

Wheels of Change:

Building a Culture Around Bicycling in the Capital Region

Encouraging Bicycling Use Among Women

Bernadette Austin | @bernadettea | bernadetteaustin.org

Encouraging Bicycling Use Among Women For Sustainable Communities

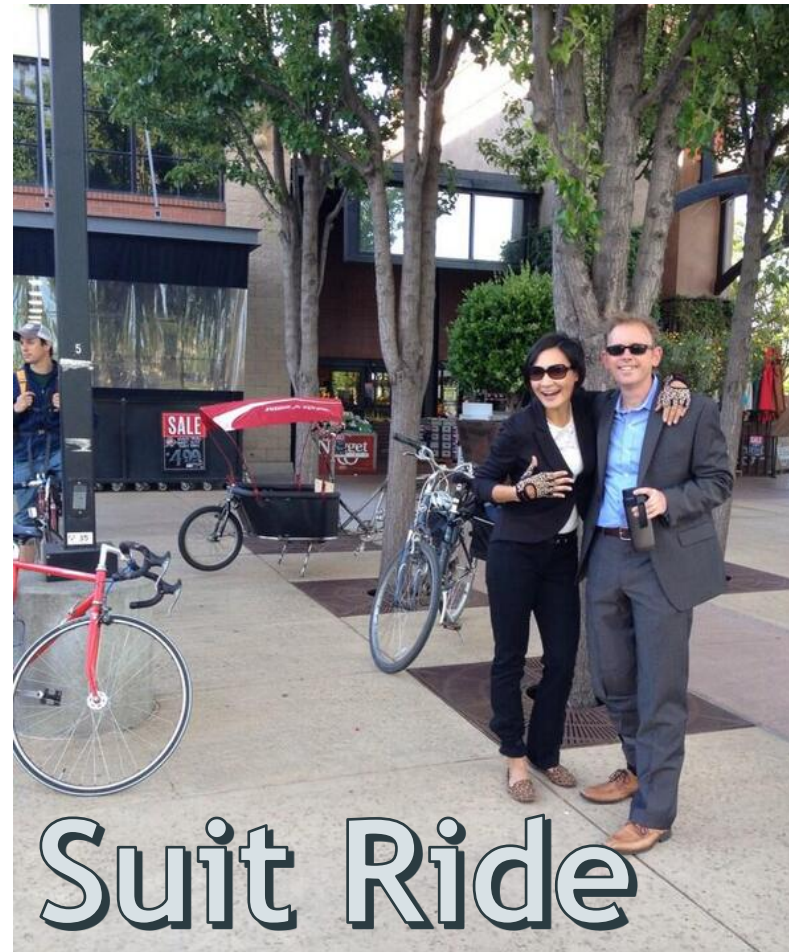


1. Regional Information Sharing
2. International Cultural Exchange
3. Presentation



**Urban Land
Institute**

Encouraging Bicycling Use Among Women For Women in the Workforce



Encouraging Bicycling Use Among Women For Home and Family



Childcare

Errands

VMT Reduction



Encouraging Bicycling Use Among Women

Style & Function



Multi-Modal



Fashion
Forward

