

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

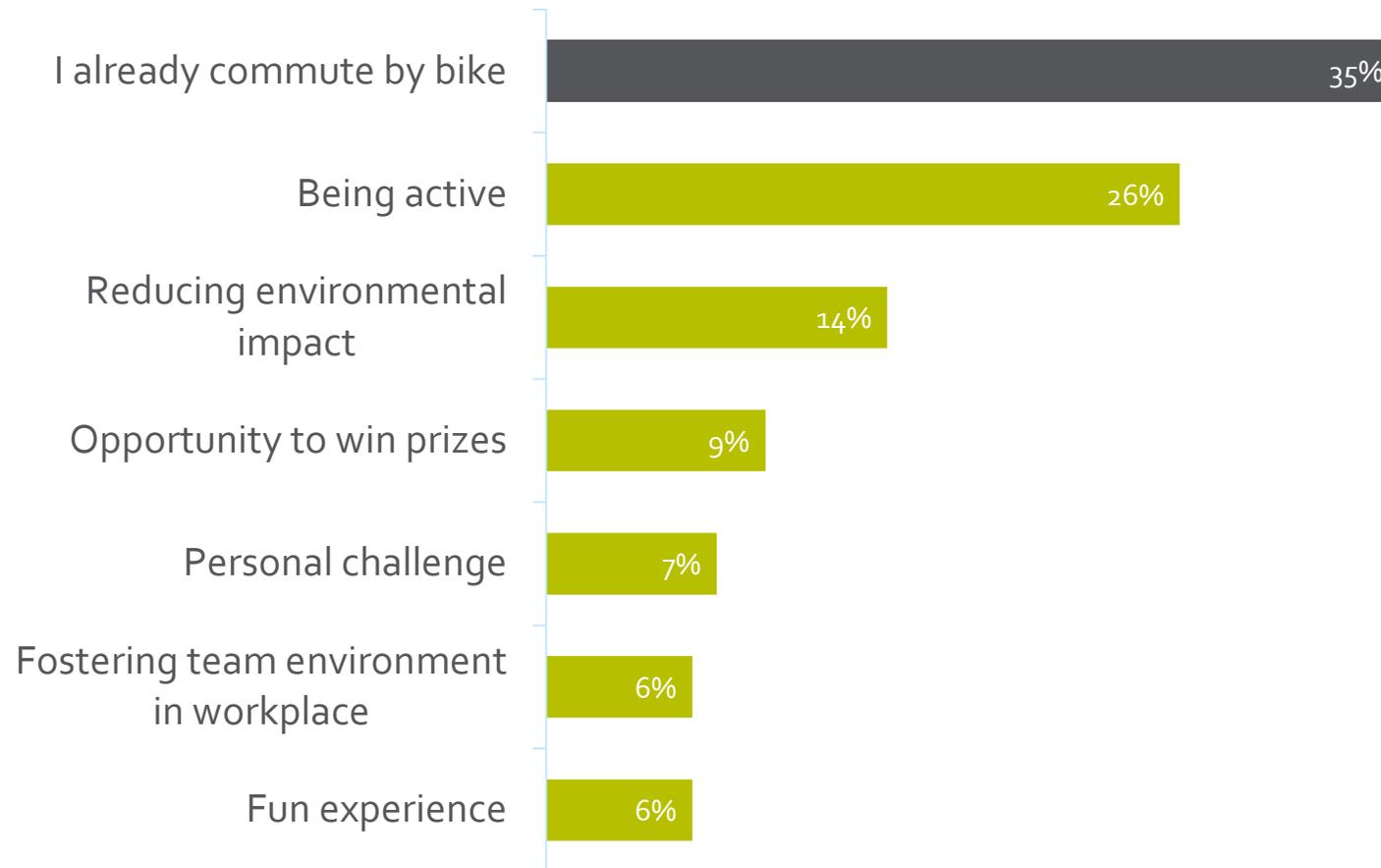


**98
people**

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)



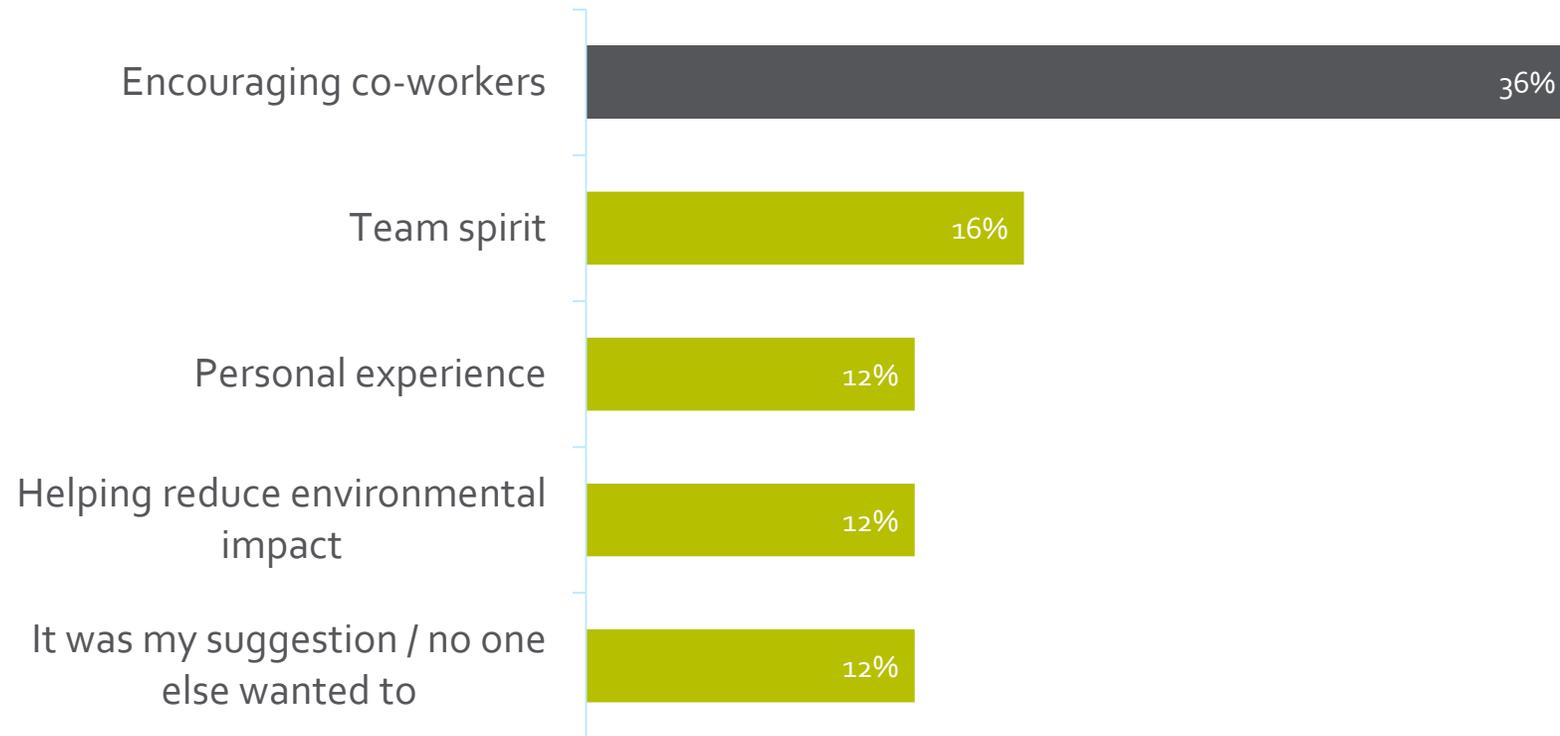
I ride almost daily.

- 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 ”

“

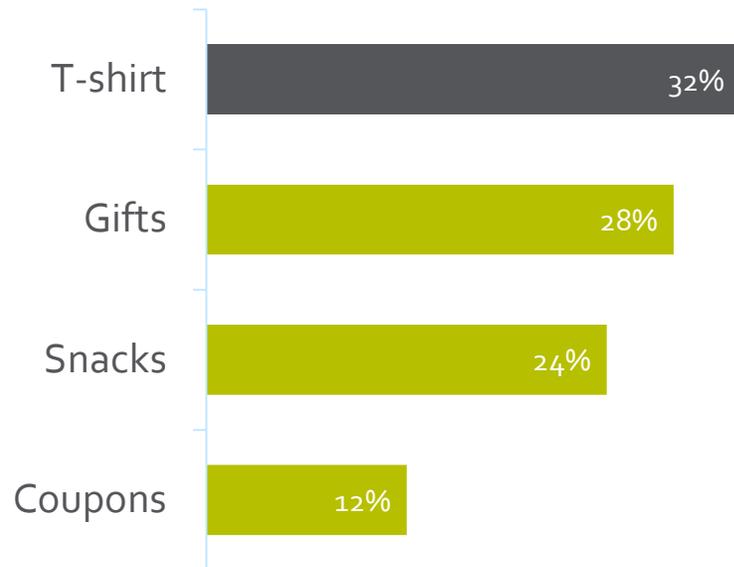
I like the team aspect...we have people coming from various areas of the city...I cycled each morning to meet a team member at various celebration stations.

-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

“

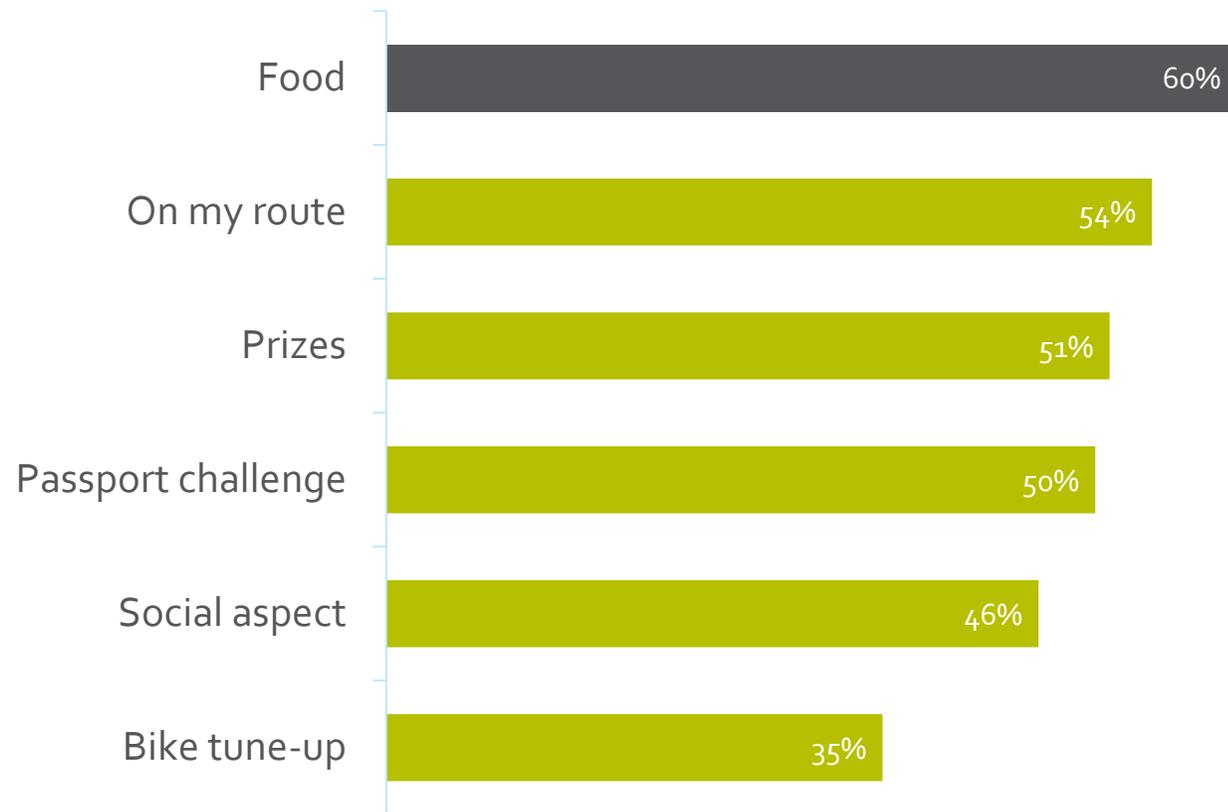
I take the team leader kit and use it for draw prizes for those that participate. So more little items (snacks/tea) would be appreciated.

-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.

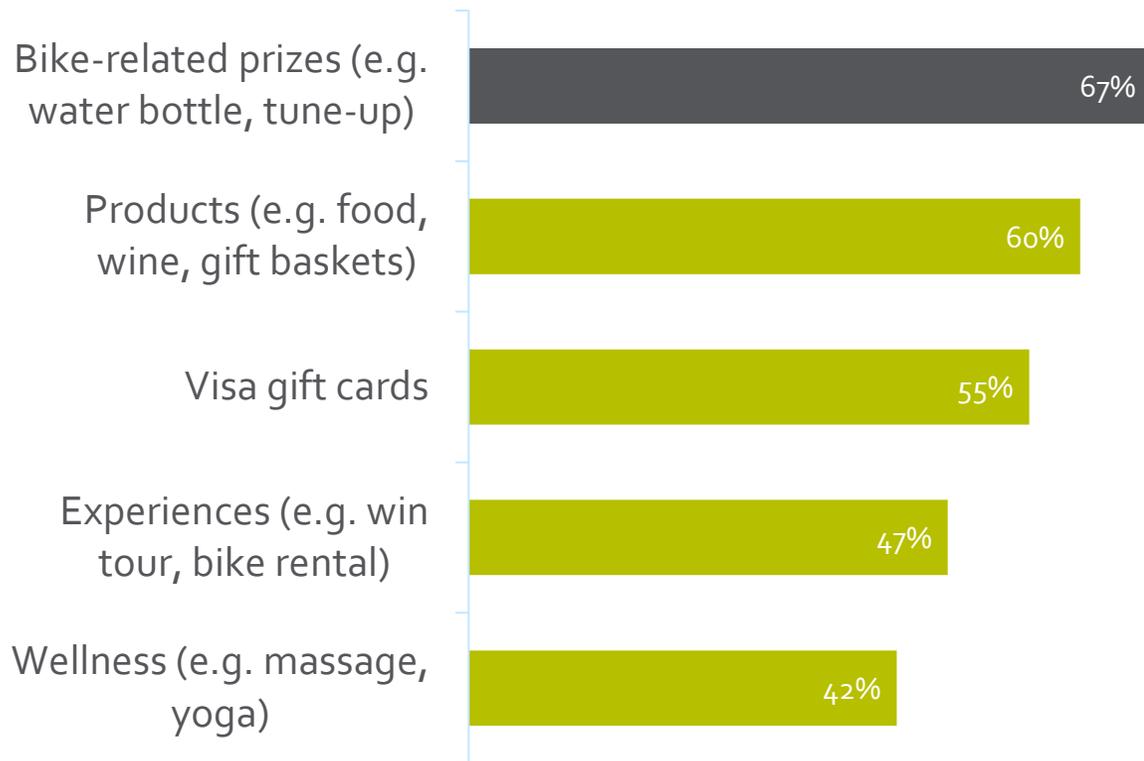
-Participant

”

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:

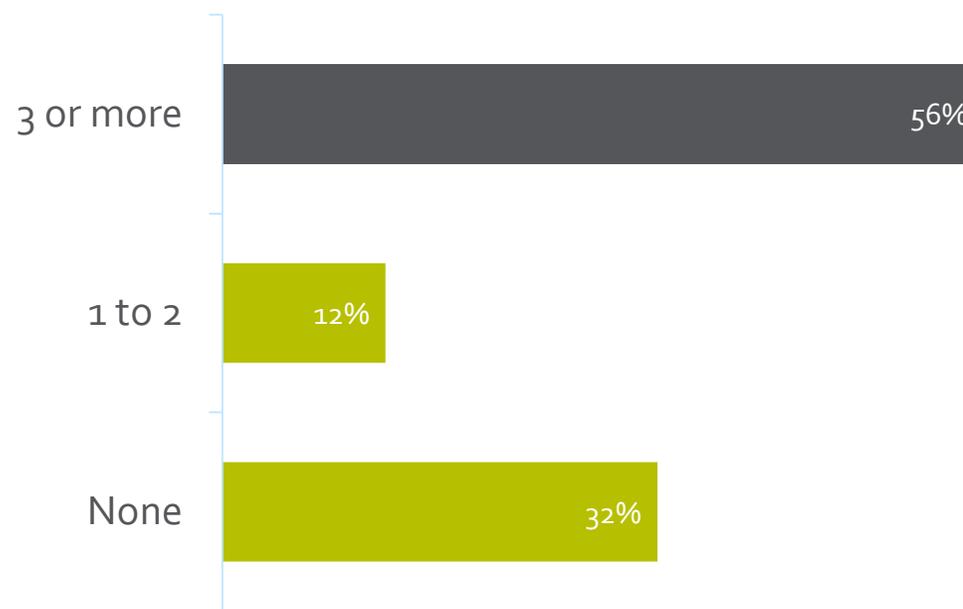
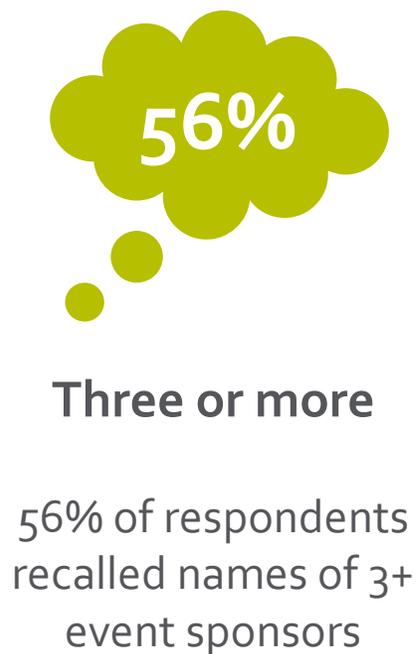


Daily bike giveaway motivator rating:



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.