

7TH ANNUAL
MISSOURI BICYCLE AND PEDESTRIAN FEDERATION

ACTIVE — *Transportation* — SUMMIT

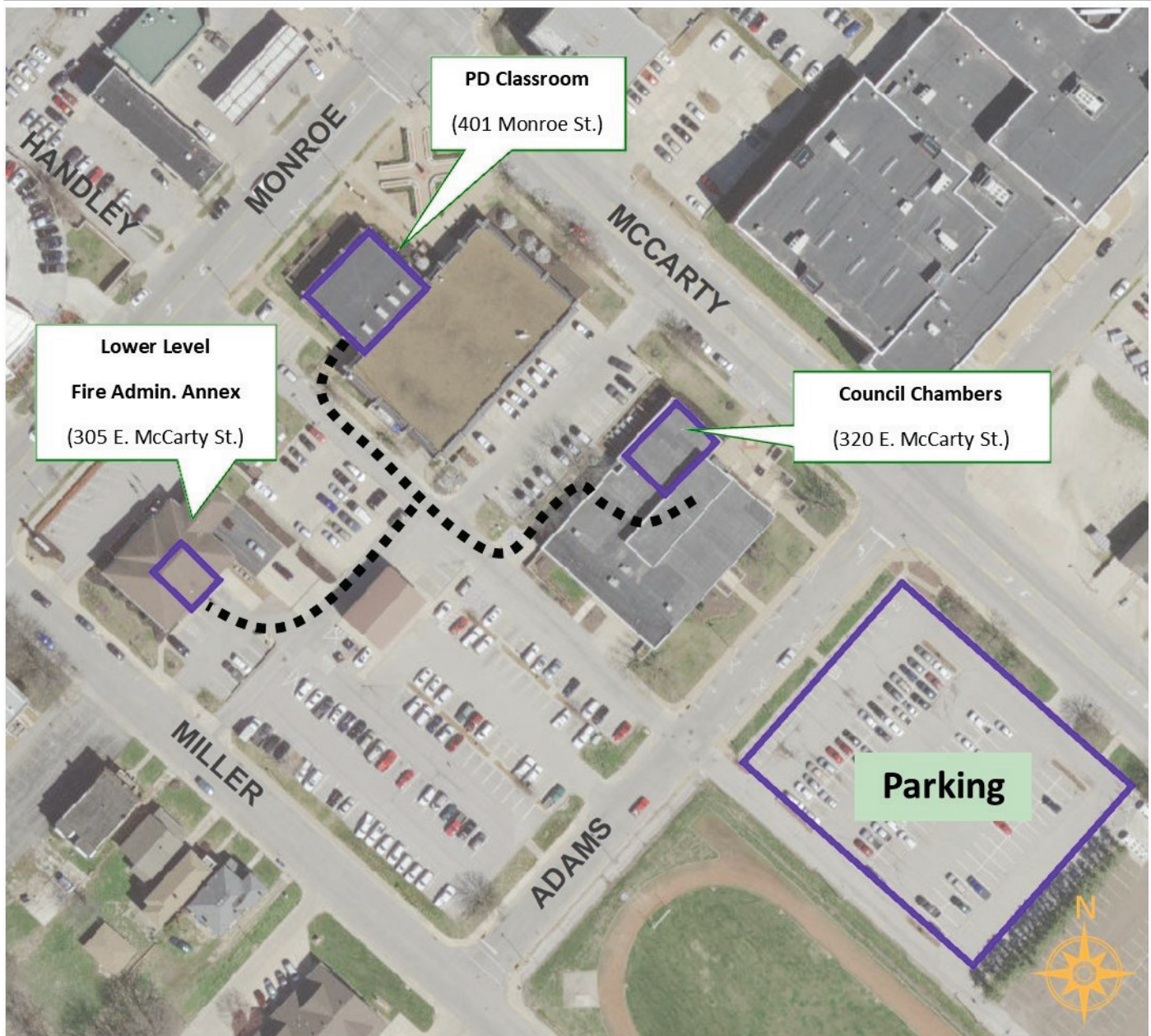
AUGUST 12TH, 2022
JEFFERSON CITY, MISSOURI
AND
VIRTUAL ONLINE SUMMIT VIA WEBEX

*Bicycling, Walking, and Trails
Mean Business in Missouri*

Organized and presented by:



Venue



Classrooms

PD Classroom: The PD Classroom is located at 401 Monroe St. and is part of the Jefferson City Police Department Building. Please enter on the southwest side, adjacent to the parking lot.

Annex: The Annex is located at 305 E. Miller St. in the lower level of Parks and Recreation /Fire Department Administration building. Please enter on the southeast side of the building adjacent to the parking lot.

City Hall (Council Chambers): Council Chambers are in the City Hall building at 320 E. McCarty St. You may enter on any side of this building, but for the purposes of this event, it is best to enter on the northwest corner near the parking lot, as shown on the map.

Accessible restrooms are available in all locations.

Parking

Free parking is available in Lot 24, adjacent to city hall at the corner of Adams St. and McCarty St. This lot has signage stating a tag is needed, but that is not necessary for the day of the summit.

2022 Missouri Active Transportation Summit Schedule Overview & WebEx Connection Info

Join the Summit via WebEx or Phone - Instructions

- This is a hybrid conference. You can join in person OR join via computer or your mobile device using the WebEx app and the meeting link OR ID/Password.
- You can also dial in from any phone with the provided phone number and Meeting ID.
- The WebEx meeting will be live starting at 8:00 AM, and **will continue using the same meeting room throughout the ENTIRE DAY, ALL SESSIONS.**
- First session will begin at 9:00 AM and will continue all day through 4:00pm.
- Sessions Marked *** will be broadcast on WebEx.

	Link for web or WebEx app:	Meeting ID & Pass:	Phone # & Access Code:
WebEx connection info:	https://jeffersoncity.webex.com/jeffersoncity/j.php?MTID=m01daa8b61355a36cdfa5efa6c5465a88	ID: 2492 966 0067 Pass: QGqJ7Jtdw28	404-397-1516 Access code: 249 296 60067

8:00 Summit Registration Opens

8:15 Bike to the Summit departs from Commuter Lot, [North Jefferson City Recreation Area, 927 4th St, Jefferson City, MO 65101](#). 2.7 mile ride led by David Bange, Jefferson City.

- You can park at the commuter lot, bicycle into the Summit, then bicycle back to the commuter lot at the end of the day. We will have a secure location to park your bicycle at the Summit. Make sure you have a bicycle lock.

9:00-9:50 Opening Session***

- **Welcome:** Brent Hugh, Missouri Bicycle & Pedestrian Federation
- **Greeting:** Carrie Tergin, Mayor, Jefferson City
- **Plenary Speech: Missouri State Parks and Trails: Rock Island and Beyond** – Mike Sutherland, Deputy Director, Missouri Department of Natural Resources; Ron Bentch, Missouri State Parks

10:05-10:45 First Breakout (three choices)

Trail Towns: Lessons from Northwest Arkansas***	Ben Rowell, Laneshift; Brannon Pack, Experience Fayetteville; Emily Guffin, City of Bella Vista	<i>PD Classroom</i>
Help us create MoBikeFed's next 5-year Vision	Brent Hugh, MoBikeFed; Tess Pattison-Wade, MoBikeFed	<i>Fire Admin Annex</i>
Walk n Roll By Design	Dave Roberts, Crafton Tull	<i>Council Chambers</i>

- **For breakout room locations, see map on previous page.**
- **Breakout session marked *** will be broadcast via WebEx.**

11:00-11:40 Second Breakout (three choices)

Setting the Framework for Mobility Improvements in Greater St. Louis***	Michael Dolde, WSP; Bryan Rogers, Metro Bi-state	<i>PD Classroom</i>
Getting kids off the couch and outside on bikes	Rene Creed; Chris Creed	<i>Fire Admin Annex</i>
Making CONNECTIONS and ECONOMIC DEVELOPMENT IMPACTS with Active Transportation	Denny Blind, Olsson	<i>Council Chambers</i>

11:40-12:40 Lunch – Food Truck at City Hall Parking Lot OR Visit a nearby restaurant in downtown Jefferson City

12:50-1:55 Keynote Session***

- **Welcome:** Brent Hugh, Missouri Bicycle & Pedestrian Federation
- **Missouri Complete Streets Awards for 2022: Joplin, MO & Riverside, MO**
- **Keynote Speech: SPF Yields: Springfield's successful pedestrian safety program -** Mandy Buettgen-Quinn, City of Springfield

2:10-2:50 Third Breakout (three choices)

The Value of Complete Streets on State Routes***	Shaun Tooley, MoDOT; Mike Dolde, WSP; Gabor Debreczeni, WSP	<i>PD Classroom</i>
Saint Joseph: Once a trail town, always a trail town	Brett Shoffner	<i>Fire Admin Annex</i>
Embracing Trails and Connectivity: How one community in Arkansas leveraged bikes as an economic engine	Ben Rowell, Laneshift; Brannon Pack, Experience Fayetteville; Emily Guffin, City of Bella Vista	<i>Council Chambers</i>

3:05-3:45 Fourth Breakout (three choices)

Using Special Events to Highlight your Trails & Active Transportation System & Supercharge Local Economic Development: Lessons from Warsaw, Missouri***	Mac Vorce, Warsaw Chamber of Commerce; Jenn Bradshaw, Truman Lake Adventure Club	<i>PD Classroom</i>
The Latest on the Evolution of E-Bikes	Ted Curtis, CycleX	<i>Fire Admin Annex</i>
Laying the Groundwork for Active Communities along the Future Rock Island Trail	Kevin Neill, Lochmueller Group; Laurel Harrington, Horner & Shifrin	<i>Council Chambers</i>

4:00-5:00 Walk/Bike Tours

Walking Tour of Jefferson City	Katrina Williams, City of Jefferson	<i>Meet just outside PD Classroom</i>
Bicycling Tour of Jefferson City	David Bange, City of Jefferson	<i>Meet just outside PD Classroom</i>

- ***If you don't want to participate in a walk or bicycle tour, you are welcome to proceed directly to Sweet Smoke BBQ for Social Hour***

5:00-6:00 Social Hour

Sweet Smoke BBQ	127 E. High Street	<i>Bike & Walk Tours will end at Sweet Smoke</i>
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MANY THANKS TO OUR SUPPORTING AND SPONSORING ORGANIZATIONS AND AGENCIES:



Detailed Session Schedule

Opening Session – Plenary***

9:00am-9:50am

Welcome

Brent Hugh, Missouri Bicycle & Pedestrian Federation

Greeting

Carrie Tergin, Mayor, Jefferson City

Plenary Address

Missouri State Parks and Trails: Rock Island and Beyond – Mike Sutherland, Deputy Director, Missouri Department of Natural Resources; Ron Bentch, Missouri State Parks

Mike Sutherland and Ron Bentch have had front row seats and played key roles in the development of the Rock Island corridor. What do we have to celebrate about the Rock Island corridor and other State Parks trails this year, and what does the future hold?



Mike Sutherland, Missouri DNR

Mike Sutherland was named Deputy Director of the Missouri Department of Natural Resources, effective Sept. 1, 2021. He oversees the Division of Administrative Support, Missouri Geological Survey and Missouri State Parks.

Mike joined the department in June 2017, as the Deputy Division Director for the Division of State Parks. Most recently, Mike served as the Director for the Division of State Parks. Before joining the department, Mike served as Policy Director for a nonprofit organization focused on budget and tax policy. He also was Executive Director of the Boonslick Regional Planning Commission, a Missouri

State Representative and Warren County Assessor. Mike earned a Bachelor of Science from the University of Central Missouri and Master of Public Affairs from the University of Missouri - Columbia.



*Ron Bentch, Missouri State
Parks*

Ron Bentch, Rock Island Trail Coordinator, Missouri State Parks. Ron is currently serving with State Parks as the Rock Island Trail Coordinator and is on sabbatical from his role as Project Director for Missourians for Responsible Transportation. Before his roles with State Parks and MRT, Ron worked as a construction contractor in central Missouri for ten years, and before that, he and his family of four spent several years in South Africa leading diverse teams in community development and sustainability projects. Ron has worked with over 30 rural Missouri communities and has a passion for trails and active transportation.

First Breakout (three choices)

10:05am-10:45am

Trail Towns: Lessons from Northwest Arkansas***	Ben Rowell, Laneshift; Brannon Pack, Experience Fayetteville; Emily Guffin, City of Bella Vista	<i>PD Classroom</i>
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Over the last decade, Northwest Arkansas (NWA) has seen significant population and economic growth. While several factors have contributed to this growth, trails and connectivity have played a significant role in creating a high quality of life and a place where people want to live, work, and play. The regional commitment coupled with successful public-private partnerships has led to the construction of over 400 miles of diverse natural surface trails that range from highly-technical single track to family-friendly experiences. In addition to an extensive network of mountain biking trails, the NWA region has over 175 miles of shared-use paved paths that are accessible to people of all ages and abilities. While the investments in safe comfortable and connected infrastructure have been impactful, NWA has also focused on building a welcoming, inclusive, and encouraging bicycle culture. This session will explore what it means to be a Trail Town and the broader ecosystem that can help to create a destination that is attractive both to locals as well as tourists through the development of bike-friendly infrastructure and culture. Drawing on insights from a 2017 study called the *Economic and Health Benefits of Bicycling in Northwest Arkansas*, the panelists will discuss key aspects related to tourism and economic development resulting from investments in biking in NWA and how other cities can leverage these insights in the future.

Three panelists from Northwest Arkansas, Emily Guffin, Brannon Pack, and Ben Rowell, will share key insights into how their cities are embracing trails and leveraging those trails for greater economic growth through tourism.

The panelists will share experiences of how Northwest Arkansas has embraced regional collaboration to develop a healthy biking infrastructure and culture. They will explore key lessons learned and how those can be applied to other communities.

The following topics will be explored:

1. Planning for Trails and Connectivity
2. Building and sustaining a culture of biking

3. Collaboration across various parties and interests
4. Effective programming
5. Activating the private sector

Ben Rowell, Director of Business Development, Laneshift, was born and raised in Central Arkansas and moved to Northwest Arkansas in 2013. In NWA, he is actively engaged in the cycling community both as a casual rider and racer. Ben is a part of the core race staff for the National Interscholastic Cycling Association (NICA) and is a mountain bike coach for Lincoln Junior High School in Bentonville. When he is not in the office, you can find Ben riding on the pavement, gravel roads, mountain bike trails, or behind the microphone as the official announcer for the Arkansas NICA state race series. Ben graduated from the University of Central Arkansas with a degree in communications and worked in various roles in project management and fulfillment. Ben is married to Hallie and is a dad to the fastest two-year-old on two wheels. Ben leads as Director of Business Development for Laneshift.

Emily Guffin, Trails Manager, Community Development Services, City of Bella Vista. Emily's relationship with trails began at a young age growing up in the woods of Maine. After getting her bachelor's degree in Environmental Science at Colorado College in 2014 and then her Master's in Urban Planning from the University of Utah in 2019, she set off to combine her passion for trails and the outdoors with community planning. Before coming to the City of Bella Vista, Emily worked for the active transportation consulting firm Alta Planning + Design and helped communities all over the country become more bicycle and pedestrian friendly. Now as the Trails Manager for Bella Vista, she hopes to continue to develop safe and accessible active transportation infrastructure and foster community support for active living. When not planning trails, you can find Emily riding her bike, trail running, or walking her Australian shepherd dog, Kai.

Brannon Pack, Director of Cycling Tourism, Experience Fayetteville. Brannon serves as the Director of Cycling Tourism for Experience Fayetteville. Brannon is a longtime veteran of the NWA cycling scene, has been involved with grassroots efforts for many years, and was the former Executive Director of Ozark Off-Road Cyclists. Brannon works closely with local businesses helping to promote a cycling-friendly approach to business and helps share the many benefits companies can realize through embracing biking. Brannon also spearheads a vast array of events that are focused on bringing world-class biking to Fayetteville. Brannon can often be found strategizing with local advocates or on his gravel bike exploring the backroads of the Ozarks.

Help us create MoBikeFed's next 5-year Vision	Brent Hugh, MoBikeFed; Tess Pattison-Wade, MoBikeFed	Fire Admin Annex
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The Missouri Bicycle and Pedestrian Federation will soon be celebrating its 30th Anniversary. The Federation's mission is to support and protect the rights and interests of bicyclists and pedestrians in Missouri. We make Missouri a better, safer place for bicycling, walking, and trails by championing safety, a world-class statewide bicycling and walking network, and a strong, unified statewide movement that encourages more Missourians to bike and walk more often.

The Federation is a member-driven, member-oriented organization. As we develop the plan for the Federation's next five years of statewide advocacy, we want to check in with our members and everyone who bicycles, walks, hikes, and uses, plans, or designs bicycle and pedestrian facilities and trails in Missouri.

What are your priorities? What would you like to see happen in bicycling, walking, and trails across Missouri in the next five years?

Brent D. Hugh has two bachelor's degrees and three graduate degrees in the fields of mathematics and music performance from Brigham Young University, Utah State University, and the University of Missouri-Kansas City Conservatory of Music. He has been webmaster, president, and since 2005, Executive Director of the Missouri Bicycle & Pedestrian Federation.

Brent lives in Raytown, Missouri, with his wife, Jan, where he puts about 5,000 miles per year on his fleet of three recumbent bicycles, a road bike, and a mountain bike. His 26 year old son Jonathan and 18 year old daughters Naomi and Amanda are also avid cyclists, walkers, and trail users.

Tess Pattison-Wade graduated from the University of Missouri-Kansas City with a degree in Urban Planning and Community Development. Tess is co-founder of Pique, a small business consulting firm that provides accounting, human resources, and marketing assistance to non-profits and small businesses nationally.

Tess has worked with the Missouri Bicycle and Pedestrian Federation since 2011, providing accounting, management, design, event management, strategic planning, and other services for the organization.

Walk n Roll By Design	Dave Roberts, Crafton Tull	Council Chambers
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Barrier-free design is a concept that most transportation planners think they understand until they experience the built environment from a special needs point of view. It is then that they may find the challenges greater than imagined.

This 45 minute session will include insight from a Landscape Architect whose daughter navigates life from behind the controls of a power wheelchair. He will share how this life experience has changed his understanding of access, inclusion and how universal design goes beyond the basic requirements. The presentation will also include urban design observations made from study tours in select European and US Cities.

Dave Roberts, ASLA, is the Sr. Vice President of Planning & Business Development at Crafton Tull, a multidiscipline Engineering & Architecture firm with 10 offices in Arkansas and Oklahoma. Dave frequently presents on the topic of planning healthy communities, accessibility in the urban environment and the benefits of placemaking. Dave has assisted planning teams on the completion of numerous award winning bicycle and pedestrian plans, corridor plans and feasibility studies for cities in Arkansas and Oklahoma, including the Arkansas Statewide Bicycle & Pedestrian Transportation Plan, the Tulsa Regional Go Plan, as well as, US Bicycle Route 80 across the state of Arkansas.

As an avid cyclist, Dave loves when his hobby and his day job intersect. Dave is currently a member of the Governors Advisory Council on Cycling serves as Co-Chair of Healthy Active Arkansas - Built Environment Team and serves on the Little Rock Active Transportation Advisory Committee. When the weather is good, you will find him on his road bike searching for his next perfect route.

Second Breakout Session (three choices)

11:00am-11:40am

Setting the Framework for Mobility Improvements in Greater St. Louis***	Michael Dolde, WSP; Bryan Rogers, Metro Bi-state	PD Classroom
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The Community Mobility Hub Study was an initiative by Metro to develop a strategy for improvement mobility around high-frequency bus routes in the St. Louis Region with a focus on creating space at intersections that would have the most impact on safety and equitable access for people walking, cycling, and waiting for service. The process included existing conditions and site analysis, the creation of mobility hub typologies, and development of concepts for priority hubs. The process was intended to develop a systematic way of thinking about and implementing mobility improvements with community stakeholders to improve rider experience. We will share the methodology and concepts for mobility hubs, how the ideas could be used elsewhere, and most importantly share the importance of creating a welcoming space to celebrate transit and elevate the experience for these mobility hubs.

Mike Dolde is a Supervising Traffic Engineer with WSP USA with over 20 years of experience managing transportation and safety studies, multi-modal intersection studies, and community enhancements projects. Mike works with clients to recognize the full life-cycle of transportation infrastructure from evaluating existing conditions and understanding the problems, identifying tools and solutions, working with communities and stakeholders to recommend solutions they prefer, to constructing and maintaining improvements with an emphasis on incorporating Transportation Systems Management and Operations (TSMO) strategies for all users.

Bryan Rogers is Director of Long-Range Planning at St. Louis Metro Transit at Bi-State Development. Metro is the St. Louis metropolitan region's public transportation system, which includes MetroLink, a 46-mile, 38-station light rail system; MetroBus, a 400-vehicle bus fleet with a service area of about 600 square miles; and Metro Call-A-Ride, a wheelchair lift-equipped paratransit service.

Second Breakout

Getting kids off the couch and outside on bikes	Rene Creed & Chris Creed, Living Life on 2 Wheels	Fire Admin Annex
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We will explain the All Kids Bike program and how easy it is to bring the program into our schools. Through our non profit, Living Life on 2 Wheels we brought the program to 20 Missouri schools in 2022. We will describe the journey that lead this accomplishment.

Depression, anxiety, obesity is all on the rise and now is the time to give kids what we all have experienced at some point in our life. The freedom to fail and get back up and try again. These lessons are life changing and we believe in changing the world two wheels at a time and starting in MO.

Rene Creed is co-founder of *Living Life on 2 Wheels* and business owner of *Pedal'n Pi*, a woodfire pizza shop also serving up bicycles. I also serve on the board for the *Strider Education Foundation*.

Rene and her husband **Chris Creed** we dedicated 12 years supporting the amateur road cycling team *Gateway Devo Cycling*. In 2018 we held a camp to teach kids with Down syndrome how to ride *Strider balance Bikes*. This was a life changing event that lead us to *Trail Labs* in Bentonville Arkansas. Again a life changing experience were we then began our quest to bring bike park infrastructure, trails and connectivity to our community. *Living Life on 2 Wheels* is online at livinglifeon2wheels.com

Making CONNECTIONS and ECONOMIC DEVELOPMENT IMPACTS with Active Transportation	Denny Blind, Olsson	Council Chambers
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The session will focus on how active transportation facilities can connect all residents to all major destinations throughout their community and bring positive economic impacts for every dollar spent - in rural, industrial, suburban, and urban locations. Case studies will include Joplin, MidAmerica Industrial Park, Springdale AR, Bella Vista AR, and Northwest Arkansas.

Denny Blind has 45 years of active transportation experience and leads Olsson's Active Transportation Group. His experience is nationwide and Denny was the local Project Manager for the Razorback Regional Greenway in NW Arkansas.

Lunch

11:40pm-12:40pm - Food Truck at City Hall Parking Lot OR visit a nearby restaurant in downtown Jefferson City

Keynote Session***

12:50pm-1:55pm

Reconvene

Brent Hugh, Missouri Bicycle & Pedestrian Federation

2022 Missouri Complete Streets Awards

- Joplin, Missouri
- Riverside, Missouri

Keynote Address

SPF Yields: Springfield's successful pedestrian safety program -

Mandy Buettgen-Quinn, City of Springfield

The SGF Yields campaign aims to initiate a cultural change in Springfield toward being more pedestrian friendly. To encourage this shift, the campaign uses two key strategies – education and awareness. These strategies are used to reach a wide range of Springfield travelers from all walks of life.



Mandy Buettgen-Quinn, Project Manager,
SGF Yields, City of Springfield

How did SGF Yields get started? How does it work? What lessons can other communities take home to make that cultural change to become more pedestrian friendly?

Mandy Buettgen-Quinn studied Transportation Engineering at the Technical University of Berlin, with focus on active and passive vehicular safety systems and pedestrian safety after achieving the equivalent of a bachelor in transportation engineering. During that time she held a job as a student researcher for the (European) Network of Excellence on Advanced Passive Safety (APSN).

Buettgen-Quinn moved to the United States and began her work at the City of Springfield in 2006 as traffic safety technician. During her

Third Breakout

career path she gained experience in development plan review, construction management, crash remediation and accident reconstruction as well as safety education and more. She is now project manager of Springfield's pedestrian safety program SGF Yields.

Mandy Buettgen-Quinn has a husband who is an engineer at Loren Cook and a six-year old first grader who wants to be a "princess-engineer".

Third Breakout (three choices)

2:10pm-2:50pm

The Value of Complete Streets on State Routes***	Shaun Tooley, MoDOT; Mike Dolde, WSP; Gabor Debreczeni, WSP	PD Classroom
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Come learn about two MoDOT complete streets projects on the Natural Bridge corridor in St. Louis City and County. Key takeaways include how to improve safety, incorporate community input through an inclusive process, and develop people-based measures with a focus on equity.

Planners and engineers have studied Natural Bridge Avenue in both northern St. Louis County and City. In St. Louis County Natural Bridge was studied through a Great Streets study from East-West Gateway, construction implemented improvement, then MoDOT conducted a Great Streets Assessment to assess the value of the constructed transportation improvements. In St. Louis City MoDOT conducted a Road Safety Audit type study which follows a planning process and developed conceptual planning concepts for construction followed by engineering design and construction of improvements.

St. Louis County - Natural Bridge Avenue

The goal of this Great Streets assessment was to evaluate a built complete streets project. Natural Bridge Road was studied in 2010 and a final plan was developed, assessed and built in 2016. This analysis was done to evaluate how the corridor was operating and being used compared to the original goals, identify potential improvements, and share back with the public the findings. The plan focused on performance metrics focused on connecting transportation systems, slowing vehicular speeds to enhance safety, stormwater control, operations, and better ways to integrate the surrounding destinations. The benefit-cost analysis was completed which will be shared in more detail during the session, which highlights the need to focus more on safety and equity when developing performance metrics for complete streets.

St. Louis City - Natural Bridge Avenue

Practitioners will learn about how complete streets was applied to Natural Bridge Avenue in northern St. Louis City through a safety and engineering-data intensive study called a Road Safety Audit. An inclusive planning process was implemented that built trust with the local community, involved multimedia targeted engagement, and resulted in public feedback having an impact on project decisions. Practitioners will gain insight into the technical steps involved to help make complete streets a reality in their community. The Natural Bridge Avenue project by MoDOT has reduced pedestrian fatalities and serious injuries significantly and represents the best Safe Transportation for Every Pedestrian demonstration project in Missouri to-date. The results from this real world example of multimodal safety are stunning in how MoDOT is working to Save MO Lives.

Shaun Tooley is a Transportation Planning Specialist with the Missouri Department of Transportation (MoDOT). He has worked in the field of transportation planning for more than ten years with more than four years at MoDOT. Shaun is a graduate of the University of Texas at Austin with a Master's of Science in Community and Regional Planning and is certified by the American Institute of Certified Planners. He is grateful for the opportunity to present about MoDOT's story of active transportation. He represents MoDOT to both of the St. Louis region's Bicycle Pedestrian Advisory Committee and Gateway Bike Plan Working Group. His work involves advancing the state of practice for planning at MoDOT, which includes active transportation.

Gabor Debreczeni is Economic Geographer at WSP USA, New York Office. Gabor's interests are economic geography (i.e. how and why distance, topography, and our built environment impact people's lives and the choices they make), social equity in infrastructure, and international development, particularly with regard to inequalities of opportunity.

Mike Dolde is a Supervising Traffic Engineer with WSP USA with over 20 years of experience managing transportation and safety studies, multi-modal intersection studies, and community enhancements projects. Mike works with clients to recognize the full life-cycle of transportation infrastructure from evaluating existing conditions and understanding the problems, identifying tools and solutions, working with communities and stakeholders to recommend solutions they prefer, to constructing and maintaining improvements with an emphasis on incorporating Transportation Systems Management and Operations (TSMO) strategies for all users.

Saint Joseph: Once a trail town, always a trail town	Brett Shoffner	Fire Admin Annex
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Saint Joseph, Missouri, is honoring its historic trail heritage with modern professional trail development and advocacy.

A major development is the city's investment in creating the River Bluffs Bike Park, a major new mountain bike trail system, including mountain bike trails of varying difficulty. The park will include a multi surface hiking and biking trail and additional funding has been approve for a \$3M pedestrian bridge.

Within 2 years, there are plans to include a kids skills area, multi surface pump track and more one directional biking trails. While there is a focus on building trails that beginners and intermediate riders can progress their skills with, there are also advanced features that will be included in the park.

How did the Bike Park develop? What are the city's goals in building the Park? What lessons can other communities take home in building their own singletrack biking and hiking systems?

Brett Shoffner, MPA, is Owner-Operator of Nomad Trails Development. Brett has been a trailbuilder for nearly 2 decades, focusing on bike park development, urban trails, sustainable singletrack, and community engagement.

Embracing Trails and Connectivity: How one community in Arkansas leveraged bikes as an economic engine	Ben Rowell, Laneshift; Brannon Pack, Experience Fayetteville; Emily Guffin, City of Bella Vista	Council Chambers
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What happens when a community fully embraces the bike as a tool to develop their economy and community? 400 miles of mountain bike trails, over 175 miles of shared use paved paths, daily cyclist use of trails exceeding San Francisco, and over \$137 million in annual health and economic benefits directly related to bikes.

The Northwest corner of Arkansas has a population of ~500,000 residents across 31 municipalities. NWA is known for business, is home to 3 fortune 500 companies, and is consistently recognized as a top place to live, work and play. Through strategic

investments and the development of unique public-private partnerships, the NWA region has grown its bike-friendly infrastructure and culture to become a world-renowned biking destination.

The 40-mile Razorback Regional Greenway serves to connect the region from North to South and an extensive network of mountain bike trails has added a fun and active element to the region as people of all ages and abilities can be seen enjoying time in nature. Trail development has catalyzed and supported private development in the region as private development continues to densify and clamor for access and adjacency to existing and planned trail systems.

The panelists, Brannon Pack, Emily Guffin, and Ben Rowell will speak about the many ways one can learn from Northwest Arkansas to bring about economic growth all around Missouri. Drawing from the recent insights from the Economic and Health Benefits of Bicycling in Northwest Arkansas study, the panelists will equip participants with the insiders story of how NWA leveraged investments in biking to attract talent and drive the economy.

Ben Rowell, Director of Business Development, Laneshift, was born and raised in Central Arkansas and moved to Northwest Arkansas in 2013. In NWA, he is actively engaged in the cycling community both as a casual rider and racer. Ben is a part of the core race staff for the National Interscholastic Cycling Association (NICA) and is a mountain bike coach for Lincoln Junior High School in Bentonville. When he is not in the office, you can find Ben riding on the pavement, gravel roads, mountain bike trails, or behind the microphone as the official announcer for the Arkansas NICA state race series. Ben graduated from the University of Central Arkansas with a degree in communications and worked in various roles in project management and fulfillment. Ben is married to Hallie and is a dad to the fastest two-year-old on two wheels. Ben leads as Director of Business Development for Laneshift.

Emily Guffin, Trails Manager, Community Development Services, City of Bella Vista. Emily's relationship with trails began at a young age growing up in the woods of Maine. After getting her bachelor's degree in Environmental Science at Colorado College in 2014 and then her Master's in Urban Planning from the University of Utah in 2019, she set off to combine her passion for trails and the outdoors with community planning. Before coming to the City of Bella Vista, Emily worked for the active transportation consulting firm Alta Planning + Design and helped communities all over the country become more bicycle and pedestrian friendly. Now as the Trails Manager for Bella Vista, she hopes to continue to develop safe and accessible active transportation infrastructure and foster community

Fourth Breakout

support for active living. When not planning trails, you can find Emily riding her bike, trail running, or walking her Australian shepherd dog, Kai.

Brannon Pack, Director of Cycling Tourism, Experience Fayetteville. Brannon serves as the Director of Cycling Tourism for Experience Fayetteville. Brannon is a longtime veteran of the NWA cycling scene, has been involved with grassroots efforts for many years, and was the former Executive Director of Ozark Off-Road Cyclists. Brannon works closely with local businesses helping to promote a cycling-friendly approach to business and helps share the many benefits companies can realize through embracing biking. Brannon also spearheads a vast array of events that are focused on bringing world-class biking to Fayetteville. Brannon can often be found strategizing with local advocates or on his gravel bike exploring the backroads of the Ozarks.

Fourth Breakout (three choices)

3:05pm-3:45pm

Using Special Events to Highlight your Trails & Active Transportation System & Supercharge Local Economic Development: Lessons from Warsaw, Missouri***	Mac Vorce, Warsaw Chamber of Commerce; Jenn Bradshaw, Truman Lake Adventure Club	PD Classroom
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Warsaw, Missouri – a small, rural community of 2,000 - has spent decades building a local trail system, rebuilding the community to make it more pedestrian and bicycle friendly, and working to connect Warsaw to regional, statewide, and national bicycle and trail routes – all with the aim of making bicycling, walking, trails, and outdoor recreation a pillar of the city's and county's economic engine.

Warsaw has made it happen by working hard to create and promote special events featuring the area's trail and bicycle route systems. The Truman Lake Adventure Club was founded to promote an annual calendar of special events that promote the region as a great place to live and work while bringing in thousands of annual visitors to the area and helping to supercharge local economic development.

How did they do it and what lessons can you take home to your community?

Mac Vorce, director Warsaw Chamber of Commerce, is an avid mountain biker who has served as Director of Parks for Warsaw, Missouri and founded Truman Lake Bikes in Warsaw. Warsaw has been called one of the best rural towns for bicycling and walking in the U.S.

Fourth Breakout

The city's Complete Streets Policy was recently named one of the 12 best in the U.S. for 2017.

Jenn Bradshaw is co-owner of Truman Lake Adventure Club. The Club is a multi Media Marketing and event production company the mixes the power of special events with advertising. Their approach is to keep people active for health and wellness while promoting business along the way.

Jenn is an avid cyclist and outdoorsperson. She is four-time Missouri State bicycling champion and was the first to ride the complete 254-mile Butterfield Stage Experience route end-to-end in 2019.

The Latest on the Evolution of E-Bikes	Ted Curtis, CycleX	Fire Admin Annex
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E-Bikes are evolving.

This session will cover the basics of E-bikes (motor, battery, controller) and new developments and designs. The tried and true hub motor models will be compared to the growing popularity and availability of center drive models. And new on the scene are the lightweight models that are hard to tell they are e-bikes. Also covered are the three classes of bikes adopted by the state last year and how practically it may have only minor effect on users.

Ted Curtis has been promoting E-bikes for over 10 years. He and his wife own three e-bikes and had been upgrading since their first purchase of a heavy, clunky iZip Trailz years ago. He is co-owner of CycleX which has seen a large increase of E-bike sales over the last several years.

Laying the Groundwork for Active Communities along the Future Rock Island Trail	Kevin Neill, Lochmueller Group; Laurel Harrington, Horner & Shifrin	Council Chambers
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The Rock Island Trail State Park may still be years from completion, but communities along the corridor are laying the groundwork for its arrival.

In this session, you'll learn about the evolution of bicycle and pedestrian planning in rural, small town, and exurban communities, low-cost strategies for creating healthy and livable streets, and case studies from communities along the Rock Island Trail that have developed local plans and are working to increase walking and bicycling, recreational tourism, and economic development.

Kevin Neill is a transportation planner with a passion for fostering healthy and active communities. From statewide and bicycle and pedestrian master plans to regional trail plans to corridor studies, Kevin has worked with communities across the country to integrate active mobility into transportation projects and systems. He has spent time in the public, private, and non-profit sectors

Fourth Breakout + Walk/Bike Tours + Social Hour

and draws on these experiences in his current role as Senior Planner with Lochmueller Group to make active transportation a reality in the communities across the Midwest.

Laurel Harrington, PLA, ASLA, LEED AP BD+C is a licensed landscape architect with over 30 years of experience in campus development, urban design, business district redevelopment, and active transportation planning. Laurel received a Bachelor of Landscape Architecture, Cum Laude from Michigan State University and has worked in policy planning and design fields. She has written award-winning master plan documents and has been a presenter at national and regional conferences including American Society of Landscape Architects (ASLA), National Recreation and Parks Association (NRPA), Missouri Green Industry, Society for College and Urban Planning (SCUP), New Direction in the American Landscape (NDAL) and MoDOT TEAM Conference. She is the Vice President for Emerging Professional for the St. Louis Chapter ASLA, a member of the St. Louis Council of Construction Consumers Diversity Committee and a founding member of the Washington University Sam Fox School Master of Landscape Architecture Advisory Council. Laurel is Senior Complete Streets Planner at Horner & Shifrin in St Louis.

Walk/Bike Tours

4:00pm-5:00pm

Walking Tour of Jefferson City	Katrina Williams, City of Jefferson	Meet just outside PD Classroom
Bicycling Tour of Jefferson City	David Bange, City of Jefferson	Meet just outside PD Classroom

- ***If you don't want to participate in a walk or bicycle tour, you are welcome to proceed directly to Sweet Smoke BBQ for Social Hour***

Social Hour

5:00pm-6:00pm

Sweet Smoke BBQ	127 E. High Street	Bike & Walk Tours will end at Sweet Smoke
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APBP is a community of practitioners working to create more walkable, bikeable places. We foster peer knowledge sharing, advance technical expertise, and support the professional development of our members who work in government, consulting firms, and in non-profit organizations in the fields of transportation planning and engineering, urban design and planning, public health and active living.

We have a variety of membership categories sure to fit your needs! Choose from these options:

[Become a member now!](#)

Professional - \$120/year: This membership is for a person employed by a local, state or federal government, a corporation or consulting firm, a college or university, or as an independent consultant.

Advocate - \$88/year: This membership is for staff or volunteers of an advocacy organization or advisory committee.

Young Professional - \$50/year: This membership is for a person who has just graduated or has been in practice less than 3 years. This category is available for the first three years of practice and then transfers to the Professional Membership category.

Student - \$30/year: This membership is for full-time students in engineering, planning, landscape architecture, urban design, safety and promotion, health, law enforcement and other related curricula.

Retired - \$30/year: Retired bicycle and pedestrian professionals interested in maintaining connections in the field.

Group Memberships: Groups of five or more people from the same professional or advocacy organization may join together as a group and save 20% on annual membership dues.

Benefits of Membership

- Network with an online community of over 1,200 professionals who share a passion for bicycle and pedestrian transportation and a vision for the role that sustainable transportation can play in communities.
- Participate in APBP's dynamic and acclaimed listserv, open only to our members
- Save money with reduced fees for APBP's monthly webinars, publications and biennial conference
- Stay informed with our weekly e-newsletter
- Search the Career Center for job openings
- Participate in the annual APBP Mentor Program
- Gain access to scholarship programs for professional meetings

Find out more or join APBP-Missouri at <https://www.apbp.org/group/Missouri>



The Missouri Bicycle and Pedestrian Federation is a statewide coalition of bicyclists, walkers, runners, trail organizations and related businesses which represents over 50,000 Missourians and advocates on behalf of the state's two million ardent bicyclists and six million walkers. Find out more or join the Federation at:

www.MoBikeFed.org