



**2022 NC BikeWalk Transportation Summit**  
**Preliminary Agenda**  
(October 27–29 with Pre-Summit Webinars and Workshops)

**Pre-Summit Webinar (Virtual)**

**MONDAY, 10/24**

4pm–5:30 pm *Strategies for Expanding Human-Powered Transportation in our Communities:*

*A National Perspective*

Panelists will provide a national perspective on how citizens have successfully created more fully walkable, bikeable, accessible communities.

**Mike McGinn**, Executive Director of America Walks

**Bill Nesper**, Executive Director of League of American Bicyclists

**Rebecca Delphia**, Livable Communities, National AARP

**Peter Johnke**, Chair of National Council on Independent Living (NCIL) National Transportation committee

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**Pre-Summit Workshops (all In-Person)**

**MONDAY, 10/24–WEDNESDAY 10/16**

8:30–5 each day *LCI Seminar (separate registration required)* Coach: TBA

This is a great opportunity to get your LCI Certification without traveling out of state.

To learn more about the LCI Certification, read here. **LCI Seminar requires separate registration.**

Registration is open at [bikeleague.org](https://bikeleague.org).

**THURSDAY, 10/27**

8am–6 pm *Traffic Bicycling for Transportation Professionals* Instructor: Steven Goodridge

A day-long in-depth [transportation bicycling workshop](#) highly recommended for transportation

professionals and law enforcement. There will be both classroom portions and on-bike portions. *Steven Goodridge, Ph.D., is a board member with BikeWalk NC who has served on the NCDOT Bicycle Safety Committee and the HB232 Bicycle Safety Law Study Committee to promote best practices for motorist/bicyclist traffic interactions. Steven developed the Bicyclist Safety and Law Enforcement in-service training program used by multiple police departments across the state, and teaches the Traffic Bicycling for Transportation Professionals course. Steven is a certified League Cycling Instructor through the League of American Bicyclists and a certified Cycling Savvy Instructor through the American Bicycling Education Association.*

- 1:30–3:00 pm *Friendly Driver Program* Instructor: Trish Farnham, BikeWalk NC Programs Manager, LCI  
This is a data driven curriculum designed to educate motorists on driving practices that impact people who bike and pedestrians. The session includes an overview and discussion of how to avoid common crashes and reviews how to most appropriately navigate vulnerable road users infrastructure, such as bike lanes, side use paths and crosswalks.
- 3:15–4:45 pm *Building Community Engagement with a Walk: Walk Audit* Leader: Natalie Jones  
Attendees will be able to participate in both the NC Friendly Driver Program Session and the Walk Audit. A Walk Audit is an active workshop. Participants will "observe and evaluate" the walkability of a nearby location and document the findings.
- 5:00–8:00 *Kickoff social at Pitt Street Brewery, dinner on your own*  
Pitt Street Brewery has generously offered to donate a percentage of their profits to BikeWalk NC. There will be a shuttle available to take attendees to and from the brewery!
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## SUMMIT AGENDA

### FRIDAY, 10/28

*Activity for those interested: In person yoga class. Instructor TBA*

#### **Welcoming Remarks**

- Greenville Mayor PJ Connelly
- Pitt County Sheriff Paula Dance
- BikeWalk NC Board President Ted Silver
- BikeWalk NC Director Terry Lansdell

*Opening Keynote: **Don't Worry About Missing Out** Speaker: **David Zipper***

Flashy, expensive transportation technologies like Hyperloop and autonomous vehicles seldom live up to their hype. Why, then, do so many public officials keep focusing on them -- and how can we shift attention

toward the 'mundane' mobility solutions we actually need?

*David Zipper is a contributing writer at Bloomberg CityLab, and has also been published in The Washington Post, The Atlantic, and Slate. David focuses on topics including the future of autonomous vehicles, America's struggle to reduce roadway deaths, and the emerging uses of transportation data*

**Session: The State of the State: Active Transportation and Traffic Safety State Policy Updates,**

Speakers: Julie White, Deputy Secretary for Multimodal Transportation, NCDOT  
Mark Ezzell, Director, North Carolina Governor's Highway Safety Program

**Lunch Keynote: Addressing Distracted Driving** Speaker: **Joel D. Feldman**

Distracted driving continues to persist, despite efforts to decrease this dangerous driving behavior. "Raising awareness about the dangers of distracted driving" has not worked. Everyone who is reading this session description, despite working in traffic safety professions, has likely driven distracted. The distracted driving epidemic is a story of hypocrisy. Reducing distracted driving will require addressing that hypocrisy and using novel educational approaches. This session will present findings from focus groups, ongoing research and the experience of speaking with many thousands of teens about distracted driving, and will discuss most effective strategies for making distracted driving socially unacceptable.

*Joel D. Feldman lost his daughter Casey in a crash caused by a distracted driver in 2009. Following her death, Mr. Feldman created EndDD.org, "End Distracted Driving," and has developed science-based distracted driving presentations, as well as other resources, used by businesses, schools and community groups in educational initiatives.*

**Session: Anatomy of a Crash**

An interdisciplinary analysis of the experience when a vulnerable road user is hit by a motor vehicle operator. The experience will be seen through the lens of a crash survivor, a motorist, a health care professional, and a lawyer.

Panelists TBA

**Session: Small Cities, Big Impact: What Smaller Cities can Teach Us about Pedestrian Access**

A panel of planning staff from smaller cities in NC discuss how their municipalities have overcome their design challenges, built upon their assets and leveraged their circumstances to improve pedestrian access in their communities. Each municipality on the panel has been recognized for its commitment to promoting walkability and pedestrian access.

Panelists: TBA

**SATURDAY, 10/29**

*Activity for those interested: Informal Walk/Run/Roll from Lake Laupus*

**Active Session: Walk with a Doc Leader: Dr. Aundrea Oliver**

Dr. Aundrea Oliver of ECU Health and Brody School of Medicine will lead a [Walk with a Doc](#) session and facilitate a discussion with participants about the benefits of walking and how the built environment results in inequitable access to this basic activity.

**Welcome:** Dr. Shannon Longshore

**Saturday Opening Keynote: The Daily Act of Loving Where You Live Speaker: Melody Warnick**

Big city or small town, if you want your community to thrive, you have to help the people who live there to fall in love with it. Melody Warnick, author of *This Is Where You Belong: Finding Home Wherever You Are* and *If You Could Live Anywhere*, will explain the science behind the concept of place attachment—and why improving active transportation options and complete streets in your area helps residents want to put down roots. Using data and stories from North Carolina and beyond, Warnick will share a few simple strategies that can boost place attachment, well-being, economic growth, and talent attraction and retention in your town.

*Melody Warnick is the author of This Is Where You Belong: Finding Home Wherever You Are, an exploration of the ground-breaking concept of place attachment and a practical guide to loving the place where you live.*

**Session: More than a Trail: The Gullah Geechee Greenway/Blueway Heritage Trail**

Learn about the interdisciplinary collaboration behind the grassroots effort to develop the 30-mile Gullah Geechee Greenway/Blueway Heritage Trail in Brunswick County. This effort works to preserve, protect and celebrate a traditionally under-represented dimension of a region's history. The trail system will weave together neighborhoods, communities, and culturally significant landmarks while also improving active transportation connectivity in a rapidly growing region. Session will provide information on the history, funding streams, project strategy and multi-partner collaboration framing this regional project.

**Lunchtime Keynote: The Power of Two Speaker: GirlTrek's Faye Paige Edwards**

The GirlTrek Movement has grown from two individuals to a Movement empowering more than a million Black Women nationwide. GirlTrek is the Harriet Tubmans of their families and communities, walking to end inactivity, isolation, and injustice. GirlTrek recognizes safe pedestrian access as intrinsic to its mission and as such, works to improve the walkability and built environments of 50 high-need communities. As a member of GirlTrek's national organizing team, Faye Paige Edwards will discuss GirlTrek's best practices for advancing social change through local community engagement strategies.

**Session: Overview of Traffic Gardens**

Orientation to the Traffic Garden concept.

**Closing remarks**

We will end the program at the Heart Institute before heading over to the dedication of the Hillcrest Park Traffic Garden.

**Active Session: Dedication of the Hillcrest Park Traffic Garden,**

Speakers: Winterville Mayor Ricky Hines and BikeWalk NC Director Terry Lansdell

2:15 Hillcrest Park, Winterville NC at 2418 Cameron Street in Winterville, NC (about a 15 minute drive from ECHI)

In partnership with [BikeWalk NC](#), [AARP](#) and other community organizations, the Town of Winterville will dedicate the Hillcrest Park Traffic Garden, the first of its kind in eastern North Carolina. The Traffic Garden will provide a dedicated space for people to practice bicycling and pedestrian safety skills in a protected environment. Summit participants are encouraged to attend the dedication on their way out of Greenville.

*Activity for those interested: Hour or hour and a half bike ride in the outskirts of Greenville before heading home.*