

Megan Odett
Kidical Mass DC



My favorite riding buddies:



Megan Odett

Kidical Mass DC



Megan Odett



Family Biking Survey

Data Collected as of February 28, 2013
by Megan Odett, Kidical Mass DC

States Represented: 21

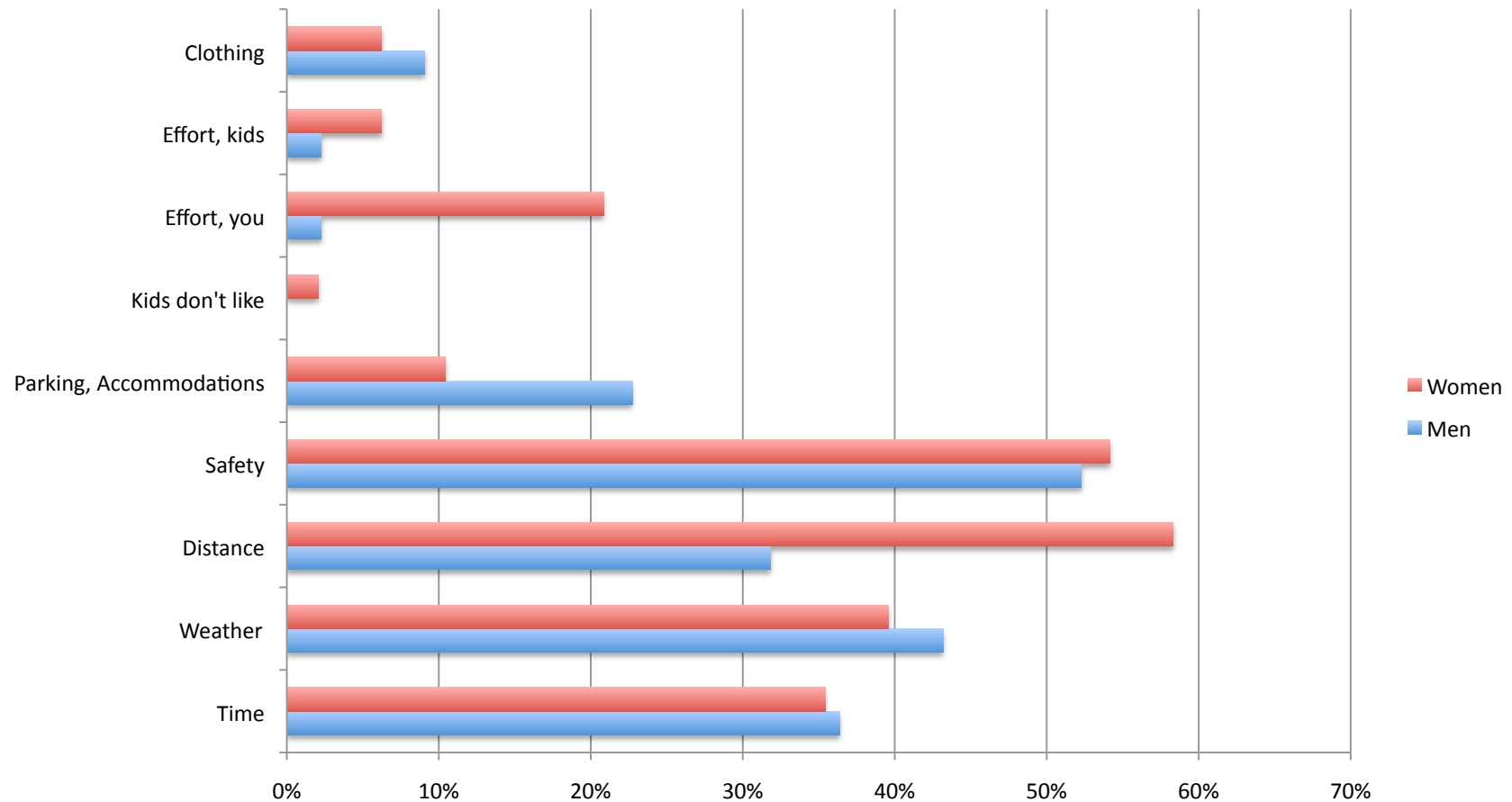
Countries Represented: 4

- United States
- Canada
- UK
- Australia

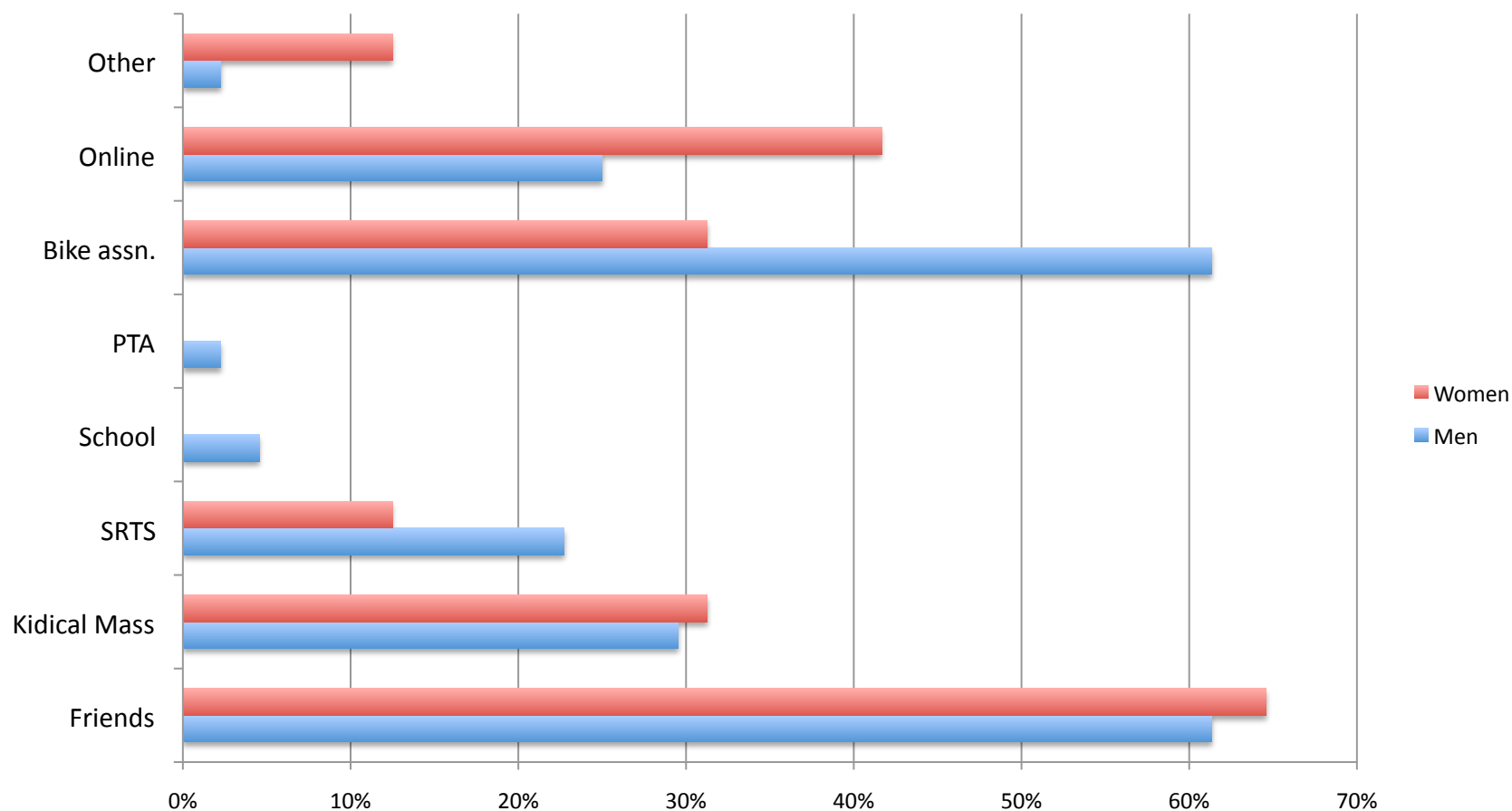
Total Respondents: 96

- Women: 51%
- Men: 46%
- Gender Unspecified: 3%

What are the obstacles that keep you from biking with your children more often?



What organizations, groups or programs helped you learn about bicycling with your children?



ABC's of Family Biking

Key Elements

- Peer-to-peer learning (Show & Tell)
- Product availability (bike shops)
- Skills training & confidence building (bike rodeo and biketrain class)

ABC's of Family Biking Add-ons

- Resource guide
 - Overview of equipment & bikes
 - Bike shop survey
 - Contact info for Show & Tell parents
 - Helpful blogs & other links
- Space for test rides
- Repair clinic
- Route-finding assistance
- Other organizations
- Swap or Sell
- Entertainment
- Food

ABC's of Family Biking

Important Stakeholders & Networks

- Parents
- Bike shops
- Bike advocacy group
- School(s)
 - Safe Routes Program/Coordinator
 - PTA
 - Fitness/Physical Activity committee