

Encouragement: Growing a bike culture with broad-based appeal in Milwaukee. How can we make cycling more attractive to more people?

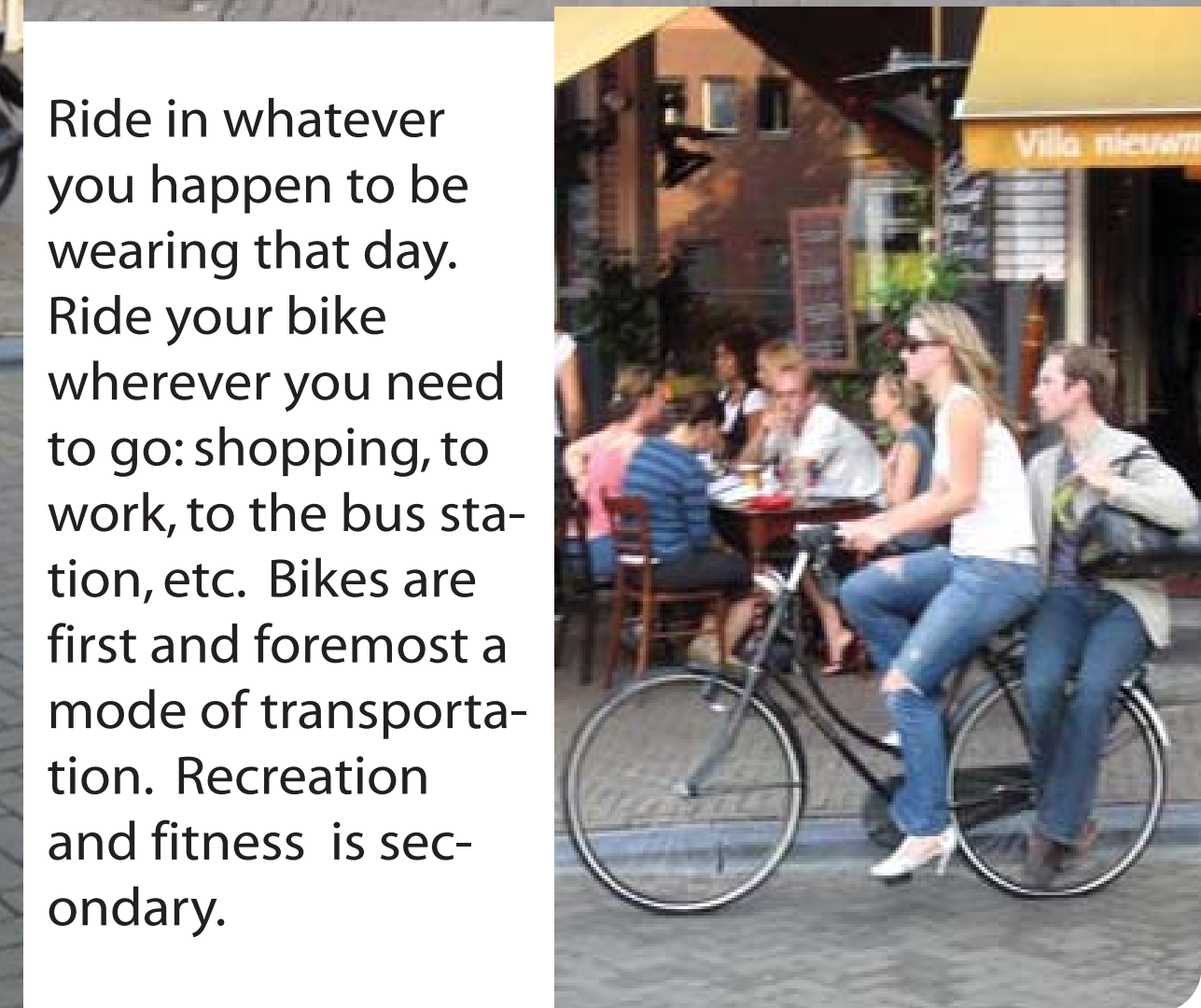
Who rides now? Or what is the non-riders' image of cycling?



You have to wear helmets and tight fitting clothes and ride for exercise or recreation. Cycling is not transportation.



Who might ride if we change the way we promote cycling?



Ride in whatever you happen to be wearing that day. Ride your bike wherever you need to go: shopping, to work, to the bus station, etc. Bikes are first and foremost a mode of transportation. Recreation and fitness is secondary.

Goal: To get more people to think of going more places by bike more often.