

WASHINGTON AREA BICYCLIST ASSOCIATION

# Women & Bicycles Toolkit

Launch a Women's Bicycling Initiative in Your Community





As in many communities, biking is growing in Washington, D.C. but hasn't been growing equitably. Women accounted for less than 24% of the people biking on D.C.'s streets in 2012. This is a problem for our local bike movement and our region. Women should be equal contributors and experience equal benefits of a bike-friendly lifestyle. The Washington Area Bicyclist Association designed the Women & Bicycles program to help close this gender gap.

Our program is designed to get more women on bikes by creating a community of women committed to skillsharing and encouragement to become safer bicyclists, better informed, and more involved in the bike movement. We bring together women throughout the region to participate in rides, workshops, and meetups. Skillsharing and mentorship are interwoven throughout these activities.

### **PEER-TO-PEER SKILLSHARING:**

This refers to an informal and conversation-based exchange of skills, tips, and tricks between our participants. Everyone has skills to share, regardless of their bicycling experience. So by creating an environment that fosters support and camaraderie we use the sharing of information and encouragement to break down barriers to bicycling.

### **ROLL MODELS:**

Women & bicycles relies on an innovative and scalable tool: Roll Models. Our Roll Models are volunteer mentors who want to help women in their lives experience the benefits of bicycling and commit to providing them ongoing support.

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# In just one year Women & Bicycles...



Worked with 10 Roll Models



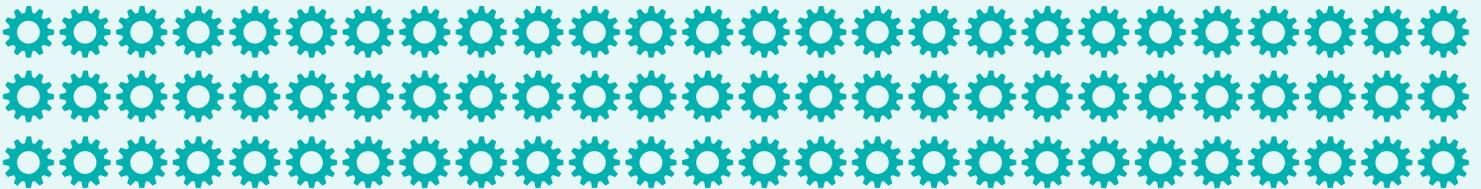
Worked with 25+ organizing supporters



Partnered with 14 local organizations



Created educational materials and curriculum



Hosted 75 events: workshops, rides, meetups and socials

**1,300+**

Engaged participants online and in-person

**4**

New local initiatives inspired to focus on women and biking

**250+**

New women inspired to start bicycling

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# Build a Women's Bicycling Initiative in Your Community

Whether you're a group of friends, a bike club, or a bike advocacy organization, it's up to you to get a women's initiative started.

With the support of the League of American Bicyclists and its national Women Bike initiative, we created this toolkit for organizations like you. We've broken down suggestions for your programming into individual activities that can be selected a la carte. Each activity includes a brief description, tools needed, costs, and lessons we've learned along the way.

## **TO BEGIN, WE RECOMMEND YOU SHOULD...**

- 1. ESTABLISH YOUR OBJECTIVES AND DEFINE SUCCESS**
- 2. DETERMINE TOOLS AND ACTIVITIES TO MEET YOUR OBJECTIVES**
- 3. CREATE COMMUNICATION MECHANISMS TO CONNECT WITH YOUR PARTICIPANTS**
- 4. FIGURE OUT HOW MUCH MONEY YOU'LL NEED FOR YOUR TOOLS AND ACTIVITIES AND TRACK IT DOWN**
- 5. CHECK OUT OUR PROGRAM TEMPLATES**

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# I. Establish Your Objectives

## IN 2013 WOMEN & BICYCLES DECIDED TO:

- Work within existing friend, community, and organizational networks
- Recruit and engage Roll Models to facilitate mentorship
- Create and centralize helpful information on biking
- Facilitate an online and offline community
- Coordinate 10 rides, 10 workshops, and 10 meetups
- Ensure that outreach and marketing reach diverse audiences
- Partner with other groups working to empower women
- Track and report to other organizers lessons learned along the way



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## 2. Determine Tools & Activities to Meet Your Objectives

We've broken down individual activities into: a brief description, tools needed, costs, and lessons we've learned along the way.

1. **WOMEN'S FACEBOOK GROUP**
2. **WOMEN'S BIKE FORUM**
3. **PROGRAM LOGO**
4. **PROGRAM STICKERS**
5. **PROGRAM BUTTONS**
6. **POSTERS & HANDBILLS**
7. **MISCELLANEOUS MERCHANDISE**
8. **HAPPY HOUR OR COFFEE CLUB**
9. **BICYCLE RIDES**
10. **BIKING WORKSHOPS**
11. **EDUCATIONAL MATERIALS**
12. **ROLL MODELS**
13. **MEETUPS**



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# Facebook Group

Create a local Facebook group for women who bike or want to learn more about biking. The Women & Bicycles Facebook group is the central and most active communication hub of our program. It is a fun, supportive, and lively place for participants to post questions, joys, ideas, sales, events, gripes, and photos. By offering participants opportunities to connect with each other it has rapidly spurred the program's growth and success.



## TOOLS:

A Facebook account  
A group coordinator/administrator

## COST: FREE

## HOURS:

Varies (minimum one hour per week to review membership requests)

## LESSONS:

- Create a “closed” Facebook group so that anyone can see the group and who is in it, but only members can see posts.
  - Create Facebook events using the event page function through the Facebook group which will automatically invite all group members
  - Welcome new participants to the group with a personal Facebook message expressing the group's purpose and goals and create personal connections
  - Post weekly polls to generate discussion; gather and centralize ideas and feedback
  - Use the group's file section to store documents and resources
  - Include the hyperlink to your facebook group in your promotional materials
  - Message male-identifying individuals seeking to join the group to communicate the value of keeping the group exclusive to women and to answer any questions
  - Take your roll as moderator seriously and maintain a safe and respectful space; we have not yet needed to enforce conversation guidelines
  - Don't be afraid to reject a request to join or remove members from the group if warranted
  - Use additional platforms to reach non-Facebook users
  - Stay active; if you don't use the Facebook group, neither will your members
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# Women's Bike Forum

Host a public forum or panel exploring the topic of women and biking to build community and start a public exchange on the importance of getting more women on bicycles. These conversations will help you gather information and support while building your initiative's legitimacy.

With the help of former WABA intern Jesse Cohn, we held a women's bike forum in 2011. Eight panelists and 70 attendees asked: do women experience more barriers to bicycling, what are they, and what should WABA do about them? The forum exposed community enthusiasm for a women's bicycling program and led us to seek support from WABA staff and board and members to move forward with a pilot program.



## TOOLS:

Coordinator  
Panelists  
Promotion  
Press

Venue: \$100

Snacks: \$100

Sound equipment: \$150

**COST: \$350**

**HOURS: APPROX 40**

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## LESSONS:

- The League of American Bicyclists hosted a webinar on women's bike forums in 2013 (slides available online) and will be creating a toolkit to share best practices
- Panelists should represent diverse bicycling perspectives and backgrounds
- Meet your panelists individually ahead of time to discuss your and their goals for the event, forum guidelines, questions, and objectives
- Distribute a survey during the online registration process to gather feedback from participants ahead of time and get a sense of who'll be in the room, their thoughts on the bike gender gap, and whether they'd participate in a women's bicycling initiative
- Your local library or community center might provide a free venue
- Record or film the forum for those who can't attend, your own recap, and your records

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# Program Logo

A unique program logo will strengthen your initiative's identity and allow you to recognizably brand multiple activities.



## TOOLS:

Coordinator

Brainstorming and feedback participants

Graphic designer

**COST: \$250 – \$400**

**HOURS: APPROX 6**

## LESSONS:

- Test your design, including details like imagery and colors, with a broad audience
- Appeal to women of all ages, races, shapes, and styles
- Communicate positivity and enthusiasm; see *Black Women Bike DC* and *WEBikeNYC* for excellent examples
- Check out the League of American Bicyclists and its Women Bike program for a good example of linked but independent logos



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# Program Stickers

Stickers assist with branding, outreach, and community building. WABA's Women & Bicycles stickers are visible throughout the Washington, D.C. region. People want to help you get the word out, so give them the tools!



## TOOLS:

Coordinator  
Graphic designer  
Sticker printer

**COST: APPROX \$500 FOR 1,000**

**HOURS: APPROX 3**

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## LESSONS:

- Handbills can be a hassle, and business cards get lost; stickers stick around
- Don't overload the stickers with too much information, consider including one or more of the following: program name, logo, slogan, website, Facebook group, or Twitter handle.
- Distribute stickers to your participants generously and often
- Ask participants to give stickers to the women in their lives or strangers in bike lanes
- Choose a design that participants will want to put on their bikes, helmets, etc.
- Reflective stickers are excellent but more expensive



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# Program Buttons

Like stickers, buttons assist with branding, outreach, and community building. We bring our button-maker to events for a fun and creative activity. Plus, great for events with children!



## TOOLS NEEDED:

Coordinator  
Graphic designer  
Printer  
Button-maker and supplies

**COST: APPROX \$400**

**HOURS: APPROX 2+**

## LESSONS:

- We recommend [buttonbiz.com](http://buttonbiz.com) for button-makers
- The world is full of button aficionados
- Some button-makers can double as a magnet-maker, bottle-opener-maker, or badge-maker
- Purchase reflective vinyl stickers to make reflective buttons
- If you can't afford a button-maker (\$360), try snap-in buttons for a cheaper option



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# Posters & Handbills

Posters are a great tool to simply and effectively advertise and explain your program to specific audiences. No size is too big, but even 8.5 x 11 inch posters will get noticed and offer more space for information than a sticker or button.



## TOOLS:

Coordinator

Graphic designer

Printer or professional printing service

**COST: APPROX \$200**

**HOURS: APPROX 2**

## LESSONS:

- Save on design costs by creating a simple poster layout using Microsoft Office tools
  - Enlist the help of artistic friends for more affordable or free handmade designs
  - Bring posters or handbills to all of your activities and encourage participants to display them in their coffeeshops, gyms, offices, churches, etc.
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# Miscellaneous Merchandise

Resources permitting, consider additional ways to engage and encourage participants who want to visibly proclaim their support and involvement in your program.



## IDEAS:

T-shirts  
Cycling caps  
Jerseys  
Water bottles  
Buffs or handkerchiefs  
Reflective ankle straps  
Temporary tattoos  
Spoke cards  
Reflective vests  
Socks  
Bike seat covers  
Sew-on patches  
Cookie cutters  
Koozies

## LESSONS:

- Think about creative ways to facilitate skillsharing and connection; we ordered custom cycling caps for WABA's Roll Models and raffled extras to men and women who committed to plan a ride with a new woman bicyclist
- Exciting side note: *Philadelphia's Women Bike PHL* program collaborated with the Girl Scouts of America on a curriculum for a bicycling badge!



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# Happy Hour or Coffee Club

Host simple, low-cost, consistent events that bring people together, like happy hours or coffee clubs. There are several bike coffee clubs in the Washington, D.C. area with significant followings. We borrowed the idea and now get together weekly for some joe, bike talk, and camaraderie before work!



## TOOLS:

Coordinator  
Venue  
Promotion

## COST:

Participants cover own beverage costs

## HOURS: APPROX 3

## LESSONS:

- Don't be afraid to ask venues for discounts to attract participants
- Come prepared with questions and prompts to facilitate dialogue.
- Find a fun way to help people to remember names; regular name tags work too
- Bring your stickers, buttons, and other handouts
- Rotate through different local cafes, restaurants, and bars throughout the region.
- If you live in a large region and want to make coffee clubs more accessible to participants in different parts of town, recruit the help of other women to host simultaneous satellite coffee clubs to expand your accessibility
- Encourage participants to bikepool and bring friends and work colleagues
- Take notes on discussions, ideas, upcoming events, and tips and tricks to report helpful information to your Facebook group



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# Bicycle Rides

Select a fun activity, theme, or destination and lead what New York's WEBikeNYC likes to call a bicycling field trip. We borrowed their concept and added a skillsharing component, focusing each ride on a specific topic like shifting or carrying loads. Dedicate time at the beginning and end of the ride for group discussion. Use rides as opportunities to connect people, share skills, highlight bike infrastructure, and demonstrate good biking behavior. For a good example of a community-driven group ride, check out the 2 Wheels & Heels event in Columbus.



## TOOLS NEEDED:

Coordinator

Route scouting

Venue and partner coordination

Marshals and other volunteers

Promotion

Snacks: \$50 or more

First aid kits: \$30 one-time cost

Fix-a-flat kits and bike tools: \$50 one time cost

Standardized safety and group riding procedures

Ride insurance

**COST: APPROX \$80 STARTUP & \$50+  
ADDITIONAL PER RIDE**

**HOURS: APPROX 12**

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## WE LEARNED:

- Check out the League of American Bicyclists' group ride manual
- Recruit one volunteer for every 10 riders and at least one person comfortable with basic bike maintenance: pumping tires, fixing flats, and adjusting brakes, seats, and derailleurs
- Plan a safe, fun, and accommodating route and test it out
- Communicate clear expectations for the ride: pace, timing, safety rules, group communication techniques, and what to bring
- Ensure your route includes bathrooms and pit stops
- Partner up with existing ride groups to co-host your ride, like the family-oriented Kidical Mass rides, bike shop-sponsored social rides, race team training rides, etc.
- Partner up with local bar or restaurant to host your group after the ride
- For information on group ride insurance, consult the League of American Bicyclists



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# Biking Workshops

Host free workshops focused on specific bicycle-related topics. Invite women in your bike community who specialize in particular topics to serve as the experts to lead and facilitate the workshops.



## TOOLS NEEDED:

Coordinator  
Experts  
Curriculum  
Venue  
Food and drink

**COST: APPROX \$200**

**HOURS: APPROX 10**

## WE LEARNED:

- Host at local libraries, community rooms, parks, or restaurants
  - Take on important issues and pay for expertise; for example, one of our premier workshops was an interactive event with the Collective Action for Safe Spaces on bicycling and gender-based street harassment.
  - Create take-home curriculum and handouts unique to each workshop
  - The more interactive and hands-on your workshops, the better
  - Write recaps for your records and to share with those unable to attend
  - Offer to pay your experts
  - To continue conversations and connections, encourage participants to go to a nearby bar or restaurant after the workshop
  - Here are some workshop ideas:
    - All-season and all-weather riding
    - What to do after a bike crash
    - Bicycle maintenance
    - Bike arts and crafts
    - Biking with children
    - Bike laws and etiquette
    - Biking and women's health
    - Becoming a bike advocate
    - Bike infrastructure 101
    - Bike Wash Party
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# Educational Materials

The Women & Bicycles workbook is a centralized source of information on the nuts and bolts of urban biking. We needed to make the information interactive for our events. We needed to make it visibly appealing, accessible for all experience levels, and women-centric. We wanted a strong emphasis on positivity and encouragement.

The workbook was our collective response to the questions and concerns raised in our women's bicycling forum. Those conversations, our survey responses, blog articles, and women's forums throughout the country showed us that women's barriers to bicycling include real and perceived issues related to personal safety, time limitations, lack of encouragement, lack of informational resources, frustrations with some of the machismo mentalities in bike shops and on the road, misperceptions that biking requires expensive gear and strong physical fitness, and gender norms surrounding athleticism, hygiene, and professionalism.



## TOOLS NEEDED:

Coordinator

Designer: Approx \$1,150

Professional printing services: Approx \$1,500

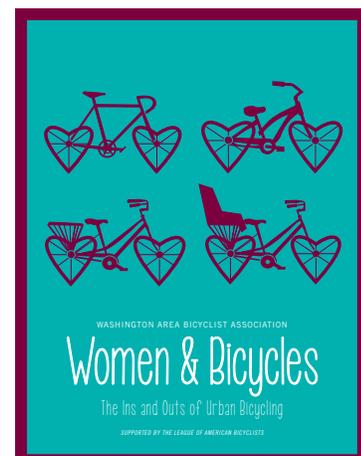
**COST: APPROX \$2,650**

**HOURS: APPROX 80**

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## LESSONS:

- We were fortunate to receive permission to use Elly Blue's *Everyday Bicycling* and April Streeter's *Women on Wheels* as references
- Ask for discounts and editing support from your designer
- Our workbook was often cited as the most useful item distributed at our events
- Distribute your workbook digitally to stretch your printing budget
- If you can't create your own, use our workbook or gather resources from your local and national bike advocacy organizations
- For a less ambitious but cheaper workbook that is still unique to your organization, piece together articles or blog entries and recommend useful books. If you haven't already, refer to *Women on Bikes SoCal*, *VeloJoy*, *BikeyFace*, *Momentum*, and the above mentioned books for women-centric bike materials



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# Roll Models

Roll Models are volunteer mentors who want to help more women in their lives experience the benefits of biking. Roll Models select new and soon-to-be bicyclists from their extended networks and our social events and begin their mentorship with a meetup, where they lead discussion on a women's bicycling topic using our workbook. After a meetup, Roll Models commit to serving as a continuous resource.

Benefits of being a Roll Model include:

- Satisfaction of helping someone achieve their goals
- Continued affirmation of the benefits of biking
- Opportunities to build teaching and leadership skills
- Satisfaction of giving back to bike advocacy
- An enduring, multiplying network of friends who bike
- More bike-related insight and perspective



## TOOLS NEEDED:

Coordinator

Description of Roll Model expectations and benefits

Promotion and recruitment mechanisms

Form to collect background and contact information and screen applicants

Training seminar to review goals and expectations, answer questions, and describe next steps

Ongoing communications with and among Roll Models

In-kind compensation such as cycling caps, t-shirts, and event tickets

## COST: FREE

**HOURS:** 4 hours training plus 2 hours per week ongoing support

## LESSONS:

- Recruit Roll models through your Facebook group, bike forums, local bicycling blogs, bike shops, bike co-ops, local ride groups, etc
- Seek diversity in age, race and ethnicity, sexual orientation, geographic location, and family size and status
- Work with your Roll Models to draft a creed or code of conduct
- Encourage Roll Models to be creative and flexible in their personal approach to mentorship
- Ensure clear and consistent follow-up with Roll Models, including concrete suggestions: visit bike shops, put together a bike shopping list, offer Craigslist bike buying advice, bikepool to work, go grocery shopping, rent a tandem, lend out gear, go for rides, share tips and experiences, and attend other program events together
- Promote and showcase Roll Models' work on your blog and on your website
- Highlight the benefits of being a Roll Model, not just the responsibilities
- Arrange regular meetings or conference calls with Roll Models to stay in touch
- Show your appreciation with fun personalized gifts!

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# Meetups

Meetups initiate bike mentorship between Roll Models and their friends, family, colleagues, or their extended networks. Our typical meetup involves a two-hour long facilitated discussion of the ins and outs of bicycling over a shared meal.

A meetup allows women who are interested in bicycling to discuss their concerns in a fun, comfortable, energetic environment with the support and expertise of their Roll Model and peers. Gathering around a table allows participants to share their interests, concerns, and excitements as the collective consciousness of the group grows.

We use the Women & Bicycles workbook to structure our meetup discussions. Our facilitators guide includes corresponding activities, such as myth-busting sessions, Roll Model fashion shows, and bicycle route brainstorm.



## TOOLS NEEDED:

Roll Model, coordinator, or both  
Five to 20 guests  
Signup or registration mechanism  
Venue  
Food and drink: \$100  
Curriculum

**COST: APPROX \$100**

**HOURS: APPROX 7**

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## LESSONS:

- Use Google Forms for meetup registration
- Gather basic contact info, and specific information and questions related to biking so that you can tailor the meetup to your participant's needs
- Create an agenda with specific topics and times, and stick to it
- Distribute electronic copies of your workbook ahead of time
- Come prepared to deal with diverse opinions and questions
- Send follow-up emails to recap your discussion, provide links to resources, remind attendees to lean on their Roll Model, and offer specific next steps
- Seek sponsorship with local businesses (and corporations like Chipotle, which generously provided delicious burritos to all of our meetup attendees)
- If you don't have a food budget, host a potluck, or meet at a restaurant, cafe, or ice cream shop
- Tailor workshops to specific needs and interests, like family biking.
- Offer childcare and meals when you know children will be present
- The coordinator need not attend all meetups, but should oversee initial meetups to ensure quality control. After year one, Women & bicycles will entrust Roll Models to host their own meetups.

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## 3. Communication Mechanism

Different programs will have different preferences, but the Women & Bicycles Facebook group is the social and organizational hub of our program. We also recommend these complementary communication tools:

**WEBSITE:** Use your organization's website to keep your members and supporters aware of the program's big-picture goals and progress as well as day-to-day details: recaps of your activities, tips, event listings, additional resources, and thanks to your supporters and sponsors. Be sure to update your website regularly and link it to your Facebook group, blog, and social media accounts.

**EMAIL NEWSLETTER:** In busier months our newsletter provides bi-weekly reminders of upcoming events and activities and recaps the conversations and activities from the Facebook group for those who aren't on Facebook or don't have time to follow every thread.

**SOCIAL MEDIA:** Distinct from the Facebook group, use Twitter, Instagram, and other social media tools to help to broaden your reach, democratize your communications, and foster new friendships and mentorships.

**BLOG ENTRIES:** Use Tumblr or Wordpress to produce consistently formatted blog entries on upcoming events, tips and tricks, event recaps, or inspiring stories. Your blog will serve as an encyclopedia of your activities and information while continuing to promote your program.

## 4. Fundraising Options

**ORGANIZATIONAL PARTNERSHIP:** If your program lacks formal affiliation, ask your local bicycle advocacy organization or bike shop to sponsor your program by offering financial support and shared fiscal status. But be careful: you need clear, consistent support from the organization's leadership. To prevent acrimony, heartache, and muddying of goals and roles, the organization's management and board should approve your budget and structure and be prepared to respond when questions arise.

**MEMBERSHIP APPEAL:** If your program is affiliated with a local bicycle advocacy organization, seek permission to ask its members to support a women-focused outreach program. Again, this requires unequivocal support from management and the board. While not all members will support a program that doesn't seem to serve their interests, many will respond to a well-articulated explanation of how entire communities benefit when more women bike.

**CROWD FUNDING:** Crowd funding provides an excellent way to extend your fundraising reach and your program's visibility. As always, carefully research crowd funding sites to ensure that your project meets its requirements and that its financial structure makes sense for your goals.

**FUNDRAISING EVENT:** People love an excuse to ride their bikes! Consider organizing a ride that raises funds from participants or through pledges, a women's only or co-ed alleycat race, or themed fundraising parties. For the past two years a Women & Bicycles supporter hosted the Hains Point 100, a local century ride to fundraise for the program.

**MERCHANDISE:** Good branding may allow you to turn a profit through merchandise sales to members and non-members alike. Be creative: you can sell, raffle, or offer your merchandise as prizes at fundraising events. Note: You need not purchase inventory up front or at all; on-demand production companies charge slightly more per-item but ensure that you don't have to pay for unsold items.

**FOUNDATION/CORPORATE SUPPORT:** Many local and family foundations as well as corporations have an interest in promoting bicycling generally and women's bicycling in particular. Most will want to see a one-year proof of concept before they will fund a specific program, but you should engage foundation and corporation representatives early and invite them to participate in activities and your Facebook group to make them advocates for your program in their organizations.

## Wrap-up

You can build a women's bicycling initiative at any scale and on almost any budget. The process is far easier with the backing of an established bike advocacy organization. However, New York's *WeBikeNYC* and Washington, D.C.'s *Black Women Bike DC* are excellent examples of women's programs that began without organizational affiliation.

We hope this toolkit and the templates below inspire, inform, and empower you to take on the challenging but incredibly rewarding adventure of starting a women's bicycling initiative in your community. Local bike movements will not succeed, and bicycling communities will not thrive, without more women on bicycles. Now is the time, and we are the leaders, to help women to enter the bike lanes en masse!



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# 5. Check Out Our Templates & Execute

- **BUDGET**
- **MONTHLY WORKPLAN**
- **WORKSHOP TEMPLATE**
- **RIDE TEMPLATE**
- **ROLL MODEL APPLICATION**
- **MENTEE SIGN-UP FORM**
- **MEETUP AGENDA**



# Budget Template

<b>Final 2013 Women &amp; Bicycles Budget</b>		
<b>Income</b>		
	Income generated	35,500.00
<b>Expense</b>		
<b>Brand Development</b>		
	Logo	400.00
	Buttons	200.00
	Stickers	430.00
	<b>Total Brand Development</b>	<b>1,030.00</b>
<b>Program materials</b>		
	Workbook printing	1,500.00
	Workbook design fees	1,150.00
	<b>Total Program Materials</b>	<b>2,650.00</b>
<b>Launch Party</b>		
	Venue	420.00
<b>Dinner and Bikes</b>		
	Venue	400.00
	Food & Drinks	250.00
<b>Meetups &amp; Meetup Seminars</b>		
	Food and Drink	150.00
<b>Rides</b>		
	Food and Drink	150.00
<b>Workshops</b>		
	Experts	375.00
	Food and Drink	75.00
	<b>Total Event Expense</b>	<b>1,820.00</b>
	<b>Non-staff expense</b>	<b>5,500.00</b>
	<b>Staff time</b>	<b>30,000.00</b>
<b>Total Expense</b>		<b>35,500.00</b>
<b>Net</b>		<b>-</b>

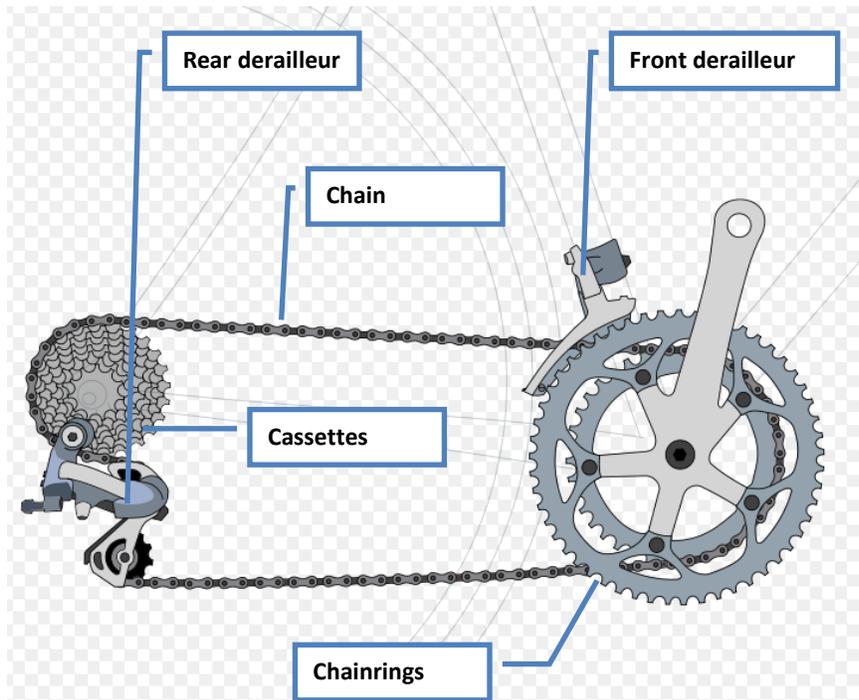
# Monthly Workplan Template

## Women Bicycles 2013 WorkPlan

<b>January: Binder Draft, Web Presence, Swag, Launch Logistics</b>		<b>July: Programming, Promotion</b>	
X Binder Draft	X League Promo	X 5 Coffee Hours	X Guerrilla Marketing
X Launch Venue	O Poster Run	X 2 Workshops	X Webinar
X Graphic Design	X Swag research	X 2 Rides	
X Website	X Roll Model Recruitment	X 1 Meetups	
X Launch logistics	X Launch/Program promo		
<b>February: All materials in-hand, Roll Models, Launch logistics</b>		<b>August: Programming, Promotion</b>	
O Booklet Print	X Swag design	X 3 Rides	X Cycling caps
X Launch logistics	O Roll Model Calendar	X 2 Meetup	X T-shirts
X Roll Model recruit	X All materials in	X 5 Coffee Hours	X 1 Roll Model HH
O Dinner Party dryRun	X Launch/Program promo	X 2 Workshop	
X Final Roll Models			
<b>March: Launch, Roll Model Training, Printable calendar, Promo</b>		<b>September: Programming, Promo, Development</b>	
X Launch party	X Open House Planning	X 2 Workshops	x Cycling Cap Raffle
X Booklet Content	X Meetups scheduling	X 2 Rides	
X Swag Orders	X Open House/Orientation	X 4 Coffee Hours	
X Roll Model Profile		X 2014 Development	
O Update website			
<b>April: Programming, Promotion, BTWD Buddy</b>		<b>October: Programming, Promo, Celebration Planning</b>	
X 1 Meetup: Erin CT	X 1 Happy Hour: Story Telling	x 3 Workshops	x Happy Hour
X Blooming Blossoms Ride	X Update Website	x 2 Rides	x Racing partner
X BTWD Buddy Promo	X Beach Drive Ride	x 2014 Development	
X Public Program calendar	X Stickers delivered	x 4 Coffee clubs	
O Guerrilla Marketing			
<b>May: Programming, Promotion, BTWD Buddy</b>		<b>November: Celebration, Recap, 2014 planning</b>	
X 3 Meetups	X Dinner & Bikes	X Celebration planning	x 2 Workshops
O 1 Workshop	X BTWD Buddy Promo	x Recap	
O 1 Ride	O BTWD Happy Hour	x 2014 Development	
X CycloFemme Ride	O Guerrilla Marketing	x 2014 Budget	
		x 4 coffee clubs	
<b>June: Programming, Promotion, Check-in</b>		<b>December: 2014 Planning</b>	
X 2 Meetups	X Tour de Fat	X 2014 Development	x Reporting
O 2 Workshop	X Pedaling Professionally	x 2014 Workplan	
X 1 Ride		x HP 100 Minutes	
O 1 Roll Model HH		x Toolkit	

# Workshop Template

## Derailleurs 101



### Take Home Points

1. Your derailleurs shift your gears.
2. Most bikes have a front and rear derailleur.
3. Protect and clean your derailleurs.
4. Know when your derailleurs need adjustment.
5. When your derailleurs need adjustments, DIY or take your bike in to your local mechanic.

Figure 1 <http://www.probikekit.co.uk/blog/pbk-product-focus-drivetrains-part-1/2011/>

Notes

# Ride Template

## Beach Drive Picnic Ride Planning Map

Sunday, April 21, 2013

### Timing

10:00am Head down

10:30am Arrive

-Gather thoughts, prepare, begin setup-

11:00am Riders arrive

begin waiver and signins

pull roll models/marshals aside

11:20am Skillshare

12:00pm Head out

12:20pm Turnaround point

12:40pm Picnic!

### Pack list

X Signin sheets/Clipboard/Pen

X Waiver/Clipboard/Pen

X Bike lights

X W&B fliers

X PB&J and Coffee

X bike pump

X flat tire kit

X first aid kit

X Roll model bands

X workbooks

### Ride Roll Models

5-10 women

### Skillshare notes

#### Gears

-Conceptual

-Bike part Identification

-How shifting works

-When you should shift

-Important to know...

#### Breaks

-How breaking works

-Front vs. Rear

-Important to know..

#### Group Comfort

-Formation

-Spacing

-Verbal and hand cues

### Call to Action

-Come to future events

-invite your friends

-Mentor your friends

### Event Description

Now that the spring weather has set it we're due for a nice warm bicycle ride. Pack a picnic, bring your friends and family, and join the Women & Bicycles group for a leisurely ride along Beach Drive in Rock Creek Park!

All of our group rides are no-gal left behind social rides. Plus, Beach Drive is closed to cars on Sundays from 7am-7pm, making it an ideal roadway for people of all ages and all bicycling abilities. Yep- you read that correctly, NO CARS!

11:00am Gather at Pierce Mill

12:00pm Picnic in the park

1:00pm Return to Pierce Mill

-Are you new to bicycling?-

Fantastic! Glad you can join us. We will start and end the ride with a quick skillshare on bicycling and city streets. Group rides are great opportunities to hone your bike skills through experience and through conversation.

-How to get there-

Drive: Parking located in the lot across the street

Metro: The nearest metro is Van Ness University

Bike: Beach drive connects to the Rock Creek Park bike path

-What to bring-

Bring your helmet, water, a picnic item to enjoy by yourself or share, clothing that will keep you comfortable depending on the weather. If you're bringing your own bike do a quick scan and make sure your tires are inflated, your brakes are in good condition, and everything is in its right place.

-Capital Bikeshare-

There is a bikeshare station on Harvard St. and Adams St. Bikes are never guaranteed, and remember that you will be charged for any time you have your bike longer than 30 minutes.

-Also-

Our rides are for women-only, though we're always happy to have children along for the ride.

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# Roll Model Application Template

## 2013 Women & Bicycles Roll Model Application

### Supported by the League of American Bicyclists

Thanks for your interest in becoming a Roll Model! We look forward to reading about why you'd like to become an official bike mentor in your community. Please fill out this questionnaire by Friday, February 22nd.

**The Women & Bicycles Program Philosophy** This program is designed to create opportunities for helpful exchanges between two different groups: women who already bicycle and women who are interested in bicycling. To do this, we're sponsoring a season of workshops, rides, and meetups, all of which will encourage skillsharing. This type of community-based guidance has worked for ages, but it's a new approach to getting more people on bicycles; WABA's program is the first of its kind in the country. We're planning a series of 10 social rides, 10 workshops, and 10 meetups. We're in need of 10 Roll Models, who will call on the women in their lives to participate as well as serve as continuous resources. Below, read an overview of how Roll Models will participate in the program.

**Your Role as a Roll Model** *Be an expert of your own experience:* You don't need to know everything there is to know about cycling—far from it! You only need to have incorporated bicycling into your life as a form of transportation and be interested in sharing what you learned along the way. *Call on up to 10 women in your social circles to participate in the program and try out bicycling.* As a Roll Model, you'll be a mentor to a select group of women you already know—friends, family members, coworkers, book-club members, neighborhoods, etc. These should be DC/VA/MD-area women who have expressed an interest in biking but, for one reason or another, haven't gotten on a bike. *Help us host 1 event; a meetup.* This will be a private event to which you'll invite the women in your social circles. You'll work with our coordinator to choose a setting in which you feel comfortable hosting a meal and roundtable discussion for your mentees; our coordinator will provide food, beverages, and educational materials, and facilitate a discussion. We envision these social events to be a safe space in which women can ask questions and share tips.

**WABA's Role** You won't be expected to do any of the above alone. WABA will coordinate logistics for all events and cover the cost of the meetup that you plan. We'll also provide educational materials in print and online (including the official Women & Bicycles booklet). Roll Models will receive from WABA free entry to Elly Blue's Dinner and Bicycles night, a traveling vegan dinner party hosted by one of bike advocacy's luminaries; Women & Bicycles swag (yeah, you want a T-shirt); and highlight your stories and contributions along the way on our blog and website. You don't need to know all the routes, facts, statistics, gear, components, and technology involved with bikes. You don't need to attend every Women & Bicycles event. You don't need to turn every woman you know into a year-round bike commuter—we know that, for many people, that's not a reality. You just have to like biking in the D.C. area, be willing to work your personal networks for one meetup, and follow up with your friends that attend. And we'd love it if you could ride with them whenever possible!

First Name \*

Last Name \*

Phone number \*

Email Address \*



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# Mentee Sign up Form

## RSVP for Lolly's Women & Bicycles Meetup

Happy New Year! January is the perfect time to think about incorporating more biking into your life! Many people are striving to match fitness and health resolutions and there are so few ways to pursue these goals while having fun, saving money, making new friends, and getting where you need to go.

We're inviting you to take your interest in bicycling one step further and participate in the Women & Bicycles program.

Women & Bicycles is the Washington Area Bicyclist Association's (WABA) outreach initiative to get more women bicycling in the DC region. The program is a series of small social workshops, group rides, and meetups hosted by women for women to provide continued resources to get out and bike- and have lots of fun in the process!

What does that mean for you? There's a mentorship component, and that's where I come in. I'm a Roll Model, a program mentor, and I'd like to invite you to a bicycling meetup and in many ways to become my "mentee". The meetup is a great introduction to bicycling, and kind of like a bike dinner party. We'll get together, have dinner, maybe drinks, and talk about all the ins and outs of bicycling. I'll be facilitating this with Nelle, the coordinator of the program.

Here's a little write-up on my interest and role in the program, and information on the other program Roll Models: <http://www.waba.org/blog/2013/03/meet-the-women-bicycles-programs-roll-models/>

Following the meetup there are no commitments and no pressure to sign up for future events. However if you are interested, there will be regular group rides and workshops designed to get more into the nuts and bolts of bicycling. For example, a workshop on what to wear and how to pack when bike commuting to work, or rides that prepare you for bicycling city streets and finding ideal routes. Really though, this is another fun way to hang out, meet people, and get to know our city!

To participate in the meetup, please fill out the information below and let me know if you have any questions. I'll follow-up with final information on the date, time, and location, and answer any questions you may have in the meantime.

Thanks!

Lolly

Women & Bicycles Roll Model

P.S. If you don't want or need a bike mentor but would like to participate in the other parts of the Women and Bikes program check out our facebook group, sign up for email bulletins, and come to our group rides and workshops.

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# Meetup Agenda

## Women & Bicycles Meetup

Roll Model Angie Hermes

- I. **Intro**
  - a. Come in, sign in, make name tag, get burrito
  - b. Place your post it on the "Where am I" biking comfort level chart
  - c. Lay out agenda for the evening and eat!
- II. **Basic Bike Safety and Info**
  - a. Basic bike safety for city riding
    - i. How to deal with common biking issues
      1. Left turns
      2. Multi-lane traffic
      3. Parked cars
    - ii. Basic biking laws, D.C.
    - iii. What to carry with you when you ride
      1. Angie's pack
      2. Other's ideas/suggestions
- III. **Bike Maintenance and repair**
  - a. Maintenance and repair
    - i. Chain maintenance
      1. Cleaning and lubing
      2. Chain tool for those who want to know how to replace a chain
    - ii. Brake maintenance
      1. Common causes of squeaky pads (worn down, dirty rims, etc.)
      2. Tightening breaks
        - a. Adjuster
        - b. Tightening cable
    - iii. Tires
      1. Parts of a bike wheel
        - a. Wheel, tube, tire
      2. Pumping up your tires
        - a. Schrader v presta
        - b. Check suggested tire pressure
        - c. Types of pumps and using them
      3. Changing a tire
        - a. Getting wheel off bike
        - b. Getting tire off wheel
        - c. Checking tube, Changing tube, Patching a tube
        - d. Re-assembly

# THANK YOU!



WABA would like to thank The League of American Bicyclists and its Women Bike initiative along with the many people and foundations that have contributed time, energy, and money in support of its Woman & Bicycles program. They are too numerous to list here, but to each we are grateful.

## THE “WORD” ON THE STREET

“I wouldn’t say it’s a program. It’s a community, and being a part of it is empowering, because we are sharing information, resources, and supporting each other to overcome challenges and have more fun.”

“The social aspects of the group are the best. I have always loved my bicycle, but having great friends to keep me company, or inspire me to push myself harder, or even to just get out on a cold or rainy day....that’s what makes this group so important to me.”

“Women & Bicycles is an empowering and supportive community that makes biking and bike advocacy accessible — for some of us, for the first time ever.”

“It’s been great to have other opportunities to bike and see how biking has affected other people and the community. I hope this program continues at least until the percentage of women on bikes matches or surpasses the percentage of men on bikes.”

“W&B is the best way for me to get support and advice on biking around the city — from a woman’s perspective. It’s an empowering and judgment free zone.”

“Women and Bicycles is necessary and is awesome! The Program inspires and empowers women to participate and become proactive political, physical, and mentoring members of the bicycling community!”

“Through women and bicycles, I’ve learned the importance of networking and building a community for getting the bike-curious to ride more. I’ve also learned that if it’s fun, people will try it – and if you try biking, you will love it.”

We were fortunate to have the support of our members, local partners, and funders to create our program. You don’t have to have all the resources in place today to get started. This toolkit breaks our program into individual activities and components that can be mixed-and-matched to fit your needs and build a women’s biking initiative in your community.



