



**February 21, 2014**



# Agenda

**9:00 a.m.** ..... **Our Great Region: Becoming a Bicycle Friendly Region**  
*Jeff Taebel, Director of Community and Environmental Planning,  
Houston-Galveston Area Council*

**9:15 a.m.** ..... **The Business of Bike Friendly—  
The Economic Benefits of Complete Streets**  
*Robin Stallings, Executive Director, BikeTexas*

**9:30 a.m.** ..... **Bicycle Friendly – What is Bike Friendly?**  
*Keynote:  
Bill Nesper, Vice-President of Programs, League of American Bicyclists*  
*Testimonials:  
John Powers (The Woodlands Township)  
Richard Johnson (Rice University)  
Clark Martinson (Energy Corridor District)*

**10:05 a.m.** ..... **Bicycle Friendly – We did it! – The Case Study**  
*Laura Spanjian, Sustainability Director for Mayor Annise Parker, City of Houston*

**10:25 a.m.** ..... **Break**

**10:40 a.m.** ..... **Bicycle Friendly – The Encouragement**  
*Jack Sanford, Program Manager, BikeTexas*

**10:55 a.m.** ..... **Bicycle Friendly – The Questions**  
*Moderator:  
Bill Nesper, League of American Bicyclists*  
*Panelists:  
Jen Powis (Bayou Greenways Initiative 2020)  
Jaime Gonzáles (Katy Prairie Conservancy)  
Zakcq Lockrem (Asakura Robinson)  
Steve Flippo (Hay Merchant)  
William Rub (Houston Bike Share)*

**11:45 a.m.** ..... **Closing Remarks**  
*Jeff Taebel, H-GAC*

# Speakers

## Jeff Taebel



Jeff Taebel FAICP, is the Director of Community and Environmental Planning at H-GAC, where he oversees the agency's community enhancement, environmental planning, disaster recovery, economic development,

socioeconomic modeling, and sustainable development initiatives. Actively involved in community service, professional development and planning education, Mr. Taebel is a former President of the Texas Chapter of the American Planning Association and in 2008 was inducted as a Fellow of the American Institute of Certified Planners. Mr. Taebel holds a Master of Urban Planning from Texas A&M University and a Bachelor of Science in Life Sciences from the University of Nebraska.

due to Mr. Stallings' and BikeTexas' efforts on federal transportation bills, and more than \$200 million in local bond funding for bicycle and pedestrian improvements across the state.

## Bill Nesper



Bill Nesper is the Vice-President of Programs for the League of American Bicyclists. He directs the Bicycle Friendly America (BFA) program with a particular focus on growing the program as a tool for new communities,

businesses and universities. Mr. Nesper first joined the League in 2002 and has worked in membership and managed the bicycling education program before taking on the BFA program. He holds a BA in History from the University of Florida and an MA from George Mason University.

## Robin Stallings



Robin Stallings is the Executive Director of BikeTexas, the statewide bicycle advocacy and education organization. During his time as Executive Director, BikeTexas has celebrated many milestones, including successes in Safe

Passing Laws, now in place in 14 Texas cities; publishing the 2012 Texas Benchmark Report; and working with the Texas Legislature towards Safe Routes to School, Safe Passing, and Complete Streets, and anti-texting while driving laws. Additionally, Texas cities have received more than \$200 million in funding for multi-use trails in part

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# Speakers

## John Powers



John Powers is the Assistant General Manager, Community Services, for The Woodlands Township where he oversees Covenant Administration, Community Services, Environmental Services and Parks and Recreation. Prior to joining

The Woodlands Township, he worked as a Registered Landscape Architect whose firm designed, constructed and maintained large scale residential, commercial and governmental projects throughout New Mexico and West Texas. He is a past state president of the Texas Recreation and Parks Society and was recognized with the distinguished Dan Whitworth Fellow Award. He attended the University of New Mexico, Texas Tech University and has a Bachelor of Business Administration degree from the University of Phoenix.

## Richard Johnson



Richard Johnson holds an appointment as a Professor in the Practice of Environmental Studies in Sociology at Rice University. He currently serves as the Director of the Administrative Center for Sustainability and Energy

Management at Rice University and also serves as the Associate Director of the Center for the Study of Environment and Society. Mr. Johnson is a research affiliate for the Kinder Institute for Urban Research, and is the former President of the Board of the Houston Farmers Market. He holds a BS

in Civil Engineering from Rice University, and a Masters in Urban and Environmental Planning from the University of Virginia.

## Clark Martinson



Clark Martinson is the General Manager of Harris County Improvement District #4 (the Energy Corridor District). He is responsible for facilitating and implementing the District's vision, mission and goals for property owners, businesses,

tenants and residents. Mr. Martinson believes that with community support, quality places are possible in rural, suburban and urban areas. His specialties include transportation alternatives, bicycle safety instruction and planning, environmental and urban design, conflict resolution, budgeting, brainstorming, visioning and problem solving. He is a certified planner by the American Institute of Certified Planners and an Associate Member of the American Institute of Architects.

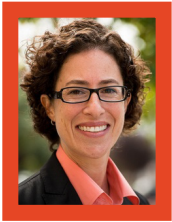
For copies of today's presentations, visit

[www.h-gac.com/go/pedbike](http://www.h-gac.com/go/pedbike)

and click on "workshops"

# Speakers

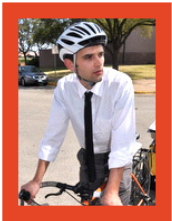
## Laura Spanjian



Laura Spanjian is the Sustainability Director for Mayor Annise Parker, City of Houston, where she is responsible for directing and coordinating projects and initiatives that improve air, land and water quality; and support and expand

renewable energy, energy efficiency, green buildings, recycling and composting, alternative and clean transportation, local food production and more livable and vibrant neighborhoods. Her career includes roles as Assistant General Manager—External Affairs at the San Francisco Public Utilities Commission, where she managed four divisions, including sustainability planning and legislative affairs; and Government Affairs Director at the San Francisco Municipal Transportation Agency (MTA) Muni.

## Jack Sanford



Jack Sanford is a BikeTexas Program Manager and oversees the organization's initiatives in his hometown of San Antonio. He started working with BikeTexas as a Graphic Designer in 2010 and has held roles as IT Administrator and

Membership Director, worked on two state legislative campaigns and countless local initiatives across Texas, and led the development of a bicycle video game as part of a Safe Routes to School grant. Prior to joining BikeTexas, Mr. Sanford spent two years as a Geographical Analyst in Eastern Canada and Brazil, creating digital street

maps and advocating for greater inclusion of bicycle and pedestrian content. He holds a BA Honours in Urban Geography and International Development from McGill University in Montreal, Quebec.

## Jen Powis

Jen Powis is the Advocacy Director for the Houston Parks Board (HPB), a non-profit dedicated to creating, improving, protecting, and advocating for parks in the Greater Houston area. The organization is guided by four principles- increase equitably distributed parks and trails for all Houstonians; provide connectivity along the bayou corridors; support the physical and biological diversity of Houston's park system; and increase resources available for parks and greenways. HPB's signature project, Bayou Greenways 2020, meets those criteria by uniting seven of the ten major bayous that flow through the city with urban greenspace and a single strip of all-weather trail, creating an urban park system like no other in the nation.

### Useful links:

[Bike Houston  
www.bikehouston.org](http://www.bikehouston.org)

[Bike Texas  
www.biketexas.org](http://www.biketexas.org)

[League of American Bicyclists  
www.bikeleague.org](http://www.bikeleague.org)

[City of Houston  
Bicyclist-Pedestrian Program  
www.houstonbikeways.org](http://www.houstonbikeways.org)

# Speakers

## Jaime González

Jaime González is the Conservation Education Director for Katy Prairie Conservancy where he is responsible for developing and implementing an annual schedule of activities and outreach programs to augment public access and awareness of the Katy Prairie. His work also involves expanding collaborative efforts with other organizations and agencies, including local universities. He holds a Master of Education in Curriculum & Instruction - Science Education and a BS in Biology from the University of Houston-Main Campus. Mr. González serves as a member of the Texas Children in Nature Coalition Steering Committee and as a board member for Citizens' Environmental Coalition.

## Zakcq Lockrem



Zakcq Lockrem is a Principal and Director of Urban Planning at Asakura Robinson. In his work, he focuses on the experience of urban space and the role of public space in shaping civic engagement and brings broad project experience

working on issues from cycling to community redevelopment. Mr. Lockrem also brings significant experience from the non-profit sector, which he utilizes in developing cutting-edge public participation strategies and building the capacity of project stakeholders. He served as an adjunct professor of urban planning at Texas Southern University, and is a co-founder of Social Agency Lab, a collaborative of urban planners and designers who engage in public art and creative urban interventions.

## Steve Flippo

Steve Flippo is the Director of Joint Development & Property Management at METRO and Co-owner of Anvil Bar & Refuge; Underbelly; Hay Merchant; Blacksmith; and OKRA Charity Saloon. Since 2009, he and his business partners opened four businesses within four blocks, several of which have significant numbers of patrons and employees who arrive via bike. He is also a founding member of OKRA (An Organized Kollaboration on Restaurant Affairs), an advocate for small and independent owners of food and beverage service establishments, and operates The Original OKRA Charity Saloon, which donates all profits to charity. In 2013, The OKRA Charity Saloon donated approximately \$300,000 to local charities.

## William Rub



William Rub is the Director of Houston Bike Share, the organization that is vested with the responsibility to operate and expand the Houston B-cycle Program. The program currently has 29 bike stations with 227 bikes in use and has four

full-time and two part-time employees. He has experience in a broad spectrum of industries, including Oil & Gas, Information Technology and Non-Profit. Prior to his role at Houston Bike Share, Mr. Rub worked for the National MS Society, American Stroke Association and was the Executive Director of the IFMA Foundation. He holds a degree in Managerial Studies and was a 4-year letterman on the Rice University football team.

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