



## PedalMN Bicycle Summit

### “Creating Connections”

September 30 - October 1, 2013

#### *Agenda*

#### Day One – September 30, 2013

New this year we have added experiential workshops on bicycles in the field. On the mountain bike ride, you will learn about sustainable trail design and how mountain bike facilities can bring tourism to your region and increase physical activity for residents. On the road ride you will learn how to make trail connections using low traffic roads and shoulders and how Crosby, MN has made connections to help locals use bicycles to run errands and make it easy for bicycle tourists to stop in town for a meal or to shop.

1:00 p.m.            Experiential sessions begin - Cuyuna Country Recreation Area

-    **Meet in the Croft Mine Parking Lot**

1:30 - 4:30 p.m.

- a) Mountain Bike Ride for all experience levels at Cuyuna Country Recreational Area, including presentation stops along the trail Or
- b) Road ride on the Cuyuna Lakes Trail + Mississippi River Trail OR
- c) Community and economic development van tour – how bicycling and new mountain bike trails are connecting with local businesses

*(if weather prevents outdoor rides and tours, sessions will be held at Cragun’s Resort)*

3:30 p.m.            Trip organizers & speakers will be available for Q&A in parking lot for participants who are finished riding.

6:30 p.m.            Dinner – **“Making the IMBA Connection”**

Mike Van Abel, International Mountain Biking Association

#### Day Two- October 1, 2013

8:00 a.m.            Registration

9:00 a.m.            Welcome and Opening Keynote Address

**“Creating Connections – Creating Bike Friendly Communities”**

***Alison Dewey, League of American Bicyclists Program Manager***

The “Bike Friendly” program helps communities and businesses learn what is needed to encourage biking and often serves as the impetus to making the necessary improvements for this purpose. This program is just one way that the League of American Bicyclists provides support and assistance to promote bicycling. Alison Dewey will share many ways that the League can help you increase bicycle activity in your community.

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10:30 a.m.

Breakout Sessions

**1) Expanding Your Market for Bicyclists – “It’s Not All About Lycra ” – Part One**

***Jay Haapala, AARP; Amber Dallman, MN Department of Health; Pat Arndt, DNR***

Research indicates that about 60% of the population is interested in biking, but has some concerns that may prevent them from biking. In this session and the afternoon session, speakers share how to address these concerns for specific types of bicyclists and how to reach them, encouraging more bicyclists to ride. The morning session will discuss seniors, women and family riders.

**2) Bicycle Friendly Community Program - for Beginners**

***Nick Mason, Bike MN; Kathleen Mayell, MnDOT, DOT; Muhammad Khan, Rochester-Olmsted Planning Department***

Bill Nesper, League of American Bicyclists will give an overview and provide tips on applying for the “Bicycle Friendly Community” program. Also covered will be the top 10 things to make your community more bike friendly, BFC application process and from good to great – taking it to the next level.

**3) Creating Connections in Your Community**

***Liz Walton, Mississippi River Trail; Ellen Pillsbury & Andy Hubley, Arrowhead Regional Development Commission; Laurie Young, DNR; Mary Huselid, Lake City Chamber of Commerce***

Though Minnesota has an extensive system of high quality off-road trails, growth for the future is more dependent on creating connections between trails on bicycle-friendly roads. This session shares examples of the ways communities have created and promoted networks that include roads and trails to offer more options for bicyclists in their area.

**4) Mountain Biking – Taking it to the Next Level**

***Mike Van Abel, IMBA; Aaron Hautala, Cuyuna Country Recreation Area; Reed Smidt, MN Off-Road Cyclists***

Mountain biking is not new in Minnesota, but with new facilities completed and planned, a new high school biking league, and increasing interest from bicyclists in more challenging mountain biking routes, Minnesota has the potential to be a first-class mountain biking destination. This session offers the connections you need to capitalize on this growing biking trend.

11:45 a.m.

Lunch and Speaker

**Panel of Health Professionals speak about their role in promoting bicycling to improve health – *Janelle Waldock, Blue Cross Blue Shield MN; Kristofer Swarthout, OptumHealth; Dr. Tom Kottke, HealthPartners***

1:00 p.m.

Breakout Sessions

**1) Creating the Connection – Start With an Event**

**5) *Patty Soldner, BikeMN; Mary Derks, BAM; Keely Ihry, Clay County Public Health; Kelly Corbin, Olmsted County Public Health***

Increasing biking in your area could start with building more facilities, promoting the outstanding facilities you already have, or you can start by creating an event that highlights bicycling in your community. Experts that have created biking events will share their knowledge to help you create your own event.

**2) Expanding Your Market for Bicyclists – “It’s Not All About Lycra ” – Part Two**

***Lynnea Atlas-Ingebretson, Charities Review Council; Miguel Valdez Soto, CTSA Office for Community Engaged Research***

Bill Nesper, LAB will share research the League conducted on equity and speakers will share approaches and specific programs developed to address the issues that discourage them from taking the step to begin bicycling. Speakers discuss engaging people of color and multi-cultural youth.

**3) Bicycle Friendly Community Success Stories**

***Tom Engstom, Mankato Bicycle Advocates; Meghan Bown, Get Fit Itasca; Mark Ostgarden, City of Brainerd***

Many communities and businesses have already received “bicycle Friendly” designations or are currently planning to pursue it. Learn tips and strategies to make the process go more smoothly, the sometimes unexpected benefits of becoming bicycle friendly, and how city planners, public health and business owners have worked together to make it happen.

**4) Speed Session**

This session offers an opportunity to connect with those knowledgeable about some bike-related issues. Each topic will have a table where you can stop by and get your specific questions answered. There will be 4 -15 minute sessions so that people can stop by more than one table. Topics will be:

- Grants/Funding Overview – Ellen Pillsbury & Andy Hubley, ARDC
- Focus Group Research and DNR Itineraries – Amy Barrett & Andrea Date, DNR
- State/ Regional Bike Planning – Greta Alquist, MnDOT
- The New High School Cycling League – Gary Sjoquist & Libby Hurley
- Safe Routes to School – Nicole Campbell, MnDOT
- Urban and Winter Biking – Patrick Murphy
- Nice Ride for Greater Minnesota – Tony Desnick, Nice Ride

2:30 p.m.

Break

3:00 p.m.

**General Session – PedalMN update**

An update on the activities of the PedalMN initiative will be shared. Learn about the marketing and promotions that have been conducted, and the ways you can connect with this initiative to promote your community or business.

4:00 p.m.      Wrap up and prize giveaway