



Women Bike Infographic Contest

Creative Brief / Call for Submissions

Overview: The League of American Bicyclists has opened a call for entries for infographics based on the *new Women on a Roll report* and is aimed at encouraging more women to bicycle. Designers are invited to submit their idea by 8 p.m. Eastern on October 6. Winning infographics will be featured in the League of American Bicyclists national magazine, *American Bicyclist*, distributed to more than 20,000 bicyclists across the country — and members of Congress.

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Background and summary: Founded in 1880 and based in Washington, D.C., *The League of American Bicyclists* promotes bicycling for fun, fitness and transportation — working through advocacy and education to build a Bicycle-Friendly America. With a current membership of 300,000 affiliated bicyclists, including 25,000 individuals and 700 affiliated organizations, the League works to bring better biking to your community.

But the League recognizes that to build the movement we must increase bicycling among women — who accounted for just 24% of bike trips in 2009.

To that end, the League launched its newest program, Women Bike, to address the gender gap in American bicycling. Women Bike is creating pathways for women of diverse backgrounds to embrace biking as an every-day activity, changing the face of bicycling by getting more women on bikes and participating as riders, advocates and leaders. In less than one year, we've brought women together for two successful (first-of-their-kind) national events; disbursed more than \$20,000 in grants to support local advocacy models; compiled and shared dozens of success stories and interviews with women biking leaders through blogs, webinars and magazine articles, and much more.

Now, with the *release of our first Women Bike report* — Women on a Roll — we're engaging the creative community with an infographic contest aimed at turning a gold mine of important data into cutting-edge digital content that will be shared, not only by the tens of thousands of League and Women Bike participants, but also reach new audiences. [Click here](#) to learn about our growing program.



Overview and Drivers: While there is tremendous momentum around women and bicycling in the United States, there is no central source of information or statistics about the growth, power and potential of female riders. Our first-of-its-kind report, “Women on a Roll,” fills that vacuum by compiling dozens of key data points and inspiring profiles into one place. It also synthesizes years of academic research to identify five key areas to focus in encouraging more women to ride.

We believe that this information — presented in layperson terms — will provide the long-needed numbers to showcase the importance of women on bikes and highlight critical areas for action and opportunity. Ultimately, this report is the first step in making Women Bike the go-to source of information on women and bicycling, and serve as a hub to inform and involve individuals and organizations nationwide to create a powerful, united voice for women’s bicycling. The infographic contest will allow designers to aid in this effort by creating innovative visuals that capture and showcase this important information — and be at the leading edge of the bicycle movement.

Audience: Our audience is large and diverse. Most immediately, our audience is our 25,000 members, 700 affiliated clubs and organizations and nearly 50,000 followers on Facebook and Twitter. These are bicyclists of all stripes, from professional bike advocates to city transportation planners to weekend recreational riders. Our goal with Women Bike is to reach new audiences. Our aim is to change the conversation around bicycling to be more inspiring and achievable for women from all backgrounds. Our vision for the infographic contest is to create the type of content that will not only be an asset to our current followers, but capture the imagination and attention of women who aren’t currently riding.

Tone: Above all, Women Bike believes that bicycling is a positive, empowering and joyful act. We aim to convey, not only how women are transforming the bicycle movement, but how bicycles are improving the lives of women, and changing perspectives on how we move through our communities. We believe bicycling is the perfect mix of practicality and wonder, liberating both body and spirit. Words and phrases that describe our work include: freedom, joy, energy, power, momentum, inviting, change, propel, inspire, fly, soar.



Message: We have selected a number of key concepts and data points highlighted in the Women on a Roll report to be creatively re-imagined and brought to life as infographics. *See page 5.* We want our audiences to recognize the collective power and momentum of women in bicycling -- and the tremendous opportunity to transform our communities, economy and lives by engaging even more women. We want viewers to feel a sense of empowerment and energy — to use this new information to take action or inspire a friend or bike-curious colleague to give bicycling a try.

Visuals: Visuals will be created or supplied by the contestant / designer. We believe bicycles (not just racing road bikes, but upright commuter bikes) are beautiful and should be incorporated into the infographic in some way. Otherwise, we are eager to engage the imaginations of design students and professionals to display the information in new, exciting ways. The design should be optimized for sharing on digital media. We will also print winning submissions in the League’s national magazine, which is distributed to more than 20,000 people nationwide. Data points are included below.

SUBMISSION DETAILS

Size: Because this campaign will focus on digital media channels, infographics should be sized at 900 x 900 pixels

Restrictions: Infographics must use

- League brand colors as a base and League fonts — [download here](#)
- Women Bike URL: bikeleague.org/womenbike

Content: Data has been supplied below that highlights five key concepts: *growth, lifestyle, comfort, bike share and industry.* Designers are invited to choose one or multiple bullet points from a single concept for adaptation as an infographic. Participants can submit a set of up to three infographics from any one category. We also welcome the creation of infographics from other data contained in the Women on a Roll report in the *Open category.*

Format & Submission: Files should be supplied as a jpg and an Illustrator EPS file via email to carolyn@bikeleague.org — with the subject line “Women Bike Infographic: [Name].” Please also include your school or firm affiliation and a contact phone number.



Timeline:

- Oct. 6: Submissions are due no later than 8 p.m. EDT, Sunday, October 6.
- Oct. 21: Finalists will be selected and notified via email by Monday, Oct 21.
- Week of Oct. 28: Public voting on Facebook to select fan favorite
- Nov. 4: Announce Grand Prize and fan favorite winners

JUDGING

Criteria: Winning submissions will:

- Demonstrate creativity in converting data into compelling visual storytelling
- Be clear, concise and entertaining
- Be intuitive and engaging in the display of information
- Exemplify the ideals and energy of the Women Bike program (as described in this brief)

Selection process: The winning submissions will be selected through a panel and public process.

- First round: All submissions will be reviewed by a panel of Women Bike leaders, as well as media and design professionals.
- Finalists: A Grand Prize winner and finalists in each category will be chosen by the panel. These will then be shared on the Women Bike Facebook page for a public voting process to select a fan favorite.

Winners: One, overall, Grand Prize winner and a first place award in each of the categories will be selected. Of the finalists an additional fan favorite award will be presented. Winners will be notified via email.

Compensation:

Overall Grand Prize: Free registration for the 2014 National Women's Bicycling Forum in Washington, D.C., Women Bike hoodie and t-shirt, League pint glass and membership, publication in League magazine.

Category and fan favorite winners: Women Bike t-shirt, League pint glass and publication in League magazine.



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Categories and Data

Category 1: Growth

Women are the future of bicycling, with growing interest and participation.

- From 2003 to 2012, bicycle riding grew 20% among women and girls (from 15.9 million to 19.1 million), while it declined 0.5% among men and boys (20.3 to 20.2 million)
- The number of female bicycle commuters grew 56% from 2007 to 2011, rising from 1.26 million to 1.96 million
- That's just the beginning: 82% of adult American women (more than 101 million) have a positive view of bicyclists. If even 10% of them got in the saddle that would mean 10 million women on bikes!

Category 2: Lifestyle

Bicycling fits any lifestyle.

- Women ride to work: 1.9 million women commuted by bike in 2011
- Women ride to spend time with your kids: Nearly 1/3 of women ride as a “family activity”
- Women ride to the store: 78% of daily female riders in Seattle ride for errands
- Women ride to stay healthy: 42% of female bicyclists ride regularly to keep in shape
- Women ride to hang out with friends: 62% of female bicyclists ride for the social aspect
- Women ride to... have a good time: The No. 1 reason women — 79% — is for FUN!
- Women can ride... everywhere: 49% of trips taken in the U.S. are less than three miles

Category 3: Comfort

One of the most important factors to get more women on wheels: their comfort while bicycling. So where are women most comfortable riding? See table. >>

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|---|
| Quiet street (bike boulevard) (2.91) |
| Off-street path (2.74) |
| Two-lane local street with bike lane (2.70) |
| Four-lane local street with bike lane (2.38) |
| Two-lane local street without bike lane (1.65) |
| Four-lane local street without bike lane (1.36) |

KEY:

3 = COMFORTABLE
2 = UNCOMFORTABLE, WOULD RIDE
1 = UNCOMFORTABLE, WOULDN'T RIDE ON IT

Category 4: Bike Share

Women are embracing bike share — and bike share is getting more women on wheels. In cities like Minneapolis, Boston and Washington, D.C., women are hopping on bike share at higher rates than they represent in the overall bicycling population.

- In 2012, 43% of bike share members among all North American systems were women -- while only 24% of overall bike trips in the U.S. and 30% in Canada are made by women.
- In 2011, 44% of Nice Ride bike share members were women -- while 27% of all riders in Minneapolis are women.
- Women make up 47% of all current or past Hubway members -- while representing 32% of all Boston bicyclists.
- In 2012, 54% of new members of Capital Bikeshare were women -- while 23% of Washington D.C.-area bicyclists are women.



Category 5: Industry

Women control 80% of consumer spending in the U.S. — and represented 37% of the bike market in 2011. But that \$2.3 billion in women's spending is just a sliver of what could — and is becoming — a giant market for products targeted to the female rider.

- Sales of women's-specific bicycles grew 20% (in dollars) from 2010 to 2012, outpacing the growth of men's/gender neutral bicycles (16%).*
- In 2012, the top five bike brands sold 590 models of men's /gender-neutral road bikes compared to just 250 women's models. For mountain bikes, there were 988 men/unisex models, versus just 263 for women.*
- But transit/fitness bikes are the fastest growing bike category — up 13% in dollars 2011 to 2012. Women's product accounted for 1/3 of transit/fitness sales in 2012, which is the fastest compared to 23% for road and 13% of mountain bike sales respectively.*
- Women's product accounted for 14% percent of total sales through the specialty channel (IBD) in 2012, compared to 46% in the running sector and 34% in snow.*
- Women's apparel/footwear in the outdoor industry accounted for 41% of total sales in 2012. If women's product (apparel/footwear) accounted for 41% of sales in the bike industry, it would be worth \$105 million in sales through the specialty channel alone — an increase of \$29 million per year.*
- Women's apparel/footwear in the run industry accounted for 46% of total sales in 2012. If women's product (apparel/footwear) accounted for 46% of sales in the bike industry, it would be worth \$118 million in sales through the specialty channel alone — an increase of \$42 million per year.*

* Starred data points must include footnote / citation: "Data are based on Leisure Trends Group's RetailTRAK™, which represents point-of-sales (POS) retail sell-through information for outdoor, running, snowsport, and cycling industries."

Category 6: Open

Select *any data points in the Women on a Roll report* for representation as infographics.

Questions? Carolyn@bikeleague.org