

An aerial, grayscale photograph of the Chicago skyline and Lake Michigan. The image is overlaid with a prominent red graphic. At the top, the word "SLOW" is written in white, bold, sans-serif capital letters on a red banner that curves to the right. Below this banner is a red silhouette of a spoked wheel. Underneath the wheel is another red banner that curves to the left, containing the word "ROLL" in white, bold, sans-serif capital letters, followed by a small "TM" trademark symbol. At the bottom, the word "CHICAGO" is written in red, bold, sans-serif capital letters, slanted upwards from left to right.

SLOW

ROLLTM

CHICAGO

Olatunji Oboi Reed
President
Slow Roll Chicago



History

Mission

Vision



Structure

Nonprofit Organization

Board of Directors

Ride Leaders

#SquadChicago



Strategy

Signature Rides

Programs

Advocacy



Barriers

Violence

Unemployment

Health

Access

Perception

Gentrification



Issue: Gentrification

Recognize this is
a Real Issue

Take Ownership

Address Directly

Community Partnerships
(Stay in our Lane)



Strategy:

Bikes as a Vehicle to Reduce Gentrification

Bikes = Gentrification:
Is this a False Choice???

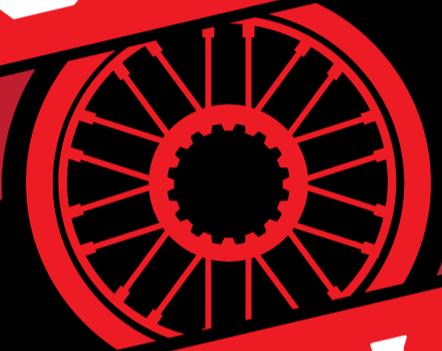
Express Community,
Culture, & Style

Connect to Bicycle Equity
& Diverse Bicycle Culture

Tell a Comprehensive
Story of Neighborhood
Transformation



SLOW



ROLL™

CHICAGO