



Bicycle Federation
WISCONSIN
BIKE SUMMIT 2012

An Inspiring and Informative Day
That Brings Our Cycling Community Together



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INTERNATIONAL MOUNTAIN
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Bringing the Power of Cycling to Life.



Bicycle Federation
WISCONSIN
BIKE SUMMIT 2012

The Bike Fed staff and Board of Directors would like to welcome you to the 2012 Bike Summit.

The story of Wisconsin cycling begins on our unparalleled network of paved town roads through the rolling farm country, where you might only see a handful of cars on an afternoon ride. Our story includes the nation's largest and longest-running road, track and mountain bike racing. Wisconsin also constructed the nation's first rail trail in the Elroy Sparta and has been a leader in constructing off-road paths ever since. You can begin a ride with a craft beer at Lakefront Brewery near Lake Michigan and ride 183 miles across the state on rail trails to finish your ride with a sip at Potosi Brewing by the Mississippi.

Wisconsin is also fortunate that cycling contributes more than \$1.5 billion dollars to our state economy. We have the largest concentration of bicycle industry in the nation. From global leaders like Trek, Saris, Pacific, Planet Bike and Hayes Brakes to smaller companies and main street retail bike shops, cycling provides more than 13,000 jobs. Whether you ride one of Trek's Tour de France winning racers, a beautiful Waterford steel frame or an Ellis Cycles' one-off award-winning custom, it is no exaggeration to say that if you want the best bike in the world, it is made in Wisconsin.

By attending this summit, you have the chance to tell this story and help write it. In these difficult economic times, funding for bicycling is very threatened. Even though bicycling and walking make up 12% of all trips in Wisconsin, they get less than 2% of our transportation budget. Wisconsin realizes a huge return on that very small investment, and it is vital that we protect it.

Some of you will be heading up to the Capitol to tell your bicycle story. In doing so you will help our elected representatives better understand that bicycling is something special here in our state. Wisconsin bicycling is unique in so many ways; we have a wonderful story to tell when we walk into our State Capitol.

Thank you for all that you do to make Wisconsin bicycling great. The Bike Fed looks forward to continuing to grow our community and to work with you to make Wisconsin one of the best places in the world to be on a bicycle.

Ride On,

Kevin Hardman



Executive Director

2012 Wisconsin Bike Summit & Lobby Day Schedule

All activities below take place at the Best Western Inn on the Park. At the same time, legislative meetings will take place at the Capitol building. Check your Summit Program cover for your scheduled legislative meeting times and room numbers.

Tuesday, February 21

8:00am – 7:00pm	Registration Open	Mezzanine
8:30 – 9:30am	Breakfast Networking/Meetings: Tourism Operators Trek Dealers Ped and Pedal Network Mountain Biking	Doty A Vilas A Doty B Vilas B
10:00 – 10:30am	Summit Welcome	Hall of Wisconsin
10:30 – 11:30am	Lobby Day Training/2012 Goals	Hall of Wisconsin
10:30 – 11:30am	Public Employee Session: Health and Active Transportation	Capitol Room
11:30 – 1:00pm	Lunch — Bike Fed Supporting Your Community/District Meetings	Hall of Wisconsin
1:00 – 5:00pm	Lobby Day Meetings	State Capitol
1:15 – 2:15pm	Session 1 A. Bicycle Facilities 101: Basics of Building Bicycle Infrastructure B. Welcome to Bike Advocacy: Tips/Tools for New and Expert Advocates C. Making the Case: Stats and Info to Educate Your Leaders	Capitol Room Vilas Room Doty Room
2:15 – 2:30pm	Break	
2:30 – 3:30pm	Session 2 A. Bicycle Facilities 201: Intermediate Bicycle Facility Design B. Welcome to Bike Advocacy: Tips and Tools for New and Expert Advocates C. Resources to Support Mountain Biking in Local Communities	Hall of Wisconsin Vilas Room Capitol Room
3:30 – 3:45pm	Break	
3:45 – 4:45pm	Session 3 A. Bicycle Facilities 301: Innovative Infrastructure B. The Connection Between Health and Active Transportation C. Making the Case: Stats/Info to Educate Your Leaders	Hall of Wisconsin Capitol Room Doty Room
4:45 – 5:00pm	Break	
5:00 – 6:00pm	Closing Session	Hall of Wisconsin
6:00 – 8:00pm	Wisconsin Bike Summit Celebratory Reception	Top of the Park

Pre-Summit Breakfast Sessions 8:30 – 9:30am

New this year, Bike Fed is working with our partners to offer unique Breakfast Sessions tailored for smaller groups that are interested in a more in-depth discussion. Attendees will have the opportunity to network, learn and share ideas in this more personal, less formal setting.

Tourism Operators

Session Leader: *Eric Schramm, Bike Wisconsin*

Doty A

This breakfast is being convened to give bike tour directors from across the state the opportunity to network and share ideas.

By gathering tour directors together and connecting ride events — whether single-day rides, races or multiday tours — Wisconsin bike tours can be THE best in the nation.

Ped and Pedal Network

Session Leaders: *Jessica Binder, Bike Fed; Renee Callaway, Wisconsin Department of Transportation, Safe Routes to School; Julie Logue, Wisconsin Department of Health Services; Keith Holt, Milwaukee Bicycle Works*

Doty B

All Summit attendees are welcome to join this breakfast to learn about the Wisconsin Ped and Pedal Network—a new networking group bringing together public health, WI Department of Transportation, Safe Routes to School and local bike/ped supporters to improve community health and the built environment. This will be an interactive discussion to gauge further interest, direction and future discussion topics for the Network.

Wisconsin Mountain Biking Vision Discussion

Session Leaders: *Brigit Brown, Wisconsin Department of Natural Resources; Hansi Johnson, IMBA; John Siegert, WORBA*

Vilas B

This is your chance to craft a vision for the future of mountain biking in Wisconsin. The discussion will revolve around your vision for the future of mountain biking, locations of future trail development and the types of trail riding we want to offer in Wisconsin. Help ensure that mountain biking has a healthy and sustainable future in Wisconsin by participating in this session. *Sponsored by IMBA and the WDNR*

Trek Dealers Advocacy Discussion

Session Leaders: *John Burke, Trek Bicycle Corporation; Chris Kegel, Wheel & Sprocket; Bike Fed staff*

Vilas A

All Trek Dealers across the state are welcome to join this presentation to learn why bicycling is good for Wisconsin and how dealers can support advocacy efforts. John Burke and Chris Kegel will talk about large-scale goals for making Wisconsin a better place to bike. Bike Fed staff will describe programs and tools available to assist bike shops in encouraging bicycling in their local communities. *Sponsored by Trek Bicycle Corporation*

Summit Welcome 10:00 – 10:30am

Opening remarks by Wisconsin Department of Transportation Secretary,
Mark Gottlieb. *Hall of Wisconsin*

Public Employee Session OR Lobby Day Training 10:30 – 11:30am

Public employees in attendance will break away for their own session, while private citizen attendees will receive Lobby Day training and information.

Public Employee Session: The Connection Between Health and Active Transportation

Note: Event repeated in Session 3

Presenters: Jordan Bingham, Wisconsin Department of Health Services; Judy Burrows, Marathon County Health Department; Jack Zabrowski, City of LaCrosse

Capitol Room

This dynamite session will explore the resources available to improve health and fitness through the promotion of active transportation. Session leaders will share proven local models for success from two different Wisconsin communities, in addition to program and funding support available through the Department of Health Services.

Lobby Day Basics

Presenters: Amanda White, Bike Fed; Kevin Luecke, Bike Fed

Hall of Wisconsin

This important session will help you prepare for your legislative meeting and is a prerequisite for meeting with your legislators during Lobby Day. The session will include an overview of the 2012 Bike Fed legislative issues and asks, in addition to tips for meeting with your state legislators. By the time this session is finished, you'll be prepared and confident for your meetings at the Capitol!

Lunch 11:30am – 1:00pm *Hall of Wisconsin*

The Bike Fed is pleased to offer the convenience of lunch as a part of this year's Summit registration! If you are participating in Lobby Day, find the table number that matches your senate district number. This will give you the chance to chat with your fellow meeting attendees before heading into your afternoon Lobby Day meetings. If you are NOT attending Lobby Day, please sit at a table without a number. *Sponsored by Planet Bike*

Lobby Day 1:00 – 5:00pm

Session 1 1:15 – 2:15pm

Option A: Bicycle Facilities 101: Basics of Building Bicycle Infrastructure

Presenters: Jill Mrotek-Glenzinski, Wisconsin Department of Transportation; Sarah Gaskell, Alta Planning & Design; Steve Grabow, UW Extension, Jefferson County

Capitol Room

During this session, attendees will learn the nuts and bolts of basic bicycle facility planning. Jill Mrotek-Glenzinski and Ann Freiwald will discuss basic infrastructure such as wider shoulders, bike lanes and bike paths. Steve Grabow will provide a local example of how his county got started in providing new bicycle facilities. Sponsored by Toole Design Group

Option B: Welcome to Bicycle Advocacy: Tips and Tools for New and Expert Advocates

Note: Event repeated in Session 2

Presenters: Randy Neufeld, SRAM Cycling Fund; Tom Walsh, Fox Cities Greenways; Ron Stawicki, Waukesha Bicycle Alliance; Amanda White, Bike Fed; Jessica Binder, Bike Fed

Vilas Room

Whether you're new to bicycle advocacy or have enough experience to lead this session yourself, we can always learn more about how to move bicycling forward in our communities.

Randy Neufeld has over 20 years of experience advocating for bicycling at local, state, national and international levels. Randy will share his tips and tools for how to advance bicycling. Other panelists from around Wisconsin will share their local examples of success. This will be an interactive panel format, so you can ask plenty of questions.

Option C: Making the Case: Stats and Info to Educate Your Leaders

Note: Event repeated in Session 3

Presenters: Dave Schlabowske, Bike Fed; Jon Morgan, Wisconsin Department of Health Services; Maggie Grabow, University of Wisconsin – Madison

Doty Room

Being prepared with data and information can make your case for bicycling in your community even stronger. Our presenters will provide valuable studies, statistics, real-life examples and other information to help inform your local leaders as to why bicycling is important.

Sponsored by 105.5 Triple MMM

Session 2 2:30 – 3:30pm

Option A: Bicycle Facilities 201: Intermediate Bicycle Facility design

Presenters: Tom Huber, Toole Design Group; Kevin Luecke, Bike Fed; Sarah Reiter, Saris Cycling Group

Hall of Wisconsin

Those communities that have succeeded in constructing wider shoulders and bike lanes will learn how they can take bicycle facility implementation to the next level. Attendees will also learn about bicycle parking best practices.

Option B: Welcome to Bicycle Advocacy: Tips and Tools for New and Expert Advocates

Note: Event also a part of Session 1

Presenters: Randy Neufeld, SRAM Cycling Fund; Tom Walsh, Fox Cities Greenways; Ron Stawicki, Waukesha Bicycle Alliance; Amanda White, Bike Fed; Jessica Binder, Bike Fed

Vilas Room

Whether you're new to bicycle advocacy or have enough experience to lead this session yourself, we can always learn more about how to move bicycling forward in our communities. Randy Neufeld has over 20 years of experience advocating for bicycling at local, state, national and international levels. Randy will share his tips and tools for how to advance bicycling. Other panelists from around Wisconsin will share

their local examples of success. This will be an interactive panel format, so you can ask plenty of questions.

Option C: Resources, funding and programs to support mountain biking in local communities

Presenters: Brigit Brown, Wisconsin Department of Natural Resources; Hansi Johnson, International Mountain Biking Association (IMBA); Dave Schlabowske, Bike Fed

Capitol Room

Local mountain biking enthusiasts will hear from Brigit Brown, DNR's state trails coordinator, regarding the resources available through the DNR and the process by which these resources are allocated. Hansi Johnson will talk about IMBA's programs and how they can benefit local communities. Dave Schlabowske will discuss new opportunities to unite the Wisconsin mountain biking community in order to expand the sport across the state.

Session 3 3:45 – 4:45pm

Option A: Bicycle Facilities 301: Innovative Bicycle Infrastructure

Presenters: Randy Neufeld, SRAM Cycling Fund; Steve Clark, Transit for Livable Communities

Hall of Wisconsin

This session will be an inspiring look at innovations in bicycle infrastructure. Randy Neufeld has traveled across the U.S. and Europe touring the world's most bicycle-friendly cities. This session will provide exciting examples of cutting-edge facility design, some of which are being built right here in Wisconsin. Steve Clark will share exciting improvements made in Minneapolis and St. Paul in recent years that have contributed to making Minneapolis one of the most bicycle-friendly cities in the U.S.

Option B: The Connection Between Health and Active Transportation

Note: Event also available at 10:30am

Presenters: Jordan Bingham, Wisconsin Department of Health Services; Judy Burrows, Marathon County Health Department; Jack Zabrowski, LaCrosse County Health Dept.

Capitol Room

This dynamite session will explore the resources available to improve health and fitness through the promotion of active transportation. Session leaders will share proven local models for success from two different Wisconsin communities, in addition to program and

funding support available through the Department of Health Services.

Option C: Making the Case: Stats and Info to Educate Your Leaders

Note: Event also a part of Session 1

Presenters: Dave Schlabowske, Bike Fed; Jon Morgan, Wisconsin Department of Health Services; Maggie Grabow, University of Wisconsin – Madison

Doty Room

Being prepared with data and information can make your case for bicycling in your community even stronger. Our presenters will provide valuable studies, statistics, real-life examples and other information to help inform your local leaders as to why bicycling is important.

Closing Session 5:00 – 6:00pm *Hall of Wisconsin*

Presenters: *Kevin Hardman, Bike Fed; Steve Clark, Transit for Livable Communities*

Kevin Hardman, Executive Director of the Bicycle Federation of Wisconsin, will kick off our celebratory closing session with an overview of our accomplishments in 2011 and our goals for 2012. This portion of the session will also act as the Bike Fed's Annual Membership meeting — open to all Bike Summit attendees and members of the Bike Fed. Our keynote speaker, Steve Clark, will share the story of how Minneapolis became one of the best bicycling cities in the country.

The session will conclude by honoring Congressman Tom Petri. Congressman Petri has been a consistent supporter of Wisconsin bicycling and has recently shown great leadership to protect bicycle funding. *Sponsored by Schwinn*

Celebratory Reception 6:00 – 8:00pm *Top of the Park*

We will conclude the 2012 Wisconsin Bike Summit with tasty treats and a cash bar at the penthouse meeting room, the Top of the Park. You'll enjoy gorgeous views of the Capitol, not to mention a chance to network with bicycling leaders from across Wisconsin and the country. This is a party you don't want to miss!

Preparing for Legislator Meetings

Being prepared beforehand will help ensure an efficient and successful legislator meeting.

1. Choose a meeting facilitator.

This person will be responsible for keeping the group on task according to the meeting agenda and giving the legislator or staff the meeting folder.

2. Choose a note-taker.

This is an important role! The Bike Fed is counting on this person to communicate any promises made by the legislator and other important discussion points.

3. Arrive early.

Be at the Capitol Building at least 30 minutes before your meeting begins as finding the meeting room can be tricky.

4. Send a follow-up thank you email.

One of the most effective actions you can take happens after the Summit. Sending a brief thank you email is a great way to remind legislators and their staff of any important discussion points made during the meeting.

Legislator Meeting Agenda

Use this agenda to keep your meeting organized. A good meeting length is 30 minutes or less.

1. Introductions. (5 minutes)

Each attendee should say their name, town and business name (if applicable).

2. Why bicycling is good for Wisconsin.

(5 minutes, refer to handout in Legislator Packet)

Bicycling is big business in Wisconsin. A study released by the University of Wisconsin – Madison shows that bicycling in Wisconsin contributes \$1.5 billion dollars and 13,000 jobs to our state's economy annually.

Of the \$1.5 billion, over \$900 million is generated by bicycle tourism.

3. Tell your personal story. (5 minutes)

It's important for you to explain why bicycling is important to you or your business.

4. Legislative ask. (5 minutes)

Because bicycling is such an important part of our economy and culture in Wisconsin, we're here today to ask you for your support on two important actions (see next page for our legislative asks).

5. Thank them for their time. (5 minutes)

Remind legislators of the inspiring closing session at 5pm and the reception at 6pm. Point out that we've also included a bike map of their region and encourage them to get out on their bike this summer.

Legislative Asks

This year we are asking legislators to support two very important legislative asks:

1. Vulnerable User Legislation

Motorists who injure or even kill vulnerable roadway users are often charged with minor offenses that impose minor penalties, if there is any penalty at all. In most cases, unless a motorist is intoxicated or flees the scene, civil or criminal penalties are rare. SB 431, Wisconsin's Vulnerable User Law, is intended to protect vulnerable roadway users and to appropriately and fairly punish those who harm them through reckless or careless behavior.

SB 431 defines a class of "vulnerable highway users" as people on or near the roadway who are not protected inside a motor vehicle. This bill specifically defines pedestrians, bicyclists, motorcyclists, farm implement operators, people in animal-drawn vehicles, emergency responders, and a few other groups as vulnerable users.

SB 431 defines penalties for traffic infractions that seriously injure or kill a vulnerable user. These penalties range from doubling the current fines associated with many traffic infractions, to significant fines or prison sentences for more flagrant violations. These penalties are appropriate given the tremendous responsibility that driving carries and the significant consequences that can result from a crash.

SB 431 is supported by members of both parties in the legislature and is strongly supported by the Bike Fed. The bill offers prosecutors and judges the option to impose significant penalties on drivers who through carelessness or recklessness have injured or killed bicyclists, pedestrians or other vulnerable roadway users.

The Ask: Support passage of Vulnerable User Legislation SB 431

2. State Bicycle Funding

Bicycling is a critical piece of a well-developed transportation network and provides users with an affordable, simple and convenient transportation option for short trips. Currently, Wisconsin lacks a dedicated and consistent funding source for bicycle infrastructure. In a time of constrained budgets, bicycling infrastructure provides a tremendous bang for the buck: Bicycle lanes and paths can be built for a fraction of the cost of roadways. At the same time, bicycle infrastructure projects create more jobs per million dollars spent than roadway projects do.

As the 2013 – 2015 biennial budget is developed, please keep in mind that support for bicycle facility funding is an investment in job creation and economic growth, while providing citizens with an affordable transportation option.

The Ask: Create a dedicated and consistent funding source for bicycle infrastructure

Get Involved!

Bike Fed is offering these programs to support you and your important local advocacy work! Get involved and help us move bicycling forward!

Share & Be Aware

Share & Be Aware is a new, statewide safety program to teach 500,000 motorists and bicyclists rules of the road and bicyclists' rights. This two-year program offers many opportunities to learn about road safety:

- **FREE classes for bicyclists on bicycle laws and bicycle handling**
- **Presentations at key community events**
- **Tabling at local community festivals**

Help us spread safety education by informing us of opportunities to present a class or table at a local festival in your community!

Educating motorists and bicyclists on their responsibilities for road safety.

www.shareandbeaware.org

2012 Wisconsin Bike Challenge

Thanks to over 4,000 Wisconsin Bike Supporters, the Wisconsin Bike Challenge logged over 1.2 million bicycle miles in 2011! Get your workplace signed up for the 2012 Wisconsin Bike Challenge! This FREE event is a simple and convenient opportunity to promote bicycling within your workplace. With the support of our sponsor Kimberly Clark and your help, our goal for the 2012 Wisconsin Bike Challenge is to track 2 million bicycle miles in Wisconsin!

By participating in the Wisconsin Bike Challenge you'll easily and conveniently enter your bike trips and miles using the new Challenge website. Each month, bike prizes will be given away to reward Challenge participants. The more you bike, the better your chance of winning.

The 2012 Challenge runs from May 1 – August 31.

www.bfw.org

Stay Connected! The Wisconsin BICYCLE BLOG & Bike Fed's Facebook Page

The best way to keep your finger on the pulse of Wisconsin bicycling is by reading the daily posts on our blog and our regular status updates on Facebook. Subscribe to our blog to get an email once a day with a short summary and a link to the post, and friend us on Facebook to keep yourself up-to-date.

www.bfw.org/blog

Join Us

Support bicycling in Wisconsin by joining or renewing your membership with the Bike Fed today!

Our vision is for bicycling to be an integral part of daily life in Wisconsin; we also want it to be safe, convenient and fun. Together, we have made progress toward that vision:

- Making Wisconsin one of the first states to require construction of bikeways in new, state-funded road projects
- Educating over 43,000 people who bike and drive on the rules of sharing the road, so we can all be comfortable when biking or driving
- Protecting \$2 million of bicycle funds in the state budget so that Wisconsin communities can become more bicycle-friendly through building bike paths, lanes and bridges
- Tracking 1.2 million bicycle miles during the Wisconsin Bike Challenge
- Teaching over 10,000 children how to bike and walk to school
- Passing the "Bicycle Tune-Up Bill" with bipartisan support

With your support we can do even more for bicycling in Wisconsin. Join the Bicycle Federation of Wisconsin.

We look forward to seeing you at other Bike Fed events this year:

Wisconsin Bike Challenge: May 1 – August 31, 2012

Bike to Work Week: May 14 – 18, 2012

cLips of Faith, Madison: June 21, 2012

Tour de Fat, Milwaukee: July 14, 2012

Fed Fest, Multiple Locations: TBA

Saris Gala, Madison: TBA



www.bfw.org



John Rolan Drive
to Baltimore Hwy

North Street

SPEED
LIMIT
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