

United Spokes: Moving Beyond Gridlock
National Bike Summit 2014
March 3, 2014
Draft Agenda

Sunday, March 2

4:00 - 7pm

Media Training For Bicycle Advocates

Whether you're showing off a new bike lane, drumming up support for federal bike funding, or calling attention to a safety hazard on your corner, you've got a story to tell about biking. Reporters want to help you tell that story -- but you need to know how to work with them. Or, you can tell that story yourself! Join us for the first-ever National Bike Summit media training -- hosted by the League of American Bicyclists, Streetsblog and Streetfilms -- on Sunday, March 2, from 4 to 7 p.m. at the Renaissance DC (999 9th St NW). [Read more and register.](#)

Monday, March 3

8:00am - 4:00pm

Women's Forum

8:00am - 5 p.m.

Women Bike Pop-up Shop: 25 female entrepreneurs showcase their bike-related products

8 - 9:30am

Opening Plenary

Six inspiring women leaders from different sectors and backgrounds share their stories in a dynamic TED-talk format, moderated by Giant Bicycles' GM Elysa Walk. Speakers to include:

- Shannon Galpin, founder of Mountain 2 Mountain and Combat Apathy
- Nicole Freedman, Director of Boston Bikes

- Kristin Gavin, founder of Gearing Up
- Jill Nickels, Senior Strategist at Gensler
- Dorothy Nichols, National Sales Manager of shebeest
- Beth Gordon, VP of Business Development at Formula 4 Media

9:30 - 10am

Networking

Opportunity for structured networking activity or time for Pop-up Shop

10:15 - 11:45am

Break-out sessions

Winning in Women Bike Advocacy: Learn from 2013 Women Bike grants to the Washington Area Bicyclist Association's Women & Bicycles initiative; Women Bike PHL's Girls Scouts on Wheels program; and WE Bike NYC's "Mujeres en Movimiento" outreach campaign. Moderated by Caroline Samponaro, Senior Director of Campaigns and Organizing at Transportation Alternatives, speakers will include:

- Nelle Pierson, Outreach Coordinator for the Washington Area Bicyclist Association;
- Katie Monroe, founder of Women Bike PHL at the Bicycle Coalition of Greater Philadelphia;
- Liz Jose, co-founder of WE Bike NYC; and
- Jessica Mathews, Outreach Coordinator for Consider Biking

The I in Bicycling: Successful storytelling is critical to engaging more women in bicycling and elevating your work. This session at the Women's Forum will focus on case studies of great storytelling and how to build your personal brand. Moderated by Susi Wunsch, founder of Velojoy.com, speakers will include:

- Leah Flickinger, Executive Editor of Bicycling magazine
- Hillary Benjamin, Head of North America Sales and Marketing for Rapha
- Kim Price, senior leader in the Global Marketing Department at Specialized Bicycles
- Tanya Quick, principal at Language Department

Coloring Outside the Lines: Join this dynamic Pecha Kucha session, to learn innovative education strategies and classes that are reaching out to women in new ways that inform, challenge and inspire — from the streets to the trails. Moderated by Jennifer Laurita, a leading League Cycling Instructor and Coach, speakers will include:

- Dr. Talia McCray, Assistant Professor of Community & Regional Planning at the University of Texas- Austin, author of "Cycling in the African American Community: Safety Training Guidelines"
- Kim Cross, founder of Magic City Cycle Chix in Birmingham, Alabama
- Elisabeth Reinkordt, co-founder of Sheclismo in Lincoln, Nebraska
- Fionnuala Quinn, planner with Alta Planning + Design and founder of Junior Engineers in Training program
- Kimberly Kinchen, co-founder of NYC Bike Trains
- Nona Varnado, founder of the Bicycle Culture Institute

12 - 1:30 pm

Lunch keynote and plenary

Keynote: Terry O'Neill, president of the National Organization of Women

Plenary discussion: O'Neill and equity leaders discuss how to build coalitions that unite and advance the interests of diverse stakeholders, moderated by League Equity Initiative Manager, Adonia Lugo. Additional insight from Lexer Quamie, senior counsel at The Leadership Council for Civil and Human Rights and Dorothy Le, co-founder of the Biking Public Project in NYC

1:45 - 3pm

Breakout sessions

Cultivating the All Powerful Bike Lobby: In this rapid-fire Pecha Kucha session, hear how women are using fun, affinity and social connection to mobilize new riders and build a diverse constituency. Moderated by Sarai Snyder, founder of Girlbikelove.com and co-founder of

Cyclofemme, speakers will include:

- Dena Driscoll, founder of Kidical Mass Philadelphia and BikeMamaDelphia.com
- Ashley Elliot, creator of Spokeland and East Bay Bike Party
- Lilian Karabaic, board member of Cycle Wild and author of upcoming book on the Bike Fun movement
- Black Women Bike DC
- Gillian Burgess, founder of Kidical Mass Arlington

Gearing Up, Climbing to the Top: Hear the experiences and insight of top female leaders to learn critical skills and lessons learned that can spur YOUR success and leadership in the bicycle movement. Moderated by Lori Richman, Director of Organization Development at Quality Bicycle Products, speakers will include:

- Shellie Pfohl, executive director of the President's Council on Physical Fitness, Sport and Nutrition
- Elayna Caldwell, Mountain Bike Brand Director at SRAM
- Barb Chamberlain, Executive Director of Washington Bikes and former state legislator
- Renee Rivera, Executive Director of East Bay Bikes

Streetfilms U: Want the behind-the-scenes secrets to making good transportation films? This session will give you all the fun tips and best advice on how to make successful bicycle advocacy films whether you're a beginner, curious or a pro. Learn how to choose the right story. Capture great imagery. Bag the best interviews. Edit with precision and smartly distribute to give your film the best shot at going viral on the internets. Presented by Clarence Eckerson

3:15 - 4 p.m.

Closing keynote

Discussion featuring Lela Rose, fashion designer and bicyclist

4:30 – 5:00 pm	State Contacts meeting
4:30 – 5:00 pm	First Timer's meeting
5:00 - 6:00 pm	State Meetings

6:30 - 8:30 pm

Dinner and Evening Plenary

Keynote Speakers

Phillip Darnton, Executive Director of the Bicycle Association of Great Britain

Andy Clarke, President, League of American Bicyclists, presiding

Additional Speakers

- League Cycling Instructor of the Year
- Saris Poster Winner

9:00pm

Alliance for Biking & Walking Awards Party (location TBA)

Tuesday March 4, 2014

8:00-9:15 am

Opening Plenary

Representative Earl Blumenauer

Douglas Meyer, Bernuth and Williamson

Mayor's perceptions on bicycling- benefits, challenges and opportunities

Mayor's Response and Roundtable

- Speakers TBA

Congressional Response

- Representative Earl Blumenauer
- Representative Albio Sires
-

9:30 – 10:45

Break out Sessions

1) Overcoming the Scofflaw Perception

Learn how effective education programs, targeting both cyclists and drivers, can teach people how to ride/drive safely together AND prevent scofflaw cycling behavior from standing in the way of progress.

2) Who is the Urban Cyclist?

The authors of "The Metro Urban Cyclist: The Key to Future Transportation Growth" found significant differences between adult cyclists living within the zip code boundaries of the largest 12 American cities and the typical adult cyclist overall. A panel of leaders reacts to the report.

3) Bike Advocacy as a Political Platform

Hear from a panel of local elected officials who used their bicycle advocacy to get elected, and use their city council positions to change the transportation conversation.

4) Red States/ Rural State Success Stories

Improving bicycling in rural areas and red states often requires different tactics and strategies than it does in other areas. Hear success stories from around the country for working with business, influencing the planning

process, and working with elected officials in rural communities.

5) Quantifying Bike Benefits

Hear from US DOT's top economist as to how the TIGER program calculates the cost/ benefit of bicycling and walking projects, and discuss how this formula compares with state DOTs.

6) Empowering Communities through Bicycling: Lessons from

Los Angeles: In a city known for its car culture, advocates are innovating new strategies for bicycle promotion by drawing on L.A.'s diversity. The bike movement in Los Angeles has exploded since the 1990s- and has helped ensure a greater commitment for better bicyclin

11:15- 12:45

Breakout Sessions

1) Moving Beyond the Bikelash

Social media, old and new journalism, and even improv comedy, can change the conversation faster than you think. You just have to help it along. This session will show you how to beat the bike lane backlash -- and have fun doing it!

2) Why Equity, Why Now?

In response to the growing consensus among bicycle advocates that we need to rethink our strategies for engaging with communities of color, youth, and women, the League formed an Equity Advisory Council. Now at the one-year mark, hear from EAC members on the opportunities, challenges and next steps to expanding the benefits of bicycling to more Americans.

3) Next Level Lobbying and Election Strategies

As momentum for bicycling grows, politicians are paying more attention. This session, featuring Rock the Vote, StreetsPAC and 'lobbying by bike' will focus on taking advocacy to the next level through working through politicians and elections.

4) Building a Broad Transportation Coalition: Pennsylvania

Pennsylvania Walks and Bikes and the Bicycle Coalition of Greater Philadelphia worked with representatives from all transportation modes, engineers, contractors, and the health and business communities to pass a \$2.3 billion state transportation package in 2013. Learn the lessons from their participation in the Keystone Transportation Funding Coalition.

5) If Local Control is good, would Devolution be better?

Hear from leading transportation advocates on the federal stage as they discuss what devolution of federal transportation funds to the local level could mean for biking and walking.

6) Retailers Best Practices for Advocacy

Retailers will share their advocacy success stories - how have they worked with advocates to improve bicycling in their community. This panel will also have an open discussion about the rapidly changing landscape of bicycle retail and how advocacy fits into the future of the channel.

1:00-2:30

Lunch and Plenary

Keynote Panel:

Texas Senator Rodney Ellis

Additional Panel:

Andy Clarke, League of American Bicyclists

Tim Blumenthal, People for Bikes

2:45- 4:00

Breakout Sessions

1) The Role of Enforcement in a Vision Zero Strategy

Law enforcement isn't always a bicyclist's best friend and justice for bicyclists and pedestrians hit by cars is rarely served. Hear from lawyers and advocates who have changed the law and worked with enforcement agencies to ensure proper legal protection for cyclists.

2) Video Advocacy

Sixty percent of Capitol Hill staff watch videos to learn about current issues or bills. How can the bicycle movement use video to advance our cause? Watch some short advocacy videos and learn how these are being used to make biking better.

3) Leveraging National Health Goals

Both the Healthy People 2020 plan, spearheaded by Sec. Sebelius and the National Prevention Strategy, spearheaded by Surgeon General Benjamin, set goals for active transportation. What are they and how can the bicycling and health communities work together at the local and federal level to reach these goals?

4) Expanding Bicycling Options

With bicycling on the rise, so is the demand for better access. The panel will explore three hot topics in bicycling- including roll on service on Amtrak, accommodating bikes on transit, and the growing interest and use of e-bikes to extend the ability of bicyclists to continue biking throughout their lives.

5) Rapid-Fire Victory: 10 Advocacy Wins from Around the Country

This PechaKucha session features 10 fast-paced mini-presentations on remarkable campaigns from across the United States. From billion-dollar ballot measures to state legislative change, learn how state and local advocates have won dollars for bicycling.

g facilities throughout the city. This session will highlight programs that work to connect overlooked users with these improvements in Central, South, and Southeast LA.

6) Business People make the Best Messengers

More and more companies are encouraging bicycling in their communities and in their workplace. Hear from business representatives as to how and why their companies are promoting bicycling, their innovative ideas to get more employees on bikes,

and how employees are the agents of creating bike culture

7) Equity in Practice workshop

As more bike advocates recognize the need to expand their reach, we may struggle with how to implement a commitment to equity in practice. In this more informal setting, the League's Equity Advisory Council will be available to discuss their work and expertise. We'll be reaching out before the Summit to find out what big and little questions you'll be bringing with you.

4:30-5:45

State Meetings

7-8 pm

League Member Meeting

Wednesday, March 5, 2014

9:00 am -5:00 pm

Lobbying on Capitol Hill

9:30 am – 3:30 pm

Technical workshop (for those unable to lobby).

Research needs on the National Level- What's happening and what's needed (tentative)

Hear from federal agencies, such as Federal Highways, Federal Transit, the National Park Service on their current initiatives and research on bicycling and active transportation, and discuss what else would be needed in a National Bike Plan.

5:00 – 7:00pm

Reception on Capitol Hill

Thursday, March 6

8:30 – 11:00am

National Bike Summit Bike Ride: Bicycle advocates and enthusiasts from across the nation are invited to join us for a tour highlighting some of DC's best bicycle infrastructure, led by the Washington Area Bicyclist Association. Meet at 8:30am at the Ulysses S. Grant Memorial, right in front of the Capitol Reflecting Pool. Helmets are required and [Bike the Sites can provide bicycle rentals.](#)