

Pro Walk/Pro Bike® 2010 Chattanooga Panel Sessions
(Subject to change. Please note, dates and times of sessions to be determined.)

Panels

Title: The Cities for Cycling Project

Description: The National Association of City Transportation Officials (NACTO) recently launched its Cities for Cycling project. American municipalities are increasingly pioneering new designs and adapting international best practices to local conditions. Cities for Cycling works to share and promote state-of-the-art practices that ensure safe traffic conditions for all modes of travel. The workshop will describe Cities for Cycling and its effort to develop a bike-friendly street design manual for US.

Title: Accessible Communities for Individuals who are Visually Impaired or Blind

Description: This presentation will provide background information about how pedestrians who are blind or visually impaired travel and cross streets then describe recent research on accessibility features and issues. The presenters will discuss and answer questions on the ADA and accessible pedestrian signals, access to roundabouts and potential issues with quiet cars and other issues related to travel by pedestrians who are blind.

Title: Research for Federal Advocacy

Description: Join representatives from America Bikes, the League of American Bicyclists, the Alliance for Biking and Walking, and Bikes Belong to discuss the latest research being used to promote awareness of biking and walking with elected officials. Panelists will discuss their current research projects and results, and how this work can be used for advocacy at all levels. The panel will conclude with a discussion with the audience about future research needs.

Title: Creating an Ecosystem for Bikes

Description: What constitutes a bicycle ecosystem and how can your community create one? Put simply, it's a program of complimentary actions and infrastructure that rewards current bicycle commuters and supports the interested but concerned as they consider changing their transportation behavior. You'll learn how social marketing, emergent technology, supportive services and public/private partnerships create an interconnected system of home, school and business where bicycle transportation can thrive.

Title: The Current State of Play on the Transportation Bill in Washington

Description: This session will focus on the current news from Capitol Hill on the Reauthorization of the US Transportation bill and other bicycling and walking issues. The panel will discuss the current status of the authorization bill, the controversial issues moving forward and what that means for bicycling and walking. The panel will also discuss where we see transportation policy moving in 2011.

Title: The Tennessee Riverpark: Measuring Usage Patterns through Service Learning

Description: In order to promote physical activity and environmental protection, the built environment plays a vital role. Using a service learning model, students at the University of Tennessee Chattanooga monitored the usage patterns of the TN Riverwalk using valid and reliability methods. To date, over 500 student researchers have observed the activity of over 21,000 users and collected more than 1,000 intercept surveys. Findings have been used to benchmark activity and educate community leaders.

Title: The Future is Bright! Panel Discussion on Educating the Next Generation of Pedestrian and Bicycle Professionals

Description: This panel will provide an overview of efforts to foster pedestrian/bicycle education at the university level, including 1) lessons learned in overcoming barriers to offering/teaching courses, 2) a review of different pedestrian/bicycle courses offered and best practices in effective course delivery, 3) core concepts of pedestrian/bicycle courses, and 4) examples of how to provide pedestrian/bicycle education in different settings, including how audience members can become more involved.

Title: Pedestrian Safety Programs Across the US

Description: This panel presentation will highlight several pedestrian safety assessment, action planning, and training programs across the country. These programs range from lunchtime webinars to multi-day sessions and target community stakeholders as well as transportation professionals. This presentation will focus on the funding for the programs, their content, and benefits and lessons learned. We will also discuss opportunities to expand the programs to additional locations.

Title: Re-thinking Business as Usual: How Advocates in Resource-limited Communities are Getting Local Government to Pay Attention to Active Living

Description: In the face of ingrained car culture and one of the worst economies in the nation, active transportation advocates in Michigan communities have risen to the challenge and are thinking creatively about how to cultivate an active living community culture. Find out how advocates in three blue-collar Michigan cities are finding ways to initiate and implement active living projects, despite the lack of direct leadership from local government.

Title: Making Your Streets Safer for Pedestrian Travel

Description: Pedestrian Road Safety Audits (PRSA) are a tool used to develop countermeasures to pedestrian safety issues within a roadway corridor or intersection. A local multidisciplinary team evaluates the design, engineering, land use, human factors and other criteria of the study area, and recommends short, mid, and long term countermeasures to address the safety issues. This tool is designed to reduce pedestrian fatalities and injuries in urban and rural settings.

Title: Federal Funds for Nonmotorized Transportation and Recreation

Description: The Federal Highway Administration's Transportation Enhancement Activities and Recreational Trails Program provides funds to the States to develop transportation and recreation infrastructure for walking and bicycling, connecting

communities and promoting active living. Attendees will learn how to apply for funds: what works, what doesn't.

Title: How the Nashville Area MPO's Regional Bicycle & Pedestrian Study Has Changed MPO Funding Decisions

Description: How does a region of 22 municipalities, 3,300 miles of major roadways, and 1.3 million people covering 2,900 square miles determine where to invest in sidewalks, bikeways, and greenways? This session will focus on key successes from middle Tennessee's first regional bicycle and pedestrian study including a public involvement process that engaged nearly 2,100 participants and the creation of a unique formula-based non-motorized project evaluation process impacting MPO funding.

Title: Pro Cycling - One Small Southern Town's Ticket to Bike Friendliness

Description: Spartanburg, South Carolina has used professional cycling to catapult itself onto the national and international scene for bicycling advocacy. An annual professional criterium and a competitive racing team have served as the backbone for multiple advocacy campaigns on a local, national and global scale. From a low-cost bike-lending program in Spartanburg to bike-powered aid workers in developing countries – competitive cycling has proven to be a central ingredient to successful advocacy.

Title: Implementing and Promoting Bicycle Sharing in Chattanooga, Tennessee, 2011

Description: After 3 years of planning by a multisector partnership, Chattanooga, Tennessee, will launch a fixed bicycle-sharing system in early 2011. We describe strategies and processes used to bring this innovative transportation approach to a mid-sized Southeastern city. The socio-ecological model for health promotion, which recognizes multiple levels of individual, social and environmental influences on behavior, will be used to promote bicycling as a desirable means of transportation on surface streets.

Title: Changing the (Ped/Bike) World with \$2,500 or Less: Successes and Lessons Learned

Description: This panel presentation explores how small amounts of money can positively impact pedestrians and bicyclists in a variety of settings. Speakers will discuss activities performed, successes, and lessons learned from mini-grants distributed to communities interested in improving pedestrian and bicyclist safety and walkability. Mini-grants focused on improvements for older adults, K-8 students, and communities in general.

Title: Thinking Inside the Box: Best Practices on an Innovation to Improve Traffic Intersections

Description: Intersections are prime places for conflicts between bicyclists and motorists, especially when one is making a turn and the other is going straight. This presentation will examine the innovation of bike boxes in several communities: Victoria, British Columbia; Portland, Oregon; San Francisco, California; and San Luis Obispo, California (on a state road).

Title: Using the 2010 Highway Capacity Manual, Multimodal Arterial Level of Service (LOS) methodology to evaluate and plan “Complete Streets”

Description: This session will demonstrate the new 2010 Highway Capacity Manual (HCM) Multimodal Arterial Level of Service (LOS) methodology to plan and evaluate Complete Streets. The bicycle, pedestrian and transit and automobile methodologies are based on actual traveler input and will form the basis for the new Urban Streets chapters of the 2010 HCM. Video clips showing the methodology development will be shown along with an actual application in a rail station area.

Title: Moving to the Next Level – Chattanooga’s Transportation Vision

Description: Since being designated a Bronze Level Bicycle Friendly Community in 2003 the Chattanooga region has not stopped its efforts to advance walking and biking. This session will cover a variety of program, project, and planning activities the region has been involved in since then and will focus on how walking, biking, and Complete Streets are now an integral element of the Region’s future transportation plans.

Title: Incorporating Health in Transportation Planning at the Regional and State Levels

Description: The Nashville Area MPO and Tennessee DOT are incorporating health into the transportation planning process. Projects at the MPO include prioritizing projects by health impact, conducting a Health Impact Assessment of Transit Oriented Development, and conducting a study on energy expenditure by travel mode. The Tennessee DOT has implemented bike/ped safety policies in the Strategic Highway Safety Plan, bicycle-friendly rumble stripes and education about bicycle and pedestrian laws.

Title: Community Change Model using Complete Streets as a Case Study

Description: Participants will investigate how the process of adopting complete streets policies has also transformed political will, engaged people from diverse fields, built collaboration between formerly siloed practitioners, and achieved multiple goals. Through this case study participants will also identify tools and tactics to stimulate community change at home.

Title: Using Transportation Policy to Improve Livability and Community Health

Description: A history of car-centric policy-making has contributed to negative health consequences: crash-related injury and death, adverse respiratory health, and a decline in physical activity. Transportation, planning and public health practitioners have realized the impact transportation policy has on livability and health. This session introduces guidance from CDC and highlights work of innovative regional and local practitioners who are already putting these strategies to work in their communities.

Title: Traffic Justice –Don’t be Driven to Distraction

Description: Distracted driving is a serious threat to road safety today, especially for bicyclists and pedestrians have the least protection. Distracted driving campaigns are an opportunity for bicycling and walking advocates to work with a diverse, and sometimes surprising, coalition of groups fighting for safety. This panel will provide an overview of the issue and discuss what is being done at the federal and state levels to address distracted driving.

Title: The Carolina Thread Trail: Making Connections, Building Regional Partnerships

Description: This session will introduce the participants to the Carolina Thread Trail, a regional greenway and trail planning effort in the greater Charlotte, NC region, encompassing 15 counties in North and South Carolina. The session will focus on the development of key regional partnerships with federal, state, and local government(s), non-profit organizations, local citizens, landowners, developers, and corporate partners.

Title: Flexibility in Designing On-Road Bikeways – Provisions in the Draft AASHTO Guide and the 2009 MUTCD

Description: Design guidance for bicycle facilities is evolving rapidly in the U.S. Current design guidance is over a decade old, and does not reflect common design practices. Don't despair! This session will give you a sneak peak at the soon-to-be-published AASHTO Guide for the Development of Bicycle Facilities, and will explain how this guidance dovetails with the new 2009 MUTCD. This session will focus on on-road bicycle facility design.

Title: Creating Livable Communities Through Smart School Siting

Description: Distance from schools has been found to be one of the biggest barriers to students walking and biking to school. Where a community chooses to site a school can help achieve its livability, walkability, and educational goals.

Title: Southern Success Stories: Charting New Ground with Bicycle Friendly Communities

Description: Come and hear success stories of some below-the-radar cities in the South that are making huge strides for cyclists. These communities have used the League of American Bicyclists' Bicycle Friendly Community program to assess conditions, set goals, take action, and evaluate efforts to create more active and sustainable future. Panelists will share strategies and tips to help you transform your community.

Title: Bringing Sidewalk Maintenance Up to Scale

Description: Many cities ask property owners to pay for repairing sidewalks abutting their property. Sally Flocks will discuss why such programs are often unfair and ineffective. Vivian Coleman will discuss the increased efficiency and effectiveness that have resulted from using tax dollars to fund repairs in Charlotte. Michael Orta will discuss online tools for holding governments accountable. He will compare the strengths and weaknesses of See-Click-Fix and the online hazard reporting tool PEDS created.

Title: Communication that Works

Description: Making changes starts with an effective communication strategy. Successful advocates know how to show up at the right times, craft their messages carefully, and motivate others to join the effort. Four successful non-profit advocates will present examples of successful communications – from getting a protected crosswalk built to killing a planned highway. Two presenters work in large cities, one in a college town, and one in a rural village of 7,000.

Title: Learning from Latin America: Bike/Pedestrian Planning in Mexico

Description: Bicycle and pedestrian planning in Mexican cities such as Guadalajara, Leon, and Aguascalientes offer many lessons that are appropriate in cities around the U.S. This presentation will focus on the experience of planners and designers from the United States working on bicycle and pedestrian plans in major Mexican cities. This includes designs for lively pedestrian places, integrated bike/pedestrian plans in new communities, and developing cyclo pistas (cycle tracks).

Title: Report from the Pilots

Description: With the passage of SAFTEA-LU, Congress established the Nonmotorized Pilot Program with the goal of demonstrating how improvements to walking and bicycling infrastructure, along with program promotion and training, can increase mode share for walking and bicycling. 2010 marks the final year of the original program. This session focuses on lessons learned through implementation of the program in each of the four communities and in the over arching area of evaluation methodology development.

Title: Riding the Ride in Government Workplaces – Developing Broad Support of Bicycling from the Top Down

Description: City, state, and federal government agencies are making improvements for cyclists that will lead to systemic change across the nation. To create sustainable, bike-friendly change it is critical for these decision makers to be exposed, first hand, to bicycling. This session explores what is happening at city, state, and federal workplaces to get more employees on bikes. Panelists will present how they encourage bicycling at the office, what works, what doesn't, and what challenges they face.

Title: How to Conduct High Visibility Pedestrian Right of Way Enforcement

Description: This presentation will describe how to set up high visibility pedestrian right-of-way enforcement operations in your community. Many strategies will be described that increase the visibility of enforcement and generate community support for a change in driving culture that values yielding right-of-way to pedestrians. Engineering interventions that facilitate yielding, and improve safety will also be described.

Title: Changing Gears: Transportation Alternatives in the Car Culture Down Under

Description: Averaging 13 percent fewer car miles annually, significant increases in bicycle transportation and a 67:1 benefit-cost ratio, Australia provides the model for changing America's auto-centric transportation paradigm towards a human-powered and public transit model. Cajoled, but not coerced, by an educational dialogue-marketing program titled "TravelSmart," citizens at every level of the social and political landscape in the "car culture down under" -- from advocates to politicians to community coalitions - - today support transit and bike-ped with their tax dollars and votes. One 1.6 million community, prompted by thoughtful urban design and insightful cultural initiatives, is adding 7 million hours of fitness annually through transportation behavioral change.

Title: Catapulting Local and State Advocacy

Description: In 2009, the Alliance for Biking & Walking kicked off the Advocacy Advance Grants program – the largest investment in grassroots bicycle and pedestrian

advocacy organizations. The Alliance is awarding approximately \$500,000 in 2009 and 2010 to help start new organizations and assist established organizations launch innovative campaigns to help catapult grassroots advocacy in North America. Local and state organization leaders will share their successes and the Advocacy Advance Partnership.

Title: The Nation's First National Physical Activity Plan

Description: What is the a National Physical Activity Plan you might ask? This session will provide a brief overview of the how, what and why now of the Nation's first National Physical Activity Plan that was officially launched in May of 2010.

Title: Bicycle Boulevards: Portland, Berkeley and Tucson

Description: What is a Bicycle Boulevard? How can it help promote cycling in your city? Come hear city staff from Portland, OR, Berkeley, CA and Tucson, AZ and national experts in Bicycle Boulevard design answer these and other important questions about this increasingly popular bikeway concept. The new IBPI Bicycle Boulevard Guidebook will be presented as well as in-depth case studies from three of North America's most successful Bicycle Boulevard networks.

Title: Catalyzing Community-Scale Movements

Description: Trailnet's Healthy, Active & Vibrant Communities Initiative (HAVC) works at the intersection of public health, urban planning, and community organizing to catalyze community-scale movements that promote active living and healthy eating. Learn about the main components of this community-based model, key lessons-learned, and major successes, including adoption of the first Complete Streets policies in MO, creation of Sunday Parkways events, and development of bicycle and pedestrian master plans.

Title: Rural and Small Communities: Building Support for Bicycling and Walking

Description: Big cities have all the luck, or do they? How do you go about planning and building support for bicycling and walking in rural or smaller communities? Is it possible to collaborate across an entire county? This workshop focuses on the successes and challenges encountered in the start-up of the Sheboygan, County, WI Nonmotorized Transportation Pilot Program and in preparing county-wide bike ped plans for scenic, small farming communities in Wisconsin. The lessons are easily transferable.

Title: Effective Partnering with Law Enforcement to Create a Positive Bicycling Culture

Description: Illegal and unsafe bicycling damages advocacy efforts by antagonizing motorists, increasing accidents, and discouraging "ordinary citizens" from trying it. A strong, positive partnership between the PedNet Coalition and the Columbia Police Department has led to officer training in safe cycling and traffic laws pertaining to bicycles, and a targeted enforcement in which officers are proactive in issuing warnings or tickets to law-breaking bicyclists. As a result, legal cycling has increased.

Title: Lessons Learned from the 2009 International Scan of Pedestrian and Bicyclist Safety and Mobility

Description: The 2009 International Scan of Pedestrian and Bicyclist Safety and Mobility surveyed facilities, policies and practices in five European countries. The observations and conclusions of the scan team in the areas of engineering/infrastructure, evaluation, education and encouragement will be presented. Participants will hear how these ideas can be used to increase pedestrian and bicyclist mode share and safety in the U.S. and elsewhere.

Title: Building the Biggest Bike Network in the World

Description: There's momentum building to establish an official U.S. Bicycle Route System (USBRS), a network of urban/suburban/rural bicycle routes connecting all parts of the U.S. Creating this network requires collaboration between states and agencies, non-profits, and volunteers. Many state DOTs are forming partnerships to do the work; others are developing tools while improving cycling conditions. This panel will explore methods, progress and how everyone can be a part of the USBRS.

Title: Transportation Enhancements and the Recovery Act: What Happened?

Description: This session investigates the Transportation Enhancement funds included in the American Recovery and Reinvestment Act using numbers and examples. Was the money spent? For what types of projects? How did spending under ARRA compare with the regular TE program for outcomes related to bicycling and walking? How did the implementation process differ for ARRA? What are the lessons for TE advocates? Do TE projects create jobs and spur economic development?

Title: Implementing Complete Streets: Lessons Learned

Description: Complete Streets policies are being adopted by states and cities across the country, but what happens after a policy is adopted? Come hear from the National Complete Streets Coalition and local experts about effective implementation strategies. The session will draw on interviews conducted for APA's Complete Streets Best Practices Manual. Presenters will discuss lessons learned, the five points of intervention, and how to integrate Complete Streets into the planning process.

Title: Starting Bicycle and Pedestrian Counting Programs: Practical Lessons for Agency Staff

Description: This panel will share lessons learned from establishing new pedestrian and bicycle counting programs in the San Francisco Bay Area. Experienced staff from the San Francisco Municipal Transportation Agency (SFMTA) and UC Berkeley's SafeTREC will address issues such as budgeting, location selection, methodology, staffing, and extrapolating short counts to longer periods. Panelists will also present examples of how the data have been used.

Title: Pedestrian Master Plans: Berkeley, Kansas City and Beyond

Description: What is a pedestrian master plan and how can it benefit your community? National experts on pedestrian planning present an overview of the topic in terms of process and outcomes, focusing on key elements, goals and strategies. City staff practitioners tell their own success stories, presenting two very different, pedestrian master plans, one from Berkeley, CA and the other from Kansas City, MO.

Title: The Community Impact Assessment (CIA) Process – Community Input in Creating Sustainable Communities

Description: Successful use of CIA Process can result in a transportation corridor that benefits adjacent communities; project support despite impacts; and improved relationships with communities. Join an interactive workshop including: case study using CIA, shared participant experiences, and workshop materials in a practitioner’s toolkit. Hear about successful communications with vulnerable populations in creating sustainable communities and discuss effectiveness of tools available to engage communities.

Title: Making CHLI: Use of the Community Healthy Living Index as a Tool for Neighborhood Assessment and Community Engagement

Description: What makes a neighborhood healthy? Who decides? These are the questions that the Knox County (TN) Health Department and its partners set out to answer when they piloted the Community Healthy Living Index (CHLI) as a tool for neighborhood assessment and community engagement. A panel will discuss CHLI—which guides the qualitative assessment of walkability/bikeability and access to healthy foods—from a public health, planning, academic and neighborhood perspective.

Title: Riding on Coattails

Description: Sharon Roerty will moderate a discussion focused on ensuring that pedestrians and bicyclists are not pitted against each other, competing for space, funds or political clout. Sally Flocks and Wendy Landman, leaders of regional advocacy groups, will discuss the pros and cons of separating pedestrian and bicycle planning. Michael Ronkin will talk about the benefits of using Complete Streets principles to maximize pedestrian and bicycle harmony and effectiveness.

Title: Best Practices in State DOT Bicycle Programs

Description: State bicycle program often get overshadowed by federal transportation policy and a focus on local implementation despite being the source of distribution of funding, design guidance, legislation and policy setting. This guided discussion will share best practices from State Bike Coordinators, private consultants and statewide advocates. Panelists will share their successes, common obstacles at the state level and what agency staff and advocates can do to move bicycling forward.

Title: Targeting Economic and Health Benefits of Greenways and Trails

Description: Stunningly beautiful Southern Appalachia has some outstanding greenways and trails. This workshop exposes attendees to the Virginia Creeper Trail, a successful example of creating economic and health benefits. Hear how wellness, environmental, and agriculture experts work with urban planners in addressing challenges in adding trail mileage and improving livability. Learn of stakeholder efforts to promote healthy lifestyles and go well beyond tourism dollars to target schools and workplaces.

Title: Living Streets

Description: Living Streets are those places that work for all modes of transportation by emphasizing people first. The result is dynamic, socially-engaging places packed with people. Street design is central to city making success. Be inspired by best practices and built projects!

Title: Introducing Bike Planning to AICP's and PE's: A Continuing Education Seminar

Description: Last winter, the League of Illinois Bicyclists conducted a 2.5-hour "Introduction to Bicycle Planning" continuing education seminar in ten locations. Nearly 500 local planners, engineers, consultants, and others attended – most having no prior training on the range of technical and strategic topics presented. In this talk, our experiences and suggestions are offered for those wanting to replicate such a program, including seminar content, attracting intended audiences, resources, and more.

Title: Evaluation, Education, & Recognition: Lessons from the Walk Friendly Communities

Description: What are the key elements of a walkable community? Learn lessons from the research and development of the Walk Friendly Communities program and find out how this program can benefit your community.

Title: Effective Countermeasures at Unsignalized Pedestrian Crossings

Description: The purpose of this presentation is to summarize some of the common pedestrian safety problems and effective countermeasures at unsignalized pedestrian crossings. It includes providing guidance for making decisions for selecting such treatments as marked crosswalks, signing, raised medians, road diets (lane reductions), rapid-flash beacons, pedestrian HAWK beacons, the addition of traffic and pedestrian signals, and other measures.

Title: Federal Funding for Pedestrian & Bicycle Programs: What the Research Tells Us

Description: This session will identify how practitioners can use research on walking and biking programs to better understand the allocation of federal funding for non-motorized transportation and to improve the design of Safe Routes to School programs. The session will include an overview of Active Living Research, a national program of the Robert Wood Johnson Foundation that supports research to examine how environments and policies influence active living for children and their families.

Title: Community Design Charrettes: An Effective Strategy to Win Broad Support for Ambitious SRTS Initiatives

Description: With reference to a 2008 design charrette (a planning tool that emphasizes stakeholder engagement and an open, transparent process), this panel presentation will describe how SRTS projects often benefit from this format, which stakeholders should be at the table, and how to design a successful process. In the example given, the recommendations that emerged led to improved school performance, improved traffic safety, and increased usage of an adjacent park.

Title: SRTS Success: A Look at Safe Routes to School Implementation Models Across the Country

Description: This dynamic panel will feature a wide variety of implementation models for successful Safe Routes to School programs. Panelists come from across the country and represent a variety of professional backgrounds and organizations, including a city transportation agency, a school district and a non-profit advocacy organization. Panelists will present their unique implementation model and then open for questions and discussion about each model approach.

Title: Engaging Communities of Color in Active Transportation

Description: This panel will examine two projects in Portland, Oregon finding new ways to engage communities of color in active transportation. The Community Cycling Center will present findings of their Understanding Barriers to Bicycling Project and discuss their recent success in tailoring programs within affordable housing communities. Carolina Iraheta from Portland's Bureau of Transportation Safe Routes to School Program will discuss initiatives to promote walking and bicycling among Latino families.

Title: Climate Change: Getting Bicycling, Walking and Safe Routes to School into Plans

Description: Congress is working on pending climate legislation and an increasing number of states are approving measures to reduce carbon emissions and vehicles miles traveled. How can we ensure that bicycling, walking and Safe Routes to School are included as climate strategies? This workshop will provide a federal update and feature examples on how advocates and agencies in California, Pennsylvania and Washington State are getting non-motorized transportation incorporated into climate plans.

Title: School and Workplace Competition Encourage Healthy Transportation

Description: The BTA's Bike Commute Challenge and Walk+Bike Challenge Month are proven encouragement tools that excite participants and empower organizers, creating sustainable programs that change transportation habits. Over the past 2 years adults, children, and families have logged over 300,000 active transportation trips during these month-long campaigns. This workshop will describe these campaigns in detail, share results, and outline funding and partnership-building.

Title: Beyond the Bike Rack

Description: "Bike parking expands the reach of transit service. Successful projects analyze demand, track usage, and meet the needs of the user and the transit system. This presentation covers several types of parking for different modes of transit, including new facilities in Portland, Seattle's BIKE PORT and bike lockers, Berkeley's innovative bus stop bike parking designs and AC Transit's first-ever system-wide bus stop bike parking needs analysis."

Title: Understanding what Works: Perspectives on Sustaining & Evaluating SRTS Programs

Description: With SRTS programs underway nationwide, there has been increasing interest in developing long-term sustainable programs and evaluating progress at the local, state and national levels. This panel will discuss efforts to craft a national evaluation plan and how the Marin SRTS program achieved long-term sustainability. We

will examine how to evaluate for potential health and environmental benefits of SRTS and discuss overcoming obstacles, expanding programs and attaining sustainability.

Title: Bicycle Safety Curriculum and Evaluation: Examples from Oregon and Florida

Description: Pedestrian/bicycle safety education is an important factor in creating safer conditions for children to walk and bicycle to school. This presentation will discuss the Bicycle Transportation Alliance's 10-hour bike safety curriculum in detail and the Florida Traffic and Bicycle Safety Education Program's results of a survey of Florida's school district administrators regarding safety education implementation, program strengths/weaknesses, barriers, support, and training protocols.

Title: Weaving Sustainable SRTS Programs: State Capacity Building

Description: Sustainable state SRTS programs are woven of many threads. Developing SRTS ownership across a spectrum of stakeholders is key. Participants will learn about several state organization/non-profit/university initiatives undertaken to strengthen local safe routes to school action. Initiatives in public health, university outreach, evaluation, planning, bicycle and trail advocacy, transportation options for children with disabilities will be covered. "

Title: Pedaling Social Media: How to Create a Bicycling Community

Description: They say it's the new public square, but it can be daunting to step on the scene. This panel will discuss when, where, how and IF social media is right for your organization and how to make the most with limited resources. Learn how to effectively use facebook, Twitter, blogs etc. from those who have already seen success. Winona Bateman gives the Adventure Cycling perspective, Rebecca Serna reports from Atlanta and Julie Bond from Tampa. Moderator: Kelley Segars, Knoxville TPO.

Title: Separated Bikeways: Best Practices and Lessons Learned from U.S. Installations

Description: Separated bikeways are a hot topic in the US. While there is limited guidance on how to design these facilities, several cities including New York, Portland & Washington DC, are experimenting with innovative treatments. This panel will discuss the findings of a new report sponsored by ITE, which includes best practices in separated bikeway design from Europe and elsewhere, a review of existing safety research, and a discussion of recent efforts in the US & Canada.

Title: The GREAT-PA/NJ TIGER Project: Building a Successful Regional Trail Network

Description: The cities of Philadelphia and Camden will receive \$23 million dollars of federal TIGER funds to construct 10 GREAT PA/NJ trail projects. How was this interconnected regional trail network conceived? How did the Pennsylvania Environmental Council and the Bicycle Coalition work with municipalities in eight counties and two states to structure a joint TIGER application? How will Philadelphia manage this program to assure that all 10 trail projects get constructed before early 2012?

Title: Beyond White Males....Bringing More Women and People of Color into Bicycling

Description: US cycling participation rates are much lower for women and people of color than for white males. Using findings from the recent Association of Pedestrian and Bicycling Professionals (APBP) women's cycling survey, interviews with African-American bicycle club members and an examination of strategies used elsewhere to introduce cycling to new immigrants, the panel will explore ideas for the next wave of actions to broaden the cycling demographic in the US.

Title: Best Practices in Bike Lane Design and shared Lane Markings – Experiences from Seattle and Georgia

Description: This technical workshop will demonstrate best practices and innovative solutions for locating and installing bike and shared lane markings. Included will be detailed guidance, including handouts, on how to locate these facilities through intersections, parking zones, bus stops and straight-aways. Examples from Seattle and Georgia's first and only Bicycle Friendly Community will be shared.

Title: Neighborhood Smart Trips: How Individualized Marketing Can Work in Your Community

Description: Learn how Whatcom County, Washington (population 200,000) created Whatcom Smart Trips – a program that encourages everyone in the community to make more of their trips by walking, bicycling, sharing rides and riding the bus. This session will include Werner Brög and a discussion of the "Individualized Marketing" technique.

Workshops

Title: Linking Downtown to Dirt: The Transportation-Recreation Connection

Description: Wouldn't it be great if cyclists could ride a path or bike lane to your local singletrack? Panelists from successful communities will discuss their solutions to bridging the gap between bicycle recreation and transportation facilities. Moderator Jeff Peel, Bicycle Friendly Community Program Specialist, will discuss the role these facilities can play in a successful BFC application. Panelist will share their firsthand experience in making the transportation to recreation facility connection.

Title: Chattanooga and Nashville Regional Experience in Developing Complete Streets Policies

Description: The Chattanooga-Hamilton County-North Georgia Transportation Planning Organization and Nashville Area Metropolitan Planning Organization showcase their approaches to changing policies and practices to create more complete streets networks in their areas. Attendees will also participate in demonstration of guided discussion technique to try back home.

Title: Utilizing STAND Data for a Greener Lifestyle

Description: Chattanooga Stand will introduce the survey process, and what the results could mean for those developing programs in alternative transportation. CARTA, Take Root, and The WTRA will talk about the potential ways their organizations can utilize Stand data. Because the results are searchable by location, there's enormous potential to

find very specific feedback on how our areas are used, and what kind of challenges are preventing sustainable pro-walk, pro-bike initiatives.

Title: Collaborating to Plan a Safe Routes to Schools (SRTS) Program in Elementary Schools

Description: SRTS was presented as an opportunity for university pre-service physical education students to develop lesson plans, collaborate with classmates and teach 4th grade students. In five public elementary schools chosen by the Department of Education with Outdoor Chattanooga each semester, eleven to fifteen trained students led lessons on bike and pedestrian safety along with application of each. The challenges of time and scheduling were revealed once the program began. Communication amongst the university supervisor, physical educators, administrators, students and community director strengthened the delivery of SRTS for the benefit to our elementary students for healthier behaviors.