

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 that connect with stakeholders and decisions makers.

Facilitator: Chris Johnson, Executive Director, Bike Fort Collins

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?

Facilitator: Eliza Lanman, Community Investment Office, Kaiser Permanente Community Health Equity Team

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 Cycles

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

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, Colorado Tourism Office

Youth:

Youth Workshop #1: Working successfully with kids and communities

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 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 Services, USA Cycling Foundation

Youth Workshop #2: Getting communities on board

Description: Cultivating partnerships with the right organizations in your community can yield incredible results and enable you to truly support the next generation of bicyclists. Learn how partnerships have created effective Safe Routes to School, bike library and bike club programs and how you can develop these relationships and strategies to build sustainable bicycle programs for kids.

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

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

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

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

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, Colorado Bike Law

Advocacy Workshop #5: Vision Zero

Description: Truly multimodal streets are safe streets....for pedestrians, bicyclists, transit users and motorists. Yet, many of our roadways in Denver and throughout Colorado are not and crashes, injuries and fatalities are on the rise. We need to change that and Vision Zero is a big and important step in reversing the trend. This session will provide a thorough explanation of what Vision Zero is and how its implementation will make our transportation networks safer for all users. Want to engage in making your street, your neighborhood and your city safer for all modes of travel? Join us here.

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

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

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