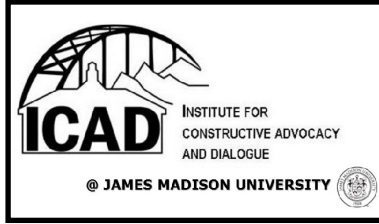




**Harrisonburg
Rockingham**
Metropolitan Planning
Organization



Harrisonburg and Rockingham County Bike-Walk Summit 2018 Final Report



This report is a summary of the data collected during the facilitated portions of the 2018 Bike-Walk Summit. The theme of this Summit was:

"Taking It To The Next Level: Removing Barriers and Achieving the Vision"

8:00-8:30	Registration and Breakfast (Sponsored by Ritchie Vaughn, Realtor, Kline May Realty)
8:30-8:35	Summit Welcome and Opening Remarks
8:40-9:00	Framing of the Day: Review past accomplishments, and articulate the vision for today and the summit
9:00-9:45	Focused Discussion: A Shared Bike Walk Vision in Our Community
9:45-10:00	Break
10:00-10:45	Keynote Speaker: Max Hepp-Buchanan, Bike Walk RVA
10:45-11:30	Q&A with Max Hepp-Buchanan
11:30-12:105	Focused Discussion: Lessons for Harrisonburg/Rockingham from RVA
12:15-1:15	Lunch
1:15-2:15	Focused Session: Strategies to Address our Obstacles
2:15-3:00	Commitments: What Actions Can Occur Before the Next Summit?
3:00-3:15	Closing

Starting with a welcome from Mr. Eric Cambell, City Manager at the City of Harrisonburg, the Summit immediately engaged participants in small-group discussion regarding a shared vision for biking and walking in our communities. The ideas generated during this time focused the audience for Max Hepp-Buchanan's engaging overview of the Bike Walk RVA story. His words then framed the remainder of the Summit activities.

What follows is a brief summary of the small-group discussions as well as a presentation of Summit evaluation data.

Reviewing the history of this Summit allows us to articulate a collection of vision ideas for what Summit attendees would like to see in Harrisonburg and Rockingham County regarding biking, walking, and other alternate forms of transportation.



Institutional Challenges

- Generating right of ways
- Distributing information
- Insufficient funding
- Capacity to communicate with public
- Accessible leadership
- Lack of high-level goals
- Skewed project prioritization
- Lack of local exemplars

Considering this collection of vision ideas . . .

What prevents us from achieving our vision? What obstacles do we need to remove?

Cultural Challenges

- Dominant car culture
- Fear of sharing car spaces
- Lengthy timelines
- Convenience of driving
- Difficulty of culture change
- Insufficient political will
- Misperceptions of 'biking' as sport
- Focus on 'low hanging fruit' only
- Transportation freedom
- Too much risk aversion

Infrastructure Challenges

- Truck traffic on 33 and 42
- City development patterns
- Real and perceived safety
- Insufficient bike signs
- Insufficient wayfinding
- Hilly terrain
- Ruralness
- Housing/campus distance
- Incompatible bus schedule
- Real estate valuation

Relationship Challenges

- Need for broader community mobilization
- Key actors not collaborating
- Key actors not communicating
- Numerous and diverse stakeholders
- Specific technical expertise required
- Insufficient communication methods
- Siloed work spaces

Thoughts and Reactions to Max Hepp-Buchanan's Talk

"To be effective, carefully construct the story you want to tell."

"I love the idea of experimenting with pop-up bike lanes."

"The Chesterfield experience links well to the potential Rockingham County experience."

"Let's revisit the 'ladder' concept and apply it to our story."

"A type of Bike/Walk Academy could be adapted to our context."

"Framing our work as 'safety' as they did in RVA would appeal to our local decision-makers. Let's tackle 'Vision Zero'."

"Let's bring decision-makers on multiple field trips to envision what is possible for us."



"We need a more tangible regional vision for our work. Let's transcend our Summit and have a regional action plan."

Theme of talk: BikeWalk RVA has achieved much despite shared challenges.

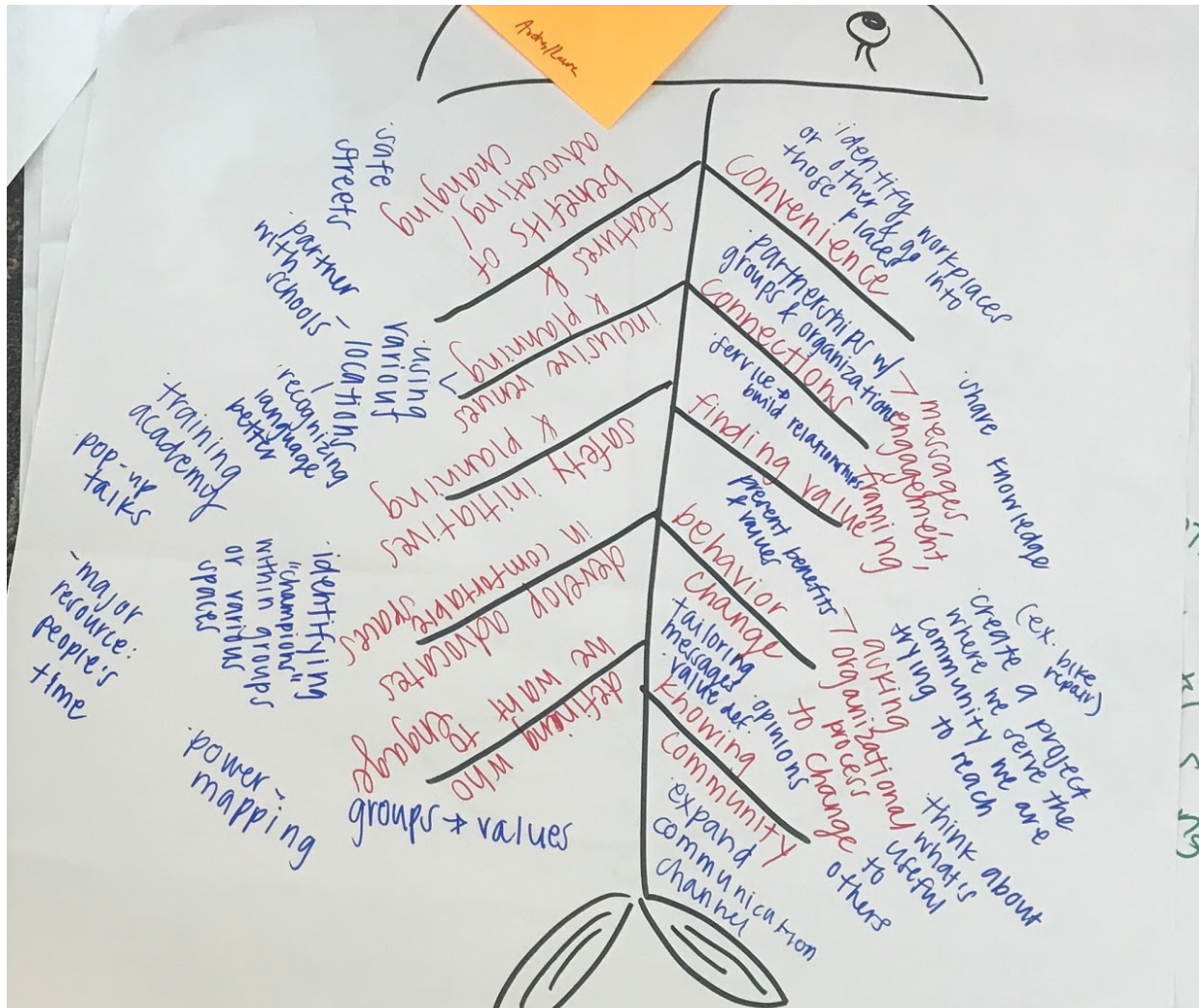


1. What underlies the lack of political will?
2. What are different approaches to achieving right of way?
3. How do we shift car culture?
4. Let's revisit Veronica's ideas for improving inclusivity
5. Who are all of the key stakeholders?
6. How are stakeholders networked?
7. What underlies current relationships between City, County, and JMU?
8. What is the potential/are the limits of the MPO?
9. What is actual public opinion on this topic?
10. What are the funding sources available?
11. How do we build our own collaborative capacities to overcome relationship challenges?

Topics for Further Analysis and Discussion

What strategies will work best in the our context to address our obstacles and realize our vision?

Insufficient Inclusive Engagement



What do we mean?

Messaging and framing of message . . . Racial and class diversity and inclusion . . . Inclusion in event planning and representation . . . More advocates

Notes

Insufficient Inclusive Engagement

What does this obstacle mean to you?

Need to have policy changes, people in this room, need more advocates, more so cares about the social engagement

What are causes of this obstacle? What are drivers that inflate this obstacle?

Convenience

“The reason we don’t have it is because our community does not certain around areas that are convenient for most”

Connection

If you have a free schedule to get there

“How do we frame this and get people interested to be here”

“People do today what they’ve always been doing yesterday”

Behavior Change

For those who haven’t come, knowing the community, asking the way in which we’re creating the meanings

Features and Benefits in Values

“Economically challenged person of color; how do they benefit? Health but we have to change, he’re some traits or recreational space for this”

Are there any causal factors missing?

Safety

Having the people in the room to plan and participate
Advocates moving to where they’re instead of inviting
To go places like churches to advocate for this

Inclusion

Defining specifically who we’re looking to engage

What themes or patterns do we see?

Communication

“Why is this so difficult?”

Thinking about the abstract

Which causes seem easy to address? Difficult to address? Why?

Easy to address

The who; first defining the group to include and then their value

Power Mapping

Difficult to address

Tailoring the message; biking making our streets safe, defining and figuring out of necessity, the start to change

Notes

Insufficient Inclusive Engagement

What strategies did Richmond use to address any of these obstacle causes?

Had the bike/walk talks and direction to change, basing off of neighborhoods
Pop-up lanes

What are strategies that we could take to address these causes here in Harrisonburg and Rockingham County?

First step: identifying champions
Having a meeting, captivating audience-mandatory breaks-going where adults are
Partner w/ groups like United Way- partnerships, bringing in organizations we don't normally associate with
Having some kind of project where you serve the community much easier to show up and be helpful
Asking us to first change our behavior- a lot of bikes that could be repaired
Engaging with church leaders or other community leaders in order to reach and represent a larger population

What resources, skills, and/or capacities do we need in order to pursue these strategies?

Less resources; more time
System Advocacy Academy

Who do you feel should be involved? Who *has* to be involved?

Schools and churches

How can we motivate one another to participate in implementing the strategy?

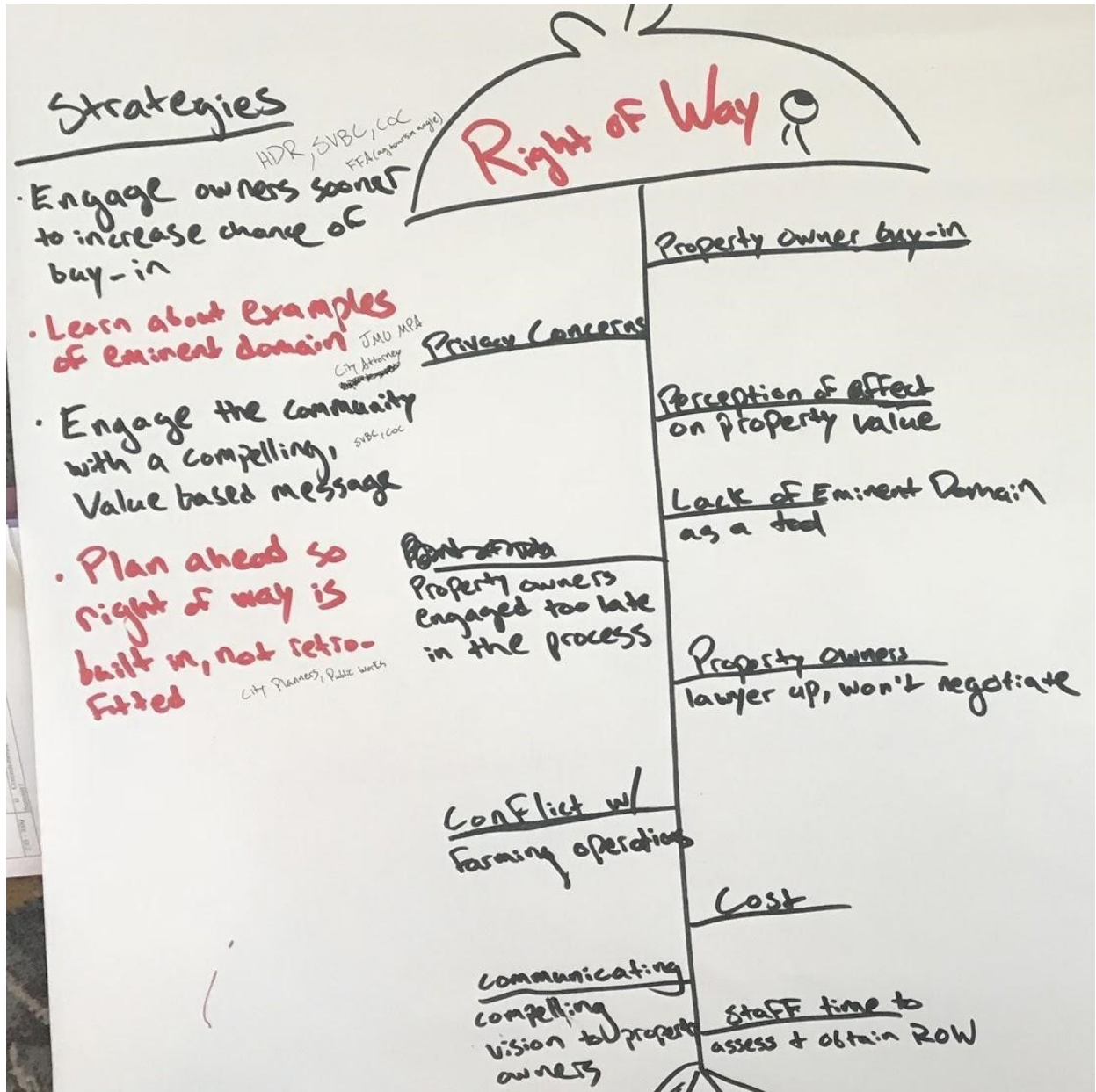
Fixing and giving away bikes that are broken around community and giving them to new, more diverse ally base
Giving helmets away

After building a relationship

Step 1: Start with the Mobile Bike Shop
Step 2: SVBC-kids, helmets, safe route school coordinator, walking school/buses
Step 3: Self ambassadors-community
Step 4: Marketing strategies
Find someone to print posters
Step 5: Location: rotation of city parks, reach out to "Nina" parks and rec center; identifying contact in churches and having them self-select if you don't want to host it
Step 6: Engagement: feedback, questions, pop-up sidewalks, combine obstacle this is what it

What strategies will work best in the our context to address our obstacles and realize our vision?

Right of Way



Notes

Right of Way

The small group broke the obstacle of obtaining right-of-way into two primary components, namely property owner buy-in and administrative resources. These two categories can each be broken down further as reflected below:

Property Owner Buy-In

- *Privacy Concerns* - Property owners are sometimes concerned about the potential for criminal activity on their property if they give right-of-way to a biking or walking trail.
- *Perceived Effect On Property Values* - Some property owners are convinced, perhaps erroneously, that giving right-of-way to bike/walk projects will cause the value of their property to drop.
- *Owners Engaged Too Late* - Property owners are often only made aware of the project after it is planned and funded, rather than being involved from a project's inception.
- *Owners Lawyer Up* - Property owners often hire legal counsel immediately upon being asked to grant right-of-way and subsequently refuse to participate in any discussion or negotiation.

Administrative Resources

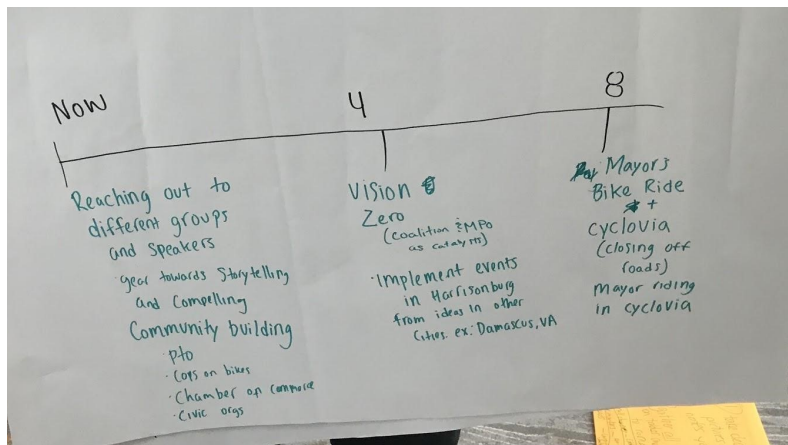
- *Cost* - Localities require financial resources to be able to compensate property owners.
- *Staff Time* - Localities require staff resources to assess and obtain right-of-way.
- *Eminent Domain* - Some localities have been authorized to use eminent domain for bike/walk projects, but there is little or no precedent of it having been done, leaving localities unsure whether this is a viable tool for obtaining right-of-way.

The group also brainstormed strategies for addressing some of these obstacles:

- *Engage Owners Sooner* - The group felt that engaging property owners earlier on in the process of developing bike walk projects might help property owners feel included and make them more likely to grant right-of-way when the time comes.
- *Learn More About Eminent Domain* - The group was unsure whether some Virginia localities had only been authorized to use Eminent Domain for bike/walk projects or whether some had actually employed it. They determined that consulting city lawyers and speaking to individuals involved in other localities would help them determine whether eminent domain is a viable tool for these types of projects.
- *A Compelling, Value Based Message* - The group determined that presenting a compelling, value based message to the community is essential to overcoming obstacles in obtaining right-of-way. Creating a powerful narrative about the need for bike/walk infrastructure will give property owners a reason to grant right of way as well as creating community pressure on those who otherwise might not grant it.
- *Plan Ahead In Development* - As a longer-term strategy, the group feels it is important that localities include bike/walk infrastructure in their plans from the very beginning. This would greatly reduce the need for obtaining right of way when retrofitting existing infrastructure for bike/walk projects.

What strategies will work best in the our context to address our obstacles and realize our vision?

Insufficient Capacities for Project Implementation



How does this obstacle impact you?

- Great ideas but county is unable/unwilling
- Funding and Leadership are limiting factors
- Allocation of funds
- Institutional Factors (lack of communicating value and allocating priority)

What are strategies that we could take to address these causes here in Harrisonburg and Rockingham County?

- Talking about safe roads for everybody
- Go beyond the biking community
- pop-up demonstrations
- Infrastructure change
- Inclusivity
- Talk to diverse groups - PTO
- Pop up demonstration projects
- Inclusivity
- Cops on bikes as advocats
- Vision zero
 - National campaign - local autonomy
- MPO and Coaltion
- Storytelling

Notes

Insufficient Capacities for Project Implementation

What resources, skills, and/or capacities do we need in order to pursue these strategies?

Have city leadership buy in

Have whole community buy in, not just biking community

Get funding from various sources to fund infrastructure change

Community involvement

Political buy in

Collaboration between parties

Who do you feel should be involved? Who *has* to be involved?

PTO/PTA

Chamber of Commerce

Civic orgs

Harrisonburg Police Department

Coalition

MPO

VDOT

How can we motivate one another to participate in implementing the strategy?

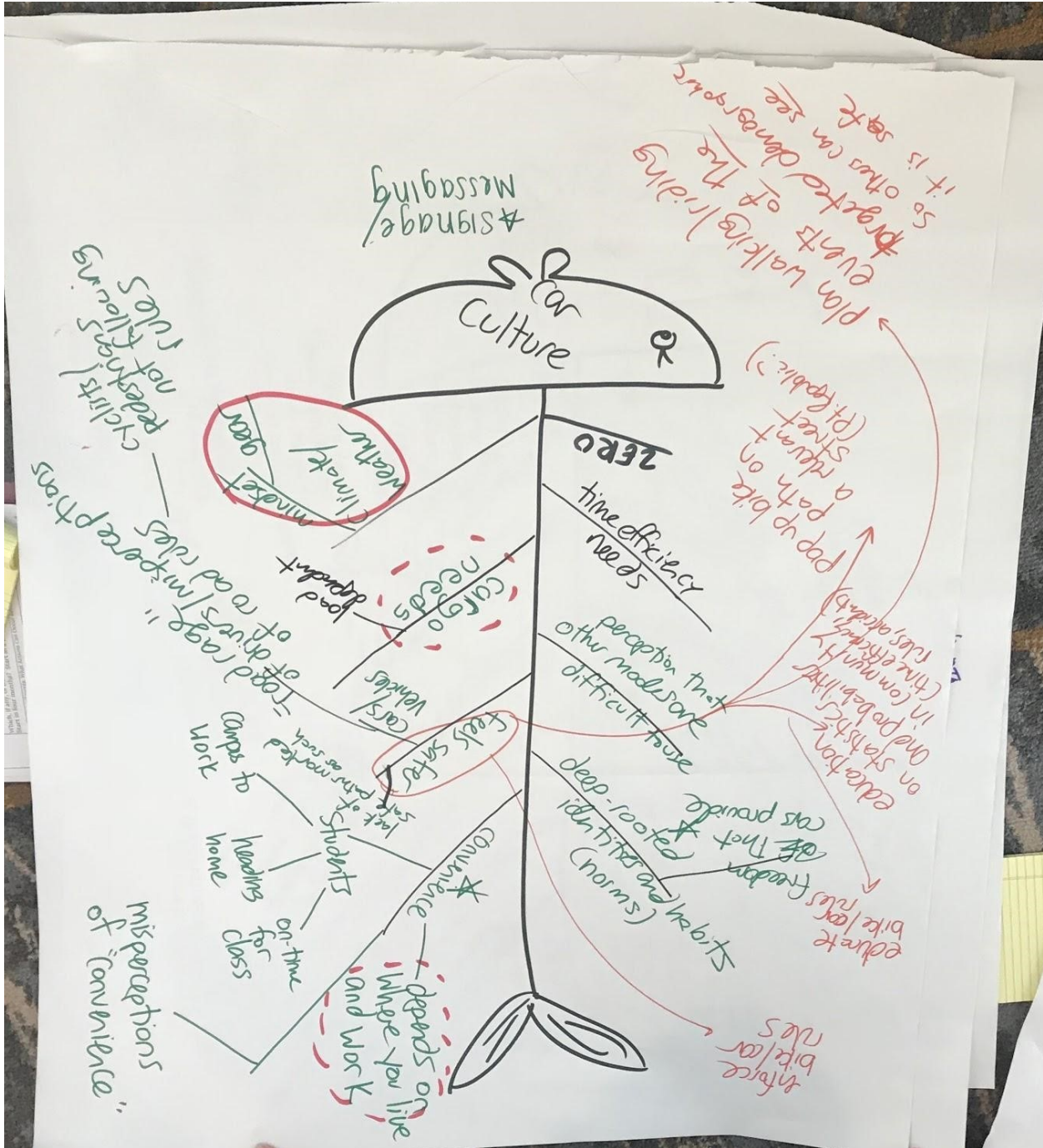
Vision Zero

-Coalition and MPO as catalysts

Cycloviva and have the major participate in this event

What strategies will work best in our context to address our obstacles and realize our vision?

Overemphasizing Car Culture Lack of Bike Culture



Notes

Overemphasizing Car Culture

Lack of Bike Culture

What does this obstacle look like to you?

Convenience

 Cargo needs

 Distance

 Misperceptions of convenience

Deep Rooted Social Norms/Culture

Location/Availability of bike/walk paths to business (too far)

Safety

Being in a car feels safer on the road vs a bike/walk

What themes or patterns do we see?

Convenience/Perception/Stigma/Communication

What strategies did Richmond use to address any of these obstacle causes?

Academy for bike/walk

What are strategies that we could take to address these causes here in Harrisonburg and Rockingham County?

Story Telling

PSA's

Pop-ups

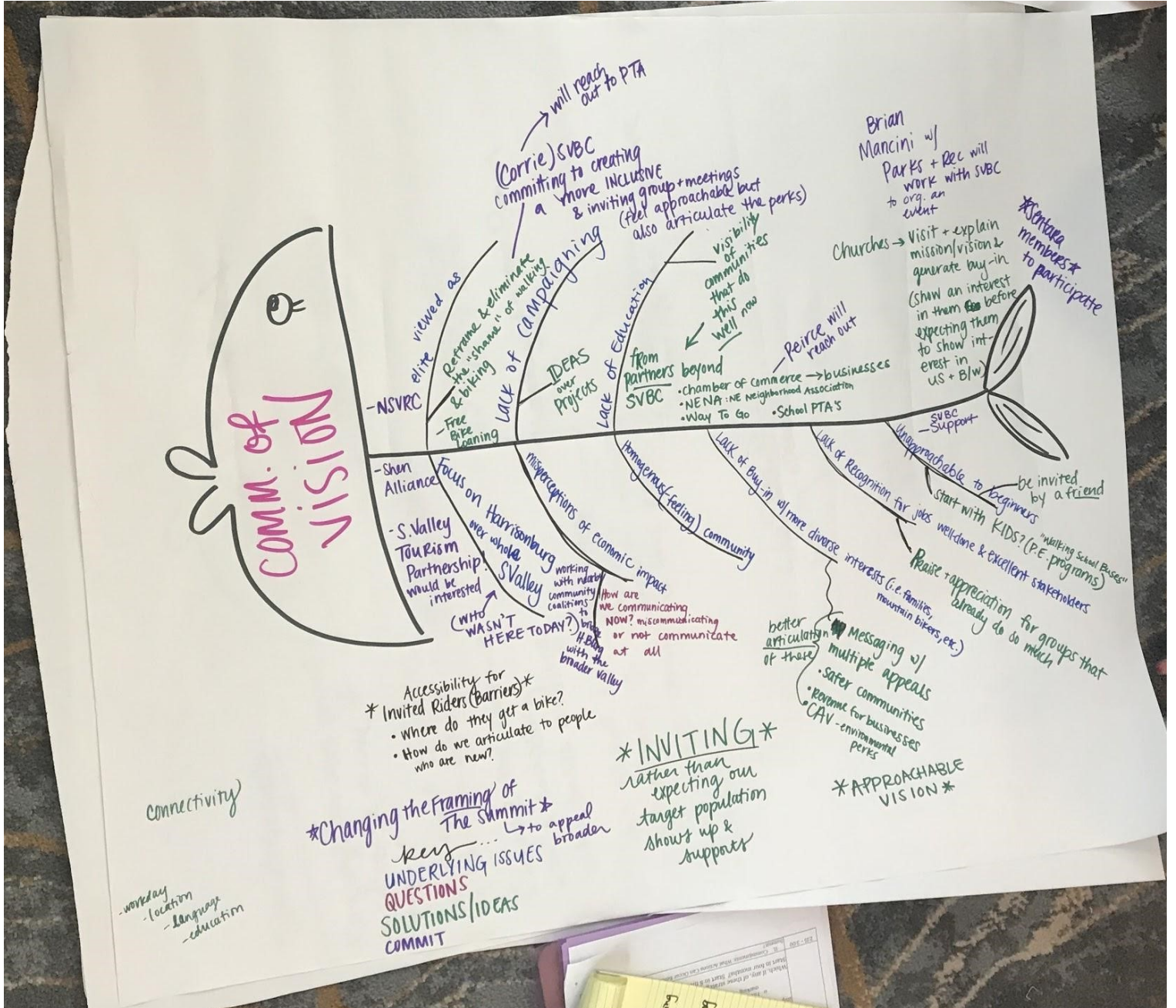
Encouraging inclusivity

Who do you feel should be involved? Who *has* to be involved?

Local News stations

Shenandoah Bike/Walk Coalition

What strategies will work best in the our context to address our obstacles and realize our vision? Communication of Vision

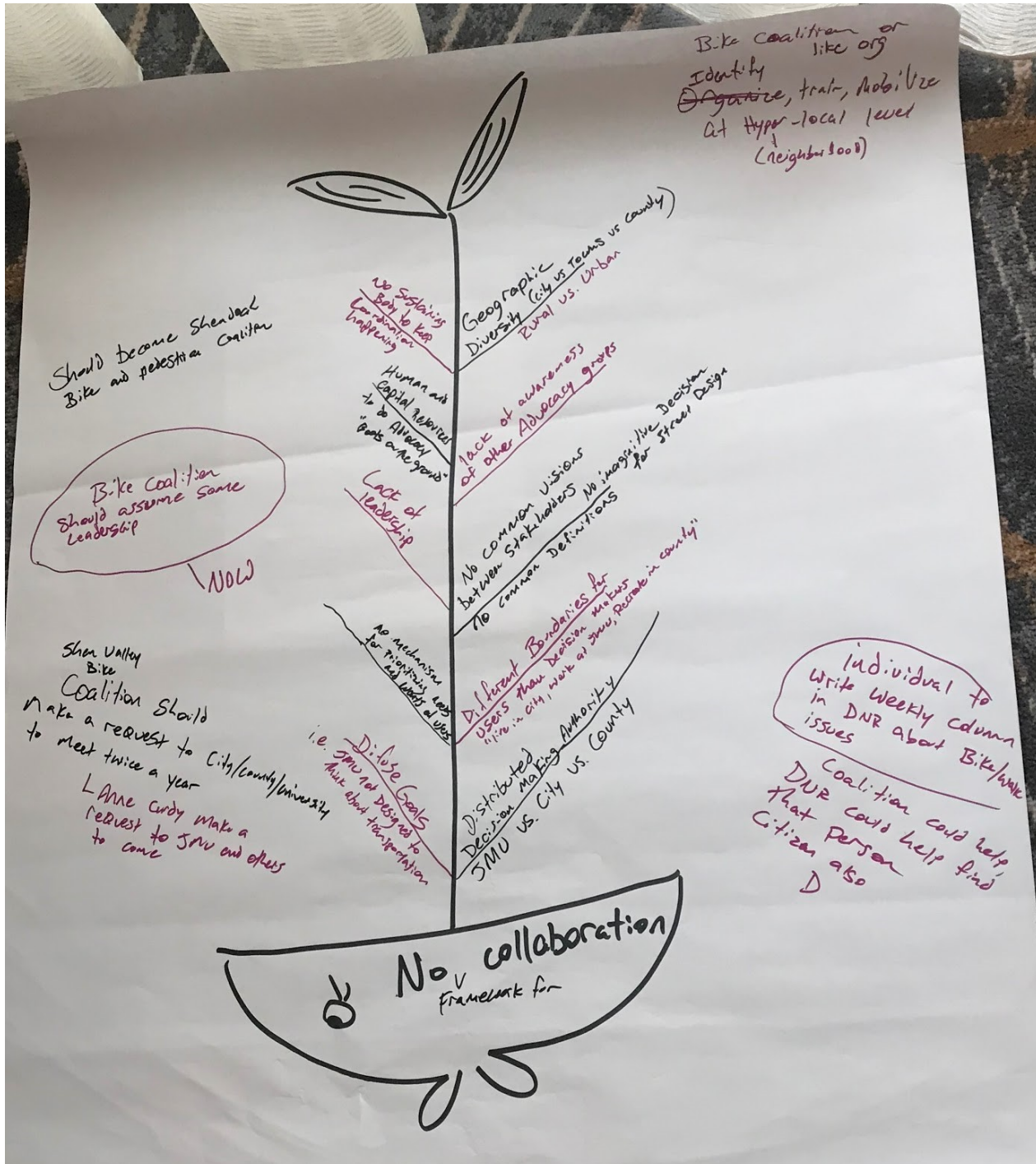


Notes
Communication of Vision

To Be Compiled

What strategies will work best in the our context to address our obstacles and realize our vision?

Insufficient Cross-Stakeholder Communication and Decision-Making



Notes

Insufficient Cross-Stakeholder Communication and Decision-Making

To Be Compiled

Commitments

1. Attend a meeting to help plan a mobile bike repair event or engage a larger population.
2. Look for ways to help SVBC with programming for the community.
3. Coordinate with VDOT and RBAC to phase projects for implementation identified with 2016 plan. Coordinate with Chamber of Commerce and realtors on plan engagement.
4. Outreach to civic organizations.
5. Discuss with Summit planning group to host community meetings modeled after Richmond's example.
6. Identifying community champions from outside immediate bike/walk network who have interest in topic to become engaged.
7. Collaboration with Renew Rocktown on bike/walkability around Skyline Middle School.
8. Contact SVBC re: a PSA on the 3' law.
9. Talking with others in the group about the idea of bike repair events at different locations in the community with the hopes of engaging folks from outside our normal circles of people.
10. Creating a bike/walk summit in Staunton/Waynesboro/Augusta CO.
11. Further engagement with SVBC as they continue their path forward into a community development organization, and making sure they stay connected with the people I work with!
12. Guiding SVBC into a bike/walk advocacy leadership role. Identifying, training, and mobilizing advocates at a hyper-local level.
13. Having a meeting with JMU's transportation demand manager about putting "3 foot" bumper stickers on buses.
14. Improving bike culture at JMU through programming at UREC.
15. Looking at getting language included in CP regarding expectation of developers providing R.O.W for future projects.
16. Morphing from a quiet participant in local bike/ped culture into a more active advocate for that community.
17. Reach out to and engage towns within Shen County: Bring to Shenandoah Valley tourism partnership.
18. To talk to decision makers in my community--city council meetings.
19. Educate realtor community against myth of 'reduced value' of trails.

What future Summit topics would you like to see?

1. Rural-urban connection to promote bike/walk.
2. Campus-community connection to promote bike/walk.
3. Increased focus on walking and accessibility (3 mentions).
4. What has been done by other areas to enhance bicycling culture by helping the car community to understand us?
5. Having a physical service we would perform in the afternoon.
6. Effective advocacy as a coalition or other organization.
7. How to influence and get involved in gov, etc decisions to improve bike/walk managing conflicting project priorities.
8. Rails to trails: 1. how to engage railroad officials 2. how to convince railroad officials. 3. potential projects. 4. successful projects in VA.
9. Means for funding.
10. Technical design best practices.
11. Forging partnerships with civic organizations and economic development entities.
12. Safe routes to school and complete streets concepts and case studies.
13. Reaching communities.
14. A topic or theme around public safety engagement where another community's police department spearheaded bike/walk safety efforts.
15. Use this year's obstacles list to do a deeper dive into one or more.
16. Connecting rural communities and towns in the valley.
17. Interjurisdictional cooperation.
18. Vision Zero (4 mentions).
19. I think this has been one of the best and important topics. Maybe expand on this topic and keep building for what we learned this year or what we didn't do enough on?
20. Rebrand this Summit as a 'Regional Connection' conference. Harrisonburg is pilot community to connect others.

Summit Evaluation Summary

Average Score	Evaluative Statement
1.53	The theme of this year's Summit is relevant to the work of my agency or organization.
1.94	This year's Summit exposed me to ways of thinking about my work that I had not considered before.
1.53	The speaker at this year's Summit was engaging and interesting.
1.59	I will discuss ideas from this year's Summit with my colleagues who did not attend.
2.06	I have a concrete set of ideas for actions to take related to this year's Summit theme.
1.82	I expanded my professional network by attending this year's Summit.

N = 34

1—Strongly Agree

5—Strongly Disagree

1. Good mix of presentation & various small group work, nice for networking & engagement.
2. Keep up the great work. Great venue & organization. Showcase local "wins" related to bike/walk.
3. Great facilitators--focused, strategic and helpful.
4. Hotel Madison served as an ideal venue.
5. Enjoyed format of Summit: particularly beginning with group exercise prior to keynote.
6. Identify people from underserved communities who could attend in the future.
7. I think it is worth discussing if a rebranding or another organization could be formed to advocate for all forms of transportation bike/walk. SVBC is known as a bike club by those not involved and not as more inclusive.
8. Again, you all did a great job Thank you!
9. You guys put on a great Summit. Food should remain for the morning break. Dim lights during use of screen for presentations.
10. Coffee ran out. Food was good. Love the location - it is much more walk/bike friendly than Festival.
11. Happy Tony Wilt was present--thank him for being here.
12. Include the Shenandoah Valley tourism partnership and local DMO's
13. Keep looking to engage the young adult biker community. Was giddyUp courier or SafeCycles represented here today? Or any student bike clubs or cooperatives?
14. Perhaps engage the business community (i.e. Chamber?) Perhaps expand coalition outreach north (Woodstock?)
15. You all did a great job. I loved the topic and process of doing it. Thank you for your hard work. Ideas: start with inviting diverse community members such as low income, Latino, African American, unserved neighborhoods.
16. More information/resources for rural communities in the valley: tourism related discussions.
17. Really appreciated being included & found the discussion inspiring.

Additional Feedback