

Getting more Moms and Families on Bikes

"It's not just Avon and Tupperware anymore
- let's have a cargo bike party"



Biking Mom/Bike Shop Lady



Evangelists and Beginners



© Jonathan Maus/BikePortland



Safety: "Nobody wants to hit the fluffy pink bunny!"



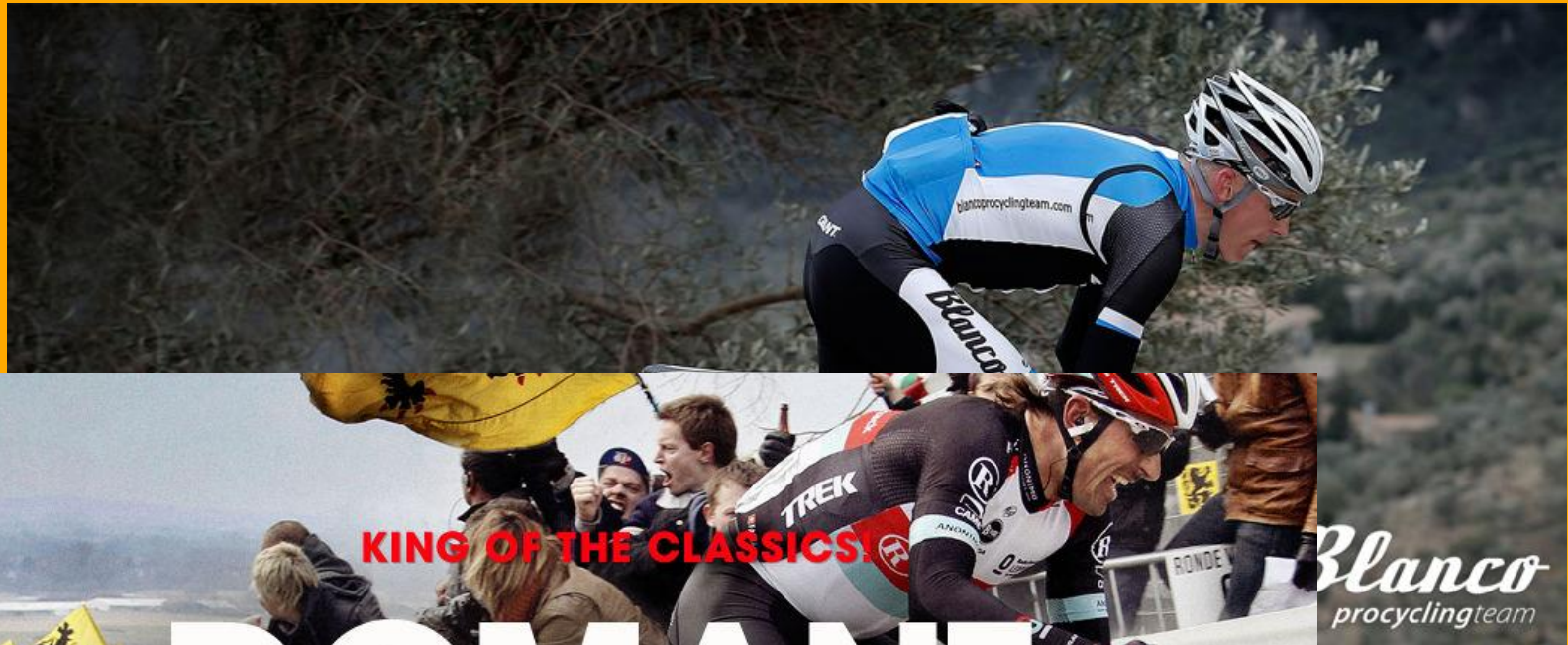
Distance: How long is a mile? How steep is a hill?



Online Research: No virtual test ride...



The Industry: If we will come, they will build it!?



Blanco
procyclingteam



The bike shop lady is in...

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