Executive Summary
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The National Center for Bicycling & Walking convened the 16th Pro Walk/Pro Bike® Conference in Chattanooga, Tennessee from Monday, September 13 to Friday, September 17, 2010. Approximately 650 people from across the United States participated, representing a wide range of disciplines: public health, planning, engineering, education, law enforcement, philanthropy, advocacy, and the private sector. Participants were drawn from the local, state, and national levels. We received over 300 responses to our call for proposals; ultimately, we selected 72 panel sessions, and approximately 100 poster sessions for inclusion in the conference program. The conference theme for 2010 was Bringing Livable Communities and Regions to Scale.

Quick facts about Pro Walk/Pro Bike® 2010:
- Participants: 650
- APBP Members: 130
- Delegates: 160
- Presenters: 164
- States represented: 46
- Countries represented: Canada, Germany, Switzerland, and United Kingdom
- Top 3 states for participation: 1) California with 48; 2) Tennessee with 47; and 3) Washington DC with 46.

Following the conference, NCBW asked all participants to provide feedback on the conference program, feedback on their satisfaction with the conference, and we solicited their ideas for Pro Walk/Pro Bike® 2012. We received 143 responses. Of those who responded, 89 percent told us the conference met or exceeded their expectations; 88 percent told us the conference contributed to their professional development; 85 percent told us they would attend a future Pro Walk/Pro Bike®; and 94 percent indicated that they would recommend the conference to others. Additionally, the respondents indicated that they contributed generously to the host city’s coffers by staying in local hotels, patronizing local restaurants, and enjoying recreational activities outside the conference. Thanks again to you—local volunteers, sponsors, presenters, delegates, and staff—who made this conference a great success.

Sincerely,
Sharon Z. Roerty, AICP/PP
Executive Director, National Center for Bicycling & Walking
Conference Snapshots
Clockwise from Top
• NCBW and APBP are close partners in the production of every Pro Walk/Pro Bike® conference.

• Networking opportunities abound at the conference. Here people chat at the opening reception, which also featured the mayor of Chattanooga.

• Phil Pugliese, head of the local host committee stands at the ready to answer questions about mobile workshops, bike routes, restaurants, etc.

• Conference bags ready to hand out to participants.

• Venders are an integral part of making Pro Walk/Pro Bike possible. Here the CEO of Bicycle explains his product to an attendee.

• Center: One of our roving huggers from the opening reception.
Conference Experience

Question 1: The Pro Walk/Pro Bike® conference either met or exceeded your expectations.

Question 2: The Pro Walk/Pro Bike® conference organizers either met or exceeded your expectations.

Selected comment

“I like the idea of having conferences in mid-size cities that have less expensive hotel lodging nearby (at or below US Government rate). We need to show that Livability is for communities of all sizes, not just major metropolitan areas.”
Question 3: The Plenary Sessions were informative and relevant to the conference theme—Bringing Livable Communities and Regions to Scale.

![Survey Results](image1)

Question 4: The presenters in the breakout and poster sessions were knowledgeable.

![Survey Results](image2)

Question 5: The conference contributed to your professional development.

![Survey Results](image3)

The Plenary sessions featured the expected big names from the bike/ped world, but they were balanced out by some unusual suspects: Mary Collins, author of *American Idle*, talks about what she learned when she decided to write about why most Americans are physically inactive. To Mary’s right is Dr. Heath of the University of Tennessee, Chattanooga; Enrique Penalosa, coordinator of VeloCity 2011, is to her left.
How did you learn about the conference?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>NCBW website</td>
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</tr>
<tr>
<td>APB website</td>
<td>10%</td>
</tr>
<tr>
<td>NCBW CenterLines</td>
<td>30%</td>
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<tr>
<td>APBP</td>
<td>20%</td>
</tr>
<tr>
<td>Co-workers</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
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</tbody>
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What was your primary reason for attending the conference?

- Topics/Theme: 42%
- Networking/Business: 22%
- Presenter: 20%
- Recommended: 8%
- APA/CM credits: 1%
- Special meetings: 4%
- Other: 3%

Pro Walk/Pro Bike® Special Meetings
- Alliance for Biking & Walking Leadership Retreat
- America Bikes board meeting
- Cities for Cycling
- Safe Routes to School National Partnership annual meeting
- US Access Board
- Equal Footing Summit/America Walks
- Campus Bike Programmers Network meeting
- Transportation Enhancements Seminar
- Designing for Pedestrian Safety
- Site Design Workshop/Michael Ronkin
- Youth Engagement in Pedestrian Safety/California WALKS
- US Bicycle Routes/Adventure Cycling
- Rails-to-Trails Meeting and Reception
- APBP Annual Meeting
- FHWA State Bike/Ped Coordinators Meeting
- Local Coordinators Meeting APBP
Did you have a Favorite Session?

“The one on bicycle boulevards. It provided me with alternatives to infrastructure that I had never even heard of.”

“Riding the Ride in Government Workplaces. All of the speakers were very knowledgeable. It was one of those sessions where you definitely take away great ideas.”

“Using the 2010 Highway Capacity Manual to Plan Complete Streets. It was informative and relevant to many of the challenges we are facing in Michigan with respect to balancing all modes in a road ROW.”

“Best Practices in State DOT Bicycle Programs. It was incredibly informative and beneficial to my professional needs in the bicycle advocacy world. The open dialogue/round-table conversation of the session worked very well with the topic at hand.”

What you liked most about the conference

Would you attend a future Pro Walk/Pro Bike®?

85% said Yes

15% were Undecided

Would you recommend the conference to others?

94% said Yes

6% were Undecided
ECONOMIC IMPACT

Did you stay in a local hotel while in Chattanooga?

94% said *Yes, every night*

3% stayed *At least one night*

How many nights did you stay in a hotel?

- Day trip
- One night
- Two nights
- Three nights
- Four nights
- Four plus

Most days the Pro Walk/Pro Bike® conference keeps attendees busy from early in the morning, to late at night. In spite of that, many people often find the energy to go out on the town. In Chattanooga... 47% said they went out *Every Night*

52% do so on *Most Nights*

On average, how many meals per day did you consume outside the conference?

45% said *More than One*

50% said *One*

Often conference participants will combine a vacation or sightseeing with our conference. This year 44% reported going on additional visits, tours, and other activities.

The Pro Walk/Pro Bike® conference is a great opportunity to show off your city. For Chattanooga, *nearly half* (48%) said they would visit again; 39% said they would consider another visit.
With every Pro Walk/Pro Bike® conference, mobile workshops are an integral part of the conference program, and they are the also the way that most participants become familiar with the host city. For the Local Host Committee, the mobile workshops offer an opportunity to showcase some of the work they have been doing in planning, Safe Routes to School, economic development, multi use trails, bike-walk-transit networks—often with some local flavor thrown in.

For 2010, we scheduled mobile workshops throughout the week, even offering them days in advance of the conference. Here are some of the highlights from the 2010 Pro Walk/Pro Bike® mobile workshop program:

**3 Rides 3 Hoods – Perspectives on the City**
Come out and celebrate the bikeability of Chattanooga. We will pedal through three of Chattanooga’s bicycle friendly neighborhoods: the Downtown/North Shore area, the Southside, and St. Elmo. Riders can choose to participate in one, two, or all three loops. Along the way, we will share perspectives on the city, both through stunning visuals and engaging dialogue. Each loop is approximately 7 miles. Bicycles available.

**Main Street Redevelopment**
Having recently spent millions building parks and paths along the Tennessee River that runs through downtown, the city has turned its attention to revitalizing the Southside, introducing restaurants, businesses, galleries and art studios into the once gritty part of town through public and private support. Main Street has been transformed into a vibrant, active community.

**21st Century Waterfront**
In the 1990s, Chattanoogans built an international reputation for "Can Do" community spirit when the Riverfront Renaissance enlivened Chattanooga’s once dormant city core into a thriving center for business and tourism. The mobile workshop will showcase the $120 million waterfront project including the Riverfront Parkway road diet, development of the Tennessee Aquarium and other development.

**Creating a Bicycle Friendly Business**
This is a training of trainers to learn how to conduct your own local Bicycle Friendly Business workshop. Participants will receive tools and resources to be able to present the Bicycle Friendly Business workshop in their area. By the end of our three hour session, you will be able to answer the what, why, and how questions of building BFBs.
**Conference Sustainability**

As we surveyed conference attendees, we asked them to provide optional information that would help us determine the carbon footprint of Pro Walk/Pro Bike®. The majority of greenhouse gas emissions associated with the conference are generated by travel to/from the conference. Participants faced a limited number of transportation options for the trip to Chattanooga: rail connections are limited, and the airport is not served by public transportation and is a significant distance from the urban core. While in Chattanooga, the majority of participants walked, biked, or used public transportation to comport themselves.

During the conference, attention was paid to sustainability. The Chattanooga Convention Center has a “Buy Fresh, Buy Local” program for its food. Food from meals and snack breaks, that has not been served, is donated to local food banks. Finally, vegetarian/vegan options were available at every meal, for those wanting to reduce their diet’s carbon footprint. Approximately one-third of conference participants indicated a preference for vegetarian meals. Naturally, the Conference Center recycles all paper, glass, plastic, and corrugated materials.

*What modes did you use to travel to the conference?*

<table>
<thead>
<tr>
<th>Mode</th>
<th>Travel Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walked</td>
<td>5+ Hours</td>
</tr>
<tr>
<td>Biked</td>
<td>2-5 Hours</td>
</tr>
<tr>
<td>Airplane</td>
<td>1-2 Hours</td>
</tr>
<tr>
<td>Carpool</td>
<td>&gt; 1 Hour</td>
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<tr>
<td>Train</td>
<td></td>
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Participants
Feedback on Conference Sustainability

Travel to/from the conference
“Work with [a carbon trading company] and encourage participants to offset their travel. If [a carbon trading company] were a sponsor and you had a box to check in your registration form to allow you to pay to offset your travel, I’m sure some people would do it.”

A number of people encouraged us to explore facilitating bike trains/carpools/vanpools/buses from major cities.

“How about having webinars for some of the sessions to expand partial attendance for more people? It would not replace being there in person, but for many who couldn’t attend at all, it would be an option to participate in some of the sessions and create another income stream for the conference.”

Thinking about sustainability during the conference
“Offer, where possible, locally sourced foods and make all the meals vegetarian which reduces the carbon footprint considerably. Factory farming is a larger climate burden than the automobile in the US!”

Reducing the level of air conditioning at the conference center was a popular request.

“Offer the opportunity for a volunteer/legacy project in the host city, like tree plantings, bike rack installation, bike rodeo for local kids, etc.”

We agree. On Monday, September 13, a Tulip Tree was planted in Renaissance Park, along Chattanooga’s North Shore. The tree commemorates the life of Susie Stephens: bicyclist, environmentalist, and tireless advocate for active transportation. There are over 100 trees in the Susie Forest, which was started by her mom, Nancy MacKerrow, in 2003. For more about the Susie Forest see http://www.susieforest.com

We thank Saris for donating 10 bicycle racks for local schools in Chattanooga.

Offsetting remaining emissions
“Track collective carbon footprint savings from individual decisions.”

“Set emission targets for the next conference.”

“Make sure the conference is held where there is public transportation to/from the airport.”
Pro Walk/Pro Bike® 2010: Participants by location
**Platinum Sponsors**
US DOT’s Livability Program
Secretary LaHood’s Blog
FHWA’s Bicycle and Pedestrian Program

**Gold Sponsors**
Bikes Belong | [http://www.bikesbelong.org](http://www.bikesbelong.org)
Alta Planning + Design | [http://www.altaplanning.com](http://www.altaplanning.com)
National Association of Realtors | [http://www.realtor.org](http://www.realtor.org)
Benwood Foundation | [http://www.benwood.org](http://www.benwood.org)
bXi | [http://www.bixi.com](http://www.bixi.com)

**Silver Sponsors**
B cycle | [http://www.bcycle.com](http://www.bcycle.com)
Tennessee DOT | [http://www.tdot.state.tn.us](http://www.tdot.state.tn.us)
Bicycle and Pedestrian Program
RPM Transportation Consultants, LLC | [http://www.rpmtraffic.net](http://www.rpmtraffic.net)
Lyndhurst Foundation | [http://www.lyndhurstfoundation.org](http://www.lyndhurstfoundation.org)
Association of Pedestrian and Bicycle Professionals | [http://www.apbp.org](http://www.apbp.org)

**Bronze Sponsors**
The RBA Group | [http://www.rbagroup.com](http://www.rbagroup.com)
Toole Design Group | [http://www.tooledesign.com](http://www.tooledesign.com)
Chattanooga Bicycle Club | [http://www.chattbike.com](http://www.chattbike.com)

*Top:* Delegates and presenters gather for the Tuesday’s lunch plenary session featuring Joe “Metal Cowboy” Kurmaskie, Mia Birk (Alta Planning + Design), and Andy Clarke (League of American Bicyclists). People attending Pro Walk/Pro Bike® have access to all meals, plenaries, sessions, and the networking party—unlike many other conferences.

*Bottom:* The Local Host Committee made sure that conference attendees made the most of their time in Chattanooga. Nearly half of attendees said would consider visiting Chattanooga again. Nearly 40 percent said they would consider another visit.
About the National Center for Bicycling & Walking

Every two years the NCBW's Pro Walk/Pro Bike® conference becomes a national focal point for bicycle and pedestrian programs. But throughout each year, the NCBW continues to work with local, state, and national bicycle, pedestrian, and transportation advocates to bring about changes in government policies, plans, programs, and procedures to help create more bicycle-friendly and walkable communities.

The National Center for Bicycling & Walking (NCBW) is the major program of the Bicycle Federation of America, Inc. (BFA), a national, nonprofit 501(c)(3) corporation established in 1977.

*The mission of the NCBW is to create bicycle-friendly and walkable communities.*

We want to see communities planned, designed, and managed to ensure people of all ages and abilities can walk and bike easily, safely, and regularly. The changes needed to make communities more physically active places will be achieved only through sustained action at the local level supported by positive national, state, and local policies and programs.

To this end, the NCBW provides bicycle and pedestrian advocates and professionals, transportation engineers and planners, public health specialists, and others with highly accessible information, training, tools, and experts they need to promote active living through community design.

The NCBW, is headquartered in Maplewood, NJ, is governed by a volunteer Board of Directors, and operates from offices located in Washington, DC, Florida, and Montana.

The NCBW organizes and presents the biennial Pro Walk/Pro Bike® conference, produces a biweekly e-newsletter, CenterLines, and manages two comprehensive web sites (www.bikewalk.org and www.activelivingresources.org) to support the efforts of individuals and organizations working on bicycling and walking initiatives.

Other NCBW activities include presenting community-organized workshops across the country and developing special reports and studies. Our consulting services focus on long-range planning, policy analysis, public involvement, planning and design guidelines for bicycle and pedestrian facilities, training programs for public health and transportation agencies, and economic development and tourism planning and evaluation. NCBW can help you realize your plan, program, or project. Give us a call.

Contact NCBW
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PRO WALK PRO BIKE 2010
CHATTANOOGA

2008: SEATTLE, WASHINGTON
2006: MADISON, WISCONSIN
2004: VICTORIA, BC
2002: ST. PAUL, MINNESOTA
2000: PHILADELPHIA, PENNSYLVANIA
1998: SANTA BARBARA, CALIFORNIA
1996: PORTLAND, MAINE
1994: PORTLAND, OREGON
1992: MONTREAL, QUEBEC
1990: ARLINGTON, VIRGINIA
1988: TUSCON, ARIZONA
1986: SEATTLE, WASHINGTON
1984: MIAMI, FLORIDA
1982: COLORADO SPRINGS, COLORADO
1980: ASHEVILLE, NORTH CAROLINA

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NATIONAL CENTER FOR BICYCLING & WALKING