



A Community Toolkit

Are you tired of cycling promotions that only reach the converted?
 Want to grow cycle commuting in your community?

Bike to Workshop is a one-day workshop that imparts the philosophy and mechanics of our successful BTWW model.



*Smiling Cyclist at
 BBQ - June 2006*



*Galloping Goose Trail
 crosses a side road*

Bike to Workshop Components

Following an existing program delivery structure enables much easier uptake of a successful model that can be modified to specifically meet the needs of the communities involved.

The major components included in the Bike to Workshop presentation are:

1. Capsule History of BTWW	5. Workplace Teams & Team Leaders
2. Concept of Behaviour Change	6. Mechanics
3. Event Coordination	7. Visibility
4. Earning Publicity	8. Adding Value/Partnerships
9. Making it work here (in your community) (Regional Adaptation)	

Detailed Workshop Components:

1. Capsule history of BTW Victoria

- ↪ The stages of development, from its original approach (multiple events, broad audience) to current teambased, employer-sponsored model.
- ↪ What works and what doesn't work in drawing attention to commuter cycling
- ↪ Repositioning cycling to work as a positive choice for fitness and fun.
- ↪ Process elements: multi-year effort, creative nucleus, refining program based on annual experience;
- ↪ Engaging in relationship-building among cyclists, employers, funding partners;
- ↪ Focussing on 'core business'
- ↪ Techniques that expand participation in the activity
- ↪ Identifying key audiences and targeting them for promotion
- ↪ Learning how to support behaviour change as a process, developing innovative program elements.
- ↪ Building a constituency for infrastructure change.

2. Behaviour Change

- ↪ Behaviour change continuum; necessity of 'exposure' in order to trigger change
- ↪ Role of skill in enabling change; role of course as vehicle for skill development; priority of addressing 'fear' associated with cycling in traffic—part of multi-layered approach to making cycling a 'doable' choice
- ↪ Importance of focussing on commuting versus recreational or utility cycling
- ↪ Importance of Bike to Work Skills Course accessibility (cost and time commitment)

3. Event Coordination as Core Skill

- ↪ 'Anchor' events: the 'launch'; Corporate Challenge: team participation and workplace visibility; Bike – Car race; bike support stations; wrap-up event
- ↪ Desirable skill mix includes event coordination, publicity, and teambuilding.
- ↪ Building the local event menu over time—groom and refine for impact
- ↪ Focussing (versus dispersing) energy and messaging for outcomes.

4. Earning Publicity

- ↪ Concept of 'earned media' as an objective;
- ↪ Identify media hooks within the campaign: fertile source of stories (who cycles, why, how); as a focus for infrastructure (physical, social) rollouts; as a lever to raise public expectations and recognition over time; synergy between street buzz about cycling and media receptivity.
- ↪ Canvass other concepts: 'messaging', 'message modeling'.
- ↪ Using PSAs and other free publicity vehicles.

5. Workplace Teams and Team Captains

- ↪ Why 'team' focus is essential;
- ↪ Team participation as an 'enabling' mechanism; how energy develops at workplaces (role of practicing commuter cyclists);
- ↪ Relationship building: leaders as regional sales force for BTWW,
- ↪ Importance of 'recognition';



Wrap-up BBQ - June 2006. Over 1000 burgers served!

box,

- ↪ Potential of fitness benefits to interest employers;
- ↪ ‘Fun’ versus ‘social obligation’;
- ↪ Leaders as an important market for skill development, as message bearers, as potential year round cycling “coaches.”
- ↪ Incubating participation at key employers.

6. *Mechanics of BTWW*

- ↪ Data base and tracking (systems, information management)
- ↪ Computer registration versus personal contacts
- ↪ Team categories: simplifying team formation
- ↪ Seeding rivalries within companies, sectors
- ↪ Tallying and scoring participation for reporting out; bicycle trip rate at participating worksites
- ↪ Creating an atmosphere of openness and fun: importance of prizes, value of daily draws
- ↪ Sourcing of prizes, allocating time for dealing with prizes
- ↪ Tracking participation: a) database; b) bike-station draws; c) peak-hour corridor counts. Values for tracking: new cyclists, gender; age/occupation; trip length; information about perceived barriers.

7. *Increasing Visibility*

- ↪ Importance of annual t-shirt (mobile billboards);
- ↪ Street presence: being ‘loud and proud’;
- ↪ BTWW poster as public invitation, sponsor recognition;
- ↪ BTWW signs on major routes;
- ↪ ‘Contra’ and sponsorships (print sponsorship=space for ads, access to writers); applying ‘promotion’ to campaign components (eg: marketing courses internally to employer; to team captains, etc).
- ↪ Anti-stereotypical modelling: non-lycra, non-sport, non-daredevil—disciplined on-road behaviour
- ↪ Having your demographic carry your messages

8. *Adding Value*

- ↪ Employer partnerships—potential to increase participation with employer endorsement (value of successful positive event in increasing personal satisfaction)
- ↪ Major employers as incubators
- ↪ Funding partners for traffic skills courses; UVic as an example
- ↪ Other programs: Traffic Skills courses, Bike to Workshop sessions for team captains

Cyclists waiting in the Bike Box - June 2006

Tandem riders with team members from a government office - June 2006



9. Regional Adaptation

- ↪ Identifying major employers with links to bicycle-friendly infrastructures
- ↪ Finding the cyclists
- ↪ Building incrementally, adapting what works
- ↪ Using BTWW's credibility to leverage infrastructure change (eg, racks on buses; key gaps in networks)
- ↪ Associating event with fun and fitness
- ↪ Route planning by team captains
- ↪ Access to single-day training
- ↪ Seed idea: adaptation will vary with scale of region, transport system configuration, and jobs/home distribution
- ↪ What would be useful in adapting BTWW to your region?

Contact:

Stephanie Johnson
Event Coordinator
Bike to Work Victoria
250-920-5775
stephanie@biketoworkvictoria.ca
www.biketoworkvictoria.ca



Celebration stations include prize draws, t-shirts, free food and other goodies. June 2006

