Let’s look beyond individual behavior and choices and explore how equity, communities, and health. This panel explores how bicycles are tied to creating healthier outcomes. With an array of presenters to inform, empower, and inspire action, the organizers encourage participants to apply concepts from Women Bike, Women Lead to create powerful, unique spaces in their communities. This summit is part of the Women Bike, Women Lead event series, funded by a mini-grant from Women Bike, an initiative of the League of American Bicyclists.

AGENDA
9:30 am Registration and Morning Snacks
10:00 am Opening Introductions
10:30 am Activity
Identify an issue you want addressed in your community
11:00 am Panel: Community Health and Equity
Let’s look beyond individual behavior and choices and explore how equity, the built environment, political and social factors, and other issues affect health. This panel explores how bicycles are tied to creating healthier communities.
Tamika Butler, Los Angeles County Bicycle Coalition (LACBC), executive director
Vanessa Gray, C.I.C.L.E. executive director
Daniella Alcedo and Maria Sipin, Multicultural Communities for Mobility (MCM), project leader and programs committee
12:00 pm Panel: Local Policy and Planning
Active Transportation Program funds in California to encourage increased biking and walking are available, and the opportunities to create more bikeable and walkable cities are growing. Get an update on recent efforts to address active transportation needs in Los Angeles and how advocacy impacts local and regional active transportation planning.
Rubina Oxazarian, Bicycle Coordinator for the City of Los Angeles Department of Transportation (LADOT) | Anjali Shrivastav, Transportation Planning Manager at Los Angeles County Metropolitan Transportation Authority (Metro)
12:45 pm Lunch and Exhibits
1:30 pm Panel: Media and Marketing
In an industry weighed down by jargon and so much technical speak, plain language and powerful stories are going to make the difference in changing the way people view bicycles and those who ride them. Strengthen your cause with social media, personal stories, and mindful mobility.
Melissa Balmer, Pedal Love, executive director | Kellie Morris, Pedal Love, columnist and podcast host
2:30 pm Activity: Ideas into Realities
Team up with others to brainstorm action plan ideas for addressing issues in your communities. Find out which people in the room can be a resource or your next collaborator.
3:00 pm Evaluation, Closing, and Gratitude
3:30 pm Social Bike Ride to Pi Crust
Bike rides are a great activity to grow community connections. This activity builds in the elements for creating enjoyable group rides.

Acknowledgements
Women Bike, League of American Bicyclists
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Multicultural Communities for Mobility
Community Partners
Timbuk2 Venice Store
Design by Yeesica M. Avila

Vanessa Gray, Executive Director, Cyclists Inciting Change thru Live Exchange (C.I.C.L.E.)
Vanessa Gray knows bicycling would become a special part of her life when her mom, answering a knock at the front door, saw her then two-year-old daughter riding her bicycle, being escorted by the military police; she had ridden two miles in an attempt to ride off the base. This started a lifelong love affair with biking. She became so free after finding out how easily she could ride her bike to each job. Prior to joining C.I.C.L.E. Vanessa served as a communications deputy for an LA City Councilman, as a Senior Communication Specialist with S.E.U and was a manager at Beverly Hills Paving. As a member of Silver Lake Neighborhood Council Transportation Committee, she works with community members to make Silver Lake safer for people who walk and ride bicycles.
Vanessa also bakes jalapeno and cheddar bagels for the hungry cyclists stopping by the Bike to Work Day pit stop or makes glazed and chocolate doughnuts for a bicycle shop’s anniversary. She has a Bachelor’s degree in English with a minor in Chemistry from Old Dominion University and certificate in Baking and Pastry from La Constan Biosa Pasticceria.

Rio Contreras, Project Leader, Multicultural Communities for Mobility (MCM)
Rio Contreras, League Cycling Instructor, MAED, has been a dedicated bicycle safety educator and advocate for more than 10 years. As a former marine, he believes that bike safety is a matter of life or death. As a member of Silver Lake Neighborhood Council Transportation Committee, he aims to make Silver Lake a safe and enjoyable place for everyone to bike.
Rio taught himself to speak, read, and write in Spanish after finding out how easily he could get around town by bike. Rio was born and raised in Echo Park and has Central American roots. Rio’s bicycle related work includes but is not limited to: teaching safety, mechanics, touring, art making, and filling. Through their work with various grassroots organizations and non-profits, Rio has nearly taught 15,000 people, mostly youth of color, in classes tailored to undocumented, monolingual Spanish speakers, and those who identify as Trans, Queer, and Women. Rio recently spoke at the Women’s Forum at the National Bicycle Summit on a panel about gender.
Rio is executive director at La Rooted, a youth education program using bikes and a member of Multicultural Communities for Mobility (MCM).
Rio led a project with MCM that aimed to engage low-income communities of color in Boyle Heights to advocate for bicycle infrastructure. Additionally, Rio led a 152-mile Loving Accountability Bicycle Tour with LA Rooted exclusively for youth of color (15-24) who identify as Trans, Queer, or Women.

Tamika Butler, Executive Director, Los Angeles County Bicycle Coalition (LACBC)
Tamika joined the LACBC staff as the Executive Director in December 2014. Prior to leading LACBC, Tamika was the Director of Social Change Strategies at Liberty Hill Foundation, where she oversaw the foundation’s boys and men of color program and the foundation’s LGBTQ grant strategy. Before Liberty Hill, Tamika worked at Young Invincibles as the California Director, she was responsible for the development of all of Young Invincibles’ programs in California. Tamika was responsible for building out Young Invincibles’ operations on the West Coast and grew the office to the largest regional office outside of their DC headquarters. She transitioned to policy work after biking for three years as an employment lawyer at Legal Aid Society-Employment Law Center. She received her J.D. in 2009 from Stanford Law School, and in 2008 received her B.A. in Psychology and B.S. in Sociology in her hometown of Omaha, Nebraska. Tamika currently serves as the co-chair of the National Center for Lesbian Rights Board of Directors, serves as the Institute Co-Director of the New Leaders Council - Los Angeles, and is an advisory board member for the Legal Aid Society-Employment Law Center’s Fair Play for Girls in Sports program.

Twitter: @TamikaButler | @lacbc
A vital Shavit, Transportation Planning Manager, Los Angeles County Metropolitan Transportation Authority (Metro)

Avital Shavit is a transportation planning manager on the countywide planning and development team at the Los Angeles County Metropolitan Transportation Authority, where she focuses on shaping funding policies and bicycle program implementation. A daily transit and bike rider with a flair for “cycle chic” fashion, Avital holds a Master’s degree in Urban Planning from the University of California at Los Angeles. Twitter: @bikemetro

Rubina Ghazarian, Bicycle Coordinator, City of Los Angeles Department of Transportation (LADOT)

As Bicycle Coordinator for the City of Los Angeles Department of Transportation (LADOT), Rubina Ghazarian plans and implements active transportation projects. Her work focuses on collaborating with communities to increase accessibility and safety and launching a bike share program in the City of Los Angeles. Prior to joining LADOT, Rubina was a transportation planner in Metro’s Planning Department. Rubina is a native Angeleno who is passionate about creating a more livable, walkable, and bikeable Los Angeles. Twitter: @ladotbikeprog

Melissa Balmer, Media Director, California Bicycle Coalition, and Director, Women on Bikes California/Pedal Love Initiative

Melissa Balmer is a writer, media relations specialist and active living advocate. Her mission is to share the power of activity and personally engaging storytelling to inspire. Her passion is to recruit fresh voices from diverse multi-generational perspectives to share their stories in traditional and new media platforms to engage new audiences in active living. She has developed a multi-faceted strategy to exponentially grow positive stories of biking in California’s media and beyond – with an emphasis on women. Melissa has placed the Pedal Love initiative, its creative team, events and CalBike in local, regional, statewide and national news outlets such as the Associated Press, Bicycling Magazine, KABC News, KPPC’s ArtsLab, Los Angeles Magazine, Los Angeles Times, Momentum Magazine, the Sacramento Bee, the San Francisco Chronicle and more. Twitter: @pedallove

Kellie Morris, host of ‘We Can All Ride Bikes’ Pedal Love Podcast, and co-founder of the Carson Bicycle Coalition chapter

Kellie Morris did her first multi-day, fundraising bike ride in 2002 after a co-worker dared her to take up the challenge – the seven-day ride from San Francisco to Los Angeles. In 2010 Kellie was diagnosed with an autoimmune disease; Mixed Connective Tissue disease that left her so weak she could barely dress herself. Through medication, dietary changes and exercise she was able to recover much of her strength. Kellie does most of her local trips on her bike including shopping, running errands, attending fitness classes, visiting friends and even riding to church. In May 2013 Kellie became a certified League Cycling Instructor by the League of American Bicyclists. She now teaches throughout Long Beach and Los Angeles, writes the “We All Ride Bikes” column for PedalLove.org, hosts the podcast “We Can All Ride Bikes”, and is the co-founder of the Carson Bicycle Coalition.

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ORGANIZERS

Daniella Alcedo

Daniella is the co-organizer of Women Bike, Women Lead. Her love of cycling and community development pushed her to create the Pomona Valley Bicycle Coalition, a local chapter of the Los Angeles County Bicycle Coalition to address the bicycling and pedestrian needs in a resource-less area. To further enhance the voice of those who bike, she started the #womenbikes podcast which is available once a month on Bike Talk online radio. Although Daniella would love to spend all day cycling and baking, she has to work. Fortunately her day job at Alta Planning + Design allows her to be close to biking...just not baking. Twitter: @bikelovers | @womenbikes

Maria Sipin

Maria Sipin is the co-organizer of Women Bike, Women Lead. She is an advisory board member for Multicultural Communities for Mobility, creates media strategies with Pedal Love, and is a League Cycling Instructor. She enjoys projects with a public health and equity focus that facilitate wellness, creativity, and structural changes. Her work outside of bike advocacy is health communications and using technology and storytelling to improve health outcomes. Twitter: @healthydesign | @mcmhandles

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