



# 12th Annual NC BikeWalk



# Transportation Summit



September 14–16, 2023  
Catawba College  
Salisbury, NC

Top left photo: Keihly Moore, right photo: NC by Train



*Welcome to BikeWalkNC's 12th Annual Transportation Summit!*

*This year's summit is tackling the complex generational modernization of our infrastructure that is happening today, much the same way people riding bikes and walking led the way in the paving of our roads and protecting our most vulnerable users over a century ago. We welcome you to Catawba College and the City of Salisbury, to have the opportunity to engage modern leaders of that effort who will offer solutions, education and opportunities to partner in the effort to modernize our transportation infrastructure for people. We welcome national, state and regional groups working to ensure all travel choices are safe, convenient, equitable and reliable. BikeWalkNC is working at the state policy level to ensure those travel demands include safe access for all to transit, to schools, to parks and libraries, to grocery stores, and to jobs that serve people and are served by people.*

*By the end of our 12th Annual summit you will have heard many stories and practical solutions for you and North Carolina to take forward in your communities. We are grateful to all our partners, sponsors and hosts that are making this summit possible. So welcome to Salisbury, enjoy the time spent in sessions, riding, walking and sharing the ride!*





## **2023 NC BikeWalk Transportation Summit Committee**

**BikeWalk NC Executive Director,** Terry Lansdell

Programs Director, Laila Horton

Community Outreach Coordinator, Oliver Sendall

### **BWNC Board Members**

Deana Acklin

Dan Besse

Debra Franklin

Steven Goodridge

Ann Groninger

Steven Hardy-Braz

Garet Johnson

Brendan McMahon

Sarah Parkins

Heidi Perov Perry

Ritchie Rozelle

Ted Silver

Carol Stein

Bruce Tretter

Kenneth Withrow

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### **Committee Members**

Sandra Abbey

Kelly Alexander

George Berger

Suzanne Bowser

Kaisha Brown

Heather Burkhard

Dave Connelly

Mark Deaton

Sharon Earnhardt

Kristen Estepp

Debra Franklin

Tara Furr

Rebecca Gilbert

Rodney L Harrison

Andrew Jacobson

Luke Lowry

Heather Maloney

Andrew McCullagh

Linda McElroy

Joe Miller

Alyssa Nelson

Heidi Perov Perry

Mary Rosser

Ted Silver

Noah Upchurch

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**AICP Certification Maintenance (CM) Credits available**

**The ID # is 9276048 (see APA-NC for hours offered).**

*Thank You, Partners!*





## *Pre-Summit Webinar (Virtual)*

### **TUESDAY, 9/12**

6:30–7:30 pm

#### **Friendly Driver Program**

Instructor: **Laila Horton and Oliver Sendall**

This is a data driven curriculum designed to educate motorists on driving practices that impact people who bike and walk. 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. This class will be all-virtual. [Click here to register for this program.](#)

## *Pre-Summit Workshop (In Person)*

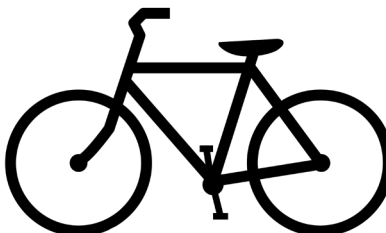
### **THURSDAY, 9/14**

8am–6 pm

#### **Traffic Bicycling for Transportation Professionals**

Instructors: **Steven Goodridge, Deana Acklin**

A day-long in-depth transportation bicycling workshop highly recommended for transportation professionals and law enforcement, but eligible for all. There will be both classroom portions and on-bike portions.



## Summit Schedule at-a-Glance

All events are at Catawba College, Keppel Auditorium (2300 West Innes Street), Salisbury, NC 28144 unless otherwise noted. There are maps on pages 24–28 for your reference.

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### THURSDAY

8:00a–6:00p	Traffic Bicycling for Transportation Professionals, Law Enforcement, and Engineers
4:00–6:30p	Speakers and Sponsors reception Dinner on your own

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### FRIDAY

8:00–9:00 am	Breakfast & Welcoming Remarks City of Salisbury Mayor: Karen Alexander BikeWalk NC Executive Director: Terry Lansdell
9:05–9:50 am	Keynote address “Creating My Own Lane: Biking Through Communities Experiencing Inequality” Erick Cedeño BREAK
10:05–10:50 am	Sustaining our communities by broadening our coalitions: Lessons learned from public library partnerships Noah Lenstra BREAK
11:05–11:50 am	Transportation Demand Management Program Centralina Regional Council
12:00–1:45 pm	Lunch and Related activities
12:30–12:45 pm	Remarks by Mark Ezzell, announcement of Poster Session
12:45–1:45 pm	Attend poster sessions and tabling
1:45–2:30 pm	Funding to Support Bicycling and Walking: Sources, Challenges, and Opportunities Highway Safety Research Center BREAK
2:45–3:45 pm	<i>Success Stories Around the State, Part 1</i> State Funding for Vulnerable Road User Projects, Brennon Fuqua, NCDOT Integrated Mobility Division Advocacy in Celebration , Mike Sule, Asheville on Bikes Development of the Triad Friends of the Greenway Coalition Nicole Lindahl , Bicycling in Greensboro BREAK



4:00–4:45 pm	<p><i>Success Stories Around the State, Part 2</i></p> <p>The City of Durham’s adoption and funding of Vision Zero plan John Tallmadge, BikeDurham</p> <p>Trips for Kids: What’s Next?</p> <p>Patricia Gallery, Trips for Kids</p> <p>Bill Nesper, League of American Bicyclists</p> <p>Year of the Trail and the Great Trails State Coalition: securing state funding and branding NC as The Great Trails State Palmer McIntyre, Piedmont Land Conservancy</p>
6:00–8:00 pm	Social at the Pedal Factory, see details on page 8

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## SATURDAY

8:00–9:00 am	Breakfast & Remarks before Active Sessions begin
9:00 am–noon	<p><b>Open Active Sessions:</b> Choose an Activity among those offered to explore Salisbury</p> <p><b>A. Building Community Engagement with a Walk:</b> Choice of 2 Walk Audits Facilitated by Healthy Rowan and Catawba College, a Walk Audit is an active workshop. Participants will “observe and evaluate” the walkability of their choice of two nearby locations and document the findings.</p> <p><b>B. A History of the Bicycle:</b> A Visit to the NC Transportation Museum Participants may choose to walk or drive to nearby Spencer, NC for a visit to the NC Transportation Museum. The museum will be displaying many of the exhibits used during their special exhibition: Eccentric Cycles: Unique Bicycles and the Stories Behind Them (Bike ride to the Museum led by the Pedal Factory)</p>

## FULL SUMMIT SCHEDULE

### FRIDAY, 9/15

All Friday sessions will take place at  
Catawba College, Keppel Auditorium (2300 West Innes Street), Salisbury, NC 28144  
**Shuttle Transportation Provided Between Hotels, Conference, and Social Venues:**  
**7am-9am, 5pm-9pm**

8:00–9:00 am      Breakfast & Welcoming Remarks  
**Karen Alexander**, City of Salisbury Mayor  
**Terry Lansdell**, BikeWalk NC Executive Director

9:05–9:50 am      Opening Keynote: **“Creating My Own Lane:  
Biking Through Communities Experiencing Inequality”**  
**Erick Cedeño**

#### BREAK

10:05–10:50 am      Featured Speaker: **Sustaining our communities by broadening  
our coalitions: Lessons learned from public library partnerships**  
**Noah Lenstra**

11:05–11:50 am      Session: **Transportation Demand Management Program**  
**Reaghan Murphy**, Centralina Regional Council  
**Scott Curry**, Kittelson & Associates

Transportation Demand Management (TDM) is a broad term encompassing any program or infrastructure that helps people shift their travel behavior away from single-occupancy vehicles and toward healthier, more sustainable travel choices.

Centralina Regional Council, NCDOT, and our partners are collaborating to plan and launch a TDM program for the greater Charlotte region. This two-part session featuring statewide experts in TDM and active transportation will consist of:

Part 1 – A “TED Talk” style session delivering a quick primer on TDM.

Part 2 – An interactive, “focus group” style session centered on behavior change. Audience participation through interactive polling and facilitated conversation will help guide the efforts of TDM planners in the Charlotte region. This is your chance to learn all about TDM and contribute to an active transportation future in our state’s largest metro!



12:00 –1:45 pm	<b>LUNCH AND RELATED PROGRAMMING</b>
12:30–12:45 pm	GHSP Updates <b>Mark Ezzell</b> , Director, Governor’s Highway Safety Program
1:00–1:45 pm	Visit our sponsor’s tables! Catawba College Postering Displays and Q&A Facilitator: <b>Suzanne Bowser</b> , Associate Professor, Catawba College
1:45 –2:30 pm	<b>Session: Funding to Support Bicycling and Walking: Sources, Challenges, and Opportunities</b>  Join panelists from the UNC Highway Safety Research Center for an interactive discussion about funding for projects that support bicycling, walking and rolling in North Carolina. After reviewing funding streams and resources for navigating these sources, panelists will share details about some of the newer USDOT funding programs, including Safe Streets and Roads for All (SS4A), Rebuilding American Infrastructure with Sustainability and Equity (RAISE) and Reconnecting Communities and Neighborhoods. Interactive discussions and polling will be used to exchange perspectives, success stories, and challenges with respect to securing funding for active transportation projects.  Speakers: <b>Kristin Blank, Stephen Heiny, Seth LaJeunesse, Dan Gelinne</b>
	<b>BREAK</b>
2:45–3:45 pm	<b>Session: Success Stories Around the State, Part One</b>  Presenters from Non-Profits, Advocacy Groups, Grass Roots Organizations, and other transportation professionals share success stories and future plans of “Modernizing Mobility” with the Summit audience  <i>Presenters:</i>  <b>State Funding for Vulnerable Road User Projects</b> <b>Brennon Fuqua</b> , NCDOT Integrated Mobility Division  <b>Advocacy in Celebration</b> <b>Mike Sule</b> , Executive Director, Asheville on Bikes  <b>Development of the Triad Friends of the Greenway Coalition</b> <b>Nicole Lindahl</b> , Projects Coordinator, Bicycling in Greensboro
	<b>BREAK</b>

4:00–4:45 pm

Session: **Success Stories Around the State, Part Two**

**The City of Durham’s adoption and funding of Vision Zero plan**

**John Tallmadge**, Executive Director, Bike Durham

**Trips for Kids is teaming up with the League of American Bicyclists!**

**Patricia Gallery**, President, Trips for Kids

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

Trips for Kids and the League of American Bicyclists have teamed up to help bring equity to youth cycling through their combined membership and award-winning ride, safety and education programs.

**Year of the Trail**

**Palmer McIntyre**, Conservation Planner, Piedmont Land Conservancy

Year of the Trail and the Great Trails State Coalition’s efforts in securing state funding for trails and branding NC as The Great Trails State.

6:00–8:00 pm

**Social Hosted at The Pedal Factory**

Food and beverages available for purchase from New Sarum Brewing and local food trucks. A great chance to talk to all of the speakers and other folks from the Summit to share and exchange ideas. Many thanks to the Pedal Factory for hosting! The Pedal Factory is located at 311 E. Council Street Salisbury, NC 28144

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**Kreyòl Flavors**

*Caribbean Food*

**Stick it 2 You**

*Skewers (meat and veggie)*

**New Serum Brewing**

*Beer*

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## SATURDAY, 9/16

Saturday sessions will begin with breakfast at  
Catawba College, Keppel Auditorium (2300 West Innes Street), Salisbury, NC 28144  
**Shuttle Transportation Provided Between Hotels, Conference,  
and Active Session Venues from 7am-Noon**

8:00-9:00 am Breakfast & Closing Remarks before Active Sessions begin

9:00-Noon Open Active Sessions: Choose an Activity among those offered to explore Salisbury

### **Building Community Engagement with a Walk: Choose a Walk Audit**

Facilitated by Healthy Rowan and Catawba College, a Walk Audit is an active workshop. Participants will “observe and evaluate” the walkability of their choice of two nearby locations and document the findings. One audit will take place in close proximity to the College, the other will take place near the museum in Spencer. Led by **Vickie Eddelman, Kristen Estep, Rebecca Gilbert, Heather Maloney.**

### **A History of the Bicycle: A Visit to the NC Transportation Museum**

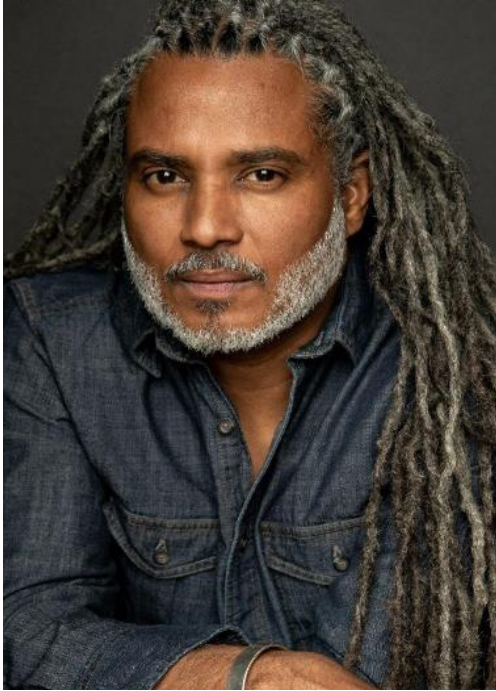
Participants may choose to walk or drive to nearby Spencer, NC for a visit to the NC Transportation Museum. The museum will be displaying many of the exhibits used during their special exhibition: *Eccentric Cycles: Unique Bicycles and the Stories Behind Them*

For those interested, there will be a Bike Ride Led by The Pedal Factory that will go to the museum.



## *Keynote and Featured Speakers*

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### **ERICK CEDEÑO**

Erick Cedeño is an explorer, a historian, and an engaging storyteller. He has been featured in multiple national and local publications, from *Outside Magazine* to *The New York Times*. Recently inducted into the 2022 class of The Explorers Club 50, Cedeño is globally recognized as one of the year's 50 explorers changing the world. This incredible honor speaks to his adventurous spirit and desire to explore beyond the obvious, but it is his passion for retracing history and sharing the untold narratives that often spark the most interest in those who hear his stories.

In 2014 and again in 2020, Cedeño, also known on social media as the Bicycle Nomad, followed the historic path of the Underground Railroad—riding his bicycle from New Orleans to Niagara Falls. His journey wasn't just about the bike ride, but about connecting to his heroes of the Bicycle Corp and tapping into their courage and wisdom. In 2022, Cedeño honored the 125th anniversary of an epic bicycle ride few have heard of in their history lessons. He researched and accurately retraced the route of the Buffalo Soldiers—the all-Black regiment of U.S. soldiers—who rode 1,900 miles from Montana to Missouri on bicycles in 1897. Cedeño rode the same 1900 miles. He is still on that emotional journey as he continues to reach out to the descendants of the Buffalo Soldiers and give honor to the men whose story was lost to archives.



## **NOAH LENSTRA**

Dr. Noah Lenstra is an Associate Professor of Library and Information Science in the School of Education at the University of North Carolina at Greensboro (UNCG) where he brings a community organizing approach to the study and teaching of public librarianship. Notably, Noah founded the Let's Move in Libraries Initiative, which focuses on supporting healthy living in public libraries through community partnerships. The project was inspired by Former First Lady Michelle Obama's Let's Move! initiative, which focused on increasing Healthy Eating and Active Living (HEAL) among Americans. Let's Move in Libraries contin-

ues Obama's legacy by working to increase physical activity and nutrition through library partnerships in the U.S., Canada, and other places in the world. He is a member of Bicycling in Greensboro (BIG) and has presented at the League of American Bicyclists National Bike Summit and Project for Public Spaces Walk/Bike/Places event.

## *Presenters*

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### **Deana Acklin**

Deana Acklin serves as the Campus Bicycle Coordinator and adjunct instructor teaching cycling specific certifications within the Outdoor Recreation Management Major at Lees-McRae College. Deana also serves as co-chair on the Banner Elk Bicycle/Pedestrian Committee and is a certified League of American Bicyclist Cycling Instructor. Deana has ridden a bicycle since the age of 5 while recovering from open-heart surgery, to benefit her own health and gain the confidence to challenge her body. She is dedicated to connecting people with the simple joy of riding a bicycle for one's personal health, to encourage discovery, and to bring people together. Deana has completed advanced bicycle mechanics courses at the United Bicycle Institute in Ashland, Oregon to further hone her skillset as she teaches others the power of riding a bicycle.



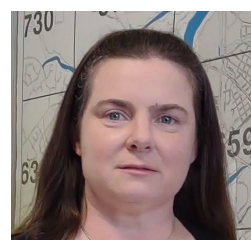
### **Kristin Blank**

Kristin is a Communications Manager at the UNC Highway Safety Research Center, where she focuses on strategic communications and outreach to translate ideas into practice. Kristin has experience in behavior change campaigns, multimedia communications and data visualization.



### **Scott Curry**

As Associate Planner at Kittelson & Associates, Scott Curry is an expert in multimodal transportation planning, walkable/bikeable urban design, stakeholder/public engagement, and balancing difficult tradeoffs to support transportation equity. In his 13-year career Scott has worked in dozens of communities across the country. Scott was the valedictorian of the College of Architecture and Planning at Ball State University and graduated first in his class from the University of Michigan with master's degrees in both Urban Planning and Urban Design. In his previous work for City of Charlotte, Scott oversaw a capital investment portfolio of over \$175M, including many of Charlotte's most significant and challenging bicycle and pedestrian projects. He is a co-founder of the Open Streets 704 program, and he has been a part of award-winning project teams recognized by the American Planning Association and the Congress for New Urbanism.



### **Vickie Eddleman**

Vickie Eddleman is the Traffic Engineering Coordinator for City of Salisbury. Her career began in 1999 as a Traffic Signal Technician, where she gained experience in traffic engineering while working closely with the city's Traffic Engineer. She was promoted to her current position in 2014. She is also a city staff member on the city's Greenway, Bicycle, and Pedestrian Committee.





### **Kristen Estepp**

Kristen Estepp, MPH, CHES, is the Public Health Education Program Manager/Healthy Rowan Program Manager for the Rowan County Public Health Department. She graduated in December 2019 from Appalachian State University with her Bachelor in Public Health. Kristen continued studies at the University of North Carolina at Greensboro where she completed a Master's degree in Public Health with a concentration in Community Health Education, and a Certificate in Worksite Wellness, in 2022. Kristen knew that after graduation she wanted to come back to Rowan County and give back to the community where she was raised. She is a board member of the Rotary Club of Rowan County. In her free time, Kristen loves to read, and cheer on her Appalachian State Mountaineers.



### **Mark Ezzell**

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 policy efforts that will lead to safety transportation options for everyone.

Mark has spent the past twenty years leading public health and public safety funding efforts. Previously, Mark 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.



### **Brennan Fuqua**

Brennon Fuqua joined in April of this year as the Branch Manager for NCDOT's Integrated Mobility Division. As the manager of the newly formed Program and Project Management Branch, Brennon leads a team of motivated Planners and Engineers to develop safe, affordable, and innovative multimodal transportation opportunities throughout North Carolina. With the Integrated Mobility Division, Brennon is able to combine his passion for alternative modes of transportation with his unique background experience in roadway design and construction management mixed with program management and policy development.



### **Patricia Gallery**

Patricia Gallery is president of Trips for Kids. A lifelong cyclist with a commitment to social justice, Patricia has been a volunteer leader with Trips for Kids since 1994. She was a founding board member of the original Trips for Kids San Francisco Bay Area chapter, and, in 2017, led the formation of the Trips for Kids national organization and program office. After 29 years with Trips for Kids, Patricia is living proof of the power of bikes to transform lives.



### **Dan Gelinne**

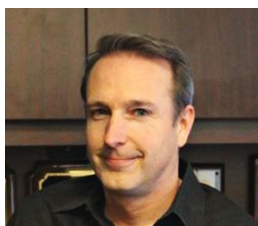
Dan Gelinne is a Senior Research Associate at the UNC Highway Safety Research Center, where he manages research and technical assistance programs related to road safety with an emphasis on vulnerable road users and active transportation.



### **Rebecca Gilbert**

Rebecca Gilbert is the Associate State Director for AARP in the Charlotte Region. AARP Charlotte strongly advocates for the region's 50-plus and presents a regular lineup of events and educational workshops. Before joining AARP North Carolina, Rebecca was on the AARP National Office Grassroots Advocacy Team, where she worked with all AARP state offices, including ones in the Virgin Islands, Guam, and Puerto Rico.

Rebecca is an advocate for AARP and presents programs and hosts workshops to help people get the most out of life. AARP events include programs for family caregivers, fraud prevention, help for job seekers, and more. In addition, AARP hosts opportunities to socialize, volunteer and have fun. Before joining the AARP team, Gilbert previously worked on public policy campaigns with the Pew Charitable Trusts and Oxfam America.



### **Steven Goodridge**

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.



### **Stephen Heiny**

Stephen is a Research Associate at the UNC Highway Safety Research Center specializing in active transportation, research into youth active travel and safety, and efforts to promote youth safety as part of Vision Zero.



### **Laila Horton**

Laila manages BikeWalk NC's Bicycle Friendly Driver Safety program, as well as other educational programs. Laila has always had a passion for the outdoors and enjoying the community of Charlotte where she has grown up. She began expressing an interest in active mobility and sharing the road with others at a very young age when a member of her immediate family was diagnosed with a degenerative disease that would ultimately remove their ability to walk. Through occupational therapy, as well as the help from a variety of organizations that specialize in disability care and rights, a deeper understanding for active mobility was expressed. Through more experiences with other organizations, Laila was drawn to the mission of BikeWalk NC and its longstanding dedication to provide mobility equity and equality for all. With a BS in Community Health with a focus on Exercise Science, and a Master's degree in Public Health (both from LeNoir-Rhyne University), Laila is ready and eager to apply her knowledge and experience from other nonprofit organizations, and her knowledge regarding health and wellness of the public, to BikeWalk NC's programs.



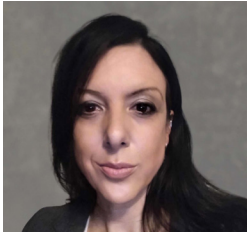
### **Seth LaJeunesse**

Seth is the Associate Director of Health and Community Sciences and Senior Research Associate at the UNC Highway Safety Research Center. He specializes in designing studies that draw from the social and systems sciences to advance road user safety and access.



### **Terry Lansdell**

Terry has served as BikeWalk NC's Executive Director since June, 2018, and is a certified cycling instructor (LCI) 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 sustainability 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.



### **Nicole Lindahl**

Nicole Lindahl has been the Projects Coordinator for Bicycling in Greensboro since 2018. In this role, Nicole leads the organization's programs and related events, including bicycling advocacy, bike safety education, and efforts to increase accessibility of bicycles to those in need of transportation. She is also the founder and currently leading the beginning stages of Triad Friends of Greenways, a coalition of local organizations and individuals advocating for improvements to our area's paved trails network. Nicole earned a Master of Public Affairs from the University of N.C. at Greensboro.



### **Heather Maloney**

Heather Maloney is Senior Transportation Planner at Town of Huntersville.



### **Reaghan Murphy**

Reaghan serves as Regional Planner II for Centralina Regional Council, where she supports the cultivation of vibrant, accessible communities across the nine-county greater Charlotte region. She has experience working across a range of regulatory environments on transportation and land use planning, community engagement design and facilitation, and data analysis and mapping. In her work, Reaghan excels at distilling technical concepts into accessible, compelling narratives through effective communication and excellent design. She is currently managing development of the first regional Transportation Demand Management (TDM) program for the greater Charlotte region. Reaghan holds a Master of Urban Planning in Transportation & Mobility Planning from the University of Southern California, and she earned dual B.S./B.A. degrees in Geography and Global Studies from the University of South Carolina Honors College.



### **Bill Nesper**

Bill Nesper is the Executive Director of the League of American Bicyclists. Bill has over twenty years of experience at the League ranging from membership and development to leading the League's flagship Smart Cycling education and Bicycle Friendly America programs before being appointed Executive Director in 2017. A national leader in bicycle programming, planning, and policy, Bill has supported agencies, businesses, and organizations in taking Bicycle Friendly action, supported local and state advocates in their efforts, and contributed to bicycling policy development and planning guidance at all levels. As Executive Director, Bill has a passion for supporting the incredible staff, building stronger partnerships, and making the League more effective at building a bicycle-friendly America for Everyone. He holds a BA in History from the University of Florida and an MA from George Mason University.





**Mary Rosser** (Bike Ride, Pedal Factory)

Always on the go and seeking the path less traveled - usually on a bike. Background in Health and Fitness. Mom to Levi and Lila, wife to Todd. Aspiring Mechanic. Started Salisbury Bike Tours, enjoys getting kids on bikes through bike camp, Let's Ride Rowan, and coaching the Rowan Rockhounds NICA team.



**Oliver Sendall**

Oliver grew up exploring the Raleigh Greenways system, which led to a love of cycling in all forms. After receiving his BS in Parks and Recreation Management from North Carolina State University, he worked extensively in community recreation programming before pursuing a Masters of Public Administration at Florida Gulf Coast University. While enrolled in the program, Oliver concentrated his studies in planning, in particular issues related to bicycle and pedestrian infrastructure. In addition to several years of experience working in private sector planning after the completion of his masters degree, Oliver has extensive professional experience in event management. He looks forward to applying the skills and knowledge gained from this diverse experience to his new role with BikeWalk NC.



**Mike Sule**

Mike Sule is the founder and executive director of Asheville on Bikes. His work in bicycle advocacy started by organizing a variety of underground bicycle events. The more he organized, the more he got involved with transportation policy and planning. In 2016, Sule left his career in public education and officially joined Asheville on Bikes as its executive director. In his time leading AoB, Sule implemented an after-school bicycle program, launched the city's first tactical urbanism projects, coordinated candidates forums and public outreach, manages the AVL Unpaved Alliance and continues to host a variety of cycle centric events each with their own unique flavor.



**John Tallmadge**

John Tallmadge is Executive Director of Bike Durham. John joined Bike Durham in January 2020 as its first employee, the part-time executive director. Now John leads a team of ten full- and part-time staff. Before joining Bike Durham, John had a 21+ year career in public transportation at GoTriangle as a planner, manager, and leader. He led the agency's service planning team, the Transportation Demand Management team, and the customer information team. He also served as the interim Project Director for the Light-Rail Project from September 2018 through March 2019. Before getting his graduate degree in city and regional planning at UNC - Chapel Hill, he worked as Co-Coordinator for the Natural Resources Defense Council's Clean Air Network in Washington, DC. He is also a graduate of the University of Wisconsin - Madison and was born and raised in Wauwatosa, Wisconsin immediately west of Milwaukee. He has lived with his family in a walkable, bikeable Durham neighborhood since 1999, and is a lifelong user of bikes, transit, shoes, and cars to get around.

## *Grant Sponsor*



*A giant thank you to our wonderful sponsors.  
Please take a look at who they are  
on the following pages.*

• • • • •

*BikeWalk NC cannot do its work  
without the support of our sponsors  
and the support of each of you.*

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## TRANSPORTATION OPTIONS

### Biking Around Salisbury During the Summit



We have created maps to help you navigate to many of the Summit destinations in and around Salisbury. Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers. You can also find the maps on pp. 24–28.

### Parking at Catawba College

Car parking is available at the Robertson College-Community Center (2300 W Innes St, Salisbury 28144). The Robertson Center and Keppel Auditorium will serve as host site for all Summit sessions on Friday, as well as breakfast Saturday morning. Catawba College Public Safety will be on site to direct you as you arrive in the parking lots.

### Summit Shuttle Transportation

Regardless of how you arrive in Salisbury, please consider taking advantage of our shuttle services provided by the Rowan County Convention and Visitors Bureau via their F&M Bank Trolley system.

This dedicated shuttle will offer transportation between the Courtyard by Marriott and Holiday Inn Express Hotels to Catawba College from 7am-9am on Friday morning, and between Catawba College, the hotels, and The Pedal Factory for our evening social that evening from 5pm-9pm. On Saturday the shuttle will again run from 7am-9am between the hotels and college, before transitioning to shuttling attendees to the NC Transportation Museum and Walk Audit sites in Spencer, NC.

### Salisbury Transit



Salisbury is also providing complimentary bus passes for September 14 and 15, which you can pick up at the registration desk or from one of us at the hotel. For bus routes and schedules, scan the QR code or go to <https://salisburync.gov/Government/Transit>

### Joining the Active Sessions on Saturday? Awesome! Here are Some Details

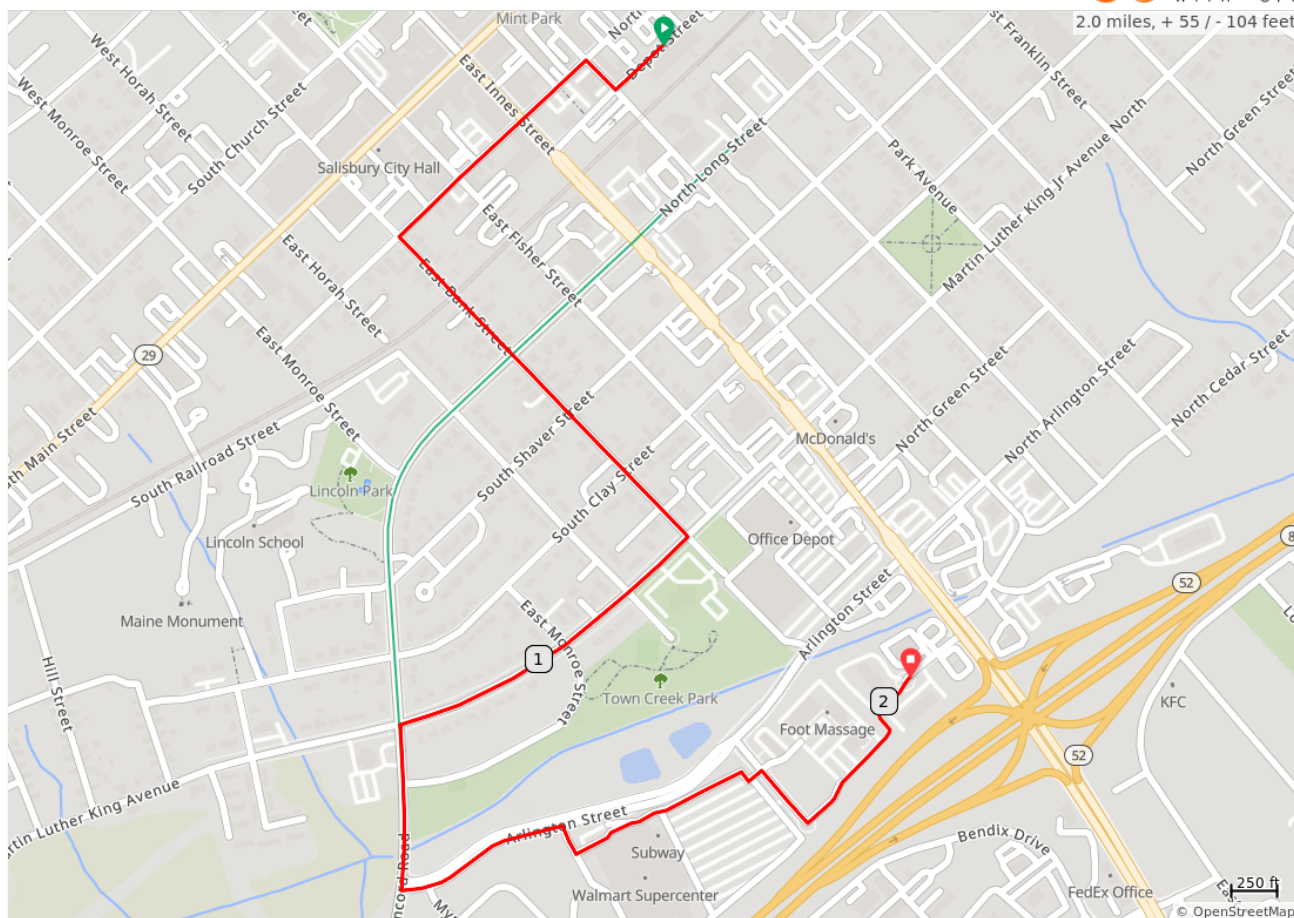
We will all begin the morning at the main venue—Robertson College-Community Center—with breakfast and closing remarks from 8am-9am.

The active sessions will run 9am-noon on Saturday, Sept 16, and will leave from the Robertson College-Community Center immediately following breakfast. There are two options of walk audits to participate in as well as a trip to the NC Transportation Museum.

Shuttles will be provided to the Spencer Walk Audit site as well as the Transportation Museum. Should you prefer to bike there, the Pedal Factory will also be leading a bike ride from Robertson College-Community Center to these sites as well!

## BIKE ROUTES

### BikeWalk Summit - Train Station to Hotel 2 Miles



#### BikeWalk Summit - Train Station to Hotel



Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers.

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.1
2.	0.1	0.1	→	R onto East Council Street	0.0
3.	0.1	0.0	←	L onto North Lee Street	0.3
4.	0.4	0.3	←	L onto East Bank Street	0.4
5.	0.8	0.4	→	R onto South Martin Luther King Avenue	0.4

Num	Dist	Prev	Type	Note	Next
6.	1.2	0.4	←	L onto Old Concord Road	0.2
7.	1.3	0.2	←	L onto Arlington Street	0.2
8.	1.5	0.2	→	R	0.0
9.	1.5	0.0	←	L	0.2
10.	1.7	0.2	←	L	0.0
11.	1.8	0.0	→	R onto Freeland Drive	0.2
12.	2.0	0.2	→	R	0.0
13.	2.0	0.0	↑	Continue onto Marriott Circle	0.0
14.	2.0	0.0	📍	End of route	0.0

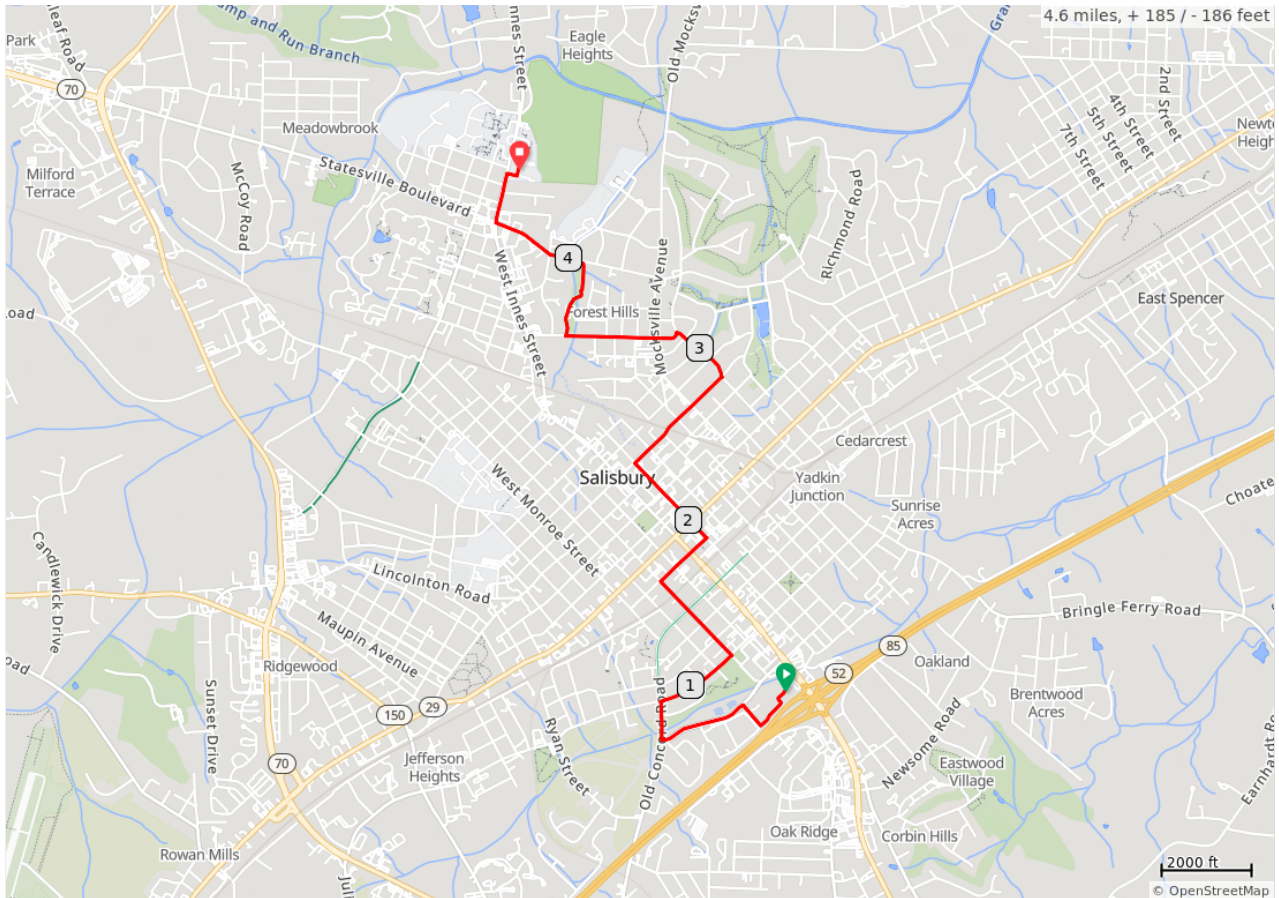


## BIKE ROUTES

### BikeWalk NC Summit - Hotel to Catawba College 4.6 miles



4.6 miles, + 185 / - 186 feet



#### BikeWalk NC Summit - Hotel to Catawba College

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	↑	Continue	0.0
3.	0.0	0.0	←	L	0.3
4.	0.3	0.3	←	L onto Arlington Street	0.4
5.	0.7	0.4	→	R onto Old Concord Road	0.2
6.	0.9	0.2	→	R onto South Martin Luther King Avenue	0.4

7.	1.2	0.4	→	R onto East Bank Street	0.4
8.	1.6	0.4	→	R onto South Lee Street	0.3
9.	1.9	0.3	→	R onto East Council Street	0.4
10.	2.3	0.4	→	R onto North Ellis Street	0.5
11.	2.9	0.5	→	R onto West Henderson Street	0.2

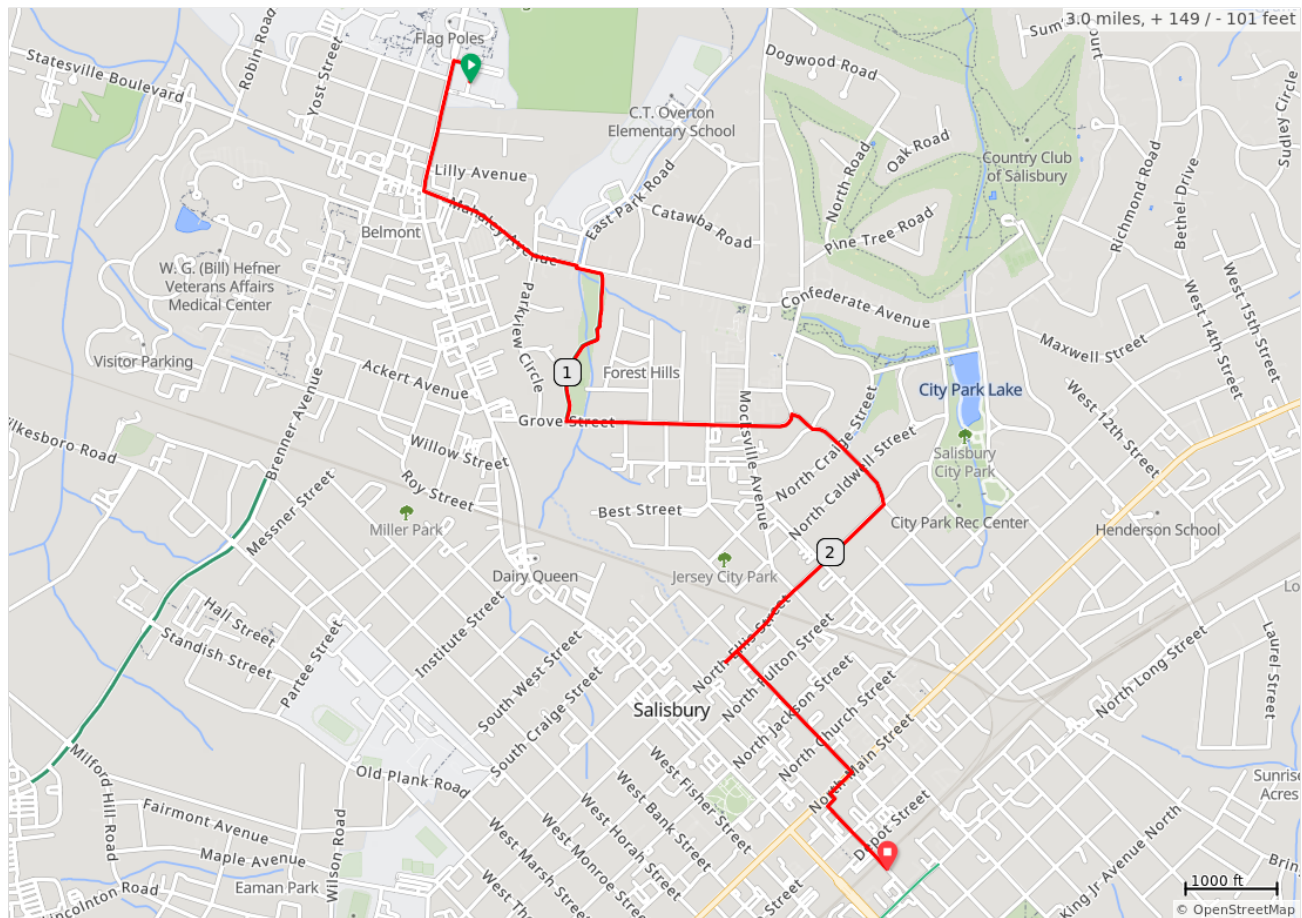
12.	3.1	0.2	↗	Keep R onto West Henderson Street	0.1
13.	3.1	0.1	←	L onto Grove Street	0.5
14.	3.6	0.5	↘	Sharp R	0.3
15.	3.9	0.3	←	L	0.1
16.	4.0	0.1	→	R	0.0
17.	4.0	0.0	←	L onto Mahaley Avenue	0.4
18.	4.4	0.4	→	R onto West Innes Street	0.2
19.	4.6	0.2	→	R	0.0
20.	4.6	0.0	←	L	0.0
21.	4.6	0.0	📍	End of route	0.0















Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers.





## BIKE ROUTES

### BikeWalk NC Summit - Catawba College to The Pedal Factory 3.0 miles



Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0		Start of route	0.0
2.	0.0	0.0		L	0.0
3.	0.1	0.0		L onto West Innes Street	0.3
4.	0.4	0.3		L onto Mahaley Avenue	0.4
5.	0.7	0.4		R	0.0
6.	0.7	0.0		L	0.1
7.	0.8	0.1		R	0.3
8.	1.1	0.3		Sharp L onto Grove Street	0.5

Num	Dist	Prev	Type	Note	Next
9.	1.6	0.5		R onto West Henderson Street	0.1
10.	1.6	0.1		Slight L onto West Henderson Street	0.2
11.	1.9	0.2		R onto North Ellis Street	0.5
12.	2.3	0.5		R onto West Liberty Street	0.3

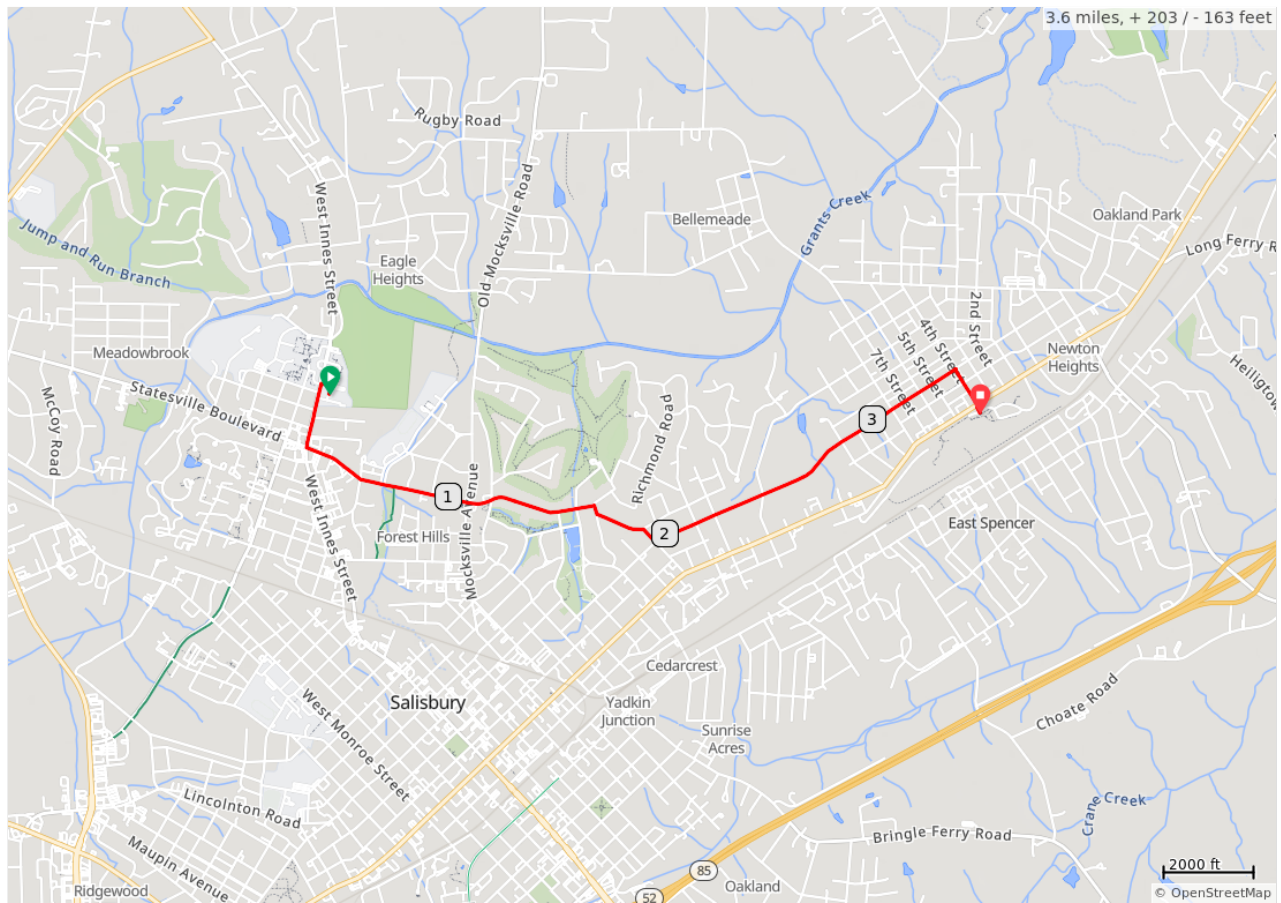
Num	Dist	Prev	Type	Note	Next
13.	2.7	0.3		R onto North Main Street, US 29, US 70, NC 150	0.1
14.	2.7	0.1		L	0.0
15.	2.8	0.0		L onto East Council Street	0.2
16.	3.0	0.2		End of route	0.0



Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers.

# BIKE ROUTES

## BikeWalk NC Summit - Catawba College to Transportation Museum 3.6 miles



Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	←	L	0.0
3.	0.1	0.0	←	L onto West Innes Street	0.3
4.	0.4	0.3	←	L onto Mahaley Avenue	0.8
5.	1.2	0.8	↗	Keep R onto Confederate Avenue	0.4
6.	1.6	0.4	→	R onto Brownrigg Road	0.0

Num	Dist	Prev	Type	Note	Next
7.	1.7	0.0	←	L onto Maxwell Street	0.2
8.	1.9	0.2	→	R onto West 13th Street	0.1
9.	1.9	0.1	←	L onto North Jackson Street	1.5
10.	3.4	1.5	←	L onto 4th Street	0.2
11.	3.6	0.2	←	L onto South Salisbury Avenue, US 29, US 70, NC 150	0.0

Num	Dist	Prev	Type	Note	Next
12.	3.6	0.0	→	R	0.0
13.	3.6	0.0	←	L	0.0
14.	3.6	0.0	←	L	0.0
15.	3.6	0.0	📍	End of route	0.0

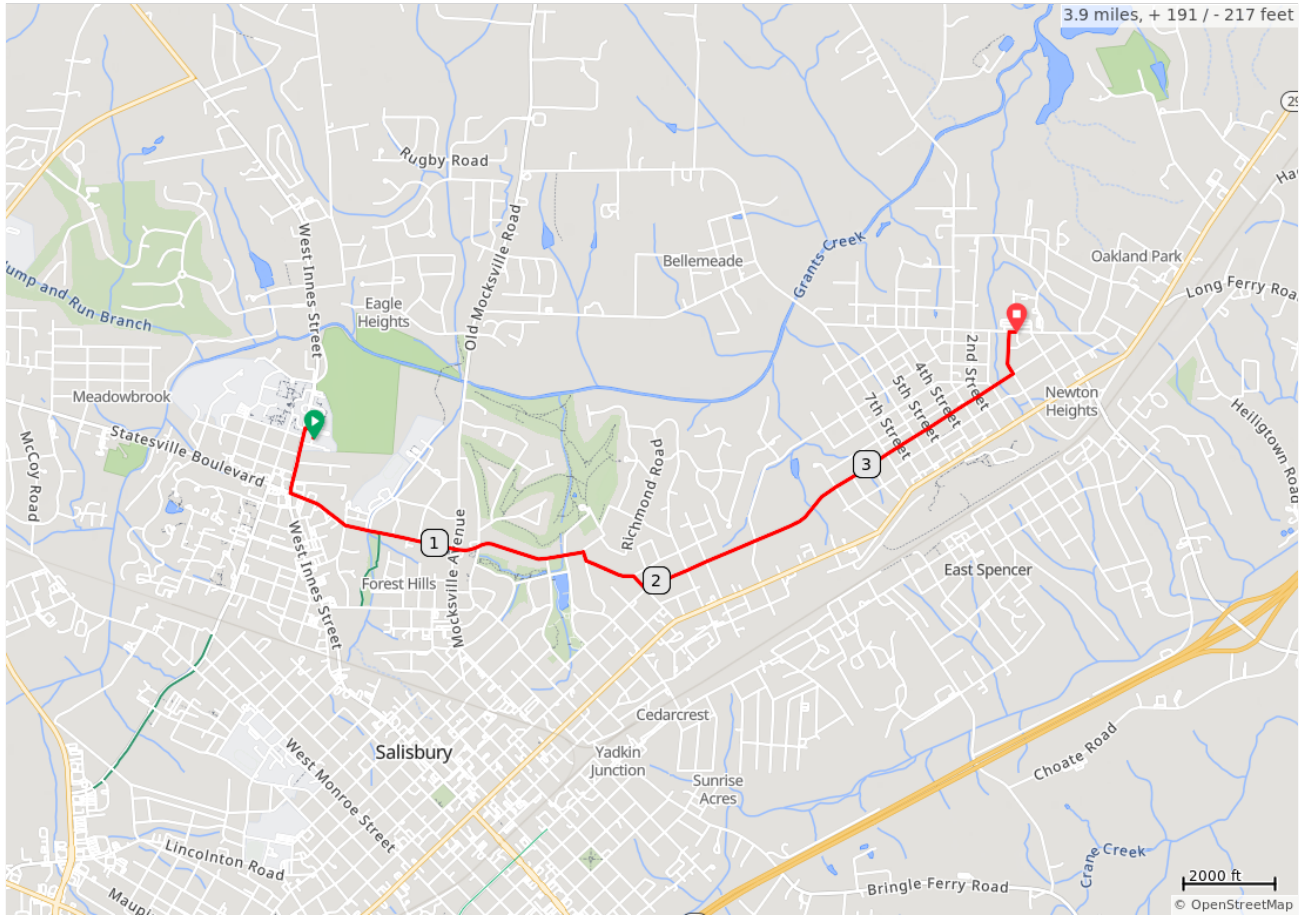


Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers.



## BIKE ROUTES

### BikeWalk NC Summit - Catawba College to Spencer Walk Audit Location 4.0 miles



Use QR code for both printable pdf. maps and cue sheets, as well as downloadable fit. files for use with Garmin or other GPS bike computers.

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	←	L	0.0
3.	0.1	0.0	←	L onto West Innes Street	0.3
4.	0.3	0.3	←	L onto Mahaley Avenue	0.8
5.	1.2	0.8	↗	Keep R onto Confederate Avenue	0.4
6.	1.6	0.4	→	R onto Brownrigg Road	0.0

Num	Dist	Prev	Type	Note	Next
7.	1.7	0.0	←	L onto Maxwell Street	0.2
8.	1.9	0.2	→	R onto West 13th Street	0.1
9.	1.9	0.1	←	L onto North Jackson Street	1.8
10.	3.7	1.8	←	L onto West Newton Street	0.2
11.	3.9	0.2	→	R onto North Whitehead Avenue	0.0
12.	3.9	0.0	📍	End of route	0.0



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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](mailto: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.



