



## 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?

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

**Workshop 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 Cycles

**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 at National Renewable Energy Laboratory, NREL  
**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 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

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

## **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

**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, 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

### **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**, Lieutenant, 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

**Rob 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 Dallaca**, State Trails Program Manager, Colorado Parks and  
Wildlife

**Aaron Clark**, Government Relations, International Mountain Bike  
Association

**Ken Miner**, Director of Sales, Haibike