Megan Odett
Kidical Mass DC
My favorite riding buddies:

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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%

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

- Clothing
- Effort, kids
- Effort, you
- Kids don't like
- Parking, Accommodations
- Safety
- Distance
- Weather
- Time

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

- Other
- Online
- Bike assn.
- PTA
- School
- SRTS
- Kidical Mass
- Friends

Megan Odett
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