, TX

MAKING THE CONNECTION BETWEEN RECREATION AND CONSERVATION

Mount Vernon Square

Mountain biking intersects with the conservation movement on a regular basis. Often the scenic, backcountry trails cyclists love are located on publicly owned lands, lands deserving a high level of protection. Protection of the landscape and recreation experience are critical as our population grows. Join this lively discussion with leaders from IMBA, the conservation movement, Congressional staff and the bike industry.

**MODERATOR: MIKE VAN ABEL**, Executive Director, IMBA

**BRADY ROBINSON**, Access Fund

**AARON CLARK**, IMBA

**LUTHER PROPST**, Sonoran Institute, IMBA Board Member

CREATING THE BICYCLING AGENDA FOR 2014 AND BEYOND

Congressional B

If you don't like what's in MAP-21, help craft a new agenda for the NEXT transportation bill. In this interactive session, participants can contribute their ideas to any two of six facilitated discussion groups. This workshop will be repeated in each breakout session. The six topics are:

- Tweaking the Transportation Alternatives program
- Building Equity into the Bicycling Agenda
- What Next for Safe Routes to School?
- Teaming Up with Transit
- Recreational Trails and the Off-road Agenda
- Towards Zero Deaths - a Real Strategy for Safety

9:30 a.m. - 10:45 a.m.

BICYCLING MEANS BUSINESS: GETTING THE FACTS STRAIGHT

Congressional A

The economic benefits of bicycling are many and varied. This session highlights the very latest economic impact studies from around the country.

**MODERATOR: DARREN FLUSCHE**, Policy Director, League of American Bicyclists & Advocacy Advance

**CHARLES BROWN**, Alan M. Voorhees Transportation Center - "Economic Impacts of Active Transportation on New Jersey's Economy"

**KEN COLBURN**, Symbiotic Strategies LLC - "Analyzing and Quantifying Health Benefits" (co-authored by Christopher James)

**JERRY NORQUIST**, National Bicycle Tour Directors Association - "The Economics of Bicycle Events"

**KRISTIN DAHL**, Travel Oregon - "The Power of the Pedal: Economic Impact Study of Bike Tourism"

11:15 a.m. - 12:30 p.m.

BICYCLING MEANS BUSINESS: HELPING DEVELOPERS MEET THE TRIPLE BOTTOM LINE

Renaissance East

Tyson's Corner, Va., the quintessential suburban edge city, is being redeveloped as a walkable and bike-friendly community. This session documents how and why developers are realizing the benefits of building bicyclists into their designs - on a grand scale.

**MODERATOR: HUGH MORRIS**, LEED AP, AICP, Smart Growth Community Outreach Representative, National Association of Realtors

**WENDY DUREN**, Arlington Transportation Partners

**AARON GEORGELAS**, The Georgelas Group, Tysons West Development

**CHRISTOPHER LEINBERGER**, LOCUS

SOCIAL MEDIA AS AN ADVOCACY TOOL

Renaissance West B

Social media is a crucial advocacy tool, especially to help reach traditionally underserved people in hard-to-reach places. This panel will explore the current trends and dos and don'ts of social media, as well as how it can be used to promote bicycling and bicycling advocacy.

**MODERATOR: HAMZAT SANI**, League Equity and Outreach Fellow

**BARB CHAMBERLAIN**, Bicycle Alliance of Washington

**MARY MADDEN**, Internet and American Life Project, Pew Research Center

**MATHILDE PIARD**, Cox Media Group

TALES FROM THE STATE HOUSE

Congressional A

With an increased focus on decision-making at the state level, this session explores success stories and effective communication strategies to increase state legislative support for bicycling initiatives. A presentation of state legislative trends will lead into a discussion among state lawmakers and advocates.

**MODERATOR: KEVIN HARDMAN**, Executive Director, Wisconsin Bicycle Federation

**DOUG SHINKLE**, National Conference of State Legislatures

**GREG BROPHY** (R), Colorado Senator

INDIANAPOLIS: FROM ZERO TO HERO

Renaissance West A

Mayor Greg Ballard (R) has led the charge to turn Indianapolis into a bike-friendly success story in the rust belt. The movement was strengthened by the development of the Cultural Trail and bike retail and advocacy community. Come hear from this all-star panel who have gathered more than \$60 million in Federal, state and local funds — both public and private — for bike improvements.

**GREG BALLARD**, Indianapolis Mayor

**KAREN HALEY**, Indianapolis Cultural Trail

**CONNIE SZABO SCHMUCKER**, Bicycle Garage Indy

**KEVIN WHITED**, INDYCOG

THE DOLLARS AND SENSE OF MOUNTAIN BIKING

Mount Vernon Square

We all know the importance of economic impact data when talking to Congress. But where and how to get these numbers can be a challenge. In this session learn how to create your grassroots report on the economic impacts of mountain biking in your backyard.

**DR. JENNIFER BOLDRY**, Leisure Trends Group

**FRANK MAGUIRE**, IMBA

CREATING THE BICYCLING AGENDA FOR 2014 AND BEYOND

Congressional B

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12:45 p.m.

LUNCHEON

GRAND BALLROOM

KEYNOTE SPEAKER » **YOLANDA CADE**, Managing Director of Public Relations, AAA

ADDITIONAL REMARKS » **ELEANOR MCMAHON**, Founder, Share the Road Coalition, Ontario » **TIM BLUMENTHAL**, President, Bikes Belong

2 p.m.

IGNITE SESSIONS

GRAND BALLROOM

A series of rapid-fire presentations on thought-provoking topics and critical issues — guaranteed to challenge, inspire and better prepare you for your Capitol Hill visits.

**Marketing to the Culture Class:** Active Healthy, Affluent and Aware Consumers » **HOWARD CHANG**, President and CEO, Top Drawer Creative, Toronto

**Driving Fast and Riding Slow:** The Real Risks of Not Bicycling » **TOM BOWDEN**, Chair, BikeVirginia

**Creating an Advocacy Organization** » **VERONICA O. DAVIS**, P.E., co-founder, Black Women Bike DC

**A Quick Taste - The Boom in Bike Tourism and Business Districts** » **APRIL ECONOMIDES**, Owner, Green Octopus Consulting; and **JIM SAYER**, President, Adventure Cycling Association

3:15 p.m. - 4:30 p.m.

BRINGING BIKES AND BUSINESS TO OUR NATIONAL PARKS

Renaissance West B

National leaders in the Department of the Interior are forging new opportunities for on- and off-road riding. Learn how to partner with park officials and gateway communities to seize these opportunities to boost park visitation, improve stewardship, and enhance local economies.

**MODERATOR: GINNY SULLIVAN**, Director of Travel Initiatives, Adventure Cycling Association

**BOB RATCLIFFE**, National Park Service

**MARK HYBNER**, Senator Max Baucus's office (invited)

TELL YOUR BICYCLING STORY: HOW TO WRITE PERSUASIVE STORIES - AND WHY!

Renaissance West A

The presenters have written the "On Biking" column for Boston.com for the past three years. Their hands-on workshop teaches participants to write their own stories that can promote cycling and keep the conversation going about why bicycling matters.

**MODERATORS AND PRESENTERS: SUSAN MEYERS AND JONATHAN SIMMONS**, Boston.com

BEYOND MAP-21 - NEW OPPORTUNITIES FOR REFORM AND REFORMERS

Congressional A

Join a dynamic and thought-provoking conversation about local, state and national opportunities for reform. Learn new messages to engage the elected officials who largely took a pass on MAP-21.

**MODERATOR: DANI SIMONS**, Principal, Sustainable Streets Marketing

**MARK GORTON**, Open Plans and Streetsblog

**CHARLES (CHUCK) MAROHN**, Strong Towns

**YA-TING LIU**, Transportation Alternatives

BRINGING BUSINESSES ON BOARD

Renaissance East

Engaging the business community in bicycle advocacy is powerful, potentially lucrative, and critical to successfully building biking networks. The panel will discuss the National Bike Challenge, Bicycle Friendly Business programs and neighborhood initiatives to build capacity and support the business community.

**MODERATOR: ALISON DEWEY**, Bicycle Friendly America Specialist, League of American Bicyclists

**LOU FINEBERG**, BikePGH - "Social Enterprise Bike Advocacy"

**ROB GUSKY**, Kimberly-Clark - "Making the National Bike Challenge Work"

**ZAHRA ALABANZA**, Red, Bike and Green, Atlanta - "Building local business support"

BRINGING TRAIL STORIES TO LIFE WITH MAPS

Mount Vernon Square

Maps provide an engaging medium that can do more than display information, they transport the viewer. Beyond that, maps can help shape decisions about what trails to protect and where to build trails in the future. Hear how a map can enhance the story of your favorite trails.

**MODERATOR: LESLIE KEHMEIER**, Mapping Specialists, IMBA

**FRANK BIASI**, National Geographic Maps

**KATY RYAN**, MTB Project (invited)

**ANDREW SMITH**, San Bernardino N.F. (invited)

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5 p.m. - 6:15 p.m.

STATE DELEGATION MEETINGS

RENAISSANCE BALLROOM

7 p.m.

LEAGUE ANNUAL MEMBERS MEETING

CONGRESSIONAL B

WEDNESDAY » MARCH 6, 2013 » CAPITOL HILL

9 a.m. - 5 p.m.

MEETINGS WITH MEMBERS OF CONGRESS ON CAPITOL HILL

LOBBY DAY HEADQUARTERS » LUTHERAN CHURCH OF THE REFORMATION 212 East Capitol Street, N.E., Washington, D.C. 20003

9 a.m. - 4 p.m.

ALTERNATE SESSION

RENAISSANCE HOTEL, CONGRESSIONAL HALL B

WHY PERFORMANCE MEASURES MATTER FOR BICYCLING

This session for those not able to lobby Congress will explore the implications of the new performance measure requirements in MAP-21. How will performance measures impact bicycling and walking investments? Can they work in favor of active transportation? What should be measured? What can be measured? Join the discussion with national experts on the topic and share your own experience and ideas.

3:30 p.m. - 5 p.m.

CONGRESSIONAL BRIEFING

CONGRESSIONAL MEETING ROOM NORTH

GREEN LANES: A COST-EFFECTIVE TRANSPORTATION INNOVATION FOR CITIES LARGE AND SMALL

Across the country, cities and towns are embracing a new type of bicycle infrastructure. These "green lanes" are next-generation bike lanes. The traditional white stripe is enhanced by adding physical protection between the bikers and the cars. The number of green lanes on the ground rose from 62 to 102 in 2012. This briefing will highlight this cost-effective and transformative innovation for in-town transportation.

5 p.m. - 7 p.m.

CONGRESSIONAL RECEPTION ON CAPITOL HILL

DIRKSEN SENATE OFFICE BUILDING, 6-50

THURSDAY, MARCH 7, 2013 8:30 a.m. - 11 a.m.

NATIONAL BIKE SUMMIT BIKE RIDE

Join us for a casual and fun bike ride around Washington, D.C. Meet at Garfield Circle, which is located near the Capitol Reflecting Pool. Bike rentals are available through [www.bikethesites.com](http://www.bikethesites.com).