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# Putting the Fun Before the Wonk: Using Bike Fun to Diversify Bike Ridership

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# PUTTING THE FUN BEFORE THE WONK

How donuts, bunny ears, and  
zombies  
win bike campaigns



DO YOU REMEMBER  
YOUR FIRST BIKE RIDE?



WHY?

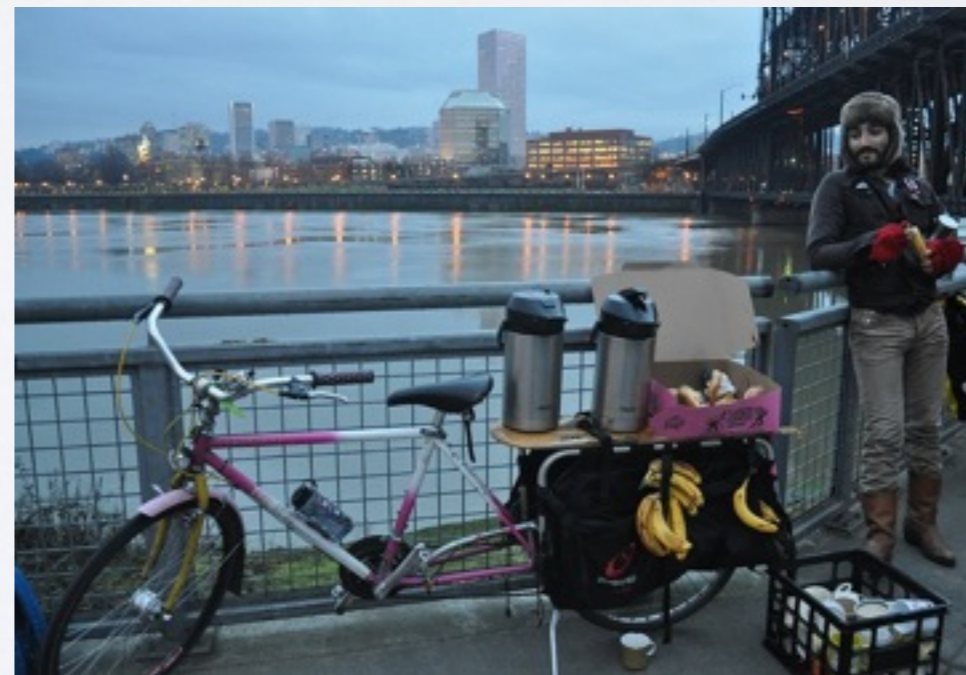


YOU DON'T CREATE  
MORE RIDERS WITH  
SUITS & TIES OR SPANDEX

# WHAT MANY BIKE ADVOCATES ADVERTISE

- Environmental friendliness
- Reducing traffic
- Lose weight
- Budget-friendliness

# WHAT WE SHOULD ADVERTISE



# LET'S STOP TALKING ABOUT



- Helmet mirrors
- Technical gear
- Hand signals
- Lane position
- Tire width
- Carbon fiber
- Commuting



AND LET'S  
STARTED  
TALKING ABOUT  
BIKE FUN



# WHAT IS “BIKE FUN”?

- Connecting with people.
- Making friends.
- Creating stories.
- Fun.



ON A BIKE

# FUN IS PARKWAYS



# FUN IS COSTUMES



# SOMETIMES FUN IS NAKED



# WHY?

Because women are more likely to do organized and social sports.

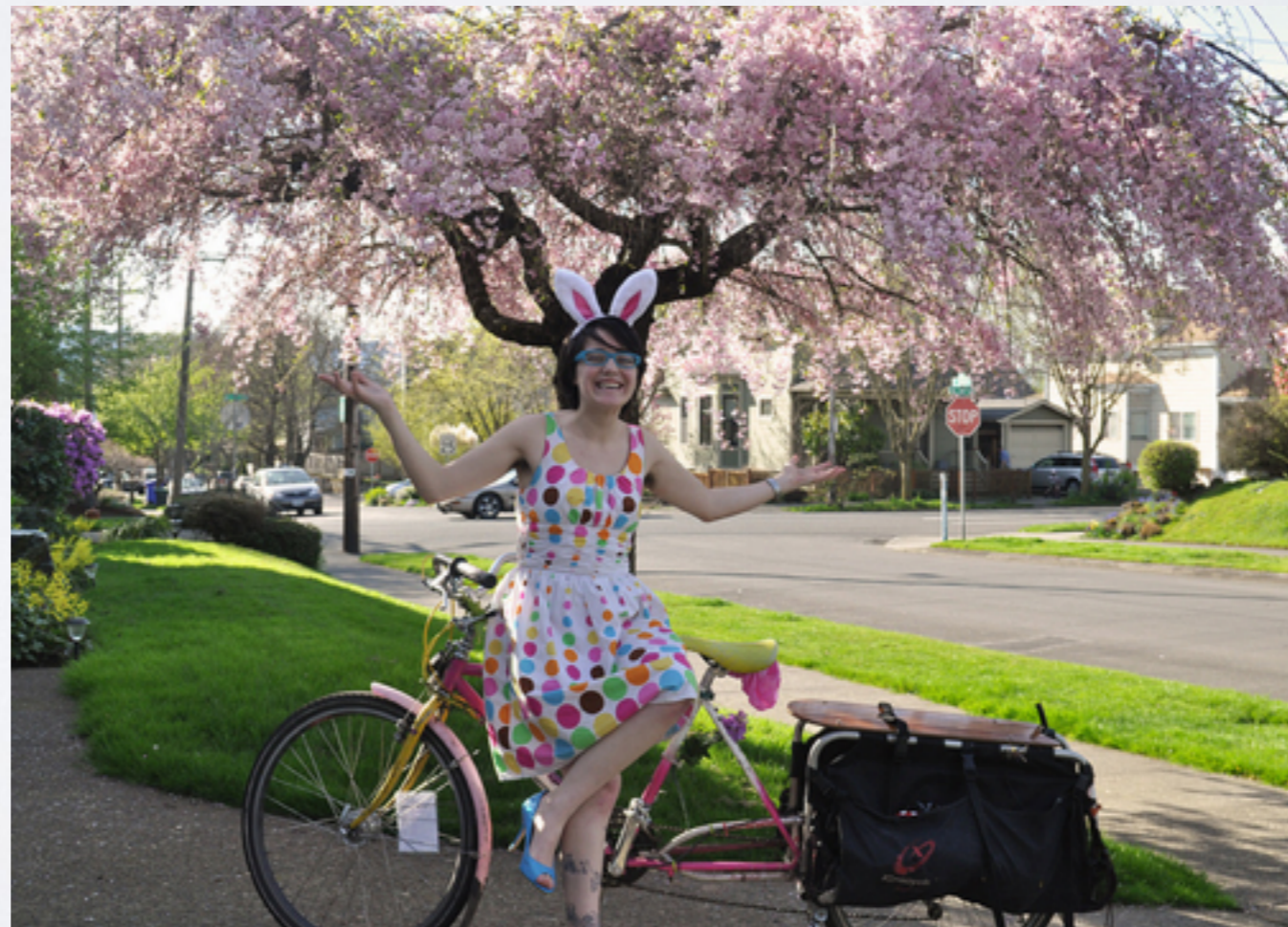
Because women have greater proportion of childcare responsibilities.

Because communities of color and immigrant communities can use the “kitchen table conversation” to meet people where they’re at.

Commuting is boring by design.



But who doesn't smile at bunny ears?





# THE BICYCLE IS A VEHICLE FOR COMMUNITY



# ANDANDO EN BICICLETAS EN CULLY



# YOUTH BUILDING COMMUNITY ON BIKES



SUBVERT  
THE IDEA  
OF WHO  
BIKES ARE  
“FOR”

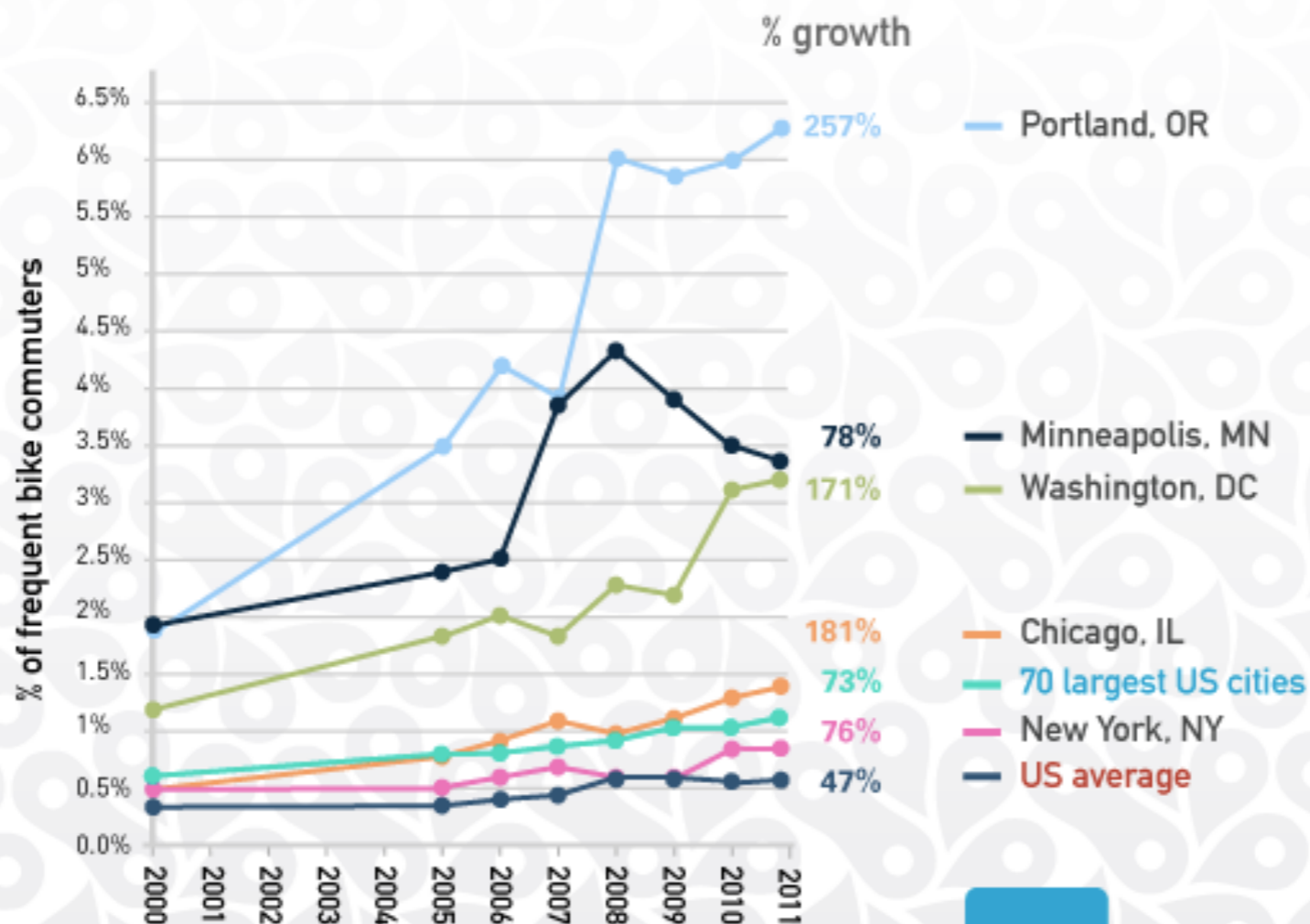


IT'S THIS SIMPLE:  
BIKING TURNS  
PEOPLE INTO  
ADVOCATES.



# BIKING IS GROWING

## U.S. Bicycle Commuting Growth, 2000-2011



peopleforbikes.org

Sources: American Community Survey, League of American Bicyclists

BUT...

BIKE \*COMMUTING\*  
IS GROWING SLOWER  
THAN  
\*BIKING\*  
OVERALL

WHAT DOES *YOUR*  
ALL-POWERFUL BICYCLE LOBBY  
LOOK LIKE?





MY NEW ALL-POWERFUL BICYCLE LOBBY

Let's talk about bikes



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