



BIKE ED '07

THE CONFERENCE

*League of
American
Bicyclists*

Austin, Texas

June 14 -16, 2007

Omni Austin Hotel Downtown

BIKE ED 2007

Welcome to Austin, Texas and the League's Fourth Bicycle Education Conference. We're delighted you are able to be with us, and can promise you a rewarding couple of days in the company of the many of the nation's experts on bicyclist safety education and training.

Since we last met in New York City in May 2005, we have doubled the number of certified League Cycling Instructors (LCIs) to more than 1,000. We've produced a new and improved set of teaching materials, including an updated video/DVD, and we continue to add new modules and programs — most notably the Group Riding manual we developed with the National MS Society to help participants in large rides more safely enjoy their experience.

Some of the same challenges, however, still remain. We have great materials, enthusiastic and knowledgeable instructors — and not enough students to teach! The program over the next two days focuses a lot on the marketing and promotion of the BikeEd program, to help you get the message out about bicyclist safety. For example, since the New York conference the national Safe Routes to School program has created a potential funding source of between \$60 million and \$180 million for bike education in schools. Risa Wilkerson of the Safe Routes to School National Partnership will help us unlock this potential.

I also encourage you to learn from our wonderful hosts here in Austin. The Austin Cycling Association, with the help of tireless League board member Preston Tyree and consultant Fred Meredith, is a model for bicycle clubs everywhere. The Texas Bicycle Coalition delivers bicyclist education to tens of thousands of students annually through its famous Supercyclist program. And, we are delighted that Austin recently achieved designation as a Bicycle Friendly Community, in part because of the strong educational initiatives underway throughout the community.

Please take a moment to thank our sponsors and partners, and thank you for your commitment to bicyclist education.



P.S. Special thanks to the Austin Cycling Association. Be sure to check out their table and experience some of the rides and extracurricular activities that they have put together for you. Also, we've got a bike room and bikes are allowed in your hotel rooms!



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SCHEDULE **AT** A GLANCE

Thursday, June 14

5 p.m. - 7 p.m.	Registration Foyer	
7 p.m. - 8:30 p.m.	Welcome Reception	Capital Ballroom

Friday, June 15

6 a.m.	Morning Ride (more info on page 5)	Meet at ACA Table
7 a.m. - 8 a.m.	Registration & Continental Breakfast	Longhorn
8 a.m. - 9:15 a.m.	Welcome & Opening Plenary	Longhorn
9:30 a.m. - 10:45 a.m. Breakout Sessions	<ul style="list-style-type: none"> • The Uphill and Downhill of Integrating Bicycle Safety into Public Schools • Inclusive Bicycling Education • Use of Interactive Video for Education and Advocacy 	Ballroom A Ballroom B Bouquets
10:45 a.m. - 11:30 a.m.	Break	Atrium
11:30 a.m. - 12:45 p.m. Breakout Sessions	<ul style="list-style-type: none"> • Partnering with the National MS Society • BikeEd in Bike Shops – Better Cyclists and Customers • BikeEd for Engineers and Planning Professionals 	Ballroom A Ballroom B Bouquets
1 p.m. - 2:30 p.m.	Keynote Luncheon	Longhorn
2:45 p.m. - 4 p.m. Breakout Sessions	<ul style="list-style-type: none"> • Sharing Best Practices Tucson/Pima County, Arizona • Safe Routes to School – Delivering the Best Program • Teaching the Group Riding Skills Clinic (outside session) • Marketplace of Ideas – Open Session 	Ballroom A Ballroom B Chambers Bouquets
4:30 p.m.	Afternoon Ride (more info on page 5)	Meet at ACA Table

Saturday, June 16

6 a.m.	Morning Ride (more info on page 5)	Meet at ACA Table
7:30 a.m. - 8:30 a.m.	Continental Breakfast	Longhorn
9 a.m. - 10:15 a.m. Breakout Sessions	<ul style="list-style-type: none"> • Sharing Best Practices – Washington Area Bicyclist Association • Education as a Key to Building a Bicycle Friendly Community • Teaching Traffic Skills Basics 	Ballroom A Ballroom B Bouquets
10:15 a.m. - 10:45 a.m.	Break	Atrium
10:45 a.m. - 12 p.m. Breakout Sessions	<ul style="list-style-type: none"> • Sharing Best Practices – Florida Bicycle Association • Changing with the Times – Reaching a New Generation of Cyclists • Classroom Skills – How to Be a Better Teacher 	Ballroom A Ballroom B Bouquets
12 p.m. - 1:30 p.m.	Keynote Luncheon and Closing Plenary	Longhorn
2 p.m. - 3:15 p.m. Breakout Sessions	<ul style="list-style-type: none"> • BikeEd in the Bike Club • Pedal Pioneers: Overnight Bicycle Adventures with Kids • Teaching Parking Lot Drills (outside session) • Marketplace of Ideas – Open Session 	Ballroom A Ballroom B Chambers Bouquets
4 p.m.	Afternoon Ride (more info on page 5)	Meet at ACA Table
5 p.m. - 8 p.m.	Post Conference Party at the Texas Bicycle Coalition office	TBC Office

BIKE **ED** SCHEDULE

Thurs., June 14

5 p.m. - 7 p.m.

Registration

Foyer

7 p.m. - 8:30 p.m.

Reception

Capital Ballroom

Speaker: Lynette Chiang, Customer Evangelist, Bike Friday

This is a welcome gathering that will feature author, speaker, videographer, and bicycle adventuress Lynette Chiang. Lynette is also known as the Customer Evangelist for Bike Friday. Refreshments will be served.

Friday, June 15

7 a.m. - 8 a.m.

Registration & Continental Breakfast
Longhorn

8 a.m. - 9:15 a.m.

Welcome & Opening Plenary
Longhorn

Speakers: Andy Clarke, Executive Director, League of American Bicyclists; Steve Coyle, President, Austin Cycling Association; Preston Tyree, Education Committee Chair League of American Bicyclists; Hill Abel, Owner, Bicycle Sport Shop & President, International Mountain Bicycling Association; Council Member Lee Leffingwell

9:30 a.m. - 10:45 a.m.

Breakout Sessions:

The Uphill and the Downhill of Integrating Bicycle Safety into the Public Schools

Ballroom A

Moderator: Laura Hallam, Executive Director, Florida Bicycle Association
Panelists: Robin Stallings, Executive Director, Texas Bicycle Coalition; Durwood Mayfield, Regional Outreach Manager, BikeTexas Safe Routes to School; Brenda Chuleewah, Teacher

Training Manager, BikeTexas SuperCyclist Program

Panelists will share experience from the front lines of a 27-city bike safety program. The benefits of those partnerships and relationships can ripple across a city's on-road and off-road cycling infrastructure.

Inclusive Bicycling Education

Ballroom B

Moderator: Angela English, Texas Governor's Committee on People with Disabilities

Panelists: Jon Waterman, Programs to Educate All Cyclists; Jimmy Hudson, Author; Fernando Martínez, Local Outreach Coordinator, Texas Bicycle Coalition

Bicycling education must be inclusive and reach out to new underserved populations such as people with disabilities and non-English speakers.

Use of Interactive Video for Education and Advocacy
Bouquets

Moderator: Christopher Quint, LCI Trainer

Panelists: Dan Gutierrez, CABO/co-founder Dual Chase LLC; Brian DeSousa, CABO/co-founder Dual Chase LLC

The development of Dual Chase View™, including all of the associated bike/helmet camera/recorder technology, and special cycling discipline, video editing technology, and the use of integral video in PowerPoint as a classroom and briefing tool for myriad forms of education and advocacy

10:45 a.m. - 11:30 a.m.

Break

Atrium

11:30 a.m. - 12:45 p.m.

BREAKOUT SESSIONS:

Partnering with the National MS Society

Ballroom A

Moderator: Preston Tyree, Education Committee Chair, League of American Bicyclists

Panelists: Shawna Golden, National Multiple Sclerosis Society; Barry Turner, National Multiple Sclerosis Society Lone Star Chapter; Regina Garcia, Chair, H-GAC

The League of American Bicyclists and National Multiple Sclerosis Society have partnered to launch a program designed to train ride leaders and participants in group riding skills. The new Group Riding Skills Clinic is part of BikeEd curriculum is specifically tailored for such rides.

BikeEd in Bike Shops – Better Cyclists and Customers

Ballroom B

Moderator: Mike Nix, Liberty Bicycles
Panelists: Jim Hansel, REI; Hill Abel, Bicycle Sport Shop, President, International Mountain Bicycling Association; Jonathan Morrison, Salt Lake City Bicycle Collective

Bike shops are a prime venue for bicycling education. Retailers want an educated and loyal customer base. This session will focus on determining what retailers need, what models have worked, and the ways to expand this symbiotic relationship.

BikeEd for Engineers and Planning Professionals

Bouquets

Moderator: John Allen, Board Member, League of American Bicyclists
Panelists: Annick Beaudet, Bicycle Program Manager, City of Austin; Mighk Wilson, Bicycle and Pedestrian Coordinator, Metroplan Orlando; Hal Ballard, Washington County Bicycle Transportation Coalition

Here all sides of the equation are represented in one session. What do these professionals and policy makers

need to hear and what methods have worked in educating them? Tools and techniques will be provided in getting through the door and making a lasting difference on the ground.

1 p.m. - 2:30 p.m.

Keynote Luncheon & Presentation of 2007 Education Award

Longhorn

Keynote Address: Risa Wilkerson, Chair, Safe Routes to School National Partnership & Vice President of Active Communities with the Michigan Governor's Council on Physical Fitness, Health and Sports

2:45 p.m. - 4 p.m.

BREAKOUT SESSIONS:

Sharing Best Practices – Tucson & Pima County, Arizona
Ballroom A

Moderator: Lilibeth Andre, Bicycle and Pedestrian Coordinator, City of Houston
Panelists: Donna Lewandowski, Safe Routes to School Coordinator, Pima County; Matthew Zoll, Bicycle and Pedestrian Program Manager, Pima County

Come and see all of the great education programs that the city and county have produced to create one of the most bicycle-friendly areas in the country.

Safe Routes to School – Delivering the Best Program

Ballroom B

Moderator: Chris Davis, LCI and Safe Routes Trainer
Speakers: Jason Agar, LCI and Safe Routes Instructor; Kat Sweet, Cascade Bicycle Club

This session will compare and contrast the teaching methodology and structure of national level youth bike and ped curricula. Participants will learn when, where and how youth education programs are implemented both within Safe Routes to Schools Programs and outside of them.

Teaching the Group Riding Skills Clinic

Outside Session (Chambers)

Instructors: Regina Garcia, Chair, H-GAC; Dan Raine, Pedestrian-Bicyclist Coordinator, H-GAC; Preston Tyree, Education Committee Chair, League of American Bicyclists

You have heard about the new course and learned about the partnership between the National MS Society and The League. Now learn from the experts, first-hand how to teach this class.

Marketplace of Ideas – Open Session
Bouquets

Here is a chance to discuss teaching techniques and the latest tools in an open session. Space is provided here for open dialogue and networking.

Some topics to be covered: Showing cyclist behavior, how behavior influences crash risk, and how facilities and laws affect behavior and crash risk.

Sat., June 16

7:30 a.m. - 8:30 a.m.
Continental Breakfast
Longhorn

9 a.m. - 10:15 a.m.

BREAKOUT SESSIONS:
Sharing Best Practices – Washington Area Bicyclist Association
Ballroom A

Moderator: Stanton Truxillo, Austin Cycling Association
Panelists: Eve Decoursey, Membership and Development Manager, WABA; Glen Harrison, Safety Education Program Manager, WABA

Come and see all of the great education programs offered by this Washington, DC based organization including Safe Routes to School, Neighborhood Pace Car, Confident City Cyclist classes, engineer, police and bus driver training.

RIDES ...

MEET AT THE ACA TABLE

Friday • 6 a.m.

South Austin Sampler, including coffee stop(s). (12 miles)

Friday • 4:30 p.m.

Northwest hills, including a sampling of some of Austin's prettier urban hills. (17 miles)

Saturday • 6 a.m.

North and Central Austin, including coffee stop(s). (12-18 miles)

Saturday • 4 p.m.

Ride to Texas Bicycle Coalition reception and see South East Austin. Lights required for return. (8 miles)

BIKE **ED** SCHEDULE (CONTINUED)

Education as a Key to Building a Bicycle Friendly Community

Ballroom B

Moderator: David Takemoto–Weerts, Bicycle Program Coordinator, University of California Davis

Panelists: Lilibeth Andre, Bicycle and Pedestrian Coordinator, City of Houston; Andy Clarke, Executive Director, League of American Bicyclists; Jean Anderson, San Luis Obispo Bicycle Advisory Committee

Participants will get an overview of the League's Bicycle Friendly Community awards program and how various communities are using education programs to make them better places to ride.

Teaching Traffic Skills Basics Bouquets

Moderator: Preston Tyree, League of American Bicyclists

Panelists: John Ciccarelli, Bicycle Solutions; Chris Daigle, Eagle Wheel School of Cycling; Fred Meredith, LCI Seminar Coordinator

10:15 a.m. - 10:45 a.m.

Break

Atrium

10:45 a.m. - 12 p.m.

BREAKOUT SESSIONS:

Sharing Best Practices – Florida Bicycle Association

Ballroom A

Moderator: TBA

Panelists: Laura Hallam, Executive Director, FBA; Tina Russo, Hillsborough County Parks Recreation and Conservation Department; Mighk Wilson, Bicycle and Pedestrian Coordinator, Metroplan Orlando

Come and see all of the great education programs offered by this group including teaching through bicycle tourism, Alternative Transportation Education program, and more.

Changing with the Times – Reaching a New Generation of Cyclists

Ballroom B

Moderator: Bruce Mackey, LCI Trainer

Panelists: Jonathan Morrison, Project Coordinator, Salt Lake City Bicycle Collective; Tom Grooms, Walk/Bike Nashville; John Thoms, Austin Yellow Bike Project

Many of today's cyclists have yet to realize the benefits of bicycling education. How can we do a better job of reaching those who need education the most? Join us as we highlight best practices – ranging from youth outreach to programs aimed at educating families and infrequent riders.

Classroom Skills – How to Be a Better Teacher

Bouquets

Moderator: Jim Baross, LCI Trainer

Panelists: Christopher Quint, LCI trainer; Jon Waterman, Programs to Educate All Cyclists

Good bicycling education takes more than just being an enthusiast and advocate. Come join two of the best bicycling educators in the country as they discuss tools and techniques to improve your instruction and teach skills that will last a lifetime.

12 p.m. - 1:30 p.m.

Keynote Luncheon and Closing Plenary

Longhorn

Andy Clarke, League of American Bicyclists; Robin Stallings, Texas Bicycle Coalition

Keynote speaker: Congressman Lloyd Doggett (D-TX)

2 p.m. - 3:15 p.m.

BREAKOUT SESSIONS:

BikeEd in the Bike Club

Ballroom A

Moderator: Laura King, Membership and Outreach Coordinator, Austin Cycling Association

Panelists: Marc Miller, Austin Cycling Association; Bob Eltgroth, CABO/SVBC; Mary Paquet, CABO/SVBC

Pedal Pioneers: Overnight Bicycle Adventures with Kids

Ballroom B

Moderator: Regina Garcia, Chair, H-GAC
Speakers: Becky Douglas, Outreach Coordinator, Adventure Cycling Association

Come to this session and learn more about bicycle travel and why an increasing number of adults are organizing bicycle adventures for kids. You'll hear about different trips that have happened around the country, brainstorm a vision of your own trip, and end with the key details that go into implementing a trip

Teaching Parking Lot Drills Outside Session (Chambers)

Instructors: Bill Nesper, League of American Bicyclists; Preston Tyree, Education Committee Chair, League of American Bicyclists

The League is releasing new materials such as the BikeEd Parking Lot Drills Guide to help you in teaching these important safety skills.

Marketplace of Ideas – Open Session Bouquets

Here is a chance to discuss teaching techniques and the latest tools in an open session. Space is provided here for open dialogue and networking.

Likely topics include: Road I for Recumbent Riders; Teaching Mirror Use; New Crash Data Analysis.

5 p.m. - 8 p.m.

Post Conference Party

Texas Bicycle Coalition office

Drop off your bikes and join Texas Bicycle Coalition for complimentary tamales and beer!

LEAGUE BOARD & STAFF

Board of Directors

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Steering Committee

Special thanks to these volunteers who made BikeEd 2007 possible.

Brenda Chuleewah, Texas Bicycle Coalition

Andy Clarke, League of American Bicyclists

Rich Conroy, Bike New York

Steve Coyle, Austin Cycling Assoc.

Amanda Eichstadt, League of American Bicyclists

Regina Garcia, Chair, H-GAC

Shawna Golden, National MS Society

Laura King, Austin Cycling Association

Todd McDonald, League of American Bicyclists

Fred Meredith, League of American Bicyclists

Lyndy Moore, Florida Bicycling Assoc.

Jonathan Morrison, Salt Lake City Bicycle Collective

Bill Nesper, League of American Bicyclists

Mike Nix, Liberty Bicycles

Chris Quint, LCI Trainer

Jim Sheehan, Ohio City Bicycle Co-op

Robin Stallings, Texas Bicycle Coalition

Stanton Truxillo, Austin Cycling Assoc.

Preston Tyree, League of American Bicyclists

GETTING AROUND AUSTIN

BY BUS:

The “Dillo” is a free downtown shuttle bus that goes right past the hotel and covers most of downtown in one form or another...there are four different Dillo lines that will get you close to where you want to go. See ACA table for details.

BY BIKE:

Visit the Austin Cycling Association’s table for maps and cue sheets.

Austin is never short of things to do. For ideas and group rides, visit the local information table hosted by the Austin Cycling Association.

BIKE **ED** SPONSORS

Advocacy Groups



www.austincycling.org



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Texas Bicycle Coalition

www.BikeTexas.org

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