

Bike to Work Week

2019 survey results – Central Okanagan Bike to Work Week



Purpose of survey

- ▶ To understand what motivates participants, what they like about the event, and how the event could be improved
 - ▶ Results will inform planning of future events including communication and outreach efforts, celebration stations, and prizes offered.
- ▶ Bike to Work Week is held each year to encourage residents to use their bike as a sustainable mode of transportation
- ▶ Note that the survey did not specifically seek feedback on Bike to School Week.

Survey method

- ▶ Open to the public October 1-21, 2019
- ▶ Online survey hosted on getinvolved.kelowna.ca
- ▶ Opt-in, open method = not statistically significant
 - ▶ Results are qualitative collection of opinions and perceptions of interested or potentially affected individuals
- ▶ 98 responses
- ▶ Promoted via news release, e-subscribe, social media, regional partners, and smartTRIPS.ca

Survey topics



Motivational factors to participating



Team leader experience



Celebration stations



Prizes



Communication preferences

Who we heard from



**biketowork.ca
registrants**

99% registered
online & **94%** logged
their trips online



**Team
leaders**

28% participated as a
team leader



**Celebration
station attendees**

94% attended a
celebration station in 2019



**2019
participants**

92% participated in
spring 2019 Bike to
Work Week

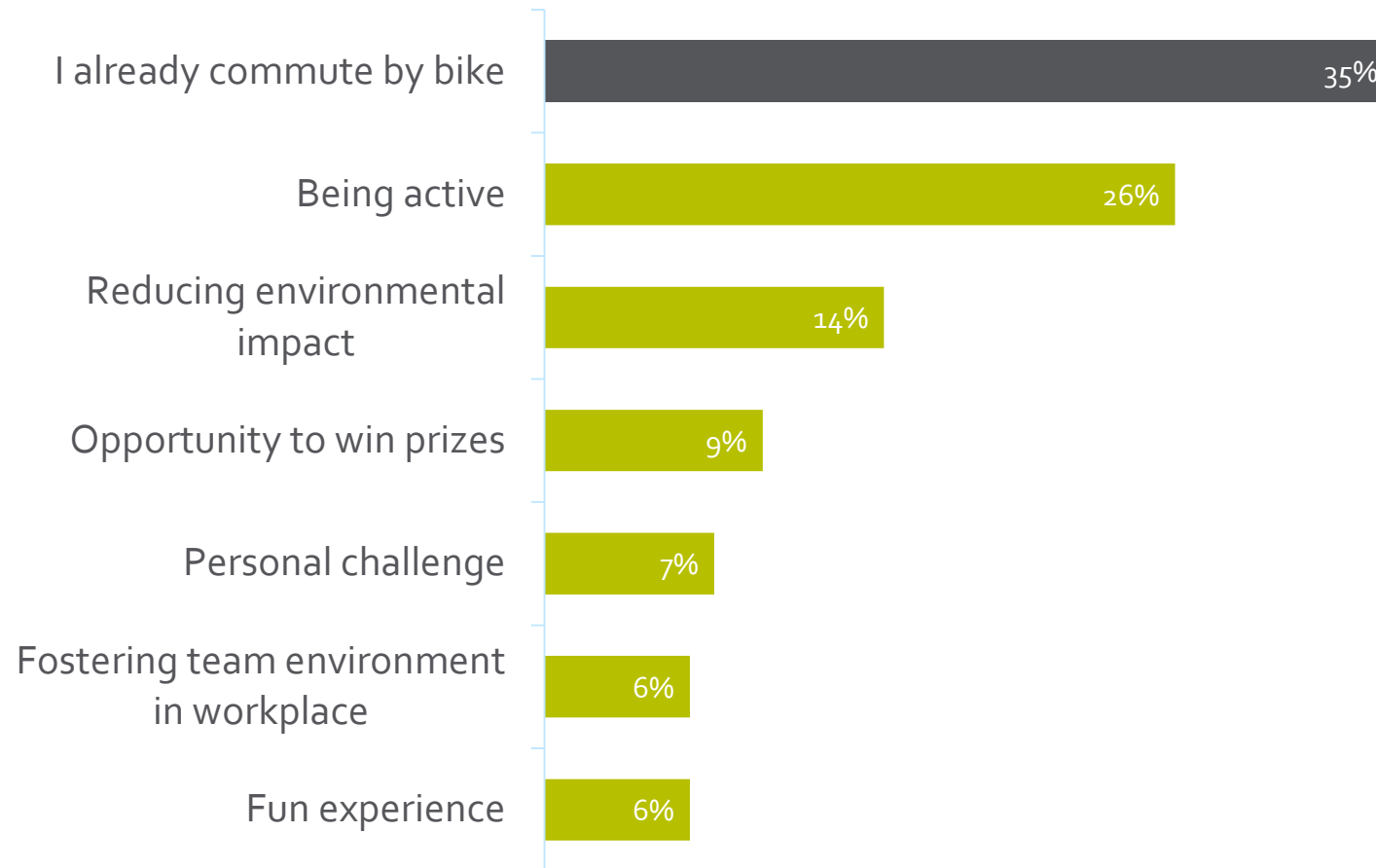


**98
people**

Total survey
respondents

Top motivator to participate

Question: What is the top motivator for you to participate in Bike to Work Week? (select best option)



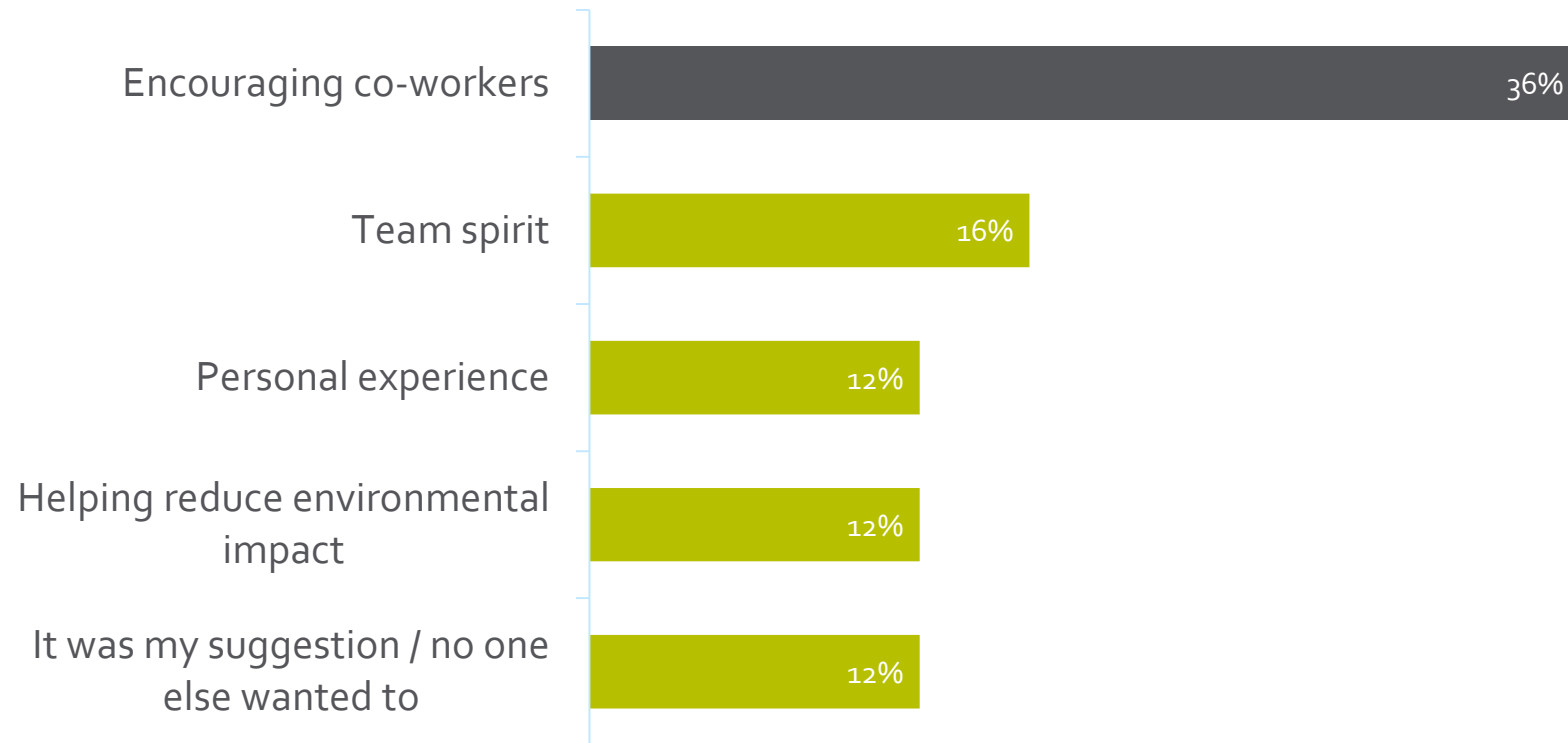
I ride almost daily.

- Participant



Reasons to volunteer as team leader

Question: "Why do you volunteer as a team leader?" (open ended)



“

I enjoy motivating my co-workers to take the green commute to work.

- Team leader ”

“

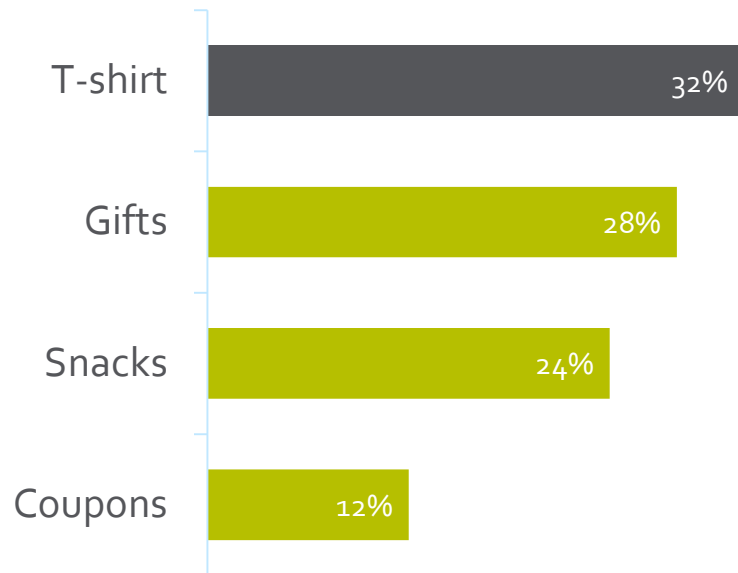
I like the team aspect...we have people coming from various areas of the city...I cycled each morning to meet a team member at various celebration stations.

-Team leader

”

Team leader meetings & kit

Best part of team leader kit:



Questions:

- How helpful do you find the team leader meeting? (very helpful, somewhat helpful, not very helpful, I didn't attend, extremely helpful, not at all helpful)
- How valuable do you find the team leader kit content? (1=not at all valuable, 5=very valuable)
- What is the best part of the team leader kit? (Select one)



Meeting attendance rate:
40%



Meeting helpfulness:
Somewhat-very helpful (60%)



Value of team leader kit:



Tools to help team leaders

Question: Are there other tools that would help you be a better team leader? (open ended)



Communication

Improve communication with team leaders



Team leader kit

Include more gifts & swag that are shareable, bike-related and eco-friendly



T-shirt

Provide t-shirts that are more likely to be worn (e.g. re-design)

Other recommendations: provide print copies of passport & bike route map in kit

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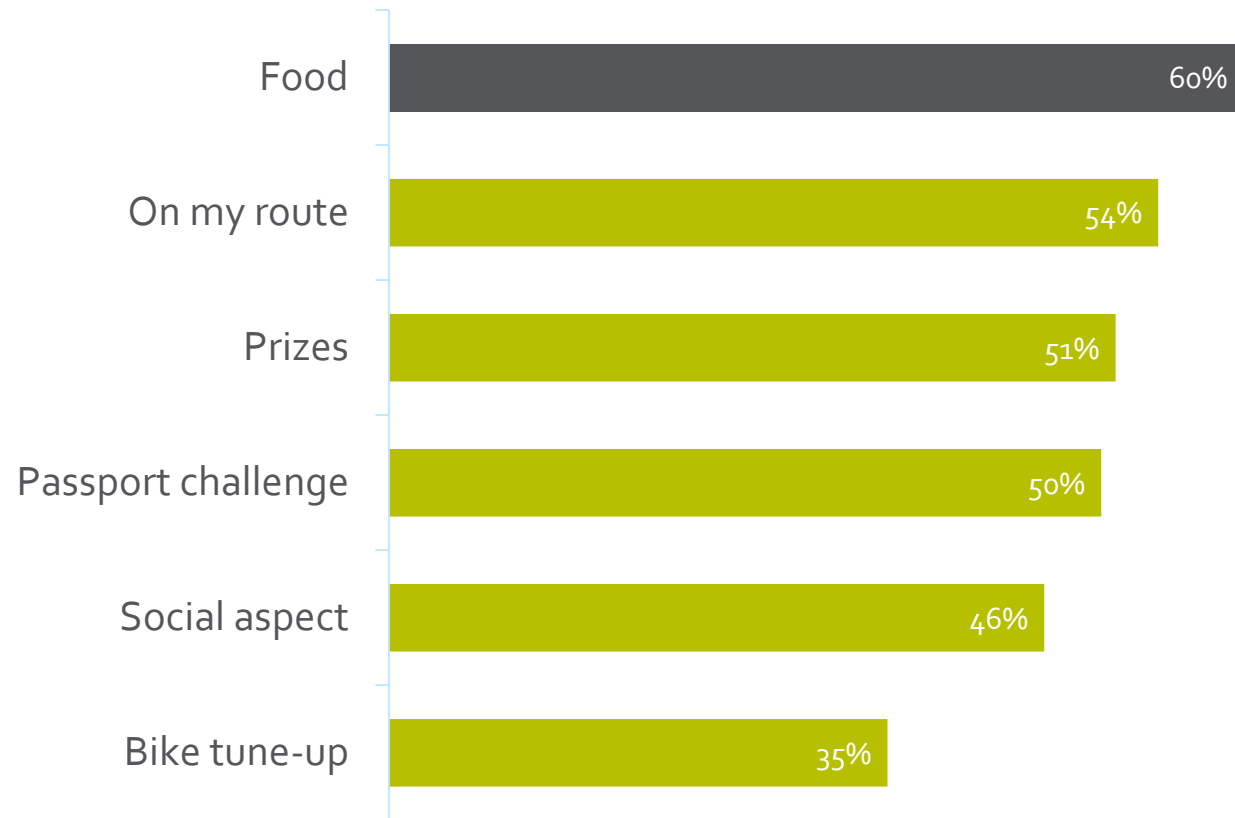
I take the team leader kit and use it for draw prizes for those that participate. So more little items (snacks/tea) would be appreciated.

-Team leader

”

Reasons to attend celebration stations

Question: Why do you attend the celebration stations? (Select all that apply)



Improving celebration stations

Question: What could be improved at Bike to Work Week celebration stations? (open ended)



Time & location

Re-assess times & locations, offer more locations



Communication

Improve communication about celebration station details



Food

Offer more food sponsors/vendors at stations

Other recommendations: More prizes; simpler prize entry process; more school stations; more kids games; prizes for first-time riders; more bike-related and eco-friendly swag

“

The celebration stations are really well done. Only suggestion is to place them on routes that are easier to get to...for example at the end or junction of a bike trail.

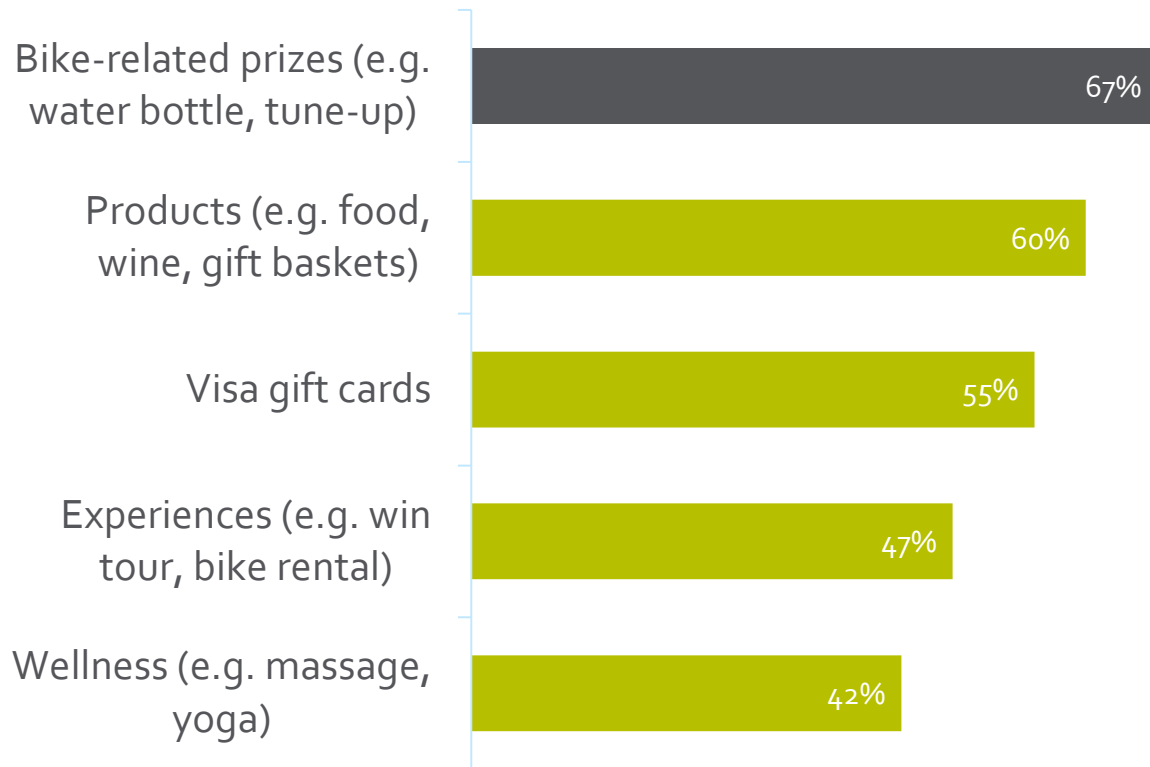
-Participant

”

Prize impact on participation

Questions: What type of prizing motivates you? (select all that apply); How much does the daily bike giveaway motivate you to participate in Bike to Work Week? (5 = very important); How much does the provincial grand prize cycling trip motivate you to participate? (5 = very important)

Prizes that motivate participation



Provincial grand prize motivator rating:

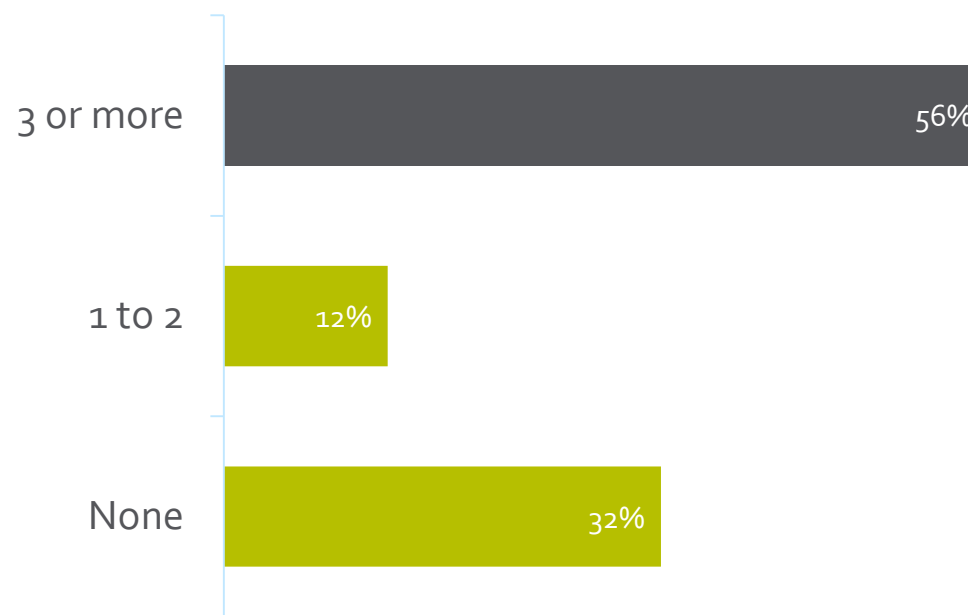


Daily bike giveaway motivator rating:



Sponsorship awareness

Respondents were asked to **name three** event sponsors of 2019 Bike to Work Week.



Communication

Questions: What is your preferred communications tool to receive information regarding Bike to Work Week (select top choice); How do you find the frequency of the e-newsletter? (select one); What information do you like to receive during Bike to Work Week? (select all that apply)



Preferred channel

1. **e-newsletter (85%)**
2. Social media (11%)
3. smartTRIPS website (3%)



Frequency

1. **About right (85%)**
2. Too frequent (6%)
3. Not frequent enough (5%)



Preferred information

1. **Look-ahead to next day (95%)**
2. Daily prize winners (73%)
3. Daily recap (70%)

4% of respondents did not receive the e-newsletter

Suggestions to improve communication

Question: How can Bike to Work Week communication be improved?



Content

- Share donation opportunities & results
- Report back on accomplishments
- Share information about kids programs/supports
- Share information about active transportation benefits & safety
- Simplify content



Website

- Improve content of and connection between smartTRIPS and GoByBike websites
- Improve trip logging process



Frequency

- Maintain daily updates
- Send fewer updates in the months ahead
- Decrease frequency of updates
- Provide more advance notice of daily events



Media coverage

- Significantly increase media coverage before event



Social media

- Increase social media presence and participant engagement

Other: be more inclusive of municipal partners, share printable promotional material, share daily updates as infographic

Key findings

- ▶ **Top motivators to participate:** already commute by bike & being active
- ▶ **Top motivators to volunteer as team leader:** encouraging co-workers & team spirit
- ▶ **Team leader meetings:** rated as somewhat to very helpful
- ▶ **Team leader kit contents:** t-shirt is the best part
- ▶ **Top motivator to attend celebration station:** food
- ▶ **Suggestions for celebration station improvements:** reassess times & locations, improve communication, offer more food options
- ▶ **Prizes that best motivate participation:** bike-related prizes
- ▶ **Importance of major prizes on motivating participation:** somewhat important
- ▶ **Sponsorship recollection:** more than half of respondents recalled names of three or more sponsors
- ▶ **Communication:** frequency is about right, e-newsletter channel is preferred, and content could use some minor changes/improvements





For more information
about Bike to Work Week
in the Central Okanagan,
visit smartTRIPS.ca.