



Colorado Bicycle Summit Workshops

Equity:

Equity Workshop #1: Storytelling tools that include everybody who rides a bike

Description: In Colorado, bikes and bike culture are integral to our identity as a state. But how well do groups that organize to promote bike safety and “bike culture” reflect the broad set of identities of people who use bicycles? Let’s work together to identify how to use images and language that reflect all types of riders and can connect with stakeholders and decisions makers.

Facilitator: **Chris Johnson**, Executive Director, Bike Fort Collins

Workshop Team: **Rachel Hultin**, Active Transportation Manager, Bicycle Colorado

Equity Workshop #2: Creating the conditions that support cycling for all-- inclusive policies, planning and programs

Description: The goal of this session is to find actionable solutions through exploring the questions: How do we make bicycling safe and comfortable for everyone? When you think of “everyone,” are you leaving anyone out? How do we intentionally change “who is at the table” to be more inclusive and reflect the needs of diverse and underserved communities? How do we proactively engage and include non-traditional partners across sectors?

Co-Leads: **Eliza Lanman**, Community Investment Office, Kaiser Permanente Community Health Equity Team
Veronica O. Davis, Co-owner and Principal Planning Manager, Nspiregreen, Co-founder Black Women Bike

Industry:

Industry Workshop #1: Micro Industry--from startups to global business

Description: Colorado isn't just a great place to ride a bike... it's a great place to make bikes and bike accessories. Learn how to harness Colorado's innovation network to explore or expand a bike-related business from a team of local experts who have successfully taken an idea to market. Identify the tools, tricks and resources available in our proverbial backyard to expand Colorado's micro industries.

Facilitator: **Chris Connor**, Founder, Connor Wood Bicycles

Workshop Team: **Jose De Vincenzo**, Founder, MobileBikeMan.com BikeCafe
Todd Selden, Director, Bicycle Market at Gates Corporation

Industry Workshop #2: Scalable bike sharing

Description: From dense urban cores to suburban main streets and resort communities, bike sharing is poised for the next big boom. With a variety of options now available and others emerging, what could bike sharing look like in your community to meet a growing but unmet demand?

Facilitator: **Jessica Fields**, Regional Office Director, Toole Design Group

Workshop Team: **Stacey Sebeczek**, Bike Share Director, Bike Fort Collins
Rick Muriby, Planning Manager, City of Golden
Andy Duvall, Transportation Behavior Analyst, National Renewable Energy Laboratory
Hans T. Reichgelt, Open Space Specialist, City of Westminster

Youth:

Youth Workshop #1: Engaging the next generation

Description: Whether it's introducing kids to biking for the first time or encouraging those who have been in the saddle since diapers, cultivating the next generation is key to our collective success. Dive in with program leaders who are empowering kids through bikes and find out how to bring freedom, fun, health and life skills via two wheels to your local youth.

Facilitator: **Steve McCauley**, Director of Program and Donor Services, USA Cycling Foundation

Workshop Team: **Daniel Byrd**, Executive Director, Kids on Bikes
Brett Donelson, Founder and Executive Director, The Cycle Effect

Youth Workshop #2: Getting communities on board

Description: Building partnerships with the right people in your community can yield the best results and enable you to truly support young bicyclists. Learn how Colorado communities have created effective Safe Routes to School, bike libraries and other programs and how you can apply these relationships and strategies to develop sustainable, community-wide bicycle initiatives for kids.

Facilitator: **Allen Beauchamp**, Education and Encouragement Chair, Bike Colorado Springs

Workshop Team: **Dave Bott**, Teacher, Avery-Parsons Elementary School
Nancy Nichols, Safe Routes to School Program Director, FC Bikes

Tourism:

Tourism Workshop #1: Building tourism in your community through bicycling and partnerships

Description: It's not enough to be a good bike destination anymore. Learn how to build your community's tourism through bicycling and partnerships and attract more bicycle tourists to your town. Connect with other communities to identify what's working, what can be improved and gain tools to build out your local or regional plan.

Facilitator: **Jill Lammers**, Director of Heritage and Agritourism, CO Tourism Office

Workshop Team: **Amy Cassidy**, Owner, amylcassidy.com
Mike Bennet, City Manager, City of Fruita
Amy Camp, Owner, Cycle Forward
Rich Cook, Founder and Managing Director, Focus Outdoors Advisor

Advocacy:

Advocacy Workshop #1: Advocating for winning outcomes--what's the secret sauce?

Description: Getting to "yes" on project implementation sometimes feels like a long and technical ascent. Leveraging the experience of advocates from around the state, this interactive workshop will explore some of the key ingredients for getting you and your team to the top and essential advocacy considerations for each part of the climb.

Facilitator: **Ted Heyd**, Policy Director, Bicycle Colorado

Workshop Team: **Piep van Heuven**, Denver Director, Bicycle Colorado
Leia Morrison, Councilwoman, Gunnison, Colorado
Steve Williams, Multimodal Advisory Board, Routt County Riders

Advocacy Workshop #2: Pulling the digital levers to carry your message

Description: There are a lot of bright, shiny objects out there in the communications arena. Elevating your message so that it's heard above all the noise these days requires strategic selection and effective use of digital platforms. Whether it be Twitter, Facebook, Instagram or VoterVoice, experts and frequent users will share tips to equip you to leverage these tools to make your voice and interests heard.

Facilitator: **JJ Trout**, Director of Data and Technology, PeopleForBikes

Workshop Team: **Katie Macarelli**, Marketing Coordinator, Feedback Sports
Len Necefer, Ph.D., Founder, NativesOutdoors
Mike Lee, Strategic Director, Cactus

Advocacy Workshop #3: Myth Busters--debunking common points of opposition to investments in active transportation

Description: You often know it when you hear it. One of those common misperceptions or myths about bicycling and bicyclists that tends to frustrate and leave you wondering how long this or that bit of misinformation will persist. This session will explore some of those common 'myths' and address or debunk them through a fun, interactive role playing exercise.

Facilitator: **Martha Roskowski**, Vice President of Local Innovation, PeopleForBikes

Workshop Team: **James Waddell**, Executive Director, BikeDenver
Dan Raine, Senior City Planner, Denver Public Works

Advocacy Workshop #4: Bicycling & the law--what you need to know

Description: Colorado has long been a national leader in laws that improve safety for bicyclists and 2017 was the biggest year ever in the #1 Bike State! Learn more about what goes into passing and enforcing bicycle-friendly laws as well as rights and recourse for riders. What else needs to be addressed through regulation and what can you do to make it happen?

Facilitator: **Brad Tucker**, Founder and Attorney, ColoBikeLaw.com

Workshop Team: **Andy Kerr**, State Senator, Colorado State Senate
John Marriott, City Council, City of Arvada

Advocacy Workshop #5: Vision Zero

Description: In Colorado, traffic crashes account for more than twice the number of deaths as homicides. In Denver, people biking are 6.5 times more likely to die in a crash, and people walking are 30 times more likely, compared to people driving. This routine loss of life on our streets is a preventable public health crisis that deserves our focus and resources. To become truly multimodal, streets must be safe for everyone, regardless of how they travel. The City and County of Denver is stepping up to the challenge with a 5-year Vision Zero Action Plan aimed at eliminating traffic fatalities and serious injuries by the year 2030. Join this interactive workshop to learn how the international Vision Zero movement is fundamentally different from traditional traffic safety efforts, key themes included in Denver's Vision Zero Action plan, and how you can implement Vision Zero strategies in your community through specific case studies relevant to a variety of urban and suburban settings.

Facilitator: **Jill Locantore**, Policy and Program Director, Walk Denver

Workshop Team: **Rachael Bronson**, Transportation and Mobility, Denver Public Works

Michele Shimomura, Public Health Manager, Department of Environmental Health, City and County of Denver

Lieutenant Rob Rock, Traffic Investigations Unit, Denver Police Department

Trails:

Trails Workshop #1: Soft surface trails--from vision to done

Description: Colorado has legendary "soft surface" trails. And there are hundreds of local, regional and national planned trails in the works. Great trails take years of dedicated partnerships working together to plan, fund and implement. Success often boils down to 1 key segment or decision maker...and money. Learn how to start with vision, keep partners focused and chase funding to get trails completed.

Facilitator: **Gil McCormick**, Trails Team Lead, COMBA

Workshop Team: **Jake Houston**, Local Government Program Manager, GOCO
Robert Seel, SE Regional Trails Coordinator, Colorado Parks and Wildlife

Trails Workshop #2: eBikes and Trails

Description: In this workshop we tackle one of the biggest questions around Colorado bicycling, how and where to allow access to electric assist bicycles on trails? Participants will learn current rules, hear case studies and engage in valuable discussion sharing perspectives from all sides.

Facilitator: **Morgan Lommele**, E-Bikes Campaigns Manager, PeopleForBikes

Workshop Team: **Mary Ann Bonnell**, Visitor Services Manager, Jefferson County Open Space
Nick Dellaca, State Trails Program Manager, Colorado Parks and Wildlife
Aaron Clark, Government Relations, International Mountain Bike Association
Ken Miner, Director of Sales, Haibike