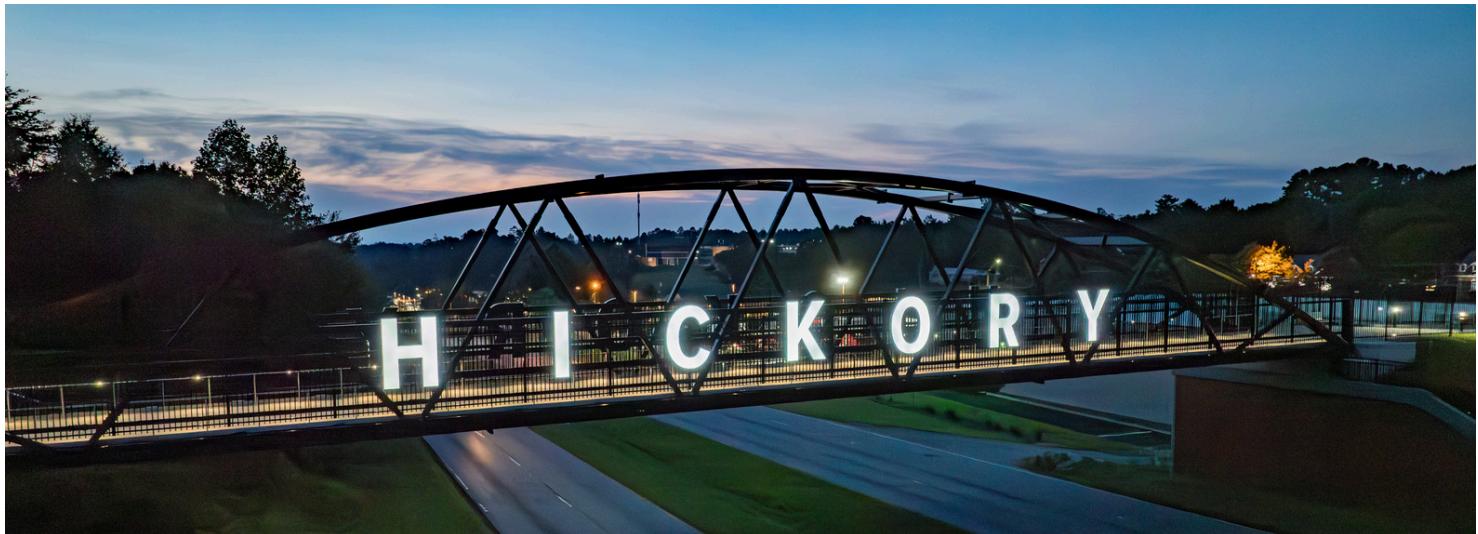


# 2025 NC BIKEWALK TRANSPORTATION SUMMIT PROGRAM

7-9 SEPT. 2025

Welcome to the 14th Annual  
NC BikeWalk Transportation Summit!



Hickory Metro Convention Center & Visitors Bureau  
1960 13th Ave Dr SE #5186, Hickory, NC 28602



# PRESIDENT'S WELCOME



I want to welcome you to BikeWalkNC's 14<sup>th</sup> Annual NC BikeWalk Transportation Summit. My name is Ted Silver. I am President of BikeWalk NC.

First, I want to thank you for your interest in bicycling and pedestrian safety as shown by your attendance and continued support of the mission of BikeWalk NC.

Second, a big thank you to our staff and the members of the Summit Planning Committee, all of whom made this Summit and its program possible. I would be remiss if I did not also call out a special thank you to the Governor's Highway Safety Program and its Director, Mark Ezzell, for their support.

BikeWalk NC wants you to not only add to your knowledge base from our great speakers and agenda but to also enjoy our Summit while you network with fellow bicycling and pedestrian advocates from around North Carolina.

Last, the shameless plug: please consider joining or renewing your membership to BikeWalk NC so we can continue our efforts and show how much support we have across the State.

**Sincerely,**

**Ted Silver**  
**BikeWalk NC Board President**

# A SUMMIT BORN OF MOTION, FUELED BY PURPOSE

Hickory is no stranger to bold transformation. From our 2010 Inspired Spaces initiative that led to the construction of our Trivium Corporate Center and downtown renovation to our growing network of multi-use trails, we've shown what's possible when vision meets motion.

This year's NC BikeWalk Transportation Summit doesn't just visit Hickory—it echoes the spirit that defines us. As advocates for active transportation and community-rooted safety, we at BikeWalk NC see this summit as a moment to celebrate and accelerate progress—not just for Hickory, but for every city and town across North Carolina.

We invite you to walk our City Walk, ride our greenways, and connect with the leaders shaping a safer, healthier, and more connected future.

Together, let's build transportation systems that reflect our core values: safety, equity, vitality, and collaboration.

Let's make this Summit unforgettable—for Hickory and beyond.

**Sincerely,**



**Bruce Tretter,  
Resident of Hickory  
BikeWalk NC Board Member**





# SUMMIT SCHEDULE

## SUNDAY, SEPTEMBER 7, 2025

**5:00–7:00 PM**

**Speaker, Sponsor, and Volunteer Reception**

This evening reception is a great chance for speakers, sponsors, and volunteers to connect in a casual, social setting. Held at the DeFeet Clubhouse, the event will provide an opportunity for networking and informal conversations among everyone involved in the summit.

**Location:**

**DeFeet Clubhouse, 706 Main Ave NW, Hickory, NC 28601**

**7:30–9:45 PM**

**Screening of  
CRIP CAMP: A DISABILITY REVOLUTION**

As part of the NC BikeWalk Transportation Summit, we are proud to present a special screening of the Academy Award–nominated documentary ***Crrip Camp: A Disability Revolution***. This powerful film traces the early days of the disability rights movement, beginning with a groundbreaking summer camp that empowered a group of teenagers to challenge barriers and demand equity. Their story illustrates how grassroots action can create lasting change in accessibility, inclusion, and civil rights.

**Shuttle service will run from the Summit hotels to the DeFeet Clubhouse from 4:30 to 9:30 PM, with an additional stop at Atriax Architects beginning at 6:30 PM.**

**Location:**

**Atriax PLLC, 703 Main Ave SW, Hickory, NC 28602**

**Additional Overflow Viewing Space:**

DeFeet Clubhouse, 706 Main Ave NW, Hickory, NC 28601

# MONDAY, SEPTEMBER 8, 2025



**7:00 AM**

**Registration Opens**  
**Hickory Metro Convention Center**  
1960 13th Ave Dr SE #5186, Hickory, NC 28602  
(map of Convention Center on p. 12)

**7:30–8:30 AM**

**Breakfast & Welcome**  
*Location: Catawba 5*

**8:30–12:45 PM**

**Morning Keynote and Sessions**

**8:45–10:00 AM**

**Keynote Session:**

**Meeting the Moment: How We Can Make North Carolina the Great Trails  
(& Biking and Walking) State**

**Dennis Markatos Soriano, Executive Director, East Coast Greenway**

Come to hear Dennis Markatos Soriano share his take on how we can face today's headwinds and make the most of the opportunities to accomplish remarkable progress from the mountains to the sea. Raised in rural Chatham County and having lived in Chapel Hill and Durham, and just back from a sabbatical visiting the UK, The Netherlands, and Paris, Dennis will share inspiration and wisdom he's learned from 16 years leading the East Coast Greenway Alliance. Drawing from his experience growing the Greenway by hundreds of miles and scaling organizational impact, Dennis will explore ways we can turn North Carolina into a national (and even global!) leader in biking and walking infrastructure and joy.

**Location: Catawba 5**

----- Break Out Groups -----

**10:15–11:15 AM**

**Session 2A:**

**Inspiring Spaces: Public-Private Partnerships**

**Yaidee Fox, Assistant City Manager, Lindsay Keisler, President/CEO of The Chamber of Catawba County,  
Meg Nealon, Nealon Planning, PLLC**

This panel will explore how Hickory and surrounding communities are transforming public spaces through collaborative visioning and investment. Speakers will highlight examples of successful bond programs, trail development, and design strategies that prioritize walkability, equity, and economic vitality. Learn how partnerships between city governments, business leaders, and planners are shaping a more connected and vibrant future.

**Location: Conover 1**

# MONDAY, SEPTEMBER 8, 2025 (CONT.)



**10:15–11:15 AM**

**Session 2B:**

**Industry's Role in Safer Active Infrastructure**

**Shane Cooper, DeFeet, Jason Hooper, Carolina Pedalworks**

This session will explore how industries can contribute to safer multimodal environments. Panelists will discuss opportunities for innovation, funding, and collaboration that align business goals with public safety and mobility.

**Location: Conover 2**

----- Break Out Groups -----

**11:30 AM–12:45 PM**

**Session 3A:**

**Administering Local Bicycle Projects: From Idea to Construction**

**John Marshall, Transportation Planning Manager, Daniel Odom, WPCOG/GHMPO**

This session walks through the steps of planning, funding, and delivering successful local bike and pedestrian projects. With decades of experience in municipal planning and MPO coordination, John Marshall and Daniel Odom will provide practical guidance for navigating federal and local processes, overcoming barriers, and maintaining project momentum.

**Location: Conover 1**

**11:30 AM–12:45 PM**

**Session 3B:**

**Enforcement Strategies to Protect Vulnerable Road Users**

**Chris Casey, NC State Highway Patrol**

Explore how law enforcement can be part of a comprehensive strategy to protect people walking, biking, and using mobility devices. This session will look at effective enforcement models, data-informed approaches, and cross-agency collaboration that aim to reduce crashes and support safe behavior on North Carolina's roads.

**Location: Conover 2**

**1:00–2:00 PM**

**Lunch**

**Location: Catawba 5**

**Afternoon sessions continue on next page**

# MONDAY, SEPTEMBER 8, 2025 (CONT.)



**2:00–5:30 PM**

**Afternoon Keynote and Sessions**

**2:00–3:15 PM**

**Keynote Session:**

**Headwinds and Tailwinds in National Cycling Policy**

**Ken McLeod, League Of American Bicyclists**

With a change in administration, there have been many changes to federal policy related to bicycling. The League of American Bicyclists is working hard to ensure that bicycling continues to receive federal investment and that our national crisis in traffic safety is addressed. In this plenary session, the League's policy director will provide an update on all that is happening in DC and discuss how the bike movement can weather turbulent times.

**Location: Catawba 5**

----- Break Out Groups -----

**3:30–4:30 PM**

**Session 5A:**

**Helene Recovery & Resilient Infrastructure**

**Tim Anderson, NCDOT, & Jade Dundas, City of Asheville**

This session highlights lessons from natural disasters and how recovery efforts can be leveraged to build long-term transportation resilience. With examples from Western North Carolina, presenters will discuss how infrastructure investments can support equitable recovery and climate adaptation while integrating active transportation elements.

**Location: Conover 1**

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**3:30–4:30 PM**

**Session 5B:**

**Strengthening Local Advocacy Groups**

**Stacey Wiedrich & Daniel Sapp, Pisgah Area SORBA**

Grassroots groups are essential for sustaining momentum in the active transportation movement. This session will explore how to build capacity, diversify participation, fundraise effectively, and align advocacy with long-term infrastructure goals. Learn how regional organizations are supporting volunteers, navigating partnerships, and influencing change.

**Location: Conover 2**

----- Break -----

# MONDAY, SEPTEMBER 8, 2025 (CONT.)



**4:45–5:45 PM**

## Success Stories from Around the State

This session will highlight inspiring success stories from various non-profits and organizations across North Carolina that have made significant strides in promoting active transportation and enhancing community well-being. Representatives from **Bike Durham, Major Taylor Cycling Club of NC, Bikes for Tikes, and Walkin' Roll Activities League Inc.** will share their experiences, challenges, and the impactful outcomes of their initiatives. Attendees will gain valuable insights into how local efforts can lead to meaningful change and contribute to the broader goals of transportation equity and safety.

**Location: Catawba 5**

**5:45–6:00 PM**

**Day's Wrap-up / Announcement of 2026 Summit**

*Location: Catawba 5*

**7:00–9:00 PM**

**Social at City Walk Brewing**

*205 Main Ave NE Suite C, Hickory, NC 28601*

Come hang out with us at Social at City Walk Brewing. Drinks will be available for purchase. It's the perfect chance to chat with Summit speakers and other attendees in a laid-back setting.

Big thanks to City Walk Brewing for hosting us!

**We will offer a shuttle from the summit hotels to City Walk Brewing from 6:30 to 9:30PM.**

**Location: 205 Main Ave, NE Suite C, Hickory, NC 28601**

# TUESDAY, SEPTEMBER 9, 2025



**7:00 AM**

**Stair Climb at Lenoir Rhyne**  
8th Ave NE, Hickory, NC 28601

**7:00–8:00 AM**

## **Stair Climb at Lenoir-Rhyne**

**Take part in an active way start to your day at Moretz Stadium (8th Ave NE, Hickory, NC 28601). Open to all attendees.**

This year's stair climb is held in partnership with the Coach Knapp Memorial Fund, honoring the legacy of NFL coach Greg Knapp, who was tragically killed by a distracted driver in 2021. Coach Knapp was known for running stadium stairs before every game—a tradition now continued nationwide to raise awareness about distracted driving. Join us in this meaningful movement for safer streets.

**8:00–9:00 AM**

**Breakfast & Welcome**  
**The Warehouses 18 Venues**  
18 2nd St SE, Hickory, NC 28602

**9:00–10:15 AM**

**Sessions 1**

----- Break Out Groups -----

**9:00–10:15 AM**

### **Session 1A:**

#### **BWNC Friendly Driver Program and Bicycle Safety Quiz: Tools for Safer Streets**

**Oliver Sendall, Bikewalk NC, Kylie Robinson, BikeWalk NC Staff, Ed Barsotti, BikeWalk NC Board Member**

Learn how BikeWalk NC's Friendly Driver Program and Bicycle Safety Quiz are improving safety and understanding between drivers and vulnerable road users. This session will provide an overview of these educational tools, their effectiveness, and how communities can adopt and adapt them locally.

**Location: The Warehouse A**

**(Session 1B on following page)**

# TUESDAY, SEPTEMBER 9, 2025 (CONT.)



**9:00–10:15 AM**

**Session 1B:**

**Understanding DOT Prioritization & Project Development**

***Brennon Fuqua, NCDOT Integrated Mobility Division***

What makes a project rise to the top for funding? This session offers an inside look at how NCDOT evaluates and prioritizes active transportation investments. Learn how to align your projects with state criteria and how local governments and advocates can position themselves for success.

**Location: The Warehouse B**

**10:30–11:45 AM**

**Sessions 2**

----- Break Out Groups -----

**10:30–11:45 AM**

**Session 2A:**

**Guidelines in Practice: AASHTO, NACTO, and MUTCD**

***Ken McLeod, League Of American Bicyclists***

Design guidance can feel overwhelming or conflicting—but it doesn't have to be. Ken McLeod breaks down the most influential transportation manuals and how planners and engineers can apply them effectively and creatively to support safe, inclusive design.

**Location: The Warehouse A**

**10:30–11:45 AM**

**Session 2B:**

**ADA Compliance and Inclusive Infrastructure**

***Steven Hardy-Braz, BikeWalk NC Board Member, Joan Lyons, AICP, Chris Hodgson, Disability Rights NC***

Accessibility is not just a legal requirement—it's a design imperative. This panel will explore how to integrate ADA compliance into every stage of infrastructure planning and development. Panelists will share practical approaches to inclusive design, community engagement, and overcoming persistent barriers to accessibility.

**Location: The Warehouse B**

**12:00–1:00 PM**

**Lunch**

# TUESDAY, SEPTEMBER 9, 2025 (CONT.)



**1:00–2:30 PM**

**Community Mobility Audits  
(See workshops below for description)**

Note: the Mobility audits will begin as soon as people have had their lunch.

## WORKSHOPS

**8:00 AM–6:00 PM**

**Traffic Bicycling for Transportation  
Professionals & Law Enforcement**

This all-day workshop is designed for transportation professionals and law enforcement officers. It focuses on the principles of traffic bicycling, offering practical skills and knowledge that qualify as a prerequisite for the LCI (League Cycling Instructor) certification class.

Instructor:

Steven Goodridge - League of American Bicyclists Master Instructor

**Hickory Parks and Recreation, 1451 8th St Dr NE, Hickory, NC 28601**

**1:00–2:30 PM**

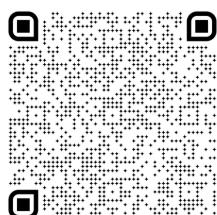
**Community Mobility Audits**

These two sessions, a walk audit and a bicycle audit, involve on-the-ground assessments of available infrastructure, where participants will evaluate walkability and bikeability, and will identify areas for improvement.

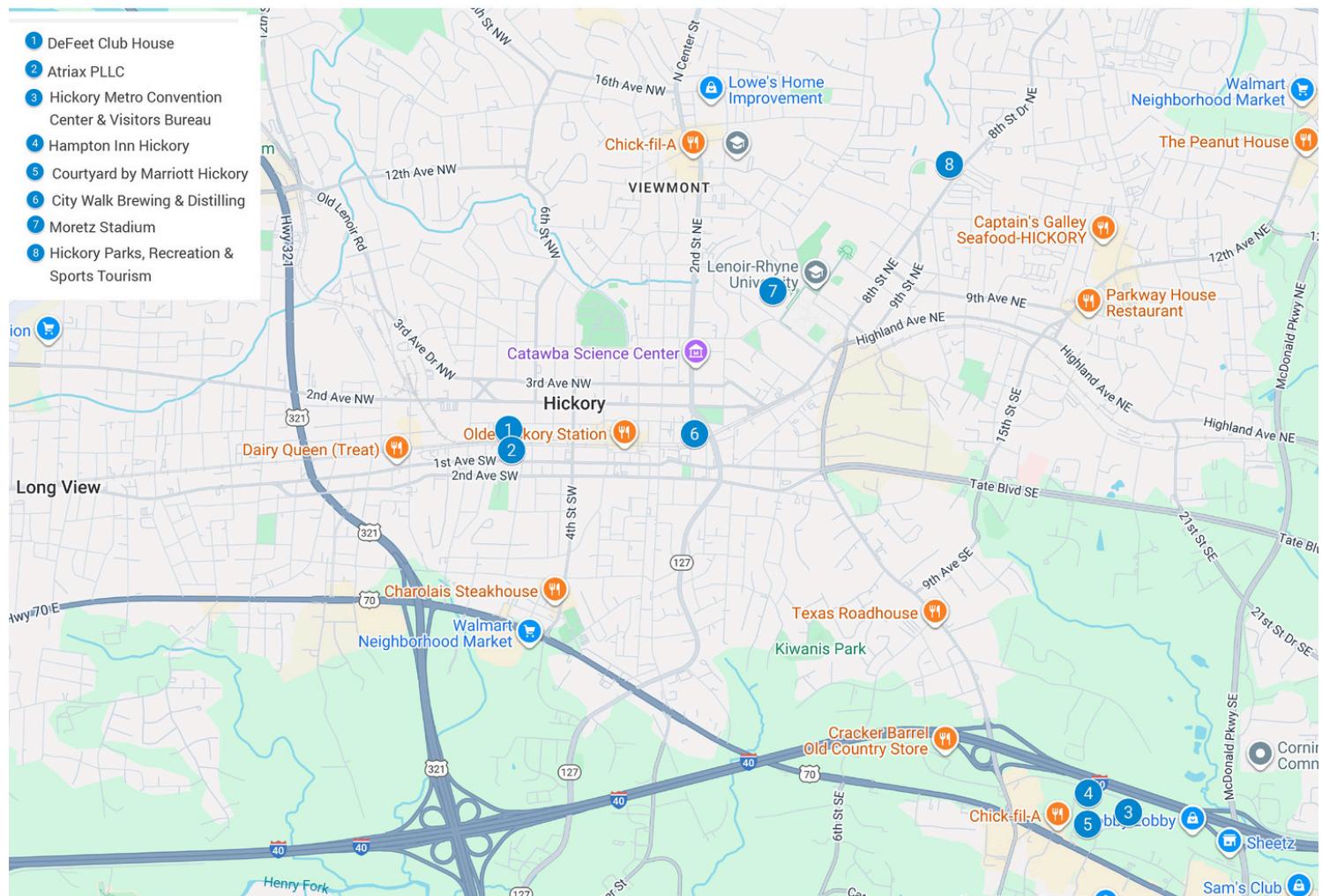
**The Community Mobility Audits begin at The Warehouse 18 Venue, 18 2nd St SE, Hickory, NC 28602**

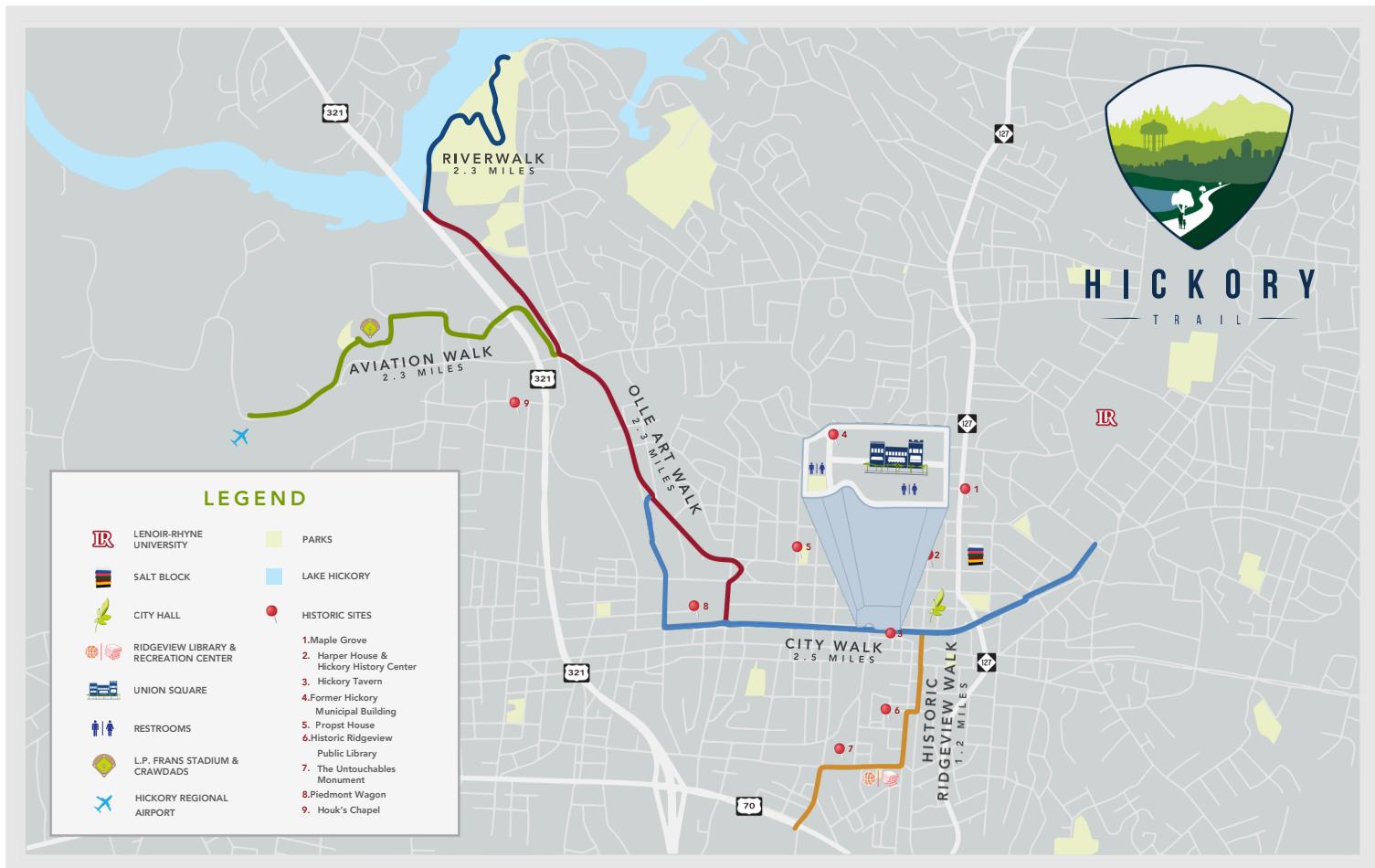
Lead by Hickory Community Members & BikeWalk NC

**You can access AARP's Walk Audit Handbook [Here!](#)**



# Area maps you may find useful







**Stair Climb**  
Moretz Stadium  
4th St Dr NE, Hickory, NC 28601

**Movie Screening Locations:**  
Atriax PLLC  
703 Main Ave SW, Hickory, NC 28602

DeFeet Clubhouse,  
706 Main Ave NW, Hickory, NC 28601

**Hickory Metro Convention Center & Visitors Bureau**  
1960 13th Ave Dr SE #5186, Hickory, NC 28602

**Community Mobility Audit**  
Warehouse 18 Venues  
18 2nd St SE, Hickory, NC 28602

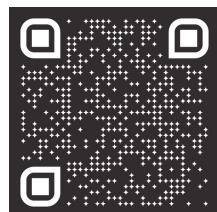
**Summit Hotels**  
Courtyard by Marriott Hickory  
1946 13th Ave Dr SE, Hickory, NC 28602

Fairfield by Marriott Inn & Suites Hickory  
1950 13th Ave Dr SE, Hickory, NC 28602

**WHKY - Radio Station**  
526 Main Ave SE, Hickory, NC 28602

**Hickory Parks, Recreation & Sports Tourism**  
1451 8th St Dr NE, Hickory, NC 28601

**VIEW HICKORY'S  
ADA TRANSITION  
PLAN HERE**



# INTRODUCING OUR KEYNOTE SPEAKERS!



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**Dennis Markatos-Soriano**



**Dennis Markatos-Soriano** has served as Executive Director of the East Coast Greenway since 2009. He and a staff of 16 work alongside volunteers, partners and elected officials to complete the 3,000-mile, Maine-to-Florida Greenway and promote its use.

Under his watch, the East Coast Greenway has grown from 18 to 37 percent complete, adding more than 500 new miles of Greenway. Markatos-Soriano has quadrupled the organization's funding through his cultivation of foundations, corporations and individual donors. And he has conceived and led ambitious programming for the Alliance, from regional conferences that gather and energize thought leaders to the recent East Coast River Relay, a two-month series of public events that marked the organization's 25th anniversary, while also strengthening its partnerships throughout the corridor.

Markatos-Soriano holds a B.A. from the University of North Carolina at Chapel Hill, where he was a Morehead and Byrd Scholar; and a master's in public affairs from the Woodrow Wilson School of Princeton University, where he received the 2008 Bradford Prize for Academic & Civic Achievement in Science, Technology and Environmental Policy. Prior to joining the Alliance, he served as executive director of two nonprofit organizations he co-founded: Students United for a Responsible Global Environment (SURGE) and Sustainable Energy Transition.

A native of rural Chatham County near the town of Pittsboro, N.C., he now lives in Durham, N.C. Markatos-Soriano enjoys basketball, soccer, riding his bike and time outdoors with his wife, kids, extended family and friends.



**Ken McLeod**



**THE LEAGUE**  
OF AMERICAN BICYCLISTS  
*since 1880*

**Ken McLeod** leads policy initiatives to improve bicyclist safety, manages the Bicycle Friendly State program and data.bikeleague.org, and provides technical assistance to people and groups working on state and local initiatives. His goals are to promote policies that take advantage of one of the best technologies ever invented – the bicycle, contribute to a thriving bicycle advocacy community, and help people see the future where a Bicycle Friendly America exists for everyone. Ken joined the League in 2012 after graduating from William & Mary Law School and he is a licensed attorney in the state of Virginia. He has a bachelor's degree from Pomona College in Claremont, CA. When he's not at The League, you can find him serving as Chair of the Roanoke Regional Bicycle and Pedestrian Committee, doing projects around his 100-year-old house, and climbing the Blue Ridge Mountains on his bike.



**WANT TO WATCH OUR  
PROGRAMING AGAIN?**

**THESE PRESENTATIONS  
WILL BE MADE AVAILABLE  
FREE TO THE PUBLIC  
FOLLOWING THE SUMMIT.**

# INTRODUCING OUR PRESENTERS!

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## Tim Anderson

*NCDOT, Helene Recovery & Resilience*

Tim Anderson, P.E., Division Engineer, is a graduate of UNC Charlotte with a bachelor's degree in civil engineering. Tim has worked in various roles at NCDOT, with an emphasis on maintenance and operations, over his 25-year career with the department. Currently, he leads a team of over 450 employees, ranging from senior engineering managers to temporary transportation workers, managing transportation infrastructure design, construction, maintenance and operations, and emergency response in the 7-county region of Division 13 in Western North Carolina.



## Christopher Casey

*Enforcement Strategies to Protect Vulnerable Road Users*

Chris Casey has proudly served as a North Carolina State Trooper for 20 years. He is currently assigned to Troop F, where he provides traffic safety information and serves as the Public Information Officer. Based out of Troop F Headquarters in Newton, he has dedicated much of his career to the community, spending 18 years working in Lincoln County as a trooper.

A graduate of Lincolnton High School, Trooper Casey went on to serve in the United States Marine Corps before beginning his career in law enforcement. His commitment to public safety and community service continues to guide his work across the region.



## Jade Dundas

*The City of Asheville, Helene Recovery & Resilience*

Jade Dundas is serving in the role of interim Assistant City Manager for the City of Asheville. In this role Jade supports Public Works, Parks and Recreation, Sustainability, Capital Management, and the City's Storm Recovery operations. He was hired by the City of Asheville in 2015 as the Water Resources Director and in 2016 was given the opportunity to lead the City's Capital Management Department. Capital Management was created in order to construct projects authorized in the 2016 General Obligation Bond referendum. Jade has a Masters degree in Business Administrations from Wichita State University and received his Bachelor's degree in Biology/Natural Resources and Environmental Science from Kansas State University. He is a career municipal employee with a large portion of his career spent in water and wastewater utility management.



## Daniel Sapp

*Strengthening Local Advocacy Groups*

Daniel Sapp is a media & brand strategist, storyteller, advocate, and leader in the outdoor industry. He owns The Backslope, a consulting firm that helps businesses, brands, nonprofits, communities, and creators grow influence through strategy and storytelling. He manages PR & communications for Berm Peak, the most influential media platform in the sport of mountain biking, and has worked to expand the channel's reach to global audiences.

As Board President of Pisgah Area SORBA, Daniel guides one of the most active trail organizations in the country, leading recovery efforts after Tropical Storm Helene and overseeing the transformation of the organization through the hiring of its first and second Executive Directors, as well as building staff capacity. He also plays a key role in North Carolina's Great Trails State Coalition, guiding media strategy in advancing statewide trail policy.

Daniel's work connects media, advocacy, and the outdoor economy, helping organizations turn ideas into momentum.

# INTRODUCING OUR PRESENTERS!



## Yaidee Fox

### *Inspiring Spaces Panelist*

Yaidee Castillero Fox has years of experience as a local government executive and professional, serving in various roles with the City of Hickory. She started working for the City in November 2003 and currently serves as an Assistant City Manager. She has oversight and experience in legislative affairs, legal, and special projects, such as the City's \$40 million bond program, which has increased to over \$115 million in infrastructure and enhancements for the Hickory Trail System. She holds a Bachelor of Science in Organizational Leadership from Mountain State University and a Master of Public Administration from Villanova University. She is also a graduate of the Municipal Administration Course at the UNC School of Government, holding an ICMA Credentialed Manager designation.



## Brennon Fuqua

### *Understanding DOT Prioritization & Project Development*

Brennon is the Director of the NCDOT Integrated Mobility Division. As director, Brennon leads a team of motivated Transit, Bicycle and Pedestrian experts to develop safe, affordable, and innovative multimodal transportation network throughout North Carolina.

Brennon brings to this position a unique background combining his passion for transportation planning with over a decade of experience in roadway design, construction management, program management, and policy development. Brennon received his bachelor's degree in civil engineering from North Carolina State University in 2011 and his master's degree in Public Administration from North Carolina Central University in 2021. In April of 2023, Brennon joined NCDOT as the Manager of the newly formed Program and Project Management Branch in the Integrated Mobility Division (IMD) which focuses on the implementation of innovative multimodal transportation programs and projects throughout the state. In October of 2023, Fuqua was appointed as the Interim Director of IMD, then was made permanent in July of 2024.

Born in Asheville and raised in southern Louisiana, Brennon returned to North Carolina to attend NC State University, and it has been home ever since. Outside of the office Brennon loves spending time outside with his wife, Juliana, and his two dogs, Harper and Delilah. Whether it is biking, hiking, camping, finding new breweries, or playing golf, if it is sunny outside, he does his best to take advantage.



## Stephen Craig

### *Success Stories Around the State*

Stephen Craig is the Fire Marshal for the City of Hickory Fire Department and has been serving the city since 2009. Currently, Fire Marshal Craig has been the Coordinator of the Bikes for Tykes Program at Hickory Fire Department for 5 years. During this time, he has set records for contributions and community partnerships to ensure brand new bikes with helmets are received by all children in need who ask for them through the Catawba County Christmas Bureau.

He has been in the Fire Service for over 25 years, serving as a volunteer firefighter and deputy chief with the Mountain View Fire Department in Catawba County, as well as a career firefighter with the City of Hickory, before moving into the fire marshal's office with the City of Hickory.



## Lindsay Keisler

### *Inspiring Spaces Panelist*

Lindsay M. Keisler, IOM, CCE, has served as President/CEO of The Chamber of Catawba County since 2017, leading a non-profit business association representing over 830 business partners in Catawba County and the surrounding region. A dynamic leader, she connects people and resources to address critical business issues and champion free enterprise. Under her leadership, The Chamber has seen increased partner engagement, retention, and growth, as well as the establishment of the Catawba County Chamber Foundation, a 501 © 3 organization, in 2023. The Chamber has earned regional and national recognition, including the 2016 Chamber of the Year award by the Association of Chamber of Commerce Executives.

Keisler holds a B.S. in Business Administration (Marketing) from UNC Charlotte and earned her Certified Chamber Executive designation in 2023. Her accolades include the ACCE Top 40 Under 40, NC Chamber Executive of the Year, and one of Business North Carolina Magazine's Trailblazers. She is a Rotarian, active in her church, and serves on local boards. Keisler lives in Conover, NC, with her husband, Corey, and their three children.

# INTRODUCING OUR PRESENTERS!

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## Ed Barsotti

### *Friendly Driver Program and Bicycle Safety Quiz: Tools for Safer Streets*

E Barsotti has lived in Cary and North Carolina since January 2025, when he and his wife followed their daughter to the area. He has a long history working for state bicycle advocacy organizations in Illinois (2001-2025) and Florida (since 2020), semi-retiring to part-time in 2020. In 2019, Ed was named League of American Bicyclists' Advocate of the Year. Efforts have included bicycle infrastructure planning and roadway design policies, state legislation, and online bicycle safety education including the BikeSafetyQuiz lessons that have been used by 400,000 Illinois students, young drivers, and adults.



After helping to replicate BikeSafetyQuiz for BikeWalk NC in 2021, he's now excited to join the organization's board and to help improve bicycling and walking conditions in North Carolina. Besides lots of biking, Ed enjoys tennis, history audiobooks, card and board games, and exploring baseball cities when the Chicago Cubs come to town.



## Oliver Sendall

### *Friendly Driver Program and Bicycle Safety Quiz: Tools for Safer Streets*

In his role as Program Manager, Oliver leads the organization's efforts to schedule and present the NC Friendly Driver Program, coordinates the planning of the annual NC BikeWalk Transportation Summit, while also managing the grant reporting and claims process. 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 enjoys applying the skills and knowledge gained from this diverse experience to his role with BikeWalk NC.



## Kylie Robinson

### *Friendly Driver Program and Bicycle Safety Quiz: Tools for Safer Streets*

Kylie is originally from Northern Virginia and now calls Cary, NC home. She graduated from George Mason University with a BFA in Art & Visual Technology. During college, Kylie dove headfirst into the digital world as a marketing intern, learning how to use online platforms to connect and engage with people. After graduation, she spent time at MemoryCare, a small nonprofit in Asheville, focusing on outreach and fundraising support. It was there that she saw firsthand how powerful communication can be in making a difference. Now, as Community Outreach Coordinator at BikeWalk NC, Kylie is excited to bring her creativity and nonprofit experience to advancing safer, more accessible communities across the state. Outside of work, you can find her with a camera in hand, capturing moments, or out in nature, hiking, camping, and gardening.



## John Tallmadge

### *Success Stories Around the State*

John joined Bike Durham in January 2020 as its first Executive Director. Prior to that, 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 the Old West Durham neighborhood since 1999, and is a lifelong user of bikes, transit, shoes, and cars to get around.

# INTRODUCING OUR PRESENTERS!



## Joan Lyons

### *ADA Compliance and Inclusive Infrastructure*

Joan Lyons is a committed certified planner with experience in North Carolina, Colorado, the Netherlands, Louisiana, Virginia, Maryland, Tennessee, South Carolina, and Indiana. Her experience in the profession centers around the fields of transportation (bicycle, pedestrian, multimodal, trails, transit, rail, micro-mobility, and Transportation Demand Management (TDM)), accessibility (ADA), vision zero, social justice, sustainability, climate (drought planning, fire mitigation, flooding), historic preservation, and participatory planning in communities. Joan currently serves as a Senior Planner at Johnson, Mirmiran, and Thompson (JMT) where she leads planning projects in the Mid-Atlantic, Southeast, and Colorado.

She also is the treasurer of Oaks and Spokes, Wake County's Bike and Walk advocacy organization, and sits on the boards of Skate Raleigh, and Alliance for Disability Advocates. In her spare time, Joan is currently writing a book, titled Women Moving People. If you are interested in contributing, please visit [womenmovingpeople.com](http://womenmovingpeople.com).



## John Marshall

### *Administering Local Bicycle Projects: From Idea to Construction*

John retired from the City of Hickory in 2023 as the Transportation Planning Manager and still works part time for the City in the same capacity. John's focus is continuing work on the City's multi-use path and sidewalk projects. John also coordinates other City transportation projects with the GHMPO, NCDOT and FHWA.

Previously John worked at the WPCOG for 27 years as a Local Assistance Planner and Transportation Manager with the Greater Hickory Metropolitan Planning Organization (MPO) and Unifour Rural Planning Organization (RPO) and also served as Planning Director.



## Meg Nealon

### *Inspiring Spaces Panelist*

Meg Nealon is the President and founder of Nealon Planning, PLLC. Nealon, a community planner and landscape architect, has been helping clients in the public and private sectors for over 30 years. Her public sector planning and design experience has focused on managing change while respecting the natural and cultural assets upon which each community's identity and economic opportunities are based. Her work includes a wide range of projects, from large-scale, multi-county regional plans to small area plans throughout the Southeast. She has served NC communities and the State as a member of several boards and commissions, including the North Carolina Board of Landscape Architects, Foothills Conservancy of North Carolina Board of Directors, Charlotte-Mecklenburg Planning Commission, City of Charlotte Historic District Commission, City of Hickory Appearance Commission, and the Appalachian State University (Hickory Campus) Advisory Council.



## Daniel Odom

### *Administering Local Bicycle Projects: From Idea to Construction*

Daniel Odom is Transportation Projects Coordinator at the Western Piedmont Council of Governments/Greater Hickory Metropolitan Planning Organization (WPCOG/GHMO). He manages the GHMPO's Locally Administered Projects Program, directing federal transportation funding to locally prioritized bicycle and pedestrian infrastructure improvements. As Transportation Projects Coordinator, Odom has led the GHMPO's efforts to supplement and develop local government capacity to plan for and deliver federally funded transportation infrastructure projects.

# INTRODUCING OUR PRESENTERS!



## Steven Hardy-Braz

### *ADA Compliance and Inclusive Infrastructure*

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.



## Chris Hodgson

### *ADA Compliance and Inclusive Infrastructure*

Chris is a Supervising Attorney with Disability Rights NC. He has practiced law since 2015, starting as a Disability Law Fellow on the former CAT. Since then, he has successfully represented clients in state hearings, before the EEOC, and in federal court. In his current role, he leads and supervises work related to our Employment and Community Access targets. Prior to his time at DRNC, Chris hired, trained, and supervised direct care staff to assist people with disabilities. In addition to a law degree, Hodgson has a master's in philosophy from Texas A&M University and a bachelor's in English from Southern Illinois University. Hodgson developed his passion for disability rights prior to law school through his work as a direct care aide, case manager, and day program coordinator.



## Sharon Elliott

### *Success Stories Around the State*

Sharon Elliott has served as Executive Director of the Walkin'Roll Activities League for 31 years, leading programs that support inclusion and community engagement. She is a recipient of the Paul Harris Rotary Award and holds both a BA in Education and a BS in Occupational Therapy from Lenoir-Rhyne College. Sharon is also a retired Early Intervention Service Coordinator with the Children's Developmental Services Agency, a division of the NC Department of Health and Human Resources.



## Shane Cooper

### *Industry's Role in Safer Active Infrastructure*

Shane began his bicycle journey early in life. In the mid 70s he fell in love with the bicycle as the USA began the bi centennial bicycle boom. In the early 80s he saw a bicycle race in England and fell in love with the sport of cycling. In 1992, he started DeFeet as a way to pay for his racing. Traveling with his wife Hope, they worked together to build a global sock brand.

Shane is an industry veteran that never missed a Interbike tradeshow, and has also attended the Bike Summit in Washington DC and embraced the Safe Route to School program, that he championed to the city of Hickory.

Shane recently purchased a building that happens to be on a greenway, as the DeFeet Clubhouse. It serves as the company headquarters and marketing sales office. Shane lives in Hickory NC with his wife of 33 yrs, their son Morgan works at DeFeet and their daughter Stella is in PhD program at Elon University.

# INTRODUCING OUR PRESENTERS!



## Jeanette Richardson

### *Success Stories Around the State*

Jeannette Richardson is Co-founder and President of Major Taylor Cycling Club North Carolina (MTCCNC). MTCCNC serves to create a living memorial to Major Taylor, the first Black world champion cyclist by educating people about his life and legacy and serving the community by volunteering and fundraising for various charitable organizations. With a Master's degree in Clinical Nursing Leadership from Queens University of Charlotte and over 29 years of healthcare experience, Jeannette integrates her passion for health and wellness, community service, and advocacy to promote safe, inclusive cycling for all levels.

Jeannette's leadership has been pivotal in community engagement, particularly through initiatives like Major Miles for Mammograms and We Ride, We Vote, which support health equity and civic participation. Her organization's goals focus on using cycling as a tool to provide safer, healthier, and more equitable communities for all transportation users while embodying MTCCNC's slogan: "Riding with purpose, strength in community."



## Stacey Wiedrich

### *Strengthening Local Advocacy Groups*

With over two decades of experience, Stacey brings a unique blend of professional expertise and personal passion to her role as Director of Engagement for Pisgah Area SORBA.

Once a professional BMX athlete and now an avid mountain biker, Stacey has always been deeply involved in the cycling community. Her career has consistently highlighted her skills in fundraising, communications, marketing and events, making her a natural fit for her current role. As Director of Communications for the Denver Hispanic Chamber of Commerce and later as Development Director for Bicycle Colorado, she successfully managed strategic fundraising, communications, partnerships, and large-scale events. All of which helped Stacey develop her skills that help move organizations to the next level.

Now, she uses her extensive experience to lead Pisgah Area SORBA's engagement efforts. Her work focuses on building connections through fundraising, managing communications, and organizing community events that empower riders and support trail advocacy. Stacey's career demonstrates a proven ability to drive growth and build a strong, connected community, both on bikes and on the trails.



## Anjie Blount

### *Success Stories Around the State*

Anjie Blount is a founding member of Major Taylor Cycling Club North Carolina (MTCCNC), founded in 2021, and currently serves as the club's Event Coordinator. A dedicated cyclist since 2012, she is affectionately known among members as the "Bike Whisperer" for helping countless riders choose their first road bike and begin their cycling journey. Through her leadership, she has been instrumental in organizing events that foster fellowship, wellness, and charitable impact, all in honor of Marshall "Major" Taylor's legacy. Looking ahead, MTCCNC will proudly co-host the Major Taylor International Cycling Alliance (MTICA) Convention in Durham, NC, in June 2026.

Professionally, Anjie has dedicated 35 years to Cone Health, where she served 20 years as Director of the onsite Early Childhood Center before stepping into her current role as Administrator for the Family Medicine Residency, a position she has held for the past 15 years. She holds a bachelor's degree in Community Justice and Policy Studies with a minor in African American Studies from Guilford College and has over 30 years of teaching experience in Early Childhood Education. Known for her love of people, mentorship, and community service, Anjie brings the same passion and dedication to cycling as she does to her career and lifelong commitment to giving back.



## Stefaneé Richardson

### *Success Stories Around the State*

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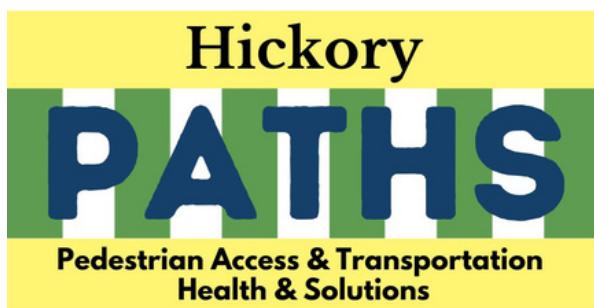
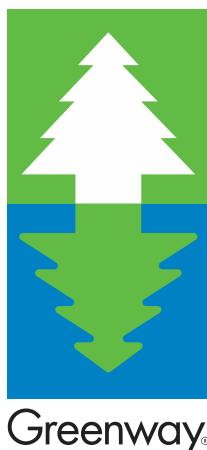


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