



# THE EVOLUTION OF TRANSPORTATION CYCLING

CARSP Conference 2018

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**MEET MELISSA**

**~ Riding bikes since the 80's**

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# WHAT IS TRANSPORTATION CYCLING?

## WHAT IT IS

- Riding a bicycle as an every day transportation tool
- Using a bicycle to get to work, school, the store and every where in between
- Something that can be done by anyone, regardless of age, ability, economic status, race, religion, location...

## WHAT IT IS NOT

- Riding a bicycle occasionally for recreation
- Using a bicycle to train for a Gran Fondo, ride down a mountain or a triathlon
- Something that requires special training, being an athlete, and usually requires specialized, expensive equipment





# HOW DID WE GET HERE?

**From This...**



**...To This**



# THE SUBURBAN DREAM



# BIKES BECOME TOYS



# THE "VEHICULAR CYCLIST"



FOR SOME – NOT ALL

# HOW DO WE GET BACK?

From This...

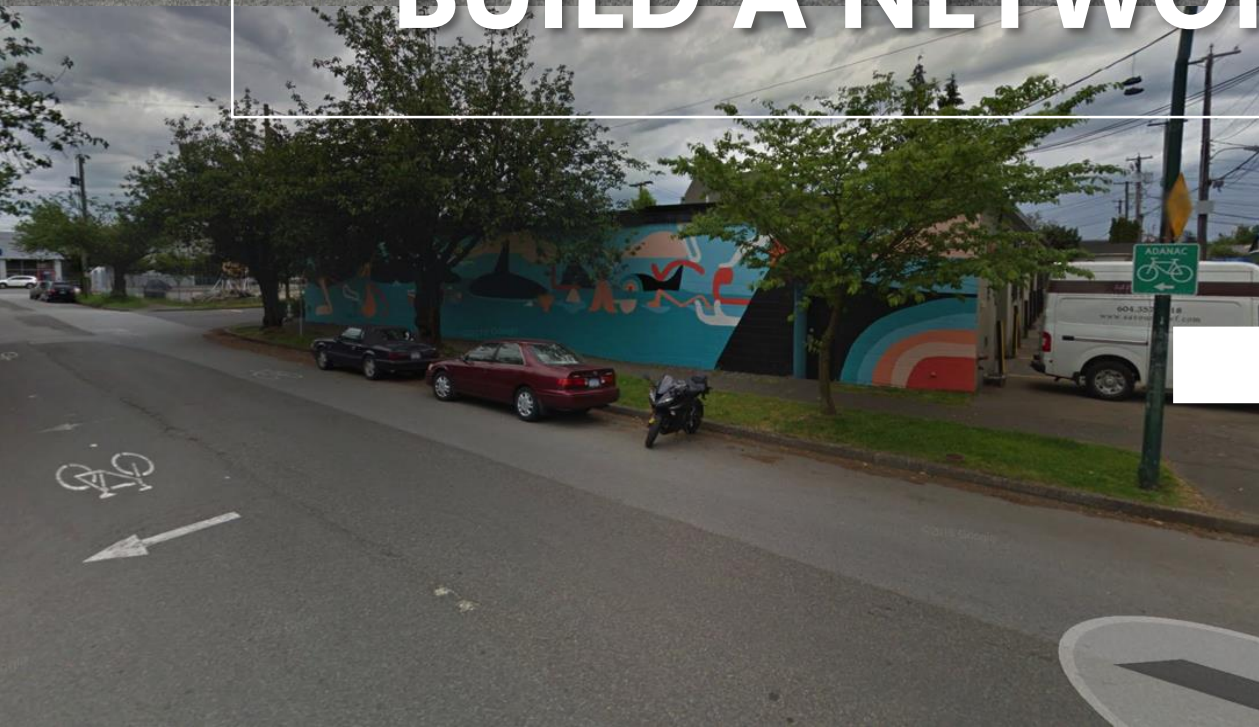


...To This





**BUILD A NETWORK FOR EVERYONE**







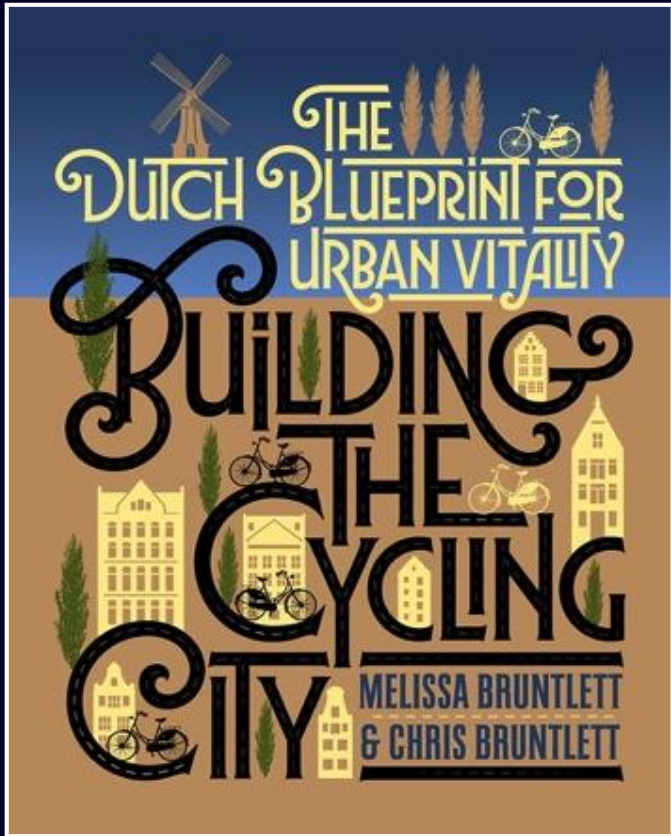












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