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Welcome to the 2017 Oregon Active Transportation Summit.

We are so glad you could join us and hope your day is rich with opportunities to share your experience and perspective; to learn from everyone else here in our shared work; to build healthy and thriving communities where it is safe and easy for people to bike, walk and ride public transit.

It has been an exciting year at The Street Trust (formerly the Bicycle Transportation Alliance), as we realigned our mission and name to embrace what we know to be true: transportation systems that support walking, bicycling, public transit, and safety for all are absolutely crucial for community health and prosperity.

We are thankful to work in a region with so many forward-thinking transportation professionals and to work in broad coalitions of community partners focused on building a positive future where every kid has a safe route to school; where transit is frequent, affordable and welcoming; and where every person who wants to take charge of their health, save money, and reduce their personal impact on the climate can safely walk or bike where they need to go.

Along with a rich program of breakout session topics today—and network meetings tomorrow—we are excited to start the Summit with a plenary about how healthy transit systems form the backbone of our active transportation network. At lunch, we look forward to a robust, solution-oriented discussion on the strategy to fund our shared priorities. And, we hope many of you will be able to join us for a fun (possibly even rowdy?) Active Transportation PechaKucha event tonight. Because after all, so much of our work is truly based in the joy, discovery and freedom of active mobility.

This year’s Summit is made possible through the work and support of many. Our deepest thanks to the Summit planning committee members, our volunteers and our sponsors: Travel Oregon, Kaiser Permanente, Oregon Department of Transportation, Oregon Transportation & Growth Management Program (TGM), Metro, Toole Design Group, ToGo, Portland Streetcar, Oregon Health Authority, Kittelson & Associates, Dero, Car2go, Alta Planning + Design, Transportation Research and Education Center (TREC), Jarrett Walker + Associates, PLACE Studio and BIKETOWN.

Have a wonderful Summit! Our thanks in advance for what you carry forward from the day's discussions and learning opportunities in your work, to serve all those who call our communities home in embracing walking, biking and riding transit.

Sincerely,

Stephanie Noll
Interim Executive Director, The Street Trust
**SESSION DESCRIPTIONS**

**OREGON ACTIVE TRANSPORTATION SUMMIT**

**MOBILE TOURS**

BIKETOWN Tour
1:30 p.m., Meet at the BIKETOWN station across the street from Salmon Springs Fountain (SW Salmon & SW Naito)

Shared Space and Level Surface Streets Mobile Tour
2:00 p.m., Meet at Director Park (SW Park & SW Taylor)

**MONDAY, MARCH 20th, 2017 / OREGON ZOO**

Registration Open; Light Continental Breakfast
7:00 a.m. - 8:00 a.m., Lobby outside Cascade Crest Ballroom

Conference Overview and Welcome
8:10 a.m., Cascade Crest Ballroom

**Breakfast Plenary**
8:20 a.m., Cascade Crest Ballroom

**BREAKOUT SESSION 1, 9:45 a.m. - 11:15 a.m.**

Vision Zero in Action
Cascade Crest: Vista

Planning in the Dark: A New Light on Night Access
Cascade Crest: Skyline

When Bus Corridors Grow Up: Tools to Apply in Enhanced Transit Corridors
Conservation Hall A

Making Pedestrians and Bicyclists Count: The Case for Data*
Conservation Hall B

Planning and Design for Active Transportation in Rural Areas
Conservation Hall C

**Lunch Plenary**
11:30 a.m., Cascade Crest Ballroom

**BREAKOUT SESSION 2, 1:10 p.m. - 1:55 p.m.**

Americans with Disabilities Act (ADA) at Work in Oregon
Cascade Crest: Vista

Shifting the Negative Perceptions of Trails
Conservation Hall A

Connecting with Community Partners Around Safe Routes to School
Conservation Hall B

Park your way to TDM success: Improving Access to Washington Park
Conservation Hall C

**BREAKOUT SESSION 3, 2:05 p.m. - 2:50 p.m.**  (continued on next page)

State of the State: Active Transportation and the Oregon Department of Transportation
Cascade Crest: Vista

Myths of Vision Zero*
Cascade Crest: Skyline

School Access Needs: Presenting the Portland Metro Regional SRTS Framework and Site Analysis
Conservation Hall A

Grassroots Groups Changing the Transportation Game
Conservation Hall B
**SUMMIT AGENDA**

**MONDAY, MARCH 20th, 2017 / OREGON ZOO**

**BREAKOUT SESSION 3, 2:05 p.m. - 2:50 p.m. (cont’d.)**

Build a Better Mode Shift: Innovations in Behavior Change Marketing  
Conservation Hall C

**Break: Networking Reception**  
2:50 p.m. - 3:15 p.m., Cascade Crest Ballroom & Conservation Hall

**BREAKOUT SESSION 4, 3:30 p.m. - 5:00 p.m.**

Trails: An Exploration of Oregon’s Needs, the Impact of Trails in our Communities, and Emerging Opportunities for Collaboration.  
Cascade Crest: Vista

Active Transportation Improvements and the Blue Zones Project in Klamath Falls  
Cascade Crest: Skyline

The Latest in Bicycle and Pedestrian Safety Research*  
Conservation Hall A

Bikes for Everyone: Inclusive*  
Conservation Hall B

Building Community through Open Streets Events  
Conservation Hall C

**PECHA KUCHA EVENT / MISSION THEATER**

7:30 p.m. – 8:45 p.m., McMenamins Mission Theater & Pub, 1624 NW Glisan St., Portland, OR

**TUESDAY, MARCH 21st, 2017 / OREGON ZOO**

Protected Bikeways Design Training*  
8:00 a.m. – 4:30 p.m., Cascade Crest: Skyline

Oregon Safe Routes to School Network Annual Meeting  
10:00 a.m. – 12:00 p.m., ODOT Region 1, Conference Room A/B, 123 NW Flanders Street, Portland, OR 97209

Oregon Bicycle Tourism Summit  
8:30 a.m. – 5:00 p.m., Cascade Crest: Vista

*These sessions are eligible for CM and PDH credits. To receive credit, please complete the check-in sheet upon arrival to the session.
BIKETOWN Mobile Tour

1:30 p.m.
Meet at the BIKETOWN station across the street from Salmon Springs Fountain (SW Salmon & SW Naito)

This mobile tour will stop at BIKETOWN stations in downtown and Southeast Portland. Learn about the history of bike share in Portland, planning the system, and how BIKETOWN contributes to a human scale city. Free to attend, please RSVP through the registration form. Limited to 20 participants.

PRESENTERS:
Mike Sellinger, Alta Planning + Design
Steve Hoyt-McBeth, Portland Bureau of Transportation

Shared Space and Level Surface Streets Mobile Tour

2:00 p.m.
Meet at Director Park (SW Park & SW Taylor)

Level surface street design can give you a canvas for flexible public use, slowing vehicle travel speeds, and putting pedestrians on equal footing with motor vehicles. See and discuss what works and what doesn’t on Portland’s unique collection of shared space and level surface streets. Tour will utilize Streetcar (valid Streetcar or TriMet fare will be required). Free to attend, please RSVP through the registration form.

PRESENTER:
Nick Falbo, Alta Planning + Design
Breakfast Plenary: Jarrett Walker
8:20 a.m.
*Room: Cascade Crest Ballroom*

Jarrett Walker, PhD, is an international consultant in public transit network design and policy. He has been a full-time consultant since 1991 and has led numerous major planning projects in North America, Australia and New Zealand. He is President at Jarrett Walker + Associates, based in Portland, Oregon.

He is the author of the popular public transit blog HumanTransit.org and the book *Human Transit: How Clearer Thinking about Public Transit Can Enrich Our Communities and Our Lives* (Island Press, 2011). His book is a friendly, non-technical introduction to transit’s underlying geometry and the real value judgments that must be explored to make both transit and development policy. Jarrett’s background integrates an arts and humanities PhD (Stanford, 1996) with long technical experience in all aspects of transit and its role in city-building. Passionately interested in an impractical number of fields, Jarrett is the only person with peer-reviewed articles in both the *Journal of Transport Geography* and *Shakespeare Quarterly*.

**PRESENTER:**
Jarrett Walker, Jarrett Walker + Associates

Lunch Plenary: Regional Transportation Choices – West Coast Success
12:00 p.m.; Lunch served at 11:30 a.m.
*Room: Cascade Crest Ballroom*

During the 2016 election, Portland’s neighbors in Los Angeles and Seattle were successful in raising billions of dollars for transit, biking, walking and transportation improvements. As we build safe streets, reduce congestion, and invest in more frequent transit in the Portland region, we hope to learn some of the lessons from our neighbors and connect with our community leaders to build a successful campaign.

**PRESENTERS:**
Noah Siegel, Metro
Abigail Doerr, Transportation Choices
Noel Mickelberry, Oregon Walks
Jessica Larson, Welcome Home Coalition
Gerik Kransky, The Street Trust
Breakout Session 1, 9:45 a.m. - 11:15 a.m.

Vision Zero in Action
Room: Cascade Crest: Vista

Over the last 20 years, an average of 36 people died in traffic crashes annually on Portland streets. These people aren’t just statistics. They are mothers, fathers, brothers, sisters, kids and friends. They lost their lives in the course of the everyday act of moving from place to place. The impact on their families, friends and communities is immense and permanent. Portland is committed to reducing serious injuries and fatalities on their streets to zero; come learn how the people leading the charge are putting Vision Zero into Action.

PRESENTERS:
Margi Bradway, Portland Bureau of Transportation
Duncan Hwang, Outer Division
Dana Dickman, Reducing Speed Through All Five Es
Scott Batson, Alt. Speed Zone Methodology

Session Type: Toolbox
Tags: Equity, Public Health, Safety, Designing Streets for People

Planning in the Dark: A New Light on Night Access
Room: Cascade Crest: Skyline

Travel in the early morning, evening and night is a matter of equity, safety and economics. As Oregon’s all hours workforce grows, this historically underserved demographic faces increasing challenges. Night shifts often require vehicle ownership, reducing job opportunities for non-drivers and the economically distressed. For employers, this affects recruitment, shift coverage and vehicle miles traveled. For employees, this impacts work-life balance, health and choice of employment. Traveling when the sun is down is common, yet night plans are rare. No template exists for the data gathering, outreach and problem solving necessary to improve night travel.

OHSU and PSU will present the argument for night planning, the methodology, findings and proposed solutions that comprise the OHSU Night Access Plan—a first-of-its-kind document that recently won a national APA/AICP award. 1,600 participants and months of data gathering produced 49 recommendations on the individual, organizational and community level. OHSU is a 24/7/365 community with 20,000 people engaged in a variety of industries. Attendees will be invited to discuss and workshop their night access challenges.

PRESENTERS:
John Landolfe, Oregon Health and Science University
Lea Anderson, US Department of Housing and Urban Development
David Backes, Portland State University

Session Type: Case Study / Round table Discussion
Tags: Economic Benefits, Equity, Public Health, Safety, Transit, Designing Streets for People

When Bus Corridors Grow Up: Tools to Apply in Enhanced Transit Corridors
Room: Conservation Hall A

Bus corridor projects are utilizing an array of tools and techniques to provide easier, faster and more reliable bus service to riders. Applying various tools from the toolbox allows transit agencies and local jurisdictions to improve mobility options, development patterns and land use, multi-modal street design, and biking and walking connections. Learn from projects in Eugene, Vancouver and Portland, and add your voice to the conversation. Key takeaways will include tools and techniques to apply to bus corridors in your community to improve livability and mobility options.

PRESENTERS:
Kelly Betteridge, TriMet
April Bertelsen, City of Portland
Sasha Luftig, Lane Transit District
Chuck Green, C-TRAN
James McGrath, CH2M

Session Type: Round table Discussion
Tags: Transit
Breakout Session 1 (cont’d.)

Making Pedestrians and Bicyclists Count: The Case for Data*

*These sessions are eligible for CM and PDH credits. To receive credit, please complete the check-in sheet upon arrival to the session.

Room: Conservation Hall B

Counting bicycles and pedestrians can be tricky. In this session, you will hear about different methods for collecting bicycle and pedestrian counts and how the data can be used to understand usage and stress-levels of bicycle facilities, trails and sidewalks. Specifically, you will learn about existing guidance and best practices to recommend strategies for accurate, timely and feasible measurement of pedestrian travel; including innovative approaches, such as the use of pedestrian push button data to count pedestrians. You will learn about two other specific case studies for applying bike counts. The first will demonstrate how important manual counts can be to gathering accurate data on who uses your area’s trails which will inform better trail planning. The other will demonstrate how crowd-sourced data from Ride Report can be used to understand route choice and level of traffic stress.

Presenters:
Sirisha Kothuri, Ph.D., Portland State University
Robert Spurlock, Metro
William Henderson, Ride Report
Mike Sellinger, Alta Planning + Design
Geoff Gibson, Metro

Session Type: Case Study / Toolbox
Tags: Designing Streets for People, Economic Benefits, Equity, Public Health, Safety, Recreation and Trails, Promoting Active Transportation and Community Health

Planning and Design for Active Transportation in Rural Areas

Room: Conservation Hall C

Susan Wright of Kittelson and Associates, Inc., will provide three case studies on how several Oregon counties have approached bike planning in their rural areas, by working with their citizen and bicycle advisory committees and county staff to identify and prioritize rural road improvements for walking and biking. Nick Falbo of Alta Planning + Design will provide an overview of a new FHWA resource—Small Town and Rural Multi-modal Networks. This resource applies existing national design guidelines in a rural setting and highlights small town and rural case studies. It addresses challenges specific to rural areas, recognizes how many rural roadways are operating today, and focuses on opportunities to make incremental improvements despite the geographic, fiscal and other challenges that many rural communities face.

Presenters:
Susan Wright, Kittelson & Associates, Inc
Nick Falbo, Alta Planning + Design

Session Type: Toolbox
Tags: Designing Streets for People, Equity, Public Health, Safety, Recreation and Trails
Breakout Session 2, 1:10 p.m. - 1:55 p.m.

Americans with Disabilities Act (ADA) at Work in Oregon
Room: Cascade Crest: Vista

This session will provide a brief overview of the Americans with Disabilities Act (ADA), discuss changes the Oregon Department of Transportation (ODOT) is implementing to make the state’s transportation system more accessible, and explain how state and local transition plans will help to make all curb ramps, signal push buttons, and work zones accessible.

PRESENTERS:
Jessica Horning, Oregon Department of Transportation
Bob Pappe, Oregon Department of Transportation
Rodger Gutierrez, Oregon Department of Transportation

Session Type: Toolbox / Case Study
Tags: Equity, Public Health, Safety, Transit

Shifting the Negative Perceptions of Trails
Room: Conservation Hall A

Regional trails are integral parts of our active transportation system that have traditionally enjoyed broad public support. But after several large homeless camps sprung up on the Portland’s Springwater Trail last summer, increasing numbers of community members are speaking out against new trails near their homes. Concerned citizens cite crime, litter and vandalism as just some of the many ills associated with shared-use paths. This panel discussion will focus on ways to address this new public relations challenge facing regional trails.

PRESENTERS:
Robert Spurlock, Metro
Kristen Kibler, JLA Public Involvement
Robin Wilcox, PLACE Studio

Session Type: Round table Discussion
Tags: Recreation, Trails

Connecting with Community Partners Around Safe Routes to School
Room: Conservation Hall B

The City of Portland Safe Routes to School program works with over 100 schools in 5 school districts. With limited staff capacity, the program relies on community partners to help create a successful SRTS program. Come learn about three different programs that encourage active transportation to school: OPAL youth leaders’ (YEJA) high school transit education and advocacy work; The Street Trust’s (formerly Bicycle Transportation Alliance) middle school bike safety education; and Community Cycling Center’s after-school bike clubs with middle schoolers.

PRESENTERS:
Janis McDonald, PBOT Safe Routes to School
Lale Santelices, PBOT / Community Cycling Center
Jordan Bailey, The Street Trust
Jennifer Phung, OPAL Environmental Justice
Invited Youth Advocates

Session Type: Case Study
Tags: Equity, Public Health, Safety, Transit, Promoting Active Transportation
Breakout Session 2 (cont’d.)

Park your way to TDM success: Improving Access to Washington Park

Room: Conservation Hall C

Washington Park attracts over 3 million visitors annually. In 2014, 81% of these visitors drove to the park. By 2016, that number had dropped to 67%. Learn how Washington Park is using parking fees to fund transportation demand management strategies – including a TMA and free shuttle system – and the impact these programs are having on one of Portland’s most popular parks. Hear from the Portland Parks & Recreation Program Specialist on parking strategies, from the Executive Director of Explore Washington Park on the organization’s TDM programs, and from Alta Planning + Design on marketing TDM for recreational trips.

PRESENTERS:
Heather McCarey, Explore Washington Park
Victor Sanders, Portland Parks & Recreation
Cathy Cibor, Alta Planning + Design

Session Type: Case Study
Tags: Transit, Promoting Active Transportation and Community Health

Breakout Session 3, 2:05 p.m. - 2:50 p.m.

State of the State: Active Transportation and the Oregon Department of Transportation

Room: Cascade Crest: Vista

ODOT is poised to do more for walking and bicycling in the next 10 years than they have in the last 50. Making these changes requires region specific approaches to shift internal and external thinking and processes. Each of Oregon’s five regions now has an Active Transportation Liaison (ATL) dedicated to helping ODOT make these changes. This session will provide summit participants an opportunity to get to know their local ATL, hear about their work, and learn how to engage in local transportation funding and project decisions.

PRESENTERS:
Jessica Horning, Oregon Department of Transportation, Region 1
Jenna Berman, Oregon Department of Transportation, Region 2
Jenna Stanke-Marmon, Oregon Department of Transportation, Region 3
David Amiton, Oregon Department of Transportation, Region 4
Teresa Penninger, Oregon Department of Transportation, Region 5

Session Type: Round table Discussion
Tags: Economic Benefits, Equity, Public Health, Safety, Recreation and Trails, Designing Streets for People, Promoting Active Transportation and Community Health

Myths of Vision Zero*

Room: Cascade Crest: Skyline

The conventional approach to road safety identifies crash mitigation strategies based on incremental improvement on current practice. These marginally safer streets are rooted in old assumptions about who uses our streets, and the approach is a slow march toward creating safer transportation system. Vision Zero is an approach to safety that goes way beyond the conventional approach.

This session will explore Four Myths of Vision Zero: 1) Vision Zero is a Program, 2) Vision Zero is a Nice Idea, but not a “real” goal, 3) Vision Zero will Hamper our Economy, and 4) Traffic is Inevitable (so we must accommodate it)—and identify responses and resources to each Myth.

Format: After presenters introduce Four Myths of Vision Zero and examples of responses and resources, participants will engage in a moderated discussion bringing their own experiences and expertise to expand the list of responses and resources.

*These sessions are eligible for CM and PDH credits. To receive credit, please complete the check-in sheet upon arrival to the session.

PRESENTERS:
Lake Strongheart McTighe, Metro
Nick Falbo, Alta Planning + Design
Anthony Buczek, Metro
Clay Veka, Portland Bureau of Transportation
William Henderson, Business for a Better Portland (BBPDX)

Session Type: Round table Discussion / Case Study
Tags: Vision Zero, Equity, Public Health, Safety
Breakout Session 3 (cont’d.)

School Access Needs: Presenting the Portland Metro Regional SRTS Framework

Room: Conservation Hall A

This presentation will summarize the existing SRTS efforts and support in the Portland Metro region, based on Metro RTO-funded research. It will summarize the safety need, equity need, and potential impact of infrastructure investments within a mile of schools. The presenters will also highlight best practices for how regions can support and coordinate local SRTS efforts and how cities and school districts can administer effective programs that reach diverse populations.

PRESENTERS:
Kari Schlosshauer, Safe Routes to School National Partnership
Hannah Day-Kapell, Alta Planning+Design
Dan Kaempff, Metro

Session Type: Toolbox
Tags: Equity, Public Health, Safety, Funding, Promoting Active Transportation, Safe Routes to School

Grassroots Groups Changing the Transportation Game

Room: Conservation Hall B

Attendees will hear from representatives of various active transportation activist and advocacy groups – within the Portland region – on how they have worked individually and together to push the city, county and state toward real change. Better Block PDX uses temporary projects to demonstrate the concept of designing our places for people. Portlanders for Parking Reform gathers research and data to rally testimony from the nonypical community members. BikeLoudPDX prefers direct action from agencies and works to empower Portlanders to create safer streets through grassroots advocacy campaigns.

PRESENTERS:
Michael Andersen, Reporter
Gwen Shaw, Better Block PDX
Tony Jordan, Portlanders for Parking Reform
Emily Guise, BikeLoudPDX

Session Type: Toolbox
Tags: Equity, Public Heath, Safety, Funding, Designing Streets for People, Promoting Active Transportation and Community Health

Build a Better Mode Shift: Innovations in Behavior Change Marketing

Room: Conservation Hall C

Imagine if Ford launched a brand-new truck...but forgot to tell anyone about it. Would they expect to sell as many? It’s doubtful. As cities and transit agencies continue to make major investments in active and shared transportation infrastructure, they often forget that magic step of telling people about it. As a result, fewer people make the shift from driving alone to foot, bike, bus and train. Attend this session to learn how individualized marketing supported the launch of the Orange Line MAX; the program achieved extremely high participation, showing a hunger for help trying out new ways of getting around.

The Drive Less Save More: Milwaukie program also tested the application of the Stages of Change behavior change theory to individualized marketing. In public health, the Stages of Change model is a well-established tool to bring about behavior change (such as smoking cessation). The model suggests that you must assess a person’s psychological “readiness” to change before you can provide effective coaching. Alta has been researching how to apply the Stages of Change model to active transportation and transit behavior change programs. We will unveil the results of our research, which includes segmentation questions (to determine someone’s psychological stage) and stage-specific intervention tools. As part of this session, we will train participants in key techniques from Motivational Interviewing - a coaching strategy from public health that helps people tap into their own motivations and resources for change, rather than evoking defensiveness.

PRESENTERS:
Jessica Roberts, Alta Planning + Design
Derek Hofbauer, Alta Planning + Design
Marne Duke, Metro

Session Type: Case Study / Toolbox
Tags: Promoting Active Transportation and Community Health
Breakout Session 4, 3:30 p.m. - 5:00 p.m.

**Trails: An Exploration of Oregon’s Needs, the Impact of Trails in our Communities, and Emerging Opportunities for Collaboration**

*Room: Cascade Crest: Vista*

In the first half of this session, participants will learn about recent research into a statewide trails coalition, explore positive impacts of trails beyond what is most often thought of as their typical use, and learn about Access Recreation’s and Vive NW’s work to model what inclusive information and inclusive outdoor recreation look like.

In the second half, participants will work together to plot the future of how we collaborate to build, maintain and improve access to inspiring trails in Oregon.

**PRESENTERS:**
Stephanie Noll, Stephanie M. Noll Consulting
Jean Crowther, Alta Planning + Design
Georgena Moran, Access Recreation
Jorge Guzman, Vive Northwest

**Session Type:** Workshop / Case Study
**Tags:** Funding, Recreation and Trails

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**Active Transportation Improvements and the Blue Zones Project in Klamath Falls**

*Room: Cascade Crest: Skyline*

The Blue Zones Project’s built environment goal is to create a beautiful and safe community that promotes healthy movement and fosters community pride. The Project is a comprehensive initiative striving to improve wellness in Klamath Falls by increasing access to healthy choices, including active transportation. The collaborative work to enhance existing strengths and address needs is community-driven by volunteers, private business, health and educational professionals, and government representatives. Collaboration efforts highlighted in this round table will include an Urban Trails Master Plan, Improving Walkability Using GIS Mapping, Active Transportation Assessment best practices, local Active Transportation policy changes, and successful higher-education partnerships. The Session will be moderated by Amanda Pietz, ODOT’s Program Implementation and Analysis Manager.

**PRESENTERS:**
Erin Cox, Blue Zones Project – Klamath Falls and Oregon Institute of Technology
Civil Engineering Department
Nick Foster, Kittelson & Associates, Inc.
Joe Wall, City of Klamath Falls
Dr. Kristen Konkel, PhD, Oregon Institute of Technology
Dr. John Ritter, PhD, Oregon Institute of Technology

**Session Type:** Round table Discussion
**Tags:** Promoting Active Transportation and Community Health, Economic Benefits, Equity, Public Health, Safety, Recreation and Trails, Designing Streets for People

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**The Latest in Bicycle and Pedestrian Safety Research***

*Room: Conservation Hall A*

While vehicle crashes are on a downward trend, bicyclists and pedestrians are more at risk than ever. What can transportation agencies do to help design and create safer streets for the most vulnerable users? This session will explore systemic safety analysis, safety performance along road segments, and the psychology of roadway interactions.

*These sessions are eligible for CM and PDH credits. To receive credit, please complete the check-in sheet upon arrival to the session.

**PRESENTERS:**
Sirisha Kothuri, Ph.D., Portland State University
Tara Goddard, Portland State University
Rebecca Sanders, Ph.D., Toole Design Group

**Session Type:** Case Study
**Tags:** Equity, Public Health, Safety
Breakout Session 4 (cont’d.)

Bikes for Everyone: Inclusive*
Room: Conservation Hall B

Active transportation can significantly improve the quality of life and improve the livability of neighborhoods, especially for historically underserved and disadvantaged areas. The issues are vast, but many efforts are underway to make active transportation more inclusive. This session will look at three different efforts: understanding equity barriers to bike share; grassroots efforts to make a disadvantaged neighborhood in outer NE Portland a safer place to walk and bike; and encouraging broader participation of people with reduced physical ability and mobility.

*These sessions are eligible for CM and PDH credits. To receive credit, please complete the check-in sheet upon arrival to the session.

PRESENTERS:
Nathan McNeil, Portland State University
Timur Ender, City of Portland
Sheilagh Griffin, The Street Trust

Session Type: Case Study / Round table Discussion
Tags: Equity, Public Health, Safety, Promoting Active Transportation and Community Health, Designing Streets for People

Building Community Through Open Streets Events
Room: Conservation Hall C

Open Streets events reclaim the city’s largest public space—its streets—for people to walk, bike and roll in a safe, car-free environment. Open Streets can bring communities together, highlight placemaking achievements, encourage people to walk and discover new neighborhoods, activate public spaces and catalyze good health. Learn about initiatives in Eugene, Bend and Portland and the impacts and benefits to each community. Panelists will share their successes and challenges, as well as works in progress of making Open Streets reflect the diverse communities from which they arise.

PRESENTERS:
Brian Potwin, Bend Open Streets
Inna Levin, Oregon Walkways
Linda Ginenthal, Portland Sunday Parkways
Emily Farthing, Eugene Sunday Streets

Session Type: Round table Discussion / Case Study
Tags: Promoting Active Transportation
PechaKucha Event, 7:00 p.m. - 9:00 p.m.
McMenamins Mission Theater & Pub, 1624 NW Glisan St., Portland, OR
Note: PechaKucha presentations begin at 7:30 p.m.

The Better Naito Story
PRESENTER:
Gwen Shaw, Better Block PDX

The Medium is the Message: Building Coalitions for Complete Communities (and Winning Money for Streets)
PRESENTER:
Aaron Brown, Oregon Walks

We Are Walking Here
PRESENTER:
Bandana Shrestha, AARP

It’s Not About the Bike
PRESENTER:
Steph Routh, Community Cycling Center

Evidence and Insight for Better Transportation
PRESENTER:
Kelly Rodgers, Streetsmart

Elderly on the Go
PRESENTER:
AJ Zelada, Fremont Family Vision

A City-wide Plan for Off-Road Cycling: Expanding Opportunities for Activity and Connection with Nature in the City
PRESENTER:
Kristen Lohse, Toole Design Group

Tualatin River Greenway Shared Use Path
PRESENTER:
Becky Strickler, Cardno

Trends in Bike Parking
PRESENTER:
Matt Childs, Sportworks
Oregon Bicycle Tourism Summit

8:30 a.m. - 5:00 p.m.
Oregon Zoo, Room: Cascade Crest: Vista

Held in conjunction with the Oregon Active Transportation Summit, the 2017 Oregon Bicycle Tourism Summit is intended for a wide range of professionals and organizations seeking to advance bicycle tourism. These meetings aim to advance statewide priority projects, share available resources, inspire, and foster networking and collaboration. This year’s conference will begin by taking a closer look at the formation of a statewide trails association; before moving into a keynote address on world-class cycle routes from Louise Böhler of the German National Cyclists’ Association, focused on the AFDC “quality routes” certification program; and an update on the Oregon Timber Trail.

The afternoon will be spent working in small groups to determine how to build out world-class routes. The program will end with a reception featuring bike tour operators, guides and outfitters.

Oregon Bicycle Tourism Summit Agenda, Presented by Travel Oregon

8:30 a.m.  Registration check-in, light continental breakfast
9:00 a.m.  Networking and Introductions
Presenter: Scott Bricker, Travel Oregon

9:45 a.m.  Advancing a Statewide Trails Association in Oregon
Presenter: Stephanie Noll, Stephanie M. Noll Consulting; Yvonne Kraus, Evergreen Mountain Bike Alliance

11:30 a.m.  Break
11:45 a.m.  Lunch and Keynote Presentation
• World Class Connected Trails and Bike Routes
• Oregon Timber Trail Update
• Germany Cycling Network: Keynote
• Group Discussion / Q&A

Presenters: Kristin Dahl, Travel Oregon; Louise Böhler, German National Cycling Association; TBD, Oregon Timber Trail

Keynote: Cycle tourism “Made in Germany” Germany’s recipe for success
Germany is a trailblazer for the development of cycle tourism. The 4.5 million cycle tourists make them the number one bicycle travel destination; leading to €9 Billion in economic impact and 31.5 million night stays.

Louise Böhler of the German National Cyclists’ Association (ADFC) will share their recipe for success, and present on the ingredients needed to build up a successful cycle tourism destination. She will offer practical examples of great German cycle destinations. She will share what ADFC is doing to promote cycle tourism.

Louise is the Tourism Product Manager at ADFC, with more than 160,000 members. She is responsible for the management and development of tourism products including the ADFC seals of approval. With these seals ADFC has established uniform quality standards for long-distance cycle routes and cycling holiday regions—as well as the Bett+Bike program for cyclist-friendly hosts. She also manages the “Discover Germany by Bike” guide and the cooperation between ADFC and the German National Tourist Board concerning international marketing of Germany.

1:30 p.m.  Break
2:00 p.m.  Inspiring World Class Cycling Networks
Small Group Discussions:
• Bett+Bike (lodging)
• Wayfinding and Signage
• Dramatization
• Other

Report Back and Group Discussion

3:30 p.m.  Reflections and Next Steps
3:45 p.m.  Reception: Tour Operators, Guides, and Outfitters Networking Event
5:00 p.m.  Group Ride (optional)
Protected Bikeways Design Training*

8:00 a.m. - 4:30 p.m.
Oregon Zoo, Room: Cascade Crest: Skyline

This all-day workshop will focus on the most up-to-date knowledge and guidance for the design of Protected Bike Lanes and Protected Intersections. The workshop will discuss how Protected Intersection design concepts have evolved in North America and examples of how they are being implemented. The workshop will borrow from design guidance in the U.S.'s most recent bikeway design guides, including the NACTO Urban Bikeway Design Guide, the FHWA Separated Bicycle Lane Planning and Design Guide and the MassDOT Separated Bicycle Lane Planning and Design Guide. Additionally, this workshop will focus on specific elements of protected lanes, including two-way design and curb heights, and provide updates on current research.

*These sessions are eligible for CM and PDH credits. Please complete the check-in sheet when you arrive to the session for these credits.

PRESENTERS:
Robert Burchfield, Toole Design Group
Nick Falbo, Alta Planning + Design
Roger Geller, City of Portland

Oregon Safe Routes to School Network Annual Meeting

10:00 a.m. – 12:00 p.m.
ODOT Region 1, Conference Room A/B, 123 NW Flanders Street, Portland, OR

During this meeting, learn about the Oregon Safe Routes to School Network’s 2016 accomplishments and challenges, as we work to make it safe for Oregon kids to walk, bike and roll to school. As well, learn what to look forward to in 2017! The meeting will include breakout sessions to discuss challenges, equity, and where YOU can add your expertise to help move Safe Routes to School forward in Oregon. Please join us...all are welcome!
APPENDIX

MAP & DIRECTIONS to Monday Night PechaKucha Event

McMenamins Mission Theater & Pub
1624 NW Glisan St., Portland, OR

By transit: (total transit time approx. 19 minutes)
From Zoo, walk two minutes to Washington Park MAX Station; take Blue or Red line 3 stops to Providence Park MAX Station
Walk 0.4 miles North (approx. 9 minutes) to Mission Theater

By bike: (total transit time approx. 23 minutes)
1. Head NE on SW Zoo Parking Road toward SW Zoo Road
2. Turn Right onto SW Knights Blvd.
3. Turn Left to stay on SW Knights Blvd.
4. Turn Right onto SW Fairview Blvd.
5. Turn Left to stay on SW Fairview Blvd.
6. Continue straight to stay on SW Fairview Blvd.
7. Turn Left onto SW Kingston Ave.
8. Turn Right onto SW Tichner Dr.
9. Turn Left onto SW Wright Ave.
10. Turn Left onto NW 24th Place (take stairs)
11. Turn Left onto NW Westover Road
12. Turn Right onto NW 24th Ave.
13. Turn Right onto NW Hoyt St.
14. Turn Right onto NW 16th Ave.
15. Turn Right onto NW Glisan St. (destination on the left)
Bike Route: Oregon Zoo to McMenamins Mission Theater & Pub