



September 16-17, 2016
Asheville, NC



5th Annual NC Bike Summit
PEDALING TOWARD ECONOMIC DEVELOPMENT



Welcome!

On behalf of BikeWalk NC and the Asheville Planning Committee, welcome to our 5th annual professional development and education event. We hope you will be inspired with opportunities for engagement as we work toward making North Carolina the premier bicycling and pedestrian friendly state. And what a great place to be meeting in September – Asheville! We know many of you had to travel further than usual, but hopefully you will extend your stay and enjoy some time in the mountains.

This past year I've started hearing about the "bicycle movement" in North Carolina. While BikeWalk NC may want a bicycle movement – there isn't one without all of you. The changes and advancements you'll hear about have happened because of your efforts and your voices both locally and statewide. So thank you all for writing letters about the bicycling safety law study report and before that the proposed anti-road diet bill. For the first time in about 30 years, significant changes were made to our state's bike laws. The most significant was a change that BikeWalk NC has been working to advance for many years: motorists can now (October 2016) cross the solid center line (when safe of course!) to pass bicyclists. This benefits motorists and is one step in easing tensions between motorists and bicyclists. For this passing action, the language requires a four-foot clearance or changing lanes to pass – important precedence!

One consistent theme you'll hear at the summit is that investments in bicycle and pedestrian infrastructure result in economic vitality. Real estate values increase; health and quality of life increase; the list goes on beyond just connectivity and transportation choices. Towns are making these investments in response to your public demand. A promising trend is bike tourism. Take Cycle NC for example: just one of their annual cycling events generates over \$1 million in direct spending by participants coming from over 35 states – and there are currently about 80 events annually in NC pumping significant funds to charities and non-profits.

Thanks to all of our presenters for sharing their insights and expertise. Thanks to our sponsors for their contributions and support. And thanks to you for participating in our Summit. Now, let's get started in reconnecting with old friends and making some new ones here in Asheville. And we also hope you have fun!

Lisa Diaz Riegel, Executive Director
BikeWalk North Carolina

BikeWalk NC hosts an annual statewide bike summit in collaboration with local host city partners to provide information useful to bicycle and pedestrian advocates, transportation planners and engineers, business owners, elected officials, tourism professionals, public health practitioners, economic developers, and others from across the state.



City of Asheville
Office of the Mayor

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September 16, 2016

Welcome to Asheville NC Bike Summit!

Thanks for visiting us! We're glad you are here! As Mayor I am pleased to extend this official welcome to you on behalf of our citizens.

In Asheville bicycling is rapidly becoming a realistic mode of transportation as traffic congestion and environmental concerns become more evident. City Council's 2036 Vision states, "Sidewalks, greenways, and bike facilities get us where we want to go safely and keep us active and healthy. It is easy to live in Asheville without a car and still enjoy economic, academic, and social success."

I hope that you will have time to enjoy a ride on one of our greenways and through our neighborhoods. Asheville has many bicycle-friendly restaurants serving food grown right here in the mountains, eclectic shops with arts and crafts created by our local artisans, and entertainment venues featuring local and national performers.

Thank you for choosing to hold the Summit in Asheville. We appreciate your patronage of our local businesses. Your contributions to our local economy are deeply appreciated.

Please accept my invitation to visit us again sometime. I hope that you have a safe journey home.

Sincerely,

A handwritten signature in black ink, appearing to read "Esther E. Manheimer".

Esther E. Manheimer
Mayor

EEM/ted



Asheville on Bikes
RIDE YOUR CITY

Welcome to Bike Walk NC's fifth annual NC Bike Summit. On behalf of the summit steering committee, it's my honor to welcome you to Asheville and our exploration of the state of the bicycle in North Carolina. The steering committee and presenters worked diligently over the past six months to create a dynamic event that focuses on cycling's economic impact in North Carolina.

We approached our theme, "cycling toward economic development," through a variety of diverse perspectives, some direct and others indirect. All of these approaches, however, help demonstrate cycling's vast contributions to making our community and state a healthier and more vibrant place to live, work and play. It's been an honor to co-chair this year's summit. I appreciate the hard work of the steering committee and all the presenters. Thank you for your dedication to moving active transportation forward.

Each day is packed. We've crammed panels, presentations, mobile sessions and a reception into our two fleeting days. Despite our best efforts, topics are excluded, conversations will be cut short, and questions will go unasked and unanswered. At best, the summit is an incubator. It's a place where ideas are shared and sparked, where some relationships begin and others are strengthened. The power of the summit is that it provides us the opportunity to see ourselves, and our work, as part of a larger whole. It enables us to pick our noses up from the grindstones of our isolated local projects and share our successes, struggles, and failures with one another and across the state. The ultimate value of the summit is the coalescing of the North Carolina cycling community. I hope you'll remember that, and do something with it while you're here and, more importantly, after you leave.

As our state continues to grow and urbanize districts develop and revitalize, we face political, budgetary, and bureaucratic obstacles in expanding bicycle infrastructure, education, and culture. The summit provides us the opportunity to face the challenges together. Whatever hurdle or hang-up you face, there is somebody here who has already overcome it. Meet them, learn from them, build a relationship with them, and be sure to follow up with them so that we can continue to work across the state to advance cycling. Asheville on Bikes' motto is, "when you show, we grow." Let's embrace that statewide.

While you're here, please find the time to enjoy a little of Asheville. This city has plenty to offer and I encourage you to enjoy it. I'm proud to welcome you to my home and the NC Bike Summit. Together, we roll forward.

Mike Sule, Executive Director
Asheville on Bikes



GETTING AROUND

We have provided a “Get Moving” map of Asheville to assist you in finding your way around Asheville during the 2016 NC Bike Summit. Friday’s sessions will take place in the Renaissance Hotel located at 31 Woodfin Street. We will be meeting in Salon AB, Windsor A and Windsor B. Friday’s lunch will be served in the City/County Plaza also called the Roger McGuire Green or Pack Square at Reuter Terrace. Go out the rear entrance of the hotel and cross College Street to enter the Green. For inclement weather we will be in the Municipal Bldg. (fire & police station) on the far side of the Green.

Friday’s reception sponsored by New Belgium will take place at their brand new brewery located at 21 Craven Street. There will be a mobile workshop (bike ride) to experience some of Asheville’s bike facilities to the brewery. For those who would rather drive here are directions which you can use with the map to get there:

- Exit the Renaissance Hotel from the Woodfin Street side (the front of the bldg.) and cross Woodfin to travel up Central.
- Turn Left onto Chestnut Street. Cross Merrimon Ave between Trader Joe’s & Harris Teeter Grocery.
- Cross Broadway Avenue.
- Turn Left at the light onto Montford Avenue. Pass the Chamber of Commerce and cross over I-240 expressway.
- Turn Right onto Haywood Street at the Hyatt Place Hotel.
- Cross Patton Avenue at the light and you will be on Clingman Avenue.
- Follow Clingman down the hill to the round-about.
- Exit the round-about at the RiverLink Bridge which crosses the French Broad River.

- Turn Right at the end of the bridge onto Craven Street.
- New Belgium’s Liquid Center parking lot will be on your right or you can park on the street. There is additional parking in a gravel lot just beyond the brewery. The reception will be in the main part of the brewery right next to the Liquid Center. At the end of the reception at 8PM a new movie will be shown called “Roll with it”. This is a great cap to a fun filled day.

Saturday’s sessions will take place at the Sherrill Health Center of UNC-Asheville, located at 227 Campus Drive and shown in blue as building 19 on the map. We will be meeting in rooms SHE 407, SHE 411 and SHE 417. To get to the University follow the directions above to Broadway.

- Turn Right onto Broadway.
- Turn Right onto Weaver Blvd which is at the traffic light.
- At the round-about go $\frac{3}{4}$ way around and exit onto University Drive.
- Go up the hill to the road split. Take a left around University Drive.
- On the left you will see a Bull Dog statue. Take a left up the driveway after to access the parking garage. We will have signs to direct you for parking and to The Sherrill Center for the sessions.
- The sessions will be at the far end of the bldg. in SHE 407, 411, 417 (Mountain View Room).

Saturday’s Lunch will be on your own at the University cafeteria in the Brown Hall (Bldg 3 on the map and labeled Admissions). We will give directions during the conference.



SCHEDULE Friday, September 16th



REGISTRATION 12:30 PM - 5:00 PM

Renaissance Hotel Downtown Asheville (31 Woodfin St)

WELCOME
1:00 - 1:30 PM

Welcome

Mayor Esther Manheimer, Asheville Mayor

Lisa Riegel, Executive Director, BikeWalk NC

Salon AB

KEYNOTE
1:30 - 2:30 PM

Political Partnerships: Moving Active Transportation Forward

Panelists: Julie White, Executive Director, Metro Mayors Coalition

Kevin Lacy, Safety & Mobility Director, NCDOT

Brian Turner, NC House of Representatives, District 116

Moderator: Lisa Riegel, BikeWalk NC

Salon AB

I-1 Funding

We Should Have a Bike Path Here! Now What?

Suraiya Motsinger, Wilmington MPO;
Beth Doliboa, Wilmington MPO

Windsor A

I-2 Advocacy

A Cybernetic Approach to Bicycling Safety

Steven Goodridge, BikeWalk NC

Windsor B

I-3 Economic Benefits

Planning for Implementation

Bryan Poole, City of Durham; Dale McKeel, City of Durham; Scott Lane, Stantec; Iona Thomas, Stewart

Salon AB

SESSION 1
2:45 - 3:45 PM

2-1 Funding

Applied Tactical Urbanism in NC

Jennifer Baldwin, Alta Planning + Design; Katie Loyd, Alta Planning + Design; Jordan Moore, Sustain Charlotte; Bryan Poole, City of Durham; Edward Kinney, City of Greenville

Windsor A

2-2 Economic Benefits

Measuring Economic Impacts of Bicycling

Lauren Blackburn, VHB; Bill DeSantis, VHB

Windsor B

2-3 Economic Benefits

Business & Advocate Partnerships - Moving Active Transportation Forward

Toby Weas + Jeff Joyce, Asheville Area Chamber of Commerce; Michael Craft, New Belgium Brewing; Justin Mitchell, Mosaic Lifestyle Realty

Moderator: Mike Sule, Asheville on Bikes

Salon AB

SESSION 2
4:00 - 5:00 PM

MOBILE
5:00 - 6:00 PM

Bike Ride of AVL to New Belgium

Mike Sule, Asheville on Bikes

Tristan Winkler, City of Asheville

Meet outside near the front of the Renaissance Hotel.

RECEPTION
6:00 - 8:00 PM

Reception @ New Belgium w/ Mellow Mushroom pizza

followed by a showing of "Roll with It," a film about bicycle culture.

*Enjoy two beers compliments of New Belgium Brewing Co. Additional beers for cash donation. All donations support BikeWalk NC.

21 Craven Street - New Belgium's new brewery/east coast headquarters. Event Room.

SCHEDULE Saturday, September 17th



REGISTRATION 8:30 AM - 2:00 PM

UNCA Sherrill Center (227 Campus Drive)

WELCOME
9:00 - 9:15 AM

Welcome

Mike Sule, Asheville on Bikes

SHE 417

KEYNOTE
9:15 - 10:15 AM

Keynote Address

Mike Lydon, The Street Plans Collaborative in NY

SHE 417

SESSION 3
10:30 - 11:30 AM

3-1 Funding

Understanding Policy & Procedure to Achieve Complete Streets

Elizabeth Kane, NCDOT

SHE 417

3-2 Advocacy

Selling Cycling to General Public

Mary Embry, Mobycon

SHE 411

3-3 Ec. Benefits

Economic Impacts of Greenways & Bike Parks in NC

Sara O'Brien, NCSU - ITRE; Kristian Jackson, Appalachian State University

SHE 407

3-4 Mobile Session

A Bicycle Shower, Maintaining Your Bicycle

Debra Franklin, Bicycle Routes 4 Fitness and Bicycle Oven Company

Registration

LUNCH (ON YOUR OWN - UNCA CAFETERIA) 11:30 AM - 12:45 PM

Brown Hall, Bldg 3

SESSION 4
12:45 - 1:45 PM

4-1 Advocacy

Getting the Next Generation Rolling in NC

Ed Johnson, NCDOT; Jackie Moore, Active Routes to School, DHHS; Leah Mayo Acheson, Active Routes to School, DHHS; Rachel Reeser, Asheville on Bikes

SHE 417

4-2 Advocacy

Expanding Diversity & Participation in Bicycle Culture & Advocacy

Susan Wilson, City of Raleigh; Josh O'Conner, Buncombe County

SHE 411

4-3 Economic Benefits

Trails that Transform, The Economic Impact of Tourism

Blake Sanders, Alta Planning + Design; Matt Hayes, Alta Planning + Design

SHE 407

SESSION 5
2:00 - 3:00 PM

5-1 Funding

Partnering with Advocates to Achieve Investment: Stories from Raleigh to Hendersonville

Jason Myers, City of Raleigh; Joe Sanders, Bicycle Evangelist of Henderson County; Trung Vo, Kimley-Horn

SHE 417

5-2 Advocacy

Why Every Biking Advocate Should Be a Walking Advocate

Garrett Artz, River Link; Barb Mee, City of Asheville

SHE 411

5-3 Economic Benefits

Bicycle Infrastructure Engineering - From Basics to Innovation in Design and Implementation

Paul Benton, LandDesign; Reuben Moore, J. M. Teague Engineering & Planning

SHE 407

CLOSING
3:00 - 3:15 PM

Closing Circle: We Roll Forward Together

Lisa Riegel, Executive Director, BikeWalk NC

SHE 417

MOBILE
3:30 - 4:30 PM

Urban Tour of Asheville

Join members of the Blue Ridge Bicycle Club for an urban bicycle tour of Asheville. This tour will highlight some of our favorite areas of Asheville. It will last approximately 1 hour.

Outside Sherrill Center Entrance



SESSIONS

Friday, September 16

1:00 - 1:30 pm:

WELCOME

Mayor Esther Manheimer, Asheville Mayor

Lisa Riegel, Executive Director, Bike Walk NC

1:30 - 2:30 pm:

PANEL DISCUSSION

POLITICAL PARTNERSHIPS: MOVING ACTIVE TRANSPORTATION FORWARD

Julie White, Executive Director, Metro Mayors Coalition

Kevin Lacey, Safety & Mobility Director, NCDOT

Brian Turner, NC House of Representatives, District 116

This experienced panel of government leaders and experts will discuss the importance of bicycling and how bicycle advocates can build relationships within the political system to advance bicycle infrastructure and culture.

Moderator: Lisa Riegel

2:45 - 3:45 pm:

1-1 WE SHOULD HAVE A BIKE PATH HERE! NOW WHAT?

Suraiya Motsinger, Senior Transportation Planner, Wilmington MPO

Beth Doliboa, Urban Planner, Wilmington MPO

We all know that there are people in government that can be held accountable for improving our bicycle infrastructure network ... how do we find out who is in the hot seat where we live? And how do we get in touch with these folks to make sure the biggest concerns or opportunities for bicycle infrastructure in our community are addressed? If we know where

there are needs, there is a way for all of us to effectively communicate with bureaucrats to get those critical bicycle paths built.

Two bureaucrats want to use this session to give you the inside scoop about how to be most effective in procuring the bicycle infrastructure you know we need in the community.

1-2 A CYBERNETIC APPROACH TO BICYCLING SAFETY

Steven Goodridge, BikeWalk NC

We all need to understand how to cycle safely. This presentation will help you to understand:

1) bicycling/traffic safety as a system with multiple points of failure, 2) effective strategies to address common failure modes, 3) strengths and weaknesses of emerging automated collision avoidance technologies including automotive radar, computer vision and automatic emergency braking.

1-3 PLANNING FOR IMPLEMENTATION

Bryan Poole, Bicycle and Pedestrian Transportation Planner, City of Durham

Dale McKeel, Bicycle & Pedestrian Coordinator for City of Durham and Bicycle & Pedestrian Coordinator for Durham-Chapel Hill-Carrboro Metropolitan Planning Organization

Scott Lane, Project Manager for the Durham Bike & Pedestrian Implementation Plan, Stantec

Iona Thomas, VP, Manager of Bicycle & Pedestrian Practice at Stewart

Transportation professionals will learn how to better prioritize projects and identify appropriate funding strategies for projects. Advocates will learn what types of projects are most appropriate to be funded locally versus through State/Federal cost-share. Additionally, attendees will learn how public/private/non-profit

partnerships can move projects toward successful implementation.

4:00 - 5:00 pm:

2-1 APPLIED TACTICAL URBANISM IN NC

Jennifer Baldwin, Senior Planner, Alta Planning + Design

Katie Lloyd, Senior Designer, Alta Planning + Design

Jordan Moore, Bicycle Program Director, Sustain Charlotte

Bryan Pool, Bicycle and Pedestrian Transportation Planner, City of Durham

Edward A Kinney, Sr. Landscape Architect, City of Greenville, SC

Tactical urbanism (interventions that are often quick, temporary, cheap projects) aim to make a small part of a city or town more lively or enjoyable. For bike infrastructure, they can be particularly helpful in demonstrating how a bikeway can work on a particular street. Often called demonstration projects, several cities are implementing these pilot installations to push their bike programs forward. These initiatives can also strengthen partnerships between local governments, bike advocates and private businesses.

In this session, speakers will highlight best practices for bike demonstration projects, showcase national project examples, and highlight two local case studies in Durham and Charlotte.

2-2 MEASURING ECONOMIC IMPACTS OF BICYCLING

Lauren Blackburn, Senior Project Manager, VHB
Bill DeSantis, Corporate Director of Bicycle Transportation Planning & Design, VHB

The economic impacts of bicycle and pedestrian projects are intrinsic, as the improvements provide immediate construction work and improved transportation access to jobs. But, these projects also deliver indirect economic benefits, such as induced demand for retail and service jobs, enhanced property values, and reduced health care costs. This presentation will discuss the best metrics for studying the economic impact of bicycle and pedestrian improvements, and review case studies along the East Coast where corridors and communities have seen obvious economic benefits.

2-3 BUSINESS & ADVOCATE PARTNERSHIPS - MOVING ACTIVE TRANSPORTATION FORWARD

Toby Weas, Vice President of Public Policy, Membership & Legal Affairs, Asheville Area Chamber of Commerce

Jeff Joyce, Director of Public Policy, Asheville Area Chamber of Commerce

Michael Craft, VIP'er Squad, New Belgium Brewing Co

Justin Mitchell, Mosaic Lifestyle Realty

This experienced group of business leaders discusses why and how they work with advocates to advance bicycle infrastructure and culture in Asheville. If you're curious on how to reach out to the business community to leverage support for your cause, attend this panel and learn from Asheville's successful business advocacy partnerships.

Moderator: Mike Sule, Executive Director, Asheville on Bikes



5:00 - 6:00 pm:

MOBILE SESSION:

A ROLLING TOUR OF AVL TO NBB

Mike Sule, Executive Director, Asheville on Bikes
Tristan Winkler, City of Asheville

Mike Sule and Tristan Winkler tour the city of Asheville to explore recent infrastructure successes, ongoing challenges, and the future potential. Enjoy a social ride which concludes at New Belgium Brewery for the bike summit reception.

6:00- 8:00pm

RECEPTION @ NEW BELGIUM W/ MELLOW MUSHROOM PIZZA FOLLOWED BY A SHOWING OF "ROLL WITH IT," A FILM ABOUT BICYCLE CULTURE.

*Enjoy two beers compliments of New Belgium Brewing Co. Additional beers for cash donation. All donations support Bike Walk NC

Saturday, September 17

9:00 - 9:15 am:

WELCOME

Mike Sule, Asheville on Bikes

9:15 - 10:15 am:

Keynote Address

Mike Lydon, Principal, Street Plans Collaborative

Mike Lydon of The Street Plans Collaborative in NY is an internationally recognized planner, writer, speaker and advocate for livable cities. Mike is the creator and primary author of The Open Streets Project and the globally acclaimed series Tactical Urbanism: Short-Term Action, Long-Term Change. He also coauthored the Smart Growth Manual in 2009. He is a huge bike advocate, which is a key component of the Tactical Urbanism tool kit.

10:30 - 11:30 am:

3-1 UNDERSTANDING POLICY & PROCEDURE TO ACHIEVE COMPLETE STREETS

Elizabeth Kane, Bicycle and Pedestrian Division Transportation Planner II, NCDOT

How does NCDOT plan for and share the cost of bicycle accommodations in its projects? And how can communities implement bicycle facilities in cases where federal and state funding are not available? This session will explain NCDOT policy, practice, and funding guidance for accommodating bicycle and pedestrian facilities incidental to NCDOT projects, including the Complete Streets Policy (which directs NCDOT to consider and incorporate bicycle and pedestrian transportation in new projects as well as improvements); the Complete Streets Planning and Design Guidelines; and the Bridge Policy, Greenway Accommodations Policy, and Pedestrian Policy, which

govern how bicycle and pedestrian transportation is accommodated in NCDOT projects. The NCDOT process for project design and scoping, research, and analysis will be explained, with project examples. In addition, the session will explain funding options and assistance that towns in RPOs are using to construct projects when STIP/MPO options are not available.

3-2 SELLING CYCLING TO GENERAL PUBLIC

Mary Embry, Sustainable Mobility Consultant at Mobycon

With a professional background from world-renowned mobility agencies in both Denmark and the Netherlands, Mary Embry will present all-important lessons learned for what makes riding bikes the most appealing option – and how to answer our critics’ toughest questions.

Learn how to talk to non-cyclists about the value of cycling. Other topics include 1) moving the conversation beyond fear-mongering and “get fit” campaigns, 2) common barriers to cycling 3) the scuff-law cyclist myth, and 4) sharing the sidewalk - pedestrian & cyclists, friend or foe?

The presentation features examples of inspiring campaigns that reveal the most appealing and effective way to communicate the benefits of cycling to citizens.

3-3 ECONOMIC IMPACTS OF GREENWAYS & BIKE PARKS IN NC

Sara O’Brien, Program Manager NCSU - ITRE
Kristian Jackson, Senior Lecturer in Recreation Management at Appalachian State University

This session will examine the economic impacts of Durham’s American Tobacco Trail, Brevard’s greenway system, and Boone’s Rocky Knob Mountain Bike Park. The data collected from each facility will be presented along with the methodology developed to examine the data.

MOBILE SESSION:

3-4 A BICYCLE SHOWER, MAINTAINING YOUR BICYCLE

Debra Franklin, Executive Director Bicycle Routes 4 Fitness and Owner, Bicycle Oven Company

Join Debra to gain tips on how to keep your bicycle properly maintained.



12:45 - 1:45 am:

4-1 GETTING THE NEXT GENERATION ROLLING IN NC

Ed Johnson, Interim Assistant Director & Safe Routes to School, NCDOT

Leah Mayo Acheson, Active Routes to School, DHHS

Rachel Reeser, Afterschool Bike Coordinator & Board Member at Asheville on Bikes

Youth bicycle education continues to blossom in NC. Learn how NCDOT's Active Routes to School coordinators and Asheville on Bikes work with schools and other partners to get the next generation rolling.

4-2 EXPANDING DIVERSITY & PARTICIPATION IN BICYCLE CULTURE & ADVOCACY

Susan Wilson, Bicycle & Pedestrian Program Manager for the City of Raleigh

Josh O'Conner, Recreation Services Manager, Buncombe County

It is recognized that the people who attend meetings dealing with bicycle infrastructure and advocacy tend to be the same group over and over. This group, while passionate, often lacks diversity and representation from groups we seek to serve. This presentation will show examples of how the city of Raleigh has developed partnerships with other advocacy organizations to broaden the base. There will also be a discussion of the overall nature of advocacy and some of the structural barriers that inhibit diversity within participation. There will also be a focus on some of the rules and practices that we always repeat when attempting to gain input and how they cause us to exclude a broad segment of the population.

4-3 TRAILS THAT TRANSFORM, THE ECONOMIC IMPACT OF TOURISM

Blake Sanders, Landscape Architect, Alta Planning + Design

Matt Hayes, Principal, Southeast Regional Manager, Alta Planning + Design

Traditionally, bicycle and pedestrian planning most commonly occurs at the municipal level. This presentation explores the value of bicycle and pedestrian planning at the regional level. The presentation offers insights on: 1) how to collaborate effectively across multiple jurisdictions, 2) how to engage important stakeholders like NCDOT, health departments, bicycle clubs and advocacy groups, 3) how to connect and create bikeable small towns within a region, and 4) how North Carolina can become a mecca for bicycle tourism.

2:00 - 3:00 pm:

5-1 PARTNERING WITH ADVOCATES TO ACHIEVE INVESTMENT: STORIES FROM RALEIGH TO HENDERSONVILLE

Jason Myers, Transportation Planner for City of Raleigh

Joe Sanders, Bicycle Evangelist of Henderson County

Trung Vo, Engineer, Kimley-Horn

This presentation will describe the successful efforts to fund and implement bicycle infrastructure in Raleigh and Hendersonville. Learn how the Blue Ridge Bicycle Club has helped the City of Hendersonville become more bicycle-friendly and how the ongoing Bicycle Plan will set the stage for greater partnership in the future. Learn how Raleigh added 61 miles of infrastructure in 6 years, including prioritization, funding and lessons learned.

5-2 WHY EVERY BIKING ADVOCATE SHOULD BE A WALKING ADVOCATE

Garrett Artz, River Link, Executive Director

Barb Mee, Pedestrian & Bicycle Coordinator for City of Asheville

Discover the walking movement and how partnering with walking advocates can enhance your effectiveness by increasing your base of passionate supporters to include a more diverse group including the very young, very old and ethnic minorities. We will look at examples of how working together makes your case stronger and your project better, and discuss ways to look for places to collaborate with the walking movement so that you can bring this cooperative view home to your community.

5-3 BICYCLE INFRASTRUCTURE ENGINEERING - FROM BASICS TO INNOVATION IN DESIGN AND IMPLEMENTATION

Paul Benton, LandDesign

Reuben Moore, J. M. Teague Engineering & Planning

Greenways, trails, and active transportation are increasingly recognized for their economic development potential. This presentation examines the process of alternatives analysis, economic impact analysis, creative funding solutions, and best practices for engineering principles to guide the development of trails and active transportation projects in North Carolina.

3:00 - 3:15 pm:

CLOSING CIRCLE: WE ROLL FORWARD TOGETHER

Lisa Riegel, Executive Director, Bike Walk NC

MOBILE SESSION:

URBAN TOUR OF ASHEVILLE

Join members of the Blue Ridge Bicycle Club for an urban bicycle tour of Asheville. This tour will highlight some of our favorite areas of Asheville. It will last approximately 1 hour.



FEATURED SPEAKERS



Mike Lydon is a Principal of The Street Plans Collaborative, an international award-winning planning, design, and research-advocacy firm based in Miami, New York City, and San Francisco. Mike is an internationally recognized planner, writer, and advocate for livable cities. NPR, The New York Times, CNN Headline News, ABC News, City Lab, Smithsonian Magazine, Salon, Next City, and Architect Magazine have featured his work, among many other national and international publications. With Tony Garcia, Mike is co-author of *Tactical Urbanism: Short-term Action for Long-term Change*, published by Island Press in 2015 and named by Planetizen as one of the top 10 planning books of the year. Before launching Street Plans in 2009, Mike worked for Smart Growth Vermont, the Massachusetts Bicycle Coalition, and Ann Arbor's Get Downtown Program. From 2006 – 2009 Lydon worked for Duany Plater-Zyberk and

Company (DPZ), an international leader in the practice of smart growth planning, design, and research techniques. Mike received a B.A. in American Cultural Studies from Bates College and a Masters in Urban Planning from the University of Michigan. Mike lives in Brooklyn, New York and he encourages you to trade four wheels for two.

Julie White is the Executive Director for the N.C. Metropolitan Mayors Coalition. The Coalition was formed in 2001 by Governor McCrory and includes the State's larger city mayors. Julie has spent the past nineteen years in government affairs, communications, public policy, politics and campaigns. She has served in leadership roles in the offices of the Lieutenant Governor, the Governor, the State Treasurer, the House Majority Leader, and now the Metro Mayors. Julie has been awarded the Triangle Business Journal's Women in Business Public Policy Award and the WTS Women in Transportation Community Advocacy Award. Julie lives in Raleigh with her husband and three children.

Kevin Lacy is the State Traffic Engineer for the North Carolina Department of Transportation. He directs the Department's Transportation Mobility and Safety Division that encompasses six units including the Traffic Safety Unit, Intelligent Transportation Systems and Signals Unit, Traffic Management Unit, Signing and Delineation Unit, Traffic Systems Operations Unit, and Oversize and Overweight Permit Unit. The mission of the Division is to provide safe and efficient movement of all modes of transportation through the research, design, and implementation of innovative traffic safety and operation strategies. Kevin and members of his team continue to be involved in statewide and national efforts to advance their mission through research, the development and application of effective policies, and development of operational techniques that improve traffic flow and improve safety for motorists, pedestrians and cyclists. The Transportation Mobility and Safety Division directs various programs that have a combined annual budget of over \$100 million.

Democratic Rep. **Brian Turner** was elected to the NC House in 2014, unseating a two-term incumbent. In the legislature, Brian has fought for increased public funding for critically needed infrastructure and healthier communities. Brian has a BA in Economics from Northwestern University and an MBA from Wake Forest University. Brian practices commercial real estate in the Asheville area where he lives with his wife Katina and daughter Eleanor.

PRESENTERS

Leah Mayo Acheson is the Region 9 Active Routes to School Coordinator, serving 15 northeastern N.C. counties. Leah received a B.S. in Community Health Education from UNC Wilmington, and a M.P.H. from East Carolina University. Leah is passionate about multi-sector collaboration to decrease chronic disease through active and healthy lifestyles among youth and adults, and how the built environment impacts health behaviors. Leah is a League Certified Instructor (LCI #4857).

Garrett Artz is an attorney, husband, and father of three children. He is the Executive Director of Riverlink, a group working to promote the French Broad River as a place to live, learn, work, and play. He is also co-founder and board president of an active transportation advocacy group, Connect Enka. In 2015, he completed an America Walks Walking College Fellowship. As an LCI and longtime cycling advocate, the latter experience opened his eyes to the need for cycling advocates to also be walking advocates.

Jennifer Baldwin has over 10 years of multimodal transportation planning experience in both the public and private sector. Having managed bicycle and pedestrian programs at both the state and local level, she brings a unique perspective to comprehensive master planning, public outreach, and project implementation. She is a Senior Planner at Alta Planning + Design.

Paul Benton, El, LandDesign. With experience in public and private projects that bridge engineering and planning, Paul specializes in mixed-use development, greenways, trails, and public open space. Paul consults on bicycle facility design in a variety of developments in Charlotte and beyond. His work addresses multimodal needs in dense urban environments. Passionate about the role of Civil Engineering in the design of livable cities, Paul is vice-chair of the Charlotte Bicycle Advisory Committee and a daily bike commuter.

Lauren Blackburn is a Senior Project Manager based in VHB's Raleigh office and provides expertise to a variety of transportation, planning, and research projects. Her key areas of interest are in bicycle and pedestrian transportation, comprehensive planning, roadway safety, and community health. Prior to joining VHB, Lauren worked for the North Carolina Department of Transportation (NCDOT) as the director of the Division of Bicycle and Pedestrian Transportation. Previously, she was the planning manager for the Town of Davidson, North Carolina, where she helped create the town's land development plans and policies.

Michael Craft has been an employee owner at New Belgium Brewing Company for more than 14 years, for 9 of those in the role of 'Senator of Tour de Fat Non-Profit Relations'. He has had the unique experience of working with over 35 different bicycle non-profits across the country. Michael recently relocated to Asheville to be a part of New Belgium's newest brewery and is excited to get to work on making his new home a better place to walk and ride bicycles.

Bill DiSantis is VHB's Corporate Director of Bicycle Transportation Planning & Design and has overall technical responsibility for safety improvement projects ranging from local bicycle and pedestrian trails, on-road bikeways and multi-modal connections. He is also the corporate leader of VHB's Bicycle/Pedestrian and Transportation Enhancement practice. As technical advisor on numerous bicycle/pedestrian and alternative transportation projects in the eastern United States, he has an active role in the planning, design and construction of bicycle facilities in fifteen states. Bill is a technical member of the NCUTCD Bicycle Technical Committee, a member of the League of American Bicyclists, a League Cycling Instructor, a Florida Bicycle Association Cycling Savvy Instructor, a National Mountain Bike Patrol Instructor, a member of the Blackstone River Bikeway Patrol, and a bicycle commuter.



Beth Doblinoa joined the Wilmington Urban Area MPO in November 2015, after working as a civil designer and transportation planner for a consultant for over 3 years. Since joining the WMPO she has taken a significant interest in bicycle and pedestrian facilities and serves as the WMPO's secretary for the Bicycle and Pedestrian Advisory Committee. In her spare time she enjoys biking, camping, going to concerts, and relaxing on the beach.

Mary Embry: Working as an integrated mobility consultant for Mobycon, Mary translates best practices in active transportation, especially from the Netherlands and Denmark, to benefit American cities and make streets friendly to all users, using her unique international perspective. Mary studied at UNC and University of Copenhagen, and following her studies, she worked as Director of Planning at Copenhagenize Design Co. She has delivered talks, including one at TEDx Copenhagen, and participated in international workshops and conferences.

Debra L Franklin is owner of the Bicycle Oven Company in Charlotte NC. She is also Executive Director of Bike Routes 4 Fitness Inc., Bicycling on Purpose, sponsoring neighborhood rides featuring the first and last mile for public transit passengers and bus operators. She was recently appointed to the Charlotte Bicycle Advisory Committee by the Mecklenburg County Board of Commissioners.

Steven Goodridge holds a Ph.D. in electrical engineering from NC State University, where his research focused on computer vision and sensor fusion algorithms for autonomous robots. Dr. Goodridge teaches BikeWalk NC's Traffic Bicycling course, and developed the Bicyclist Safety and Law Enforcement in-service training program for police. He enjoys bike commuting to his job in Cary, where he develops new video and RF sensor technologies for intelligence applications.

Matt Hayes: Over the past fifteen years, Matt has led dozens of bicycle and pedestrian planning efforts across North Carolina and the Southeast. He is the leader of Alta's largest East Coast office in Durham, NC. He served as co-project manager for WalkBikeNC: North Carolina's Pedestrian and Bicycle Plan and has led multiple regional bicycle and pedestrian planning efforts in the State including the ongoing Cape Fear Regional Bicycle Plan.

Kristian Jackson has spent the past two decades developing an admiration for the trails, and the trail communities, of the southern Appalachians. He is a Senior Lecturer in Recreation Management at Appalachian State University. He continues to lead the effort to develop trails and the riding community at Rocky Knob Mountain Bike Park, contributes stories to Freehub Magazine, trains international mountain bike instructors and guides for the Professional Mountain Bike Instructor Association, and enjoys rides with his family in Boone.

Ed Johnson is the Acting Director for the Division of Bicycle and Pedestrian Transportation as well as the Safe Routes to School Coordinator for NCDOT. He has worked several years in the related fields of landscape architecture, transportation engineering and grants administration. Ed is a graduate of Florida A&M University in Landscape Design and Management and has a Master's degree in Landscape Architecture from the North Carolina State University College of Design.

Jeff Joyce works as the Director of Public Policy for the Asheville Area Chamber of Commerce where he represents the voice of Western North Carolina business on a local, state and federal level. Jeff currently serves on the Board of the Young Professionals of Asheville and chairs the Buncombe County Citizens Transportation Advisory Board. Jeff has been in Asheville eight years and was named an Asheville Forty Under 40 in 2015. When not working he can usually be found on two wheels in Pisgah.

Betsy Kane joined the NCDOT Bicycle and Pedestrian Division in 2015 as a Transportation Planner II. Previously, she was a planner with the Department of Commerce Division of Community Assistance, and with NCDOT as a Community Planner III in the Project Development and Environmental Analysis branch. She has a master's degree in urban and regional planning from the University of Florida and graduated with honors from the UNC-Chapel Hill School of Law.

Scott Lane has 25 years of planning and policy experience, including directing metropolitan planning organizations and serving as a senior project manager in the private sector. He has extensive experience in municipal, regional, and national transportation planning and policy matters, economic impact analyses; bicycle and pedestrian project analysis and coordination; roadway and transit planning; and land use impacts from transportation projects and corridor studies.

Katie Lloyd is a professional Landscape Architect at Alta Planning + Design, focusing on creating active communities through placemaking as well as bicycle and pedestrian infrastructure. With a background in both Fine Arts (BFA, Winthrop University) and Landscape Architecture (MLA, Clemson University), she strives to design vibrant public spaces that promote meaningful outdoor activity, while increasing livability and community unity.

Esther Manheimer was first elected to the Asheville City Council in 2009, and elected Vice-Mayor by her peers in 2011. She was elected Mayor in 2013. Esther earned her Juris Doctor degree and her Master of Public Administration from University of North Carolina Chapel Hill. She earned her Bachelor of Arts degree from the University of Colorado at Boulder. She is a partner in the Van Winkle Law Firm in Asheville where she specializes in government/municipal law, land use law, and commercial litigation.

Dale McKeel works as the bicycle and pedestrian coordinator for the City of Durham and the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization, a position he has held since 2006. Previously he was transportation planner for the Town of Carrboro, and executive director of Scenic North Carolina. He is a native North Carolinian (Goldsboro) and a dedicated bicycle commuter.

Barb Mee is Asheville's Bike/Ped Planner. Her goal is for all to have good transportation choices, including awesome bicycle facilities. Barb believes we go further faster and are happier when we work together. Asheville's Bicycle Friendly Community and Walk Friendly Community awards are because of work done by and with active transportation advocates. Barb graduated from Appalachian State University and belongs to the American Institute of Certified Planners. She was raised in Portland, Oregon, and moved to Asheville in 1998.

Justin Mitchell has 16 years of experience as a full time Realtor, with a focus on historic properties, green homes and high-density projects in downtown area of Asheville. He is a pro mountain bike racer, bicycle commuter, and was the Hendersonville Greenway Chairman 2002-2004. He has a BA Environmental Studies and Sociology.

Jackie Moore received her bachelor's degree in Environmental Health from WCU and a master's degree in Public Health/Health Administration from the University of North Carolina at Chapel Hill. Jackie is currently the Region I Active Routes To School Coordinator for the 7 western counties including (Clay, Cherokee, Graham, Jackson, Haywood, Macon, Swain and Transylvania). In 2015 Jackie completed the Traffic Skills 101 course and went on to become a League Cycle Instructor.



Reuben Moore, PE, joined J. M. Teague Engineering & Planning after 30 years of service with NCDOT. Experience includes: Transportation Planning, Operations, and Traffic Engineering. He is a Virginia Tech graduate, became a Professional Engineer in 1988, and was an Air Force officer. Reuben is known for championing bicycle and pedestrian projects, using roundabouts in lieu of signals, safety evaluation, and Strategic Corridor functional preservation. Reuben and his wife Valerie have 4 grown children and 4 grandchildren.

Suraiya Motsinger is a Senior Transportation Planner for the Wilmington MPO. Suraiya works on various long-range highway, freight/rail, mass transportation, and bicycle and pedestrian planning efforts to include management of the MPO's submittals to NCDOT's Prioritization Process and assisting in the 2014 City of Wilmington Transportation Bond Initiative. In her spare time, Suraiya enjoys running, cooking healthy meals, and spending time in her downtown neighborhood.

Jason Myers has been a Transportation Planner for City of Raleigh since 2013. His work covers all modes of transportation, with a particular focus on streetscapes, traffic calming, and bicycle planning. He earned a Master's in Urban and Regional Planning from the University of Michigan and has ten years of experience in planning practice and transportation research. He lives in Raleigh with his wife Maria and his daughters Carmen and Elena.

Sarah O'Brien manages the bicycle and pedestrian program at ITRE, and has over 10 years of experience in non-motorized planning, education, policy, design, and research. She conducts studies to improve safety and operations for active travelers. She helped establish NCDOT's Planning Grant Initiative, SRTS program, and Non-Motorized Volume Data Program. Sarah is a member of the TRB Bicycle Committee. She has

facilitated, instructed or developed over 80 active travel-related courses targeting a variety of audiences.

Josh O'Conner is the Buncombe County Recreation Services Manager. He holds a MA in Geography from Appalachian, a MA in Project Management from Western Carolina, and a MA in Peace and Conflict Studies from UNC Greensboro. Josh is involved in transportation planning as the Chair of the Technical Coordinating Committee for the French Broad River MPO. He oversees County greenway planning. His bike of choice is an IRO Mark V fixie; he enjoys alleycats, hardcourt bike polo, and has an undiagnosed bike hoarding problem.

Bryan Poole is Bicycle and Pedestrian Transportation Planner for the City of Durham. He previously worked for NCDOT's Division of Bicycle and Pedestrian Transportation, and the Pedestrian and Bicycle Information Center.

Rachel Parks Reeser has been an educator in Asheville since 2003. Throughout her career she has spearheaded many "green" initiatives and is the teacher who regularly rode her bike to school in a skirt. Walking Wednesdays were some of her favorite mornings getting to know other families in the school community. Rachel is a founder of Asheville on Bikes and as a board member she coordinates Bike Club at Asheville Middle School. She is currently on a break from teaching and enjoys many adventures with her year old son, Ridge.

Lisa Riegel: As BikeWalk NC's first executive director, Lisa is excited about advocating for a more walkable, bicyclist-friendly North Carolina, having been an advocate for healthy and economically vibrant community development for over 15 years. Prior to joining BWNC, she served for eight years as the Executive Director, NC Natural Heritage Trust Fund (NHTF), a land conservation grant program within the NC Dept of Environment and Natural Resources

(DENR). While with DENR she also served as the inter-agency sustainability coordinator and represented DENR on several collaborations such as NCDOT's Statewide Bike and Pedestrian Master Plan Steering Committee, the Uwharrie Regional Resources Commission (focusing on economic development), and the NC Climate Action Plan Advisory Group. Lisa graduated from Duke University with a BS in geology and a MS in Engineering Geology (hydrology) from Drexel University.

Blake Sanders has 10+ years as a Landscape Architect, focusing on guiding municipalities from conceptual planning through construction administration. His experience includes streetscape improvements, corridor planning, bike and greenway planning, as well as municipal, campus, park and recreation design. Blake is a graduate of Clemson University and serves as an Associate Landscape Architect in Alta's Greenville, SC office. Blake is also the Mayor West Pelzer, SC.

Joe Sanders resides in Hendersonville where he has recently been dubbed the bicycle evangelist. In 2014 and 2015 he wrote or assisted in writing successful NCDOT Bike Planning grant applications for Hendersonville, Laurel Park and Flat Rock. All three municipalities are currently working on their plans. He is the past president of Blue Ridge Bicycle Club and now devotes his time as the Henderson County representative for the Club, working on greenway and rail trail projects. In his spare time he is also an LCI.

Mike Sule is the co-founder and director of Asheville on Bikes (AoB) a non-profit whose mission it is to cultivate the culture of urban and commuter riding through advocacy and celebration. Sule has spearheaded a variety of advocacy campaigns, education programs, and events that support AoB's mission.

Iona Thomas is the leader of Stewart's Bicycle & Pedestrian Practice. She is a certified planner who combines her passion for biking and walking with extensive technical expertise and management skills to create bicycle and pedestrian facilities throughout North Carolina. Iona is also proud to chair the North Carolina East Coast Greenway Committee. She is a passionate supporter of biking and walking facilities and believes they play an important role in economic development, creating healthy communities, providing alternate transportation modes and connecting people with nature.

Trung Vo: Both a professional engineer and a certified planner, Trung believes in the possibility of harmony between engineering and planning. Trung's professional experience comprises multimodal mobility planning, corridor operations, and public outreach. His professional and personal passions are the same: to plan for and promote walking, riding bikes, and taking transit. Bicycling is his primary mode of transportation, and it gives him the perspective he needs in his work helping communities become more bicycle-friendly.

Susan Wilson, AICP is the Bicycle & Pedestrian Program Manager for the City of Raleigh. She has over 15 years experience in transportation planning in both the public and private sector. Prior to joining the City of Raleigh, Susan served as the Manager of Transportation & Maritime Planning for Portsmouth, Virginia. Susan's approach to planning is that if you plan for bicyclists and pedestrians great street and places will follow.



SPECIAL EVENTS



2016 NC BIKE SUMMIT RECEPTION

Friday, September 16th 6:00 - 8:00 pm

Attend a special reception for bike summit attendees at the brand new event room at New Belgium Brewery located at 21 Craven Street. Enjoy two beers compliments of New Belgium Brewing Company and pizza from Mellow Mushroom. Additional beers will be available for cash donations. All donations support BikeWalk NC. There will also be a special showing of the short movie "Roll with It". This delightful film will inspire you to jump on your bike and take off on an adventure.



Open Streets Asheville
Sunday, September 18 from 1-5 PM

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openstreetsasheville.com

OPEN STREETS ASHEVILLE

Sunday September 18th - 1:00 - 5:00pm

Imagine car-free downtown streets used for a few hours of healthy family fun. It's Open Streets Asheville!

Join Ashevilleans as they walk, bike, shop and skate through the streets of downtown Asheville on September 18, 2016 from 1-5 PM. It's a whole new way to experience Asheville with your friends and family.

Our route is a 1.5-mile loop of streets hugging Asheville landmarks, and we're filling it with people of all ages and almost every activity you can think of that doesn't include a motor vehicle. Linger longer as sidewalk storefronts offer special sales and the chance to visit with local business owners.

ACKNOWLEDGMENTS

Presented By



Local Hosts:



In Partnership With:



2016 NC Bike Summit Planning Committee

BikeWalk NC would like to thank the 2016 NC Bike Summit Conference Planning Committee for all of their hard work and assistance.

Garrett Artz – RiverLink Executive Director, Friends of Connect Enka

Ally Clonch – UNC Chapel Hill, city & regional planning graduate program

Kent Cranford – Owner Motion Makers Bike Shops

Tony Hauser, PLA, PE – Altamont Environmental, Inc. and Blue Ridge Bike Club

Don Kostelec – Alta Planning; Kostelec Planning

Sonia Marcus – UNC-Asheville, Director of Sustainability

Reuben Moore – J.M. Teague Engineering & Planning

Claudia Nix – Co-owner Liberty Bicycles, Inc., Friends of Connect Buncombe Board & Advocacy Chair for Blue Ridge Bike Club

Josh O'Conner – Buncombe County Director Recreation Services

Lisa Riegel – BikeWalk NC, Executive Director

Mike Sule – Asheville on Bikes, Executive Director

Julie White – BikeWalk NC board & Blue Ridge Bike Club, Newsletter Editor & Advocacy Committee, Friends of Connect Buncombe Board

Tristan Winkler – Senior Transportation Planner of French Broad River MPO



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In honor of a fellow cyclist, Gene Rotberg, who tragically lost his life on May 10, 2016 when he was hit while riding his bicycle on Highway 98 in Durham, donations have made it possible for several Triangle-Area advocates to attend this summit.

