



Innovation in Motion

Designing Adaptive Cycling Programs
That Grow With Community

Today's Discussion



Opening

4 min



Equipment & Riders

10 min



Community & Outreach

9 min



Branding & Identity

6 min



Running Your Program

6 min



Growth & Sustainability

5 min



1



Opening



Setting the tone — adaptive cycling programs succeed when they respond to real community needs.

Opening Themes



Programs succeed when they respond to real community needs — not assumptions.



Growth happens when programs are flexible, inclusive, and sustainable.



Today's discussion: Equipment & Infrastructure | Community & Outreach | Sustainability & Growth |
Real-World Lessons

2



Riders & Equipment

Ground everything in the rider first — equipment should follow people, not the other way around.

Understanding Riders & Equipment Needs

WHO ARE YOUR RIDERS?

- Limb difference or limb loss
- Visual or hearing impairment
- Spinal cord injuries
- Neurological conditions (MS, ALS, Parkinson's, stroke recovery)
- Developmental or cognitive disabilities

EQUIPMENT CONSIDERATIONS

- Budget constraints & long-term cost planning
- Storage and transportation (mobile vs. fixed)
- Safety equipment & accessibility accessories
- Ease of adjustment — no expert fitting required
- Maintenance planning & parts availability
- Staff and volunteer training for equipment

3



Community & Outreach

Programs grow through relationships far more than through marketing.

Building Community & Outreach

CORE CONCEPTS

- Identify your target community clearly before outreach begins
- Understand the desired outcomes of each partnership
- Seek out existing organizations and resources — don't reinvent the wheel
- Keep barriers to entry as low as possible
- Make every participant feel genuinely welcomed and wanted



Many people with disabilities have experienced repeated exclusion. Intentional, visible inclusion carries profound weight and must be a deliberate part of every program's culture.

4



Branding & Program Identity

Strong branding builds trust, credibility, and community recognition — it's about consistency and authenticity.

Branding & Program Identity

Mission & Values

Clear, concise statement of who you serve and why it matters

Defined Audience

Know exactly who your program serves before communicating

Visual Identity

Consistent colors, logos, and look across all materials and vehicles

Authentic Messaging

Tone that reflects your community — not corporate speak

Community Presence

Show up consistently at events, schools, and organizations

 *Tip: Photos/videos of families witnessing a loved one ride for the first time = most powerful branding tool available.*

5



Running a Successful Program

Operations, culture, and the small details that make a big difference.

Running a Successful Program

OPERATIONAL ESSENTIALS

- Water and nutrition planning for events
- Safety equipment & first aid readiness
- Thorough volunteer training before events
- Risk management & emergency protocols
- Thoughtful event logistics (arrival to wrap-up)

LEADERSHIP CULTURE

- Lead by example in every interaction
- Engage personally — learn names, ask questions
- Follow through on every commitment
- Build a culture of trust and reliability
- Never turn someone away if you can accommodate

 *Buy quality equipment. Think long-term. One expensive custom bike vs. 2–3 versatile bikes that serve multiple riders.*

6



Growth & Sustainability

Programs should evolve continuously. Growth is about depth, resilience, and impact — not just size.

Growth & Sustainability

1

Scale responsibly without sacrificing quality or culture

2

Expand offerings as rider needs evolve

3

Train and develop new leaders

4

Measure and communicate program impact

5

Avoid burnout in staff and volunteers

6

Long-term vision and succession planning

Closing Takeaways



Start with people, not equipment.



Partnerships create sustainability.



Inclusion is intentional — it must be built in, not added on.



Small programs can create enormous impact.



Growth happens through trust, consistency, and follow-through.