

Harrisonburg and Rockingham Bike-Walk Summit 2015

Friday, November 13, 2015, 8 a.m.-2:40 p.m.
JMU East Campus Dining Hall- Montpelier Room



**Harrisonburg
Rockingham**
Metropolitan Planning
Organization



<http://svbcoalition.org/bike-walk-summit/>

Harrisonburg and Rockingham Bike-Walk Summit 2015

Agenda

- 8:00-8:30** Sign-in and Breakfast
- 8:30-8:45** Welcome
- Rich Harris, Summit Planning Chair
 - Local Economic Development Directors:
 - Brian Shull, City of Harrisonburg, and
 - George Anas, Rockingham County, Economic Development Directors
- 8:45-9:15** Interactive Introduction*
- 9:15-9:55** Featured Bicycle and Pedestrian Projects
- Turner Ashby Bike and Walk Path
 - Bluestone Trail
 - Safe Routes to Schools
- 9:55-10:25** Keynote Address: Play to Our Strengths: The Secrets to a Biking and Walking Community
- Pete Eshelman - Director of Outdoor Branding, Roanoke Regional Partnership
- 10:25-10:45** Questions and Comments
- 10:45-11:00** Break
- 11:00-12:00** Interactive Session: Exploring How to Consistently Describe, Visually Communicate, and Benefit from our "Brand" of the Area's Bike/Walk Culture*
- 12:00-1:00** Lunch
- 1:00-1:30** Reports from 2014 Summit Action Groups
- Bicycle Economic Development Study – Elizabeth McCarty
 - Southend and Cooks Creek Greenway – Bob Bersson
 - Bicycle Mapping Website – Chris Hamilton
 - Bike Friendly Business Packets – Brian Bauer
- 1:30-2:30** Collaborative Action Planning: Advancing Progress Through Consistent Messaging*
[Participants will join tables and focus on advancing the work of the 2014 Summit Action Groups (if additional work is needed), reviewing other timely efforts to be undertaken, or more deeply exploring the idea of and logistical steps involved in creating a bike/walk area brand.]
- 2:30** Wrap-up & Closing
- Rich Harris
- 3:00-4:00** Summit Social
- Pale Fire Brewing Co. Tap Room in the Ice House at 217 South Liberty Street

* Facilitation by Professor Lori Britt and from JMU 4C - Campus Community Civic Collaborative facilitators

Harrisonburg and Rockingham Bike-Walk Summit 2015

Year in Review

Planning

- Harrisonburg & JMU Bicycle Comfort Level Map Project completed
- Regional Bicycling Economic Impact Study to measure economic impact of bicycle tourism and related business in the Central Shenandoah Valley underway
- Harrisonburg, Rockingham County, & JMU Bicycle and Pedestrian 2015 Counts completed
- Harrisonburg & Rockingham Annual School Travel Tallies
- Rockingham County Bicycle & Pedestrian Plan nearing completion
- HRMPO Bicycle & Pedestrian Plan nearing completion
- Harrisonburg Bicycle & Pedestrian Plan Update underway, anticipated adoption in 2016
- Dayton Silver Lake Walking Trail underway
- Southend Greenway planning underway

Pedestrian Infrastructure

- Harrisonburg Safe Routes to School Project around Stone Spring Elementary School completed August 2015
- Harrisonburg pedestrian access and pathway constructed by City between Wyndham Drive and Thomas Harrison Middle School completed Summer 2015
- JMU pedestrian crossing improvements along Carrier Drive completed Summer 2015
- Downtown Streetscape Phase III engineering design by City underway

Bicycle Infrastructure

- Rockingham County bike lanes included in construction of Stone Spring Road (Southeast Connector)
- Harrisonburg bike lanes added on Chicago Avenue from Gay Street to Waterman Drive
- Harrisonburg bike lanes added on North Main Street between Kratzer Avenue and North Mason Street

Multi-Use Infrastructure

- Bluestone Trail extension from Port Republic Road to Sonner Hall by JMU completed
- Shared use path constructed from Bluestone Trail to Greek Row by JMU completed
- Harrisonburg & JMU engineering design for extension of Bluestone Trail from Sonner Hall to Carrier Drive continues
- Engineering design for Northend Greenway Phase 1 by City continues
- Turner Ashby High School Farmers Dream Trail completed

Harrisonburg and Rockingham Bike-Walk Summit 2015

Year in Review

Mountain Biking Infrastructure

Trail maintenance and construction of new trail at Rocktown Trails at Hillandale Park by Shenandoah Valley Bicycle Coalition (SVBC) continued

Trail maintenance in George Washington National Forest by SVBC continued

Additional mile of trail constructed at Massanutten Western Slope Laird's Knob by SVBC

Austin Bell, local Eagle Scout, completed a project to build and install a bike repair stand at Hillandale Park

Beginner mountain bike trail system built at Stokesville Campground adjacent to the George Washington National Forest. Virginia recently joined the National Interscholastic Cycling Association (NICA) and joined 15 other states in this new national high school and middle school race league. This new trail system served as a 2015 venue for the budding Virginia High School Mountain Bike race league.

Bryce Mountain Downhill Bike Park holds women's mountain bike clinics and is the only park in Virginia that is a lift-accessed mountain bike park.

SVBC contributed 1,200 on-the-ground volunteer hours for off-road, multi-use trail improvements

Bike Month Events – May 2015

Bike to Work Day ~ 121 people

Costume Bike Parade and Film Festival ~ 40 people

Two Ice Cream Rides ~ 55 people

Bike to Worship ~ 70 people

International Women's Cyclofemme Ride

Bike to School Day

National Ride of Silence ~ 38 people

Glowstick Ride on the Bluestone Trail ~ 30 people

Bike Ride and Movie Nights at Bella Luna ~ 20 people at each of two events

Adult Education & Encouragement

SVBC offers Confident City Cycling Classes in the region — 15 sessions offered

Harrisonburg Rockingham Bicycle Friendly Business Initiative — Working with JMU and community stakeholders, an information packet was developed to help area businesses attract bicyclists as customers and employees.

Shenandoah Bicycle Company continues hosting Bicycle Backpacking Trips

JMU began offering University Recreation (UREC) Bicycle Maintenance Classes this year

JMU bike check-out program at UREC

Updating the Bike the Valley website to improve the bicycle route mapping to be more user-friendly, to identify better routes, and to provide better information.

JMU's health curriculum, HTH 100, had 1,600 students in the bike and pedestrian safety class

Harrisonburg and Rockingham Bike-Walk Summit 2015

Year in Review

Youth Education & Encouragement

Safe Routes to Schools Maps in English & Spanish — Harrisonburg Public Works & SRTS Coordinators prepared maps for 4 schools

Walk to School Week — October 5-9

Bike to School Day events:

Harrisonburg

Thomas Harrison Middle ~ 80 people

Waterman Elementary ~ 20

Keister Elementary ~ 20

Kids Bike Rodeo/Bike Education events:

Harrisonburg

Stone Spring Elementary ~ 400 kids

Spotswood Elementary ~ 200 kids

Smithland Elementary ~ 200 kids

Rockingham

Mountain View Elementary ~ 60 kids

Linville-Edom Elementary ~ 30 kids

Regular Walk and Bike to School events:

Harrisonburg

Keister Elementary — 3 times per week

Spotswood Elementary — once per week

Waterman Elementary — once per week

Stone Spring Elementary — once per week

Skyline Middle — once per week

Thomas Harrison Middle — once per month

Rockingham

Mountain View Elementary — once per week

McGaheysville Elementary — once per week

Bike to School Clinics offered on August 19 & 23

Harrisonburg City Schools included approved language in their Wellness Program promoting walking and biking to school when safe infrastructure exists

Shen-Rock Composite high school and middle school mountain bike team

The (L)earn-a-Bike program started this year. Hosted by local business, Gift & Thrift, in partnership with the 26th District Court Service Unit in Harrisonburg and local community members who work with court-involved youth to learn the basics of bike repair and maintenance while refurbishing an abandoned bike, earning the right to own the bike upon completion of the course.

Enforcement

Virginia passed new regulations allowing vehicles to cross double yellow lines in order to pass bicycles and pedestrians and making it illegal to tailgate bicyclists

JMU bicycle and pedestrian safety video shown to all incoming students

Harrisonburg and Rockingham Bike-Walk Summit 2015

Year in Review

Biking and Running Events

Biking Events:

- Harris-Roubaix — April
- Icicle Ride — New Years Day
- Jeremiah Bishop's Alpine Loop Gran Fondo — September
- Massanutten Hoo-Ha! — June
- Red Wing Roots Music Festival — July
- Shenandoah Mountain Bike Festival — October
- Shenandoah Mountain 100 — September
- Shenandoah Valley Bicycle Festival (sponsored by Our Community Place) — July
- Shenandoah Valley Century — September
- Super Bowl Ride — February
- Tour de Burg — July
- Valley Aids Network: Tour & Taste — September
- Virginia Mountain Bike Trail Festival — May
- Friendly City Grand Prix — September-October
- Youth Try-Athlon Harrisonburg Parks and Recreation — August

Walking and/or Running Events:

- Run Sweat & Beers (Brothers Craft Brewing) — March, April, June, July, & September
- Shamrock 5K Trail Run — March
- Annual 5K Run/Walk for Autism — April
- RMH Trauma Trot & Kids Safety Expo — May
- Pound the Peak — May
- Valley 4th — July
- VA Momentum/Brothers Craft Brewing Three Miler — August
- Valley Vines Twilight 5K — September
- Annual Race to Beat Breast Cancer 5K Run/Walk — October
- The Walk for Our Community Place — October
- Sherry Burcham Anderson 5K — October
- Diamond Dash — October
- Rocktown Turkey Trot & Gobble Gobble Kids Dash — November
- New Year's Eve Glow Run 5K — December
- First Night 5K — December

Harrisonburg and Rockingham Bike-Walk Summit 2015

Year in Review

Grants & Funding - Totaling \$1,827,500

Rockingham County awarded \$400,000 through the VDOT Transportation Alternatives Program to extend the existing bicycle and buggy lanes on Route 42 from Dayton to just south of Harrisonburg.

City of Harrisonburg awarded \$469,000 through the VDOT Transportation Alternatives Program for the Downtown Streetscape Phase III project which includes reconstruction of sidewalks, crosswalk enhancements including new pedestrian signals, traffic signals, signage, curb and gutter, and utility work along both sides of Main Street (Rte. 11) between Elizabeth and Wolfe Streets.

SVBC awarded \$250,000 Recreational Trails Program Grant from Virginia Department of Conservation and Recreation. Grant projects focus on new trail construction as part of the Great Eastern Trail and general trail maintenance in the George Washington National Forest.

Sentara RMH awarded \$35,000 grant for activities in K-8th grade schools, which included placing over 125 bikes in schools and enabling children to learn to ride a bicycle or improve on their skills.

Sentara RMH Medical Center was awarded a VDOT SRTS grant for \$61,000 and a Virginia Foundation for Healthy Youth grant of \$62,000 to continue working with public schools to encourage students to walk and bike to school.

City of Harrisonburg and JMU awarded \$364,500 in VDOT Revenue Sharing funds for extension of Blue-stone Trail from Sonner Hall to Carrier Drive.

Turner Ashby High School Farmers Dream Trail \$100,000 grant from Farmers Insurance Dream Big Challenge.

Rockingham County VDOT SRTS Non-infrastructure Grant \$86,000

Recognitions

"Riding through beautiful backcountry Virginia is always a treat..."
Bicycle Times Magazine, February 2015

"Where mountain bikers are heading in 2015"
Singletracks.com, March 2015

"Ten Things You Never Knew About Virginia Biking Guru Kyle Lawrence"
Blue Ridge Outdoors Magazine, May 2015

"Harrisonburg Releases New Community Bicycle Map"
NBC 29 News, June 2015

"Bicycle Economic Impact Analysis Underway in Shenandoah Valley"
Augusta Free Press, June 2015

"Impact Survey being Conducted on Cycling in the Valley"
Staunton News Leader, July 2015

"Valley Cyclists Get In Gear"
Harrisonburg Daily News-Record, Sept. 3, 2015