## Audio file

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## Transcript

Speaker 1

It's time for the Outspoken Cyclist, your weekly conversation about bicycles, cyclists, trails, travel, advocacy, the bike industry, and much, much more. You can subscribe to our weekly podcast at outspokencyclist.com or through your favorite podcasting app to listen anytime. Now here's your host, Diane Jenks.

Speaker 2

Hello and welcome to the Outspoken Cyclist. I'm your host, Diane Jenks. Thanks for tuning in today. I'm really excited about this episode because it's an approach to safety that could truly wake up the public to a concrete reason for watching out for us on the road. Rob Anderson represents an organization called MTAC. Yeah, not the NCIS MTAC. It stands for more than a cyclist, and their visual campaigns are seeing some remarkable results in places like Portugal, Australia, the UK, and even Kalamazoo, Michigan. From social media and local billboards to gas station pumps and men's toilets, yeah, you'll have to hear what Rob has to say about that. These visual reminders that cyclists are also doctors, mothers, nurses, engineers, and more are having positive effects on drivers where the campaigns are running. What's really so gratifying about this is that everywhere a campaign has been initiated, it gets positive response and wide recognition. After all, we are more than just cyclists.

Speaker 3

Hello, Rob. Welcome to the Outspoken Cyclist. Thanks for being my guest today. I know you are in very warm UK. How warm is it?

Speaker 4

It's too warm, Diane. It's been, I think we have what we call an amber health heat warning here, which is unusual. Anyone who's been to the UK will know the UK is not somewhere you come if you want to have a hot, sunny summer holiday. And we've had pretty much unbroken sunshine since about the end of May. So it's been hot, it's been dry, and it's high 30s. Some places probably going to hit 40 today. That's Celsius, so I don't know what that is in Fahrenheit, but it's high.

Speaker 3

We'll let listeners make the conversion, but it's hot. We can just say it's hot. I'm surprised to hear that it's so sunny, though. I can understand it's very hot here. We've

had a lot of clouds, a lot of rain, but it's just like steamy I feel like we live in the jungle or something.

Speaker 4

Yeah, we've had no rain. That's that's the big issue for us. It's we have drought warnings pretty much everywhere. We're having sporadic kind of fires on our moorlands and gorseland and things like that. So it's really, really not great. And we could really do with some rain. We do some next week, apparently. So fingers crossed that that might bring the temperature down just a little bit.

Speaker 3

So let's get into MTAC, which is funny because there's a TV show, NCIS, that talks to MTAC, right? And I'm like, wait a minute, but your meaning is a lot more meaningful for us more than a cyclist. Give us a little bit of background about Rob, who you are, how you got into this, and what you do with this organization, and then we'll kind of, we'll unpack it.

Speaker 4

Yeah, sure, Diane. I'm a member of a local cycle club here in Birmingham. I've also been involved with workplace cycling with employers and trying to get people out and active on bikes. Because partly for sustainability, partly for health reasons, it's a good thing to do. And over the course of the 2020 COVID experience, a group of us had all found we'd gone from having really clear roads because everyone was staying at home where we could cycle really comfortably to suddenly the roads became dangerous again. And then sadly, two people we knew were involved in a collision. One died, one was very seriously injured, had life-changing injuries. We were as a group of us, particularly Joe, who's no longer actively involved in the campaign, but she's the person we all look to as to why we're doing this lady called Joe Ness. She gathered the people around her and said, look, we could get really angry or we could try and change something here. We could change behavior. Wouldn't that be a good thing to try and do? And so we looked at some detail and there was some research around that said, What a driver sees when they see someone who's cycling is sometimes less than human. So they don't always see the person. They see something to get past, something as an annoyance, something that's in their way. And we could all resonate with the hostility and the aggression we were seeing on our roads. So we had the simple idea of, well, hang on, what if you realized that was your wife, your brother, your sister, your child, your mother? and they were a nurse or a doctor or a fireman or fire person, wouldn't you want to treat them a little bit differently? Wouldn't that moderate your behaviour? And we were all like, okay, we might be on to something here. And we were lucky a friend, one of the guys who's involved originally works for one of the big advertising agencies. And he was like, I think this would work. Keep it simple. Keep repeating the message. And so that's essentially where it came from. We wanted to have readily identifiable people who looked like the people around where we live, look

like the people you see every day and are doing roles in the community that you respect and you naturally look up to or give time for. So doctors, nurses, fire service people, teachers. people who support you like electricians or tradespeople and that they're readily recognizable by their uniforms so you can see what they're doing. And then we compare that with the person when they're riding a bike and it's a very simple juxtaposition of the image that just because suddenly Phil has gone from being the engineer in a hard hat who's fixing your electrics to wearing a cycling helmet and his cycling clothes doesn't mean you should want to treat Phil any differently. You want to respect him. You should just change your behavior, give him a bit of space. And that's essentially where it came from. And it was very much visual, very much on social media and just trying to, by repetition of the image being seen and interacted with, encourage people to think before they acted. And we all know we have bad days when we drive cars. We drive cars. I drive a car, I don't always get it right. But it's that conscious intention that when you see someone on a bike, you're not thinking, oh, I must get past, I must get annoyed with them. And just having that split second. And so that's where it started from. And we were very lucky that we had some friends who saw the images and were like, they think we'd like to help you. We'd really like to get involved. So we had some friends who were involved in NFP, who I think are probably a bigger company in America than they are in the UK and Europe, although they're getting bigger here because they're part of Aon. They're an insurer. They were really keen to help us and really get us started. And also Lee Day, who are a law firm and work with British Cycling, and they deal with people who've had the accident, people who've been knocked off. So they were very keen to help us because again, well, if it means there's one less person for us to deal with, we're really up for that as a journey. So that started. about five years ago we started and NFP and Leader have been with us probably more or less from the outset. And they've helped us do some incredible things, get us out onto billboards where we can reach more people. Originally, our aim was the person in the family who rides a bike will identify with this. Maybe they'll have a conversation with the person in the car who doesn't ride a bike but drives a car. And they'll encourage them to think a little differently. And that will spread the word. And we then got an approach from Australia who had some money from the Sighting World Championships. And they said, we'd like to try this. We'd like to go and put this in place in Illawarra where the world champs is on. We'd like to do it over three months. We're going to do some surveys, we're going to measure driver behavior, we're going to record how it influences. And I did it, this must be four years ago, probably even longer ago than that. But when they did the survey at the end of the three months, they said this actually has something like a 12 to 15% impact on driver behavior in a positive way. We've got statistics, we've got data. We can see that this changes how a driver behaves and perceives someone on a bike. Because they're not seeing the same person on the bike every day, but they're seeing that same image and it's hitting home and it's making a difference. So particularly on high commuter routes, which is where we've typically aimed our localized campaigns where we do bus shelters or we'll have it on a billboard. We try and pick an area where we've got high footfall from car use. Ideally, we identify where there are

hotspots where people who are cycling and people who are driving come into conflict or are likely to come into conflicts of junctions, roundabouts, which we have a lot of in the UK. Anyone who's driven in the UK will know we like a good roundabout. And then we've used Department of Transport data to see what does it do? Can we actually see anything? And it takes a long time to get that information out. But the Australia survey and the Australia work gave us a platform and then the lady who was lecturing at Kalamazoo actually was over in Illawarra on a visit and she saw the work they were doing and she got involved with that and then she brought it back to Kalamazoo in Michigan and that's how the Kalamazoo piece started was then taking what they've seen in Australia working with us about how do you get the image, how do you make that work, working with her students. And I think they're probably on their third or fourth, probably on their third year of running this as well. And I know they wouldn't keep doing it if it didn't have a positive impact and they didn't think it made a difference. I know Australia have gone from being in a war to being Australia wide. So They know it makes a difference. They know it impacts. In the UK, we've been talking to some of the county councils. So an area in the southeast of England, Norfolk, which is quite rural, has some interesting mixes of big towns, big cities for the UK, not for the states. and lots of rural infrastructure as well. So they can be quite good roads around the cities, but then you can have really awful intersections. So we've been working with people there around what we can do to try and do something there. We've just done some work in Bristol to the south of the UK where we found we could put an image on a petrol pump nozzle. by by an area where there's a cycle path and where there's a high incidence of cycle uh cyclists people cycling coming off a path and going into a road and going the other way and and we I think we're hitting I want to say several hundred thousand views over a period of a month so so we could get in high frequency of visibility what we're looking to do now and and The chap who's been helping run that for us down there has managed to get the council to put our pictures and posters up in council offices. They've gone into some hospitals, which is fantastic. The council have started to go, we can see a value in this. We want to get behind this. There's more we can do clearly locally there as well. It's all about where can we have maximum impact and maximum visibility because our campaign is visual. And each time we're looking at, have we seen a difference? Has it made an impact? Has it changed something? Because we think it does and we're starting to get enough support from people who've deployed it to go, yeah, that's definitely making something happen. And the last one we've just got really up and running in the last year is Portugal. And they're about to go and pitch for government funding to go and do more. So they again have done some initial work, got some amazing pictures of local people doing that split screen image we use. And they now are into a funding round of, well, we're now going to use this to drive grant funding to do more work. So there is a clear link between the deployment of our resource in visual targeted areas through bus shelters and signs and an improvement in road safety for people who cycle. So we're really pleased with that. We're just at that point where we're now trying to plot what do we do next?

Speaker 3

Let me reintroduce you and then I have a couple of questions. I probably have more than a couple. We're speaking with Rob Anderson. He's with MTAC. This is not NCIS. This is more than a cyclist. It's a campaign that started about five years ago, and it's so cool. It's a visual campaign. So you're doing bus shelters. You're doing petrol, which is gas station pumps. You're doing billboards. Are you doing, is there any television? Is there any, because, you know, that's the media that, you know, everybody like, like streaming or anything like that. I mean, I would think that this is something that Tour de France should pick up.

Speaker 4

We'd love to be having those conversations. So some of the things we're thinking about for next year, we have the Tour de France Grand Depart starting in the UK. So we're starting that conversation now about how do we get ourselves around the table with the right people to be able to do something in one or two of the locations where Grand Park goes to and from in the UK. So there are a number of cities where we have made some really strong connections with people in the local authorities and local councils, which we haven't done something yet. And this would be a great opportunity. So it's not lost enough. You asked a good question about TV. So I think I should probably also make it clear, we're a voluntary organization. We're not a charity because we don't have enough data to be able to impress the charity commission in the UK that we could become a formal charity. We'd like to. It's something on the agenda. So the more campaigns we run, the more data we have, the more chance we have of being able to do that. But at the moment, we're a voluntary. There's four of us. There's myself. I kind of look after trying to talk to people like your good self, people in councils, local authorities, people who might be able to do a campaign with us. One of the guys, Bruno, he does merchandising, social media. He has bright ideas about how could we visually do some things. He was actually over at Sea Otter talking to the Sea Otter Foundation back earlier in the year where there's potentially something we might do in Santa Cruz at some point, which would be really fantastic. We think that would be awesome to do something there. Neil does all our graphics. He works for a university here in the UK and graphics is his thing. So he's the one who determines the quality of the image, the way our website looks, the way our social media images all look. So they're consistent, they have a specific branding and layout, that all comes from here. And then finally, there's Richard, who is our treasurer. And so he makes sure that we actually have enough money to do the campaigns we want to do. And unfortunately, television in the UK is just way too expensive for us to do.

Speaker 3

Yeah, you can't do public service announcements, which is, I don't think you would do that without being a nonprofit.

Speaker 4

No, and I think the other thing in the UK as well, you have certain restrictions on what you can and can't be associated with and how your branding can appear if you connect with certain services. So we found out we have had image work on the side of a fire engine, which has been massively popular, but what you can't do is have any of our sponsors on there. So it's great for us and it gives us lots of reach, but it's from a sponsor and someone who wanted to put money in to help us. They're not going to get a return from something like that. They're just going to have a nice cuddly glow about them from being able to do something positive.

Speaker 3

Are any of your campaign images available, say, for sale to an organization that might want to use them?

Speaker 4

We would never sell them. We would be happy for someone to use them. We have a media pack. We're very open to collaborating with anyone who wants to collaborate. We have some fairly clear guidelines around media usage and framing of the language around how we describe what we do. But beyond that, we're an open door. We'd happily have a conversation with anyone who wants to do something. The more people spreading the message, the more people helping get people to see what we're trying to achieve, the better, frankly.

Speaker 3

So I want to ask a question about the Australian data on the impact of the work that they did over there, 12 to 15% is enormous in an initial campaign. Is that data available? Is it something that somebody like a People for Bikes, which is a nonprofit here in the US, might be able to look to and then go back to people like Trek and Specialized and the people in the US who might support a campaign like this to be able to use?

Speaker 4

Yes, it is, yeah. So we have the files for that and we'd be very happy. happy to share that. We've been so when I mentioned the work in Norfolk, one of the things we're looking to try and do with the Walk Wheel Trust is work with their partners at the University of East Anglia in Norwich. The team at UEA monitor what the impact of the Walk Wheel Cycle Trust is in their deployments because they're trying to help deprived people, deprived areas. We all know that if you can improve someone's social mobility, you can improve their economic mobility. So having a bike, having a means to get around and being comfortable and safe is a real empowerment tool. So that's what they're trying to do. And UEA is trying to measure how well they achieve that. And so we're trying to do some work with them and Norfolk Council about how can we be part of their next bit of social prescribing? How can we be part of getting involved and then seeing not only do we look at the mobility impact, but do we want to look at the safety impact as well and can we put the right metrics in? and come up with an approach that

you could then replicate in other council deployments. So that's definitely what we're looking at. We're using the Australian data as a basis to start from though, because it's powerful. It's really great. It opens a door and people go, okay, right, okay, you're not just making this up.

Speaker 3

Right. So the images that you have, and I mean, this is not an important question, but I think it's one that people would appreciate. Do people recognize the people in the campaign? Are they recognizable like local people or are they generic people that you've picked? Is it really a firefighter, nurse, engineer, whatever?

Speaker 4

Oh, yeah. No, we're completely authentic. So when we started, we were asking people locally who wanted to be part of it. So they were all the first round of images were all people. People knew because they were the hockey coach from down the road and the doctor, the GP from the local practice, the nurse from the local hospital, they were recognizable, identifiable individuals who other people would spot. With Australia, they used their own people. So we thought it was important that they were able to represent what was a true reflection of the society in Illawarra. We've actually shamelessly taken some of their images and used them as well because there's a couple that are absolutely fantastic and resonate across anyone. So there's a brilliant one, a lady called Isabella. We were trying to find a way to capture someone with their children or with a baby and they managed to do it brilliantly. So we're like, okay, that's such a powerful image. We're going to use that one. So we also said to them, look, if there's something here we've got that you think will resonate, please use it, take it. We have that as a big store of collective information that anyone can access. So the Portuguese team have also done some great stuff where we've We've been able to get, they've got paramedics and things like that, which are something we hadn't managed to get a hold of. So we're like, oh, that's what I said, we'll use that. And they've used some of ours when they were first getting started because it takes a while to take the pictures, get them to the standard, to line up that double picture. It's not, we toyed with the idea of could we make an app so anyone could do it? And we tried it and go, it doesn't work. It just looks really rubbish. You need someone to actually go and visually make this work. So yeah.

Speaker 3

I don't do video editing and it's tough. My daughter can do it and I'm like, I'm baffled by it. So I don't know if this is an idea that anybody's thought of or whether it would land well in the same way that the using ordinary people. And I say that with a meaning people you and I would recognize as people in society. Has anybody thought about a campaign with celebrities, a celebrity campaign where you've got Taylor Swift riding a bike or, you know, Mick Jagger riding a bike? I mean, these people all do ride bikes, quite a few of them.

Speaker 4

Yeah, I mean, some of those individuals would be amazing to get, I think the problem you hit, and we found this was, We had some discussions when we first started with a few people who we thought might be good as campaign people. And it's really difficult to get them to align themselves and then the stars to align so you can actually get the picture. Before you know it, agents get involved and then it starts to become expensive. We have spoken to people and we originally had a few people who are influenced to cycling influencers on social media and some of them worked out really well. And others we were like, okay, it's great that they wanted to embrace this and they support this and it's great that we can see that they're involved, but you're only reaching a certain demographic and there's few people we were hoping to be able to engage with. And it is really tricky to try and I think I think the issue with with like a safety campaign and with cycling, I don't know what what the media coverage of cycling is like in the states, but it's pardon me expression.

Speaker 3

It's ******.

Speaker 4

Yeah, similar here. Similar here. So so and that's what we're fighting against. And we've got we've got some phenomenal advocates like Sir Chris Boardman, who is probably a name everyone recognizes. He's brilliant. We've spoken to Chris, Sir Chris, a few times and he's been like, I'm aware of the campaign. I think it's a great campaign. Keep going, keep supporting it. But the idea of us actually being to take it a step further and go, we'd like you to be an image, Sir Chris. That's really hard because Sir Chris's focus is the active travel. He's there trying to promote a very specific line of government. So you're asking people to step across into an area which can make them uncomfortable from what they do as their day job type perspective.

Speaker 3

There's always Bob, there's always Bob Roll and Phil Liggett.

Speaker 4

Yeah, and we.

Speaker 3

It would be fun.

Speaker 4

We do, we do the parliamentary stuff where we go on the parliamentary bike ride and you do, you do get some, we do some stuff with Lizzie Deigman. I don't know if you guys know who.

Speaker 3

Lizzie Deigman is.

Speaker 4

So we did, we did an event with Rafa and with Lizzie just before she was announced as the new lead on the Tour de France Grand Par and all the other things that, taking the lead on British Cycling's Rd. team and and all of those things that are now make her seem like, we got very lucky getting her when we got it kind of thing just before all of those announcements. But she was fantastic. She was a great, great endorsee. Alex Dowsett, former time trialist, our record specialist. He's been really helpful. We did some work with him and his wife is phenomenal. Shant Chanel, she runs, she has her own channel and she'll put the kids in the more than the cyclist t-shirts and we'll see her. promoting cycling like a normal person, a better way of describing it, rather than someone dressed like they're doing the Tour de France, which is brilliant, because that's the kind of person we're trying to reach.

Speaker 3

Right. So, Ken, well, let me ask you a different question. How are you funding the campaigns? Is it all donation based?

Speaker 4

Yeah, so in the UK as a charity, as a non-charity, sorry, we can't really take donations. We have to do something as an exchange. So we have merchandise and we encourage people to perhaps sponsor an individual specific thing. So we've been very lucky. NFP sponsored us for three years. They've respectively been able to make a lot of what we've done possible. So we'll be forever grateful to NFP. We've come to the end of that time with them this year, but it's got us to where we are. It's been a phenomenal start point for something, was an idea around a coffee table in South Birmingham to be where we are now. Lee Day will help us with specific things as well. So they've been fantastic. We've made a number of short films and we were very lucky that we had some individual sponsorship to pay for those. And those are available on our website. They're quite certainly the first one is very, very difficult watch. And the second one is a bit of a sharp intake of breath, but not quite as challenging as the first one. But they're well made. They've been in competition and they're Right, so the guy who makes them, Will Pope, is fantastic. So we've been very lucky that people have wanted to work with us and wanted to work with us on a more or less pro bono basis, which is unusual. But going forward, yeah, we're looking for who can help us do the next thing. We're always on the outlook for where are we going to find someone who wants to do something that wants to work with us? Where are we going to find that opportunity? And sometimes we're, if it's the right thing, like the petrol pumps and we've done actual male toilet washrooms. I don't know if you have this in the States, but in the UK, you go into a

motorway service station toilet, There'll usually be a bit of advertising around the toilet space.

Speaker 3

Well, I don't know.

Speaker 4

So we've just started some work on doing that to follow on from the nozzles because we're going, well, the nozzles are really effective. Let's try this because we're trying to catch people who are drivers. That's who we want to talk to. And their attention is quite fleeting. We know dwell time isn't high. So this is another opportunity to catch their eye because there'll be an eyeline and there'll be something different. They won't be expecting it the first time they see it. So we'll see if that works. But things like that, we'll put our hands in the pocket of reserves we've got and go, right, OK, we'll do that. We'll make that happen. But other things will go, actually, we need a bit of help here. So we've been lucky. I was a big thank you to Rafa. Rafa gave us use in their clubhouse for three and we did the event with Lizzie Dignan. So Rafa are a brilliant organization, make some fantastic clothes, but they also have been very generous as well in terms of helping us.

Speaker 3

Yeah, it would be fun to put the images on the back of jerseys.

Speaker 4

Yeah, that would be cool. We have done cycling jerseys. The issue again with all of these things is for us to do You have to invest in it and then someone has to buy it. Of course. We've found sometimes the commercial reality doesn't always live up to the enthusiasm we might have for an idea.

Speaker 3

I know what you mean.

Speaker 4

And then sometimes the simplest stuff has been the best.

Speaker 3

Yeah, I can see that. Like maybe placemats in restaurants?

Speaker 4

Yeah, and beer mats. And as Bruno will never allow us to forget bumper stickers on cards.

Speaker 3

True that. True that. Oh, Bruno. I know. Yeah. Bruno. Let me ask you one last question. How can listeners find out more? And what else would you like them to know about the campaigns that they could maybe take to their local advocacy organizations?

Speaker 4

So thanks, Diane. I mean, I think our website is www dot more than a cyclist dot org. So that's the best place to go. We're on Instagram and Facebook primarily. That's where most of our campaigns in terms of visual image that's that's easily accessible is all of our news stories, image, what we've been doing is all on the website as well. So we'd encourage anyone who wants to know more to go and have a look. We have a contact form there. If you're interested in trying to run a campaign or you're interested in doing something locally, just reach out to us. We're all doing this off the side of a desk, so we don't always reply straight away, but we will reply and we will, as the guys in Australia and Kalamazoo and in Portugal and down in Santa Cruz will tell you, we do reply and we do get things moving and we do have a knack of being able to get these things up and running and helping people get to the next step of if they want a campaign, we'll help them do it. And sometimes, yeah, we'd all like to go out and visit these things as well. So if someone's in Hawaii would be nice. Maybe. Or Leadville, I don't know, there's a few of us ride gravel, so that would be fun, but no, seriously, if anyone wants to do something We're really an open door. We're super keen to work with anybody. We can help people leverage what we already have done, the research, the images, the things we found worked and things that we didn't think worked, but also how best to engage local councillors, local campaigns, local authorities. to try and unlock their interest. These things tend to move very slowly as well. So the other thing we'd say to people is don't lose hope if you don't get something going in the first six months. We were talking to Norfolk Council for nearly 18 months before we really got to the point where we started to do some meaningful stuff with them earlier this year. So these things can take time. But what I found is when people commit to something like this, They come back to it. They don't low hot and cold, really. They generally go, I'm really interested, but it's not right now. Okay, well, and then we'll talk again and it is right now and then they're ready to go. We've also done training material as well. So we've got some training material which is designed for professional drivers. Again, it was done with NFP because we were both convinced that you could have an economic impact on a firm if you encourage them to be a bit more cautious and a bit safer around people cycling because they'd have less accidents, means less litigation, less cost, less time away from whatever your vehicle was. So again, we'd love people to engage with that and perhaps pick that up and run with it. We'd help them. We'd be super keen to do that. And anyone who's got any bright ideas, we're open to having those conversations too. We don't know all the answers either. There are people out there who will have better answers to some of this than we do. And we're again open to that conversation. Don't assume we know everything.

Speaker 3

Oh, of course, we all know everything. Just ask us. We've been speaking with Rob Anderson from More Than a Cyclist. And I do encourage you to go out to the website, morethanacyclist.org. It's really fascinating to see the images. They are striking and they are important. And I hope that listeners go and take the information and actually come up with some ideas and maybe get back to you. I really appreciate your time today. Thank you so much for talking talking with me.

Speaker 4

Thank you, Diane. It's been an absolute pleasure. I look forward to seeing this when this goes out. And we'll obviously promote that on our website and links. If you give us some links, we'll push those out on our social media too.

Speaker 3

We will indeed. Thank you so much, Rob.

Speaker 4

Thank you, Diane.

Speaker 2

My thanks to Rob Anderson from MTAC for joining me today. If you log on to their website, morethanacyclist.org, you'll find a plethora of resources to help you learn about the organization, find research that can boost your confidence to approach your community and start a campaign, and learn about the results of campaigns that have already been working. If you log on to my Substack, you'll also hear a short conversation with Professor Amelia Kutansky from Kalamazoo College in Michigan. Professor Kutansky has run two successful MTAC campaigns, and you can learn how she made it happen in her city. Next time on The Outspoken Cyclist, we'll be speaking with Peter Wilborn, the founder and lead counsel of Bike Law. Peter lost his brother to a bike crash in 1998 and has dedicated his life and his work to helping cyclists and their families when the absolute worst happens, a crash resulting in injury or worse. Our conversation is enlightening as it goes to a hot topic right now, AI, and how its use could impact your case. Thank you for listening. Remember that you can find links, photos, and a written transcript of the show at outspokencyclist.com. In addition to the audio version, you can view the video version on YouTube through my substack. Follow us on Facebook, Instagram, and LinkedIn. Please feel free to make any comments at outspokencyclist.com. So until next time, stay safe, stay well, and remember there is always time for a ride. Bye-bye.

Speaker 1

Thanks for joining us today on The Outspoken Cyclist with Diane Jenks. We welcome your thoughts and contributions on our Facebook page or visit outspokencyclist.com to leave a comment on any episode. We will be back next week with new guests, topics, conversations, and news in the world of cycling. Subscribe to the show in your favorite

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