ELEVENTH ANNUAL

# NC BikeWalk Transportation Summit



SAFETY: AT THE HEART OF ACTIVE MOBILITY

OCTOBER 27-29, 2022

East Carolina Heart Institute
Greenville, NC



PROGRAM



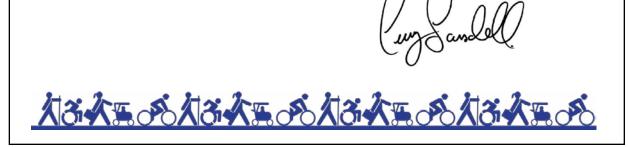




Greenville North Carolina has welcomed us here for our 11th Annual NC Bike-Walk Transportation Summit. This year has something in common with our first Summit, as it was our board member Steven Hardy-Braz who worked to make that summit happen 11 years ago. From those beginnings, we are now bringing partnerships, presenters and members from far and wide. The list of sponsors, and most importantly, a grant from the Governor's Highway Safety Program, are making this summit possible for us all to explore, discuss, and understand how we all have to travel safely. Meeting at the East Carolina Heart Institute became the foundation for our theme this year, Safety: At The Heart of Active Mobility, and is the motivating factor for all we do at BikeWalkNC.

This year's summit will be filled with direct engagements with our built environment through walks, rides and rolls. We have engaged partners like AARP to create a permanent feature for the community that will prove to be an incredible community asset and hope that you will visit our Winterville Traffic Garden on Saturday to experience it for yourself. But the bulk of our work here in Greenville is to provide conversations on active transportation policy, to understand the impacts to our personal lives and to our communities when safety fails, and all sorts of discussions about active mobility's impact on communities from trails to the road and beyond.

We cannot make this summit happen without so many generous partners and volunteers who contributed their ideas and resources. We welcome you to Greenville, and know you will find yourself in good company!



#### **2022 NC BikeWalk Transportation Summit Committee**

#### BikeWalk NC Executive Director, Terry Lansdell

#### **BWNC Board Members**

Deana Acklin	Ann Groninger	Ritchie Rozelle
Dan Besse	Steven Hardy-Braz	Ted Silver
Debra Franklin	Garet Johnson	Carol Stein
Steven Goodridge	Sarah Parkins	Kenneth Withrow

Heidi Perov Perry

#### **Committee Members**

Rosalie Calarco	Toneisha Jones	Mike Ross
Chad Carwein	Alice Keene	Bion Schulken
Yolanda Davette	Suzanne LaFollette-Black	Mary Schulken
Eliud de Jesus	Terry Lansdell	Ted Silver
Dionne Evans	David Manning	Carol Stein
Trish Farnham	Andrew Meeker	Ellen Walston
Jeffery Fields	David Miller	Rachel Whitten
Debra Franklin	Tony Parker	Larry Widman
Anu Hanumanthu	Sarah Parkins	Ben Wise
Steven Hardy-Braz	Heidi Perov Perry	Rich Zeck

#### **Traffic Garden Committee**

Steven Hardy- Braz Mayor Ricky Hines Evan Johnston Alice Keene Ellen Walston

AICP Certification Maintenance (CM) Credits available The ID # is 9256560 (see APA-NC Website for hours offered).

# Thank You, Local Partners!









The Summit committee has worked with ECU Sustainability and our local food vendors, Villa Verde and Harvey's, to reduce waste and use environmentally-conscious products wherever possible.

#### **Summit Schedule at a Glance**

All events are in the East Carolina Health Institute, 115 Heart Dr, Greenville, NC 27834 unless otherwise noted. There are maps on pages 35–36 for your reference.

THURSDAY		
1:30-3:00p	Friendly Driver Program	
3:15-4:45p	Building Community Engagement with a Walk: Walk Audit (Active session)	
5:00-8:00p	Social Gathering at Pitt Street Brewing, (food truck on site), Transportation	
•	Trivia will begin at 6:30	
	Dinner on your own	
FRIDAY		
7:00–7:45a	Yoga for Bicyclists and Walkers (limited to first 30)	
7.00 77.150	Meet at ECU Health Sciences Campus Student Center, Room 236	
7:30-8:30a	Registration, Breakfast	
8:30–9:00 a	Welcoming Remarks	
9:15–10:00a	Keynote address by David Zipper	
	BREAK	
10:30-11:15a	The State of the State	
11:30-12:00p	Lunch (get your lunch and find a seat)	
12:00-12:45p	Lunch Speaker Joel Feldman	
1:00-1:45p	Active session (outside) OR	
1:00-1:45p	Table Topics (inside)	
2:00-3:00p	Anatomy of a Crash	
·	BREAK	
3:30-4:30p	Small Cities, Big Impact	
	Evening on your own	
SATURDAY		
7:00a	For those interested:	
7.00a	Wake up Run/Walk/Roll (all paces) and Wake Up Bike ride to the Greenway,	
	led by local leaders	
7:30a	Registration	
8:00-9:30a	Breakfast	
8:30-9:15a	Walk with a Doc (Active session outside)	
9:30a	Welcome	
9:45-10:30a	Saturday Morning Speaker: Melody Warnick	
10:45-11:45a	·	
12:00-12:45p	Lunchtime Speaker Faye Paige Edwards	
1:00-1:15p	Overview of Traffic Garden	
1:15-1:30p	Closing remarks before heading over to dedication of	
•	Traffic Garden in Winterville	
2:15-2:45p	Dedication of Traffic Garden	
2:45-4:30p	Post-Summit No-Drop Bike Ride (approx. 17 mi) led by local riders for those	
	who want to join, followed by a gathering at Local Oak Brewery for a farewell	
	toast!	

#### 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.

Moderator: Trish Farnham

Panelists:

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



#### Pre-Summit Workshops (In Person)

#### **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.

#### 1:30–3:00 pm Friendly Driver Program

Instructor: Trish Farnham

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: A Walk Audit

Leaders: Suzanne LaFollette-Black, Dionne Evans

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 pm 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. We will have Transportation Trivia (6:30) for prizes! There will be a shuttle available to take attendees to and from the brewery.

Note, the **Greenville Bicycle Company** (the only local bike shop in Greenville) is located on the back side of Pitt St Brewery and will stay open late Thursday night if people wish to stop by and see/support the shop. It is within Greenville's new social district, so you can walk over to the shop with your Pitt St beer if so desired!

See pp 36–37 for bike route to Pitt Street Brewery, shuttle information, and more!



#### Summit Agenda

#### FRIDAY, 10/28

7:00–7:45 am **Morning Yoga** (limit to first 30 people)

Instructor: Liza Hardy-Braz

Activity for those interested: In-person yoga class, with a focus on poses that are bene-

ficial to bicyclists, walkers, and runners.

ECU Health Sciences Campus Student Center, Room 236

7:30 am Registration Opens

7:45-8:30 am **BREAKFAST** 

8:30–9:00 am Welcoming Remarks

• Greenville Mayor PJ Connelly

• Pitt County Sheriff Paula Dance

• BikeWalk NC Board President Ted Silver

• BikeWalk NC Director Terry Lansdell

#### 9:15-10:00 am Opening Keynote: Don't Worry About Missing Out

#### **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?

**BREAK**: Check out our sponsors' tables.

10:30-11:15 am Session: The State of the State: Active Transportation

and Traffic Safety State Policy Updates

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

#### 11:15 –1:45 pm LUNCH AND RELATED PROGRAMMING

11:30–12:00 Grab your **LUNCH** and find a seat, speaker will begin at 12:00

# 12:00–12:45 pm Addressing the Hypocrisy of Distracted Driving: A Discussion of Effective Strategies

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.

1:00-1:45 pm

Option: Active Session:

We're No Longer Number 1, Come See Why:

A Walking Tour with Greenville's Award-Winning Traffic Safety Task Force

**Facilitators:** 

Ellen Walston, ECU Health and Sgt. Mike Ross, Greenville Police Department

The award-winning Greenville Traffic Safety Task Force has received well-deserved national recognition for its collaborative, focused commitment to improve traffic safety in the Greenville region. Task Force representatives Ellen Walston and Sergeant Mike Ross will host a walking conversation to a nearby traffic safety installation, discussing the Task Force's work and approach. The tour will leave from ECHI, occur during the extended lunch break and walk to nearby safety installations, returning in time for the Summit's 2pm session.

1:00-1:45 pm

Option: "Let's Do Lunch" Table Talk **Safe Routes to School** Discussion table

Facilitators: Ed Johnson (NCDOT) and Sarah O'Brien (UNC-HSRC)

Several of you have been wondering lately about the status of Safe Routes to School in NC, and also what communities are doing in this area. Come talk to other SRTS advocates. NCDOT and UNC Highway Safety Research Center (HSRC) will have staff on hand to help with the discussion and to answer questions.

If you have other table topics you would like to see discussed, let us know and we can announce other topics to the group.

#### 2:00–3:00 pm Session: Anatomy of a Crash

What really happens in the aftermath of a crash? This session will dig deep into what occurs when a vulnerable road user is hit by a motor vehicle operator. The experience will be seen through the lens of a crash survivor and a motorist, as well as the health care and legal perspectives.

Moderator: Ellen Walston

Panelists:

**Steven Hardy-Braz**, Psychologist, Safe Roads advocate **Tasha Hairston-Springs**, Owner, Texting is Risky Business **Ann Groninger**, BikeLaw NC

Dr. Nathaniel Poulin, Dept. of Surgery, ECU

### 3:30–4:30 pm 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.

Moderator: Eliud De Jesus

Panelists:

Mt. Airy: **Darren Lewis**Leland: **Barnes Sutton**Archdale: **Jason Miller**Elizabeth City: **Kellen Long** 

#### **SATURDAY, 10/29**

Informal Activities for those interested: Informal Walk/Run/Roll. Start time is 7:00 a.m. Starting location will be Residence Inn.

7:30 am Registration

8:00-9:30 am **BREAKFAST** 

8:30–9:15 am Option: Active Session: **Walk with a Doc** 

Facilitator: 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.

9:30-9:45 am **Welcome** 

Dr. Shannon Longshore, Dept. of Surgery, Brody School of Medicine, ECU

#### 9:45–10:30 am 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 help 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.

## 10:45–11:45 am Session: Where the Trail Meets the Road: Using Greenways and Multi-Use Paths to Advance Multi-Modal Connectivity

NC has declared 2023 the Year of the Trail. Greenways and multi-use paths are increasingly popular recreational and public health resources, but don't always create viable, multi-modal commuting alternatives in local communities. This session will feature examples of these paths facilitating true commuter connectivity, discuss design and safety considerations, and share insights gained and lessons learned through their development.

Moderator: Carol Stein

Panelists:

City of Durham: **Dale McKeel**City of Wilmington: **Abby Lorenzo**East Coast Greenway: **Andrew Meeker** 

11:45 am **LUNCH** and Lunchtime Speaker

12:00 -12:45 pm **The Power of Two** 

Speaker: Faye Paige Edwards

The GirlTrek Movement has grown from two individuals to a movement empowering more than a million Black Women nationwide. GirlTrekkers are 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.

1:00-1:15 pm Session: Overview of Traffic Gardens

Orientation to the Traffic Garden concept.

1:15-1:30 pm *Closing remarks* 

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

Travel to Winterville for Dedication of the Hillcrest Park Traffic Garden

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

2:15 pm Active Session: Dedication of the Hillcrest Park Traffic Garden

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

In partnership with BikeWalkNC, <u>AARP</u> 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 at the close of the Summit.

Option: Activity for Those Who are Interested: Post-Summit Ride

Following the Traffic Garden dedication, local cyclists will host an hour or hour and a half bike ride in the outskirts of Greenville, followed by fellowship at Local Oak Brewery in Winterville.

QR Code for Ride information

**6** 

2:45 pm

#### Keynote and Featured Speakers



#### **DAVID ZIPPER**

David Zipper is a Visiting Fellow at the Harvard Kennedy School's Taubman Center for State and Local Government, where he examines the interplay between urban policy and new mobility technologies. David's perspective on urban development is rooted in his experience working within city hall as well as being a venture capitalist, policy researcher, and startup advocate. He has consulted with numerous startups and public officials about regulatory strategy.

A Contributing Writer at Bloomberg CityLab, David's writing about urban innovation has also been published in The Washington Post, The Atlantic, and Slate. His 2018 article in Fast Company was the first to apply the "walled garden" framework to urban mobility. David focuses on topics including the future of autonomous vehicles, America's struggle to reduce roadway deaths, and the emerging uses of transportation data.

From 2013 to 2017 David was the Managing Director for Smart Cities and Mobility at 1776, a global entrepreneurial hub with over 1,300 member startups. He previously served as the Director of Business Development and Strategy under two mayors in Washington DC and as Executive Director of NYC Business Solutions in New York City under Mayor Bloomberg.

David holds an MBA with Highest Honors from Harvard Business School, an M.Phil in Land Economy (Urban Planning) from Cambridge University, and a BA with High Honors from Swarthmore College. He has been selected as a Truman Scholar, a Gates Scholar, and a Baker Scholar.

David can be found on Twitter at @davidzipper and can be reached through his website, www.davidzipper. com.



#### **JOEL FELDMAN**

Following the death of his daughter Casey by a distracted driver in 2009, 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. Mr. Feldman coordinates a network of speakers who have presented to more than 500,000 students across the U.S. and in Canada, all without cost to schools.

Mr. Feldman has personally given nearly 1000 distracted driving presentations to more than 200,000 teens and adults since 2012, and has been the keynote speaker at a number of legal, medical, traffic safety and business conferences. Current projects include developing distracted driving programs for elementary and middle school students, working on programs to help keep first responders safe from distracted driving and evaluation of

distracted driving initiatives to maximize their effectiveness.

He is a member of the NTSB's National Distracted Driving Coalition and chairs the youth education subcommittee and is coordinating a study with Harvard that will be one of the most comprehensive teen distracted driving projects ever undertaken.

Mr. Feldman is a shareholder in the Philadelphia law firm of Anapol Weiss and after Casey's death obtained his masters in counseling from Villanova University.

Mr. Feldman can be reached at info@EndDD.org



#### **MELODY WARNICK**

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.

As part of her placemaking studies, Melody examines the contributions of walkability in establishing truly connected communities. Melody has analyzed walkability efforts made in Raleigh, NC, Blacksburg, VA and explored the effect of Walk Scores and Open Streets concepts on a community's viability.

Her second book, If You Could Live Anywhere: The Surprising Power of Place in a Work-from-Anywhere World, describes how location-independent people choose where to live and how communities can attract and retain them. Melody's books have been featured in the New York Times, Time magazine, Fast Company, Psychology Today, and others. She's also written for

such publications as the Washington Post, the New York Times, Slate, Reader's Digest, The Guardian, Good Housekeeping, and Woman's Day. A regular speaker about how residents can thrive in their communities, Melody lives with her family in Blacksburg, Virginia. You can find out more and subscribe to her newsletter about place at her website, melodywarnick.com.



#### **FAYE PAIGE EDWARDS**

Faye Paige Edwards has been an organizer for GirlTrek since 2012. She recently joined the GirlTrek National Team to lead the Allies and Black Civic Organizations Special Impact Team. GirlTrek has surpassed the 1 million mark and is now the largest health movement for Black women in the world. In her new role, she will support the implementation of GirlTrek's expanded vision to mobilize a mass movement to increase the life expectancy of 700 million Black women worldwide by 10 years in 10 years.

Ms. Edwards was an inaugural member of America Walks Walking College Fellows and has served as a Walking College Mentor. She has also facilitated collaborations with Trailnet - St Louis Missouri's bike/walk advocacy organization.

Her education includes a BA, MA, and MBA from the Ross School of Business at the University of Michigan. She is a cer-

tified Community Health Worker, NCBH Adult Mental Health First Aid Instructor, FAA Remote Pilot, and USA Drone Soccer Instructor.

#### **Presenters**



#### **Barbara Akinwole (Walk Audit)**

Barbara is a resident of Leland, NC and a member of AARP's Executive Council. She is on the NC Livability Team and the AARP Coastal Region's Livability Team. As a member of the Coastal Region Livability Team, Barbara will work with the Town of Leland to prepare for its entry into the Age Friendly Network of Communities. Barbara also serves on the Town of Leland's Planning Board. She is writer and freelance researcher and holds the Master of Library Science degree from North Carolina Central University.



#### **Rosalie Calarco (Walk Audit)**

Rosalie has a Bachelor of Social Work from University of North Carolina at Wilmington and received a Master of Social Work from the University of Georgia. Rosalie has practiced macro-level social work her entire career. Rosalie handled military and veteran's casework for a former US Congressman and US Senator for over 17 years. Rosalie now works for AARPNC as the Associate State Director of the Coastal Region. AARP has been working to assist more veterans in the Coastal area and at the

national level. Rosalie also serves on the NASW NC Chapter board and will become President of the Board in July.



#### P.J. Connelly (Friday Welcome)

Mayor P.J. Connelly is a public leader dedicated to seeing Greenville flourish and committed to acting as a responsible steward of the public's trust. Mayor Connelly first joined the Greenville community in 2004 as a standout member of East Carolina University's baseball team. He graduated in 2005 with a degree in Finance and went on to play professional baseball with the Los Angeles Angels for a period before returning to Greenville in 2007 to open his own real estate business and start a family,

marrying Jaclyn Connelly in 2009 and going on to become a father to Mary Kate and Caroline. Mayor Connelly channeled his passion for his community into public service, volunteering his time as a member of the City of Greenville's Planning & Zoning Commission, where he weighed in on a number of issues regarding planning regulations and future developments. In 2015, he was elected to the City Council to represent the citizens of District 5, and successfully ran for the office of Mayor to represent the community as a whole in 2017. Mayor Connelly also represents the City on a number of regional boards and committees, including: the Stormwater Advisory Committee, the Pitt-Greenville Chamber Board, the Greenville Urban Area Metropolitan Organization (MPO), North Carolina Metropolitan Mayors, North Carolina League of Municipalities (NCLM) Mayors Association, and the NCLM Advancing Municipal Leaders Advisory Council.



#### **Katherine Dale (Walk Audit)**

Katherine Dale is a Greenville resident, an avid bicyclist and a marine ecologist/data scientist. As a postdoctoral scholar at ECU, Dr. Dale works with Dr. Rebecca Asch and others to examine how changes in the ocean environment affect the timing and distribution of larval fish from Baja, Mexico all the way up to the Gulf of Alaska!



#### **Sheriff Paula Dance (Friday Welcome)**

Sheriff Paula Dance is the Sheriff of Pitt County. Dance served about 4 years with the Martin County Sheriff's Office and in 1994 transitioned her career to Pitt County and began working with the Pitt County Sheriff's Office. After serving as a patrol deputy for four years, she was promoted to Sgt. of the Domestic Violence Unit. Shortly thereafter, she was promoted to the Investigations Unit as a Major Crimes Investigator. She was further promoted in 2010 to Lt. of Investigations and was sub-

sequently promoted to Captain in 2011. Her last promotion was to the rank of Major in 2013 making her the third in command with the Sheriff's Office. Under her command she played an intricate role in ensuring our Office continued to advance and thrive. Sheriff Dance has played a hand in contributing to the enduring legacy of the Sheriff's Office and its commitment to be an exemplary agency, one that is recognized for its achievements and leadership from all over the Country.



#### Rebecca Delphia (Pre Summit National Panel)

Rebecca Delphia, an Advisor with AARP's Livable Communities initiative, partners with local leaders, policy makers and citizen activists nationwide to make communities more livable for people of all ages. She leads the development of nationwide trainings, technical assistance programs and partnerships to support AARP's 53 State Offices to achieve their livable communities goals.

Rebecca comes to AARP's livable communities initiative after serving as associate state director for community outreach with AARP Pennsylvania. Prior to working for

AARP, Rebecca held an appointment as the first-ever chief service officer in the Pittsburgh Mayor's Office. In that role, she developed and implemented high-impact, volunteer-fueled initiatives that tackled pressing city needs with a focus on the revitalization of Pittsburgh's 90 neighborhoods.

Rebecca holds both a bachelor's degree and master's of social work degree from New York University's Silver School of Social Work, where she was a scholar in the Catherine B. Reynolds Program in Social Entrepreneurship. Rebecca and her family are proud to call Pittsburgh their home.



#### **Dionne Evans (Walk Audit)**

Dionne Evans is a fitness professional in Greenville, NC and serves on the City of Greenville's Multi-Modal Transportation Commission. She is an avid cyclist and runner, and is a three-time Boston Marathon Qualifier. Dionne is committed to making Greenville a safer and more accessible city for non-motorized transit. She has a Bachelor of Science in Exercise and Sports Science from East Carolina University.



#### Mark Ezzell (NC Governor's Highway Safety Program Policy Updates)

Mark Ezzell was appointed as Director of the NC Governor's Highway Safety Program (NC GHSP) in 2017

by Governor Roy Cooper. In this role, Ezzell leads a group of dedicated professionals working to reduce

traffic deaths and injuries in North Carolina. NC GHSP does this by funding over 100 local and state traffic safety initiatives and helping coordinate program and poli-

cy efforts that will lead to safety transportation options foreveryone.

Mark has spent the past twenty years leading public health and public safety funding efforts. Previously, he served as Executive Director of the Addiction Professionals of North Carolina (APNC), the statewide association of substance use disorder treatment and prevention professionals. He also led tobacco-free schools & college efforts for the NC Health & Wellness Trust Fund, a statewide public health foundation,

and has directed external relations for the NC Governor's Crime Commission. Mark has a long history of civic engagement. He has previously served as chair of the Board of Elections in Wake County, the most populous county in North Carolina, and has also served as chair of the NC Council on Developmental Disabilities.



#### Trish Farnham (NC Friendly Driver Program)

Trish Farnham is BikeWalk NC's first program manager, joining the staff in 2021. Trish developed and has taught BikeWalk NC's Bicycle Friendly Driver program and its other educational programs. Trish is a lifelong pedestrian and self-described, unapologetic "basket bike" cyclist. A long-time disability rights advocate, Trish spent the previous twelve years working on healthcare and long-term care policy at the NC Department of Health and Human Services. Throughout her life, Trish has directly

witnessed the transformative impact physical activity and accessibility can have on the collective health and well-being of a community.

Trish has an MPA from Georgia State University and a BA in Geography and American Studies from Miami University.



#### **Steven Goodridge (Transportation Bicycling)**

Steven Goodridge is a board member with BikeWalk NC who has been involved in bicycling education and advocacy in North Carolina for over 20 years. 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 at the annual NC Bike/Walk Summit. 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. Steven earned his Ph.D. in Electrical Engineering from North Carolina State University and his BS in Electrical Engineering from the University of New Hampshire.



#### Ann Groninger (Anatomy of a Crash)

As a North Carolina attorney since 1995 Ann has been representing cyclists around the state for over 12 years. She speaks to groups to educate cyclists about their legal rights and has been involved in local and state advocacy groups to promote cycling and improve cycling safety. Ann lives and works near Center City Charlotte. She is a competitive cyclist and off-road bicyclist too. Ann earned her JD from Tulane University Law School and a Bachelors of Science in Engineering Arts from Michigan State University.



#### Steven Hardy Braz (Anatomy of a Crash)

Steven is a passionate cyclist and advocate for safer, more accessible and equitable streets for all vulnerable road users, greenways, and trails.

Trained as a school psychologist and sign language interpreter, Steven strives to use those skills on the BWNC board, and while advocating at the local, county, state, and national level for greater awareness, accessibility, and safety for cyclists and pedestrians of all types, ages, and abilities. He has served on numerous and varied committees

and groups striving for safer roads for rides with his friends, family, and friends not-yet-met. He has ridden across the U.S. in a self-supported fashion and has biked, hiked, run, strolled, and rolled in several other countries with an observing eye to build more inclusive and just communities through physical and emotional connections with the world and each other.



#### **Mayor Ricky Hines (Traffic Garden Dedication)**

Mayor Hines serves as mayor for the town of Winterville and also served on the Town Council since 2017. He and his family have resided in Winterville for the past 19 years. He works for USDA Rural Development as an area tech and coaches Youth League football.



#### **Peter Johnke (Pre Summit National Panel)**

Peter is the Deputy Director of the Vermont Center for Independent Living, and Chair of the Transportation Advocacy Committee of the National Council for Independent Living. He's been part of the Independent Living Movement for over 30 years. Peter has low vision and is hard of hearing and refers to himself as a 'carless' traveler, so he is a big advocate of biking and walking and uses an e-bike. He's involved with many national, state and local organizations advocating for accessible

transportation for people with disabilities.



#### **Ed Johnson (Safe Routes to School Discussion)**

Ed is 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. While working in these different but related fields, he has had the opportunity to contribute to many different projects and experiences. These include the design and construction of various transportation facilities as well as the design, construction and management of local and regional greenways, open spaces and parks.

Edis a graduate of Florida A&M University and has a Master's degree in Landscape Architecture from the NC State University College of Design. He is a registered Landscape Architect in NC also an active member of the American Society of Landscape Architects in the NC Chapter.



#### Suzanne LaFollette-Black (Walk Audit)

Suzanne serves on the NC BikeWalk Transportation Summit's Steering Committee and is a resident of Wilmington. Prior to her retirement in 2021, Suzanne served as NC AARP's Associate State Director of Advocacy and Outreach. In 2021, Suzanne was recognized by the NC Coalition on Aging with the Pioneer Award for her service to older adults, including her efforts to build age-friendly communities throughout coastal North Carolina.



#### Terry Lansdell (BikeWalk NC Executive Director)

Terry has served as BikeWalk NC's Executive Director since June, 2018 and is a certified cycling instructor through the League of American Bicyclists. Terry comes to BikeWalk NC from Clean Air Carolina where he held several positions, most recently that of Public Policy Manager. In addition to his work with Clean Air Carolina, Terry has extensive experience with non-profits, including work with both Trips for Kids and the Safe Routes to School National Partnership. Terry's work to advance sustain-

ability is well known and was recognized by Sustain Charlotte in 2015 when he received their Outstanding Leader Award. Terry is also an accomplished distance cyclist who has competed in four solo Race Across America events (RAAM), the Race Across the West on a fixed gear bicycle and holds the UMCA state record for North Carolina.



#### **Darren Lewis (Small Cities, Big Impact)**

Darren Lewis is the Assistant City Manager for Mount Airy, North Carolina. Prior to being the Assistant City Manager, Darren previously served as the Parks and Recreation Director for the City of Mount Airy. Darren has worked in the recreation field for over thirty years. Mount Airy is a vibrant rural community of approximately 10,000 residents in the foothills of North Carolina and Darren feels fortunate to serve a community that others like to live, work, play, stay and shop! Darren's profes-

sional goal as Assistant City Manager is to make Mount Airy a more walkable and livable community for people of all ages and abilities. Darren also serves as the United Fund Chairman for Surry County with the challenge of raising \$500,000 for the 2022-2023 campaign year supporting 24 different non-profits in our community. Darren and his wife Rebecca have three children and live in Mount Airy. He enjoys running and spending time with family and friends.



#### **Kellen Long (Small Cities, Big Impact)**

Kellen Long has served as Elizabeth City's Community Development Director since June, 2021. Kellen earned her bachelors in Urban and Regional Planning from East Carolina University in 2017. Prior to her current job, Kellen served as a planner within the Community Development Department. Before starting her career with Elizabeth City, Kellen previously served as a Safe Routes to School grant coordinator for the northeastern North Carolina Region (region 9) as well as an Active Living Interven-

tion Lead during her time in college, which was an independent study through East Carolina University and Albemarle Regional Health Services. During this time Kellen produced an analysis of all the comprehensive municipal plans within a 17 county region in northeastern North Carolina. This report was used as a study to evaluate how our built environment affects our region's public health.

Elizabeth City has been recognized as one of the most walkable cities in North Carolina and was recently awarded a federal Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant to support vulnerable road user infrastructure.



#### **Dr. Shannon Longshore (Saturday Welcome)**

Dr. Longshore is the interim division chief of pediatric surgery, medical director of pediatric trauma, and medical director of injury prevention at ECU Health. Dr. Longshore is originally from Sweetwater, Tennessee but now considers Greenville, North Carolina home. She attended medical school at the University of Tennessee and completed her surgical residency at UC Davis. She was a research fellow on short gut syndrome at Washington University and completed a pediatric surgical fellowship

at Loma Linda, California.



#### Abby Lorenzo (Where the Trail Meets the Road)

Abby Lorenzo is the Deputy Director of the Wilmington Metropolitan Planning Organization (WMPO). Abby will speak on the local and regional efforts to establish and expand the Gary Shell Cross City Trail in Wilmington, NC. This 15 mile (and growing) multi-use path provides dedicated bicycle and pedestrian infrastructure throughout Wilmington, creating viable multi-modal connectivity between essential community resources. Abby has a Bachelor of Science in Civil Engineering from

the University of Vermont and a Masters of Public Administration from the University of North Carolina-Wilmington.



#### **Mike McGinn (Pre-Summit National Panel)**

Mike McGinn is the Executive Director of America Walks, a leading national non-profit that advances safe, equitable, accessible, and enjoyable places to walk and move by giving people and communities the resources to effectively advocate for change. Mike got his start in local politics as a neighborhood activist pushing for walkability. From there he founded a non-profit focused on sustainable and equitable growth, and then became mayor of Seattle. He has always worked to add new voices to City

decision-making and has gained deep insights into how influence is gained and wielded to make change. Just before joining America Walks, Mike worked to help Feet First, Washington State's walking advocacy organization, expand their sphere of influence across Washington state. He has worked on numerous public education, legislative, ballot measure and election campaigns – which has given him an abiding faith in the power of organizing and volunteers to create change. His many years of advocating for sustainable cities and environmental justice give him perspective to expand America Walks partnerships.



#### Dale McKeel (Where the Trail Meets the Road)

Dale McKeel has served as the Bicycle and Pedestrian Coordinator for the City of Durham and Durham-Chapel Hill-Carrboro MPO since 2006. Over the past 30 years, McKeel has also worked as executive director of Scenic North Carolina and transportation planner for the Town of Carrboro.



#### Andrew Meeker (Where the Trail Meets the Road)

Based in Durham, North Carolina, Andrew Meeker is the East Coast Greenway Alliance's first full-time North Carolina Coordinator. In this role, Andrew carries state-wide responsibilities for all aspects of Greenway development, advocacy and state committee and volunteer engagement. Andrew supports communities along the route in North Carolina, which has been designated an official State Trail, as they plan, build and maintain sections of the Greenway.

Proficient in Geographic Information Systems, Andrew most recently worked as a map designer for Terrabilt Wayfinding Systems, while also serving as campaign manager for Durham City Council candidate AJ Williams. Since 2019, he also has worked with NCGrowth, the North Carolina Climate Justice Collective and Sunrise Movement.

Andrew holds a bachelor's degree in geography and environmental studies from Macalester College and earned his master's degree in city and regional planning from the University of North Carolina at Chapel Hill.



#### **Jason Miller (Small Cities, Big Impact)**

Jason Miller, AICP has served as the Planning Director for the City of Archdale since 2016. Prior to being promoted to Planning Director, he served as the City's Planning Officer for over ten years. Jason has a specific interest in public policy that promotes Aging in Community principles and strategies. An advocate of AARP's Livable Communities Initiative and Public Policy Institute, he assisted Archdale in becoming the 325th community to enroll in the AARP Network of Age-Friendly Communities in

2019. Jason worked with Benchmark Planning to incorporate AARP's livability factors into the City's first Comprehensive Plan, which was adopted in December of 2020. Jason studied Urban and Economic Development, completing his M.A. and Ph.D. in Geography from the University of North Carolina at Greensboro.



#### **Bill Nesper (Pre Summit National Panel)**

Bill Nesper is Executive Director of the National League of American Bicyclists. A national leader in bicycle programming, planning, and policy, Bill has supported local and state advocacy, led workshops for local communities across the country, and contributed to bicycling policy and planning guidance at all levels. As Executive Director, Bill has a passion for supporting the incredible League staff, building stronger partnerships, and making the League more effective at building a Bicycle Friendly Amer-

ica for Everyone. He holds a BA in History from the University of Florida and an MA from George Mason University.



#### Sarah Worth O'Brien (Safe Routes to School Lunch Discussion)

Sarah O'Brien is a senior research associate at the UNC Highway Safety Research Center with 19 years of experience in non-motorized planning, education, policy, design, and research. Her primary focus is conducting research and providing technical assistance to practitioners to improve walking and bicycling within communities. A certified National Highway Institute (NHI) instructor, Sarah is adept at developing, organizing, and delivering courses and workshops on topics like planning, design,

accessibility, Safe Routes to School, enforcement, and decision-making processes related to bicycle and pedestrian transportation. She led the development of the North Carolina Department of Transportation (NCDOT) Let's Go NC! curriculum to teach elementary aged children bicycle and pedestrian safety and skills, and she helped develop a Basic Law Enforcement Training module to teach officers about North Carolina laws and enforcement strategies related to non-motorized travel. Sarah has practical experience collecting field data such as accessibility, volume, speed, and user profiles and behaviors and has conducted controlled and naturalistic observational studies. She also launched and led NCDOT's Non-Motorized Volume Data Program for five years and recently rotated off as chair of the Transportation Research Board's (TRB) Bicycle and Pedestrian Data Subcommittee (ACP70(2)).



#### Aundrea Oliver, MD (Walk with A Doc)

Dr. Oliver is an Assistant Professor at ECU's Brody School of Medicine and specializes in thoracic and foregut surgery. She brings both her personal and professional experience to inform clinical approaches for addressing social determinants of health. Dr. Oliver will lead a Walk with a Doc session and will facilitate a discussion with participants about the benefits of walking and how a person's environment influences the option to walk. Dr. Oliver received a Bachelor's degree in Biological Anthropology

from Harvard University and is a graduate of Boston University School of Medicine. She completed her residency at Brigham and Women's Hospital, followed by two thoracic fellowships at Vanderbilt University and ECU/Vidant Medical Center.



#### Dr. Nathaniel Poulin (Anatomy of a Crash)

Dr. Poulin is a Clinical Assistant Professor of Acute Care Surgery at ECU's Brody School of Medicine and specializes in Trauma and Surgical Critical Care. Dr. Poulin is a graduate of the Chicago Medical School. He completed his residency in General Surgery at the Eastern Virginia Medical School, followed by a fellowship in Surgical Critical Care at the University of Maryland.



Task Force.

#### Sgt. Mike Ross (Greenville Traffic Safety Task Force Tour)

Sgt. Mike Ross is a lifelong Greenville resident and has served in the Greenville Police Department since 1998. In 2017, he became Sergeant of the GPD's Traffic Safety Unit. Prior to this, Sgt. Ross served in the GPD Field Operations Bureau as a Patrol Officer and Traffic Safety Officer and in the Criminal Investigations Bureau as a Sergeant of the Special Victims and Gangs Units. Sergeant Ross also represents the Greenville Police Department on the nationally recognized Greenville Traffic Safety

#### **Ted Silver (Friday Welcome)**



Ted is chair of the Banner Elk Bike/Ped Committee and Program Coordinator for the country's only academic bicycling minor degree at Lees-McRae College. A Licensed Certified Instructor (LCI), he doesn't like to sit on the sidelines – he's been actively involved in bike advocacy as a member of bike clubs and organizations ranging from the Randonneurs USA (member number 341) to president of the largest bike club in Miami, Florida. He also served as Chairman of the Miami-Dade County Bike/Ped

Advisory Committee (advising the Miami-Dade MPO) for almost 10 years before retiring from law and moving from the flat topography of Florida to the mountains of North Carolina; he road rides as often as he can. With his legal background, and cycling knowledge and experience, he hopes to help accomplish the mission and goals of BikeWalk NC for safe and sustainable cycling and walking.

#### Tasha Hairston Springs (Anatomy of a Crash)



Tasha Hairston Springs is a survivor of traffic violence. In 2018 she founded Texting Is Risky Business, LLC located in Winston-Salem, NC, with the mission of eradicating all mobile device use in vehicles in order to help keep our families, fleets and communities safe from this form of distracted driving.

On October 17, 2012, Tasha was involved in a distracted driving crash when she responded to a text message to her daughter. In the crash, Tasha was disfigured and is

now permanently disabled. She also hurt two other people in a separate vehicle.

Tasha is now an impact speaker with StreetSafe US and a supporter of Vision Zero and Hands Free NC. Tasha is also an author and a transformational coach. She created the M.A.D method (Mindfully Aware Drivers), a 21- day distracted driving prevention program designed to break the bad habit of driving distracted. Tasha works with other safety professionals to create a culture of safety for motorists, cyclists, fleet organizations, and institutions of higher learning. Tasha will be graduating in November of 2022 with a degree from Southern New Hampshire University with a Psychology with a concentration in Child and Adolescent Development. She plans on attending Clemson University to obtain her Masters of Transportation Safety Administration (MTSA) in the fall of 2023.

#### Barnes Sutton, AICP, CFM, CSM (Small Cities, Big Impact)



Barnes Sutton is a Community Development Planner for the Town of Leland where he plans, coordinates and manages advanced urban and municipal planning projects including neighborhood and commercial corridor revitalization efforts, as well as implementing short and long-range strategies related to land use and livability and transportation networks. Barnes has previously served the Town of Navassa and Pender County. In 2021, Barnes was a recipient of the Wilmington Chamber of

Commerce's 40 Under 40 Award. Barnes has a Master's in Public Administration, a Bachelor of Science in Business Administration, and a Bachelor of Arts in Public and International Affairs, all from the University of North Carolina-Wilmington.



#### Jill Twark (Walk Audit)

Dr. Jill Twark is an Associate Professor in ECU's Department of Foreign Languages and Literatures and is also the founder of Friends of Greenville Greenways (FROGGS). FROGGS continues to work to promote and elevate the quality of life for all citizens by maintaining existing greenways, planning expansions, and encouraging local communities and businesses to join in their advocacy for viable, environmentally conscious recreation and transportation opportunities. A Greenville resident since

2002, Jill is personally dedicated to expanding the use of multi-modal transportation in her adopted home town.



#### **Eric Vitale (Walk Audit)**

Eric Vitale is a transportation planner with the City of Durham where he has served nearly 6 months. Prior to joining the City of Durham, Eric worked as a transportation planner for the City of Fayetteville and the Fayetteville Area Metropolitan Planning Organization doing both short and long range transportation planning, site planning, and GIS. He also serves as the chair of the North Carolina Association of Pedestrian and Bicycle Professionals chapter. As a graduate of East Carolina University, Eric

enjoys working and living in North Carolina and ensuring its future success.



#### Ellen Walston (Greenville Traffic Safety Task Force Tour)

Ellen has been the injury prevention program coordinator for the Eastern Carolina Injury Prevention Program at Vidant Medical Center in Greenville, North Carolina since 2006. Ellen is the coalition coordinator for Safe Kids Pitt County. She has presented at the Lifesavers Highway Safety conference, the Safe States conference, the Governor's Highway Safety Traffic Safety Expo, the North Carolina Bike Walk Summit, Safe Kids Worldwide PREVCON conference, and Safe Kids North Carolina

conference. Ellen has written and managed over 2 million dollars in external funds for community child safety grants. Ellen has a Bachelor of Arts degree from Salem College and a Master of Social Work degree from Florida State University.



#### **Julie White (NCDOT Policy Updates)**

Julie White is the N.C. Department of Transportation's Deputy Secretary for Multi-modal Transportation. In this role, Julie oversees the Rail, Aviation, Ferry, and Integrated Mobility Divisions, including over 800 employees and over \$500 million a year in state and federal funds. Julie serves on the American Public Transportation Association Board of Directors and as the chair of the Southeast Rail Corridor Commission. She has over two decades of public service in state and local government. She earned

a Master of Public Administration from N.C. State University and a Bachelor of Arts from Michigan State University.

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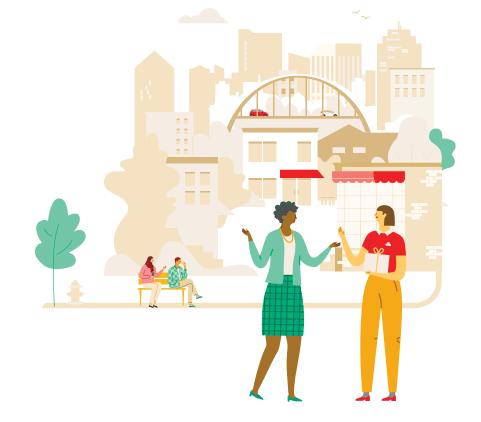


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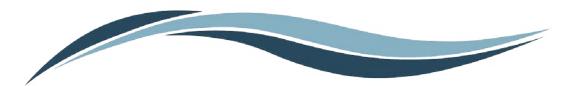


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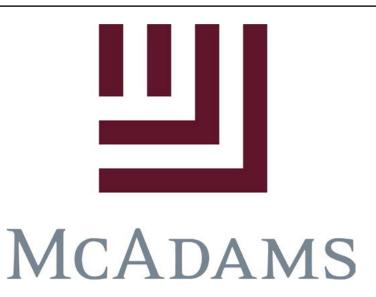




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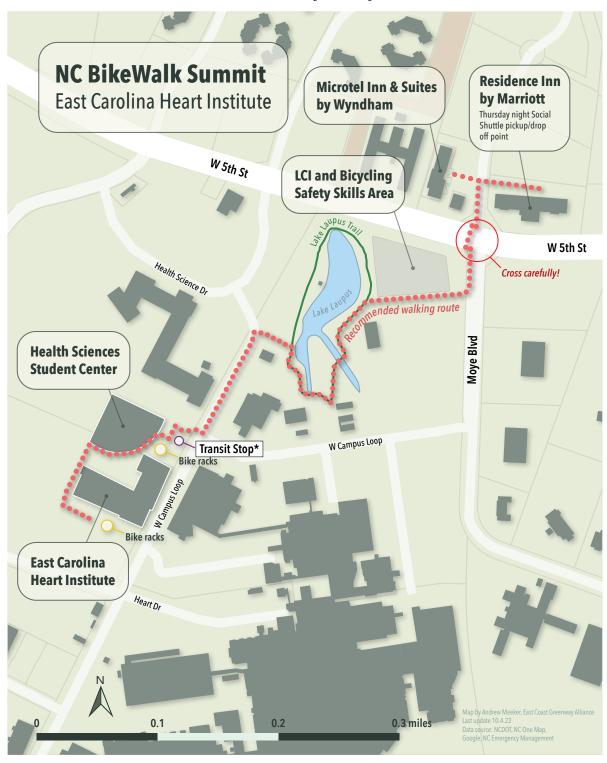








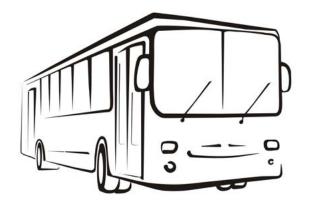
#### ECHI Campus Map



<sup>\*</sup> Health Sciences Student Center Bus Stop on ECU Transit Map. See map on next page for Thursday night Shuttle bus location.

#### Biking/walking routes from ECHI to Uptown Greenville and Pitt St Brewing







#### **Thursday Evening Activity and Shuttle Information**

#### Let's Put the "Social" in Social Change on Thursday Evening! Pitt Street Brewing from 5:00–8:00 pm

**Pitt St. Brewing Company** will give a percentage of their sales between 5pm and 8pm to BikeWalk NC on Thursday, 10/27/2022

Award-winning Mexican Street Food **Anita's Food Truck** will also be there, offering food for purchase!



Transportation Trivia Starts at 6:30

**Greenville Bicycle Company** is staying open late, Grab a beer and walk over to check out the local bike shop (Social District means you can carry your beer over there)

#### **Social Shuttle Schedule for Thursday Eve**

Big thanks to the Greenville-Pitt County Convention and Visitors Bureau for helping us socialize safely!

The complimentary social shuttle will run between the Residence Inn (1820 W. 5th Street) and Pitt St. Brewing Company (630 S Pitt Street).

Shuttle Location	Timelines
Shuttle Arrives at Residence Inn to Get the Party Started	5:00pm
Shuttle Departs Residence Inn	:15 and :45 every hour, starting at 5:15 and continuing until 8:15
Shuttle Departs Pitt Street Brewing Company (returning to Residence Inn)	:30 and :00 every hour starting at 5:30 and continuing until 8:30.





#### Getting to Uptown Greenville on ECU's Transit

#### NOTE: This is ECU's regular transit. FOR THURSDAY NIGHT'S SHUTTLE, SEE PAGE 37

#### A Special Summit Partnership

ECU's own student-run Transit is available to help Summit attendees get from ECHI to uptown Greenville.

- Show your Summit badge and hop on ECU Transit's 302 Route at the Health Sciences Campus Student Center.
- Check out the map included in the Program for location of Summit-specific stops and other information. For a full listing of ECU Transit routes and schedules, please visit: https://transit.ecu.edu/

#### Schedule

• The ECU Transit runs 7:00am-7:00pm Monday through Friday. (see below for after 7 pm) All times provided here are reflected as minutes after the hour.

• ECU Transit has also made its after hours "on call" van shuttle available to Summit attendees (more details below) until 12:30am.

#### Heading Uptown from ECHI

- Catch the 302 Health Sciences Route in front of the Health Sciences Student Center.
- Pick up time: 42 minutes past each hour.
- Last pick up time: 6:42pm
- Get off at:
  - O Customized Stop: When boarding, ask the bus operator to drop you off at Reade and Dickinson.
  - o Standing Stop: Cotanche and 9th\_

#### Getting Back to ECHI (walking distance from hotels):

- Before 7p: Catch 302 Health Sciences Route at either:
  - o Reade and Dickinson in front of the University Edge and Dickinson Lofts
    - Pick ups scheduled for :20 and :50, each hour before 7p if people are waiting.
  - o oth and Cotanche.
    - Pick ups scheduled for :24 and :54, each hour before 7p.
- After 7p: Call 252-328-7433 from any area in Uptown to arrange for a pick up in the ECU Transit shuttle.
  - You'll be asked for some general contact information and will coordinate a pick up location.
  - It could take 15-20 minutes depending on rides already in process and the dispatcher should provide a general anticipated wait time as a courtesy.

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#### BIKEWALK NC BOARD

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#### Join our board!

BikeWalk NC is the state's only 501(c)3 nonprofit working for safer streets for those who bike and walk. We are looking for passionate, hard-working Board members with a wide representation around the state. If you are ready to take your advocacy for better active transportation to a new level, send a note to director@bikewalknc.org. Describe your interest, your NCDOT region, and a brief discription of your skills and strengths that you can bring to our organization.



View this program online

