

COMMUNITY DEVELOPMENT BY BIKE: EXPLORING BICYCLE FRIENDLY COMMUNITIES, COMMUNITY BIKE SHOPS, AND BIKE-BASED SOCIAL ENTERPRISE AS CD PRACTICE AND EDUCATION



Dr. Brad Olson
April 21, 2023 at 12:00pm
Barnhart 341

ZOOM OPTION
<https://uky.zoom.us/j/84293673402>



The invention of the bicycle by Karl von Drais in 1817 was a profound technical innovation at the time but its broader impacts and potential in modern times are equally impressive. While some see biking as a leisure activity for fun or fitness, others see it as affordable or alternative transportation. And some others see it as a means to greater social, economic, and environmental impact. This presentation will challenge attendees to rethink their view on biking and its relevance to community development.

In this multipart talk, Dr. Brad Olson will explore the intersection of bikes and community development, with a focus on both practice and education. The talk will begin by introducing the “Bicycle Friendly America” program through which the bicycle-friendly nature and progress of states, communities, universities, and businesses are rated using a five-point evaluation framework.

Next, he will discuss the concepts of social enterprise (business that prioritizes people and planet, not just profit) and social entrepreneurship (using market-based business approaches to address social and environmental issues), with a focus on the work and impact of community bike shops and other bike-based businesses across the U.S.

Then, Dr. Olson will discuss his own journey into bike-based social entrepreneurship and lessons learned from leading a small team of students through UK’s “Entrepreneurs’ Bootcamp 1.0” in Spring 2023. Links between social entrepreneurship and the principles and processes of community development practice will be emphasized.

The talk will conclude with an open-ended discussion of potential “next steps” for practicing bike-based community development in Lexington and across Kentucky as well as the potential to identify greater social entrepreneurship opportunities, bike-related or otherwise, for CLD students.