



Reporting on a project to build sustained participation in cycle commuting in NZ

Pinnacle Research & Policy Ltd
Cycling Advocates' Network

What is *Bike Now*?

Bike Now is a national bike-to-work research project commissioned by Land Transport NZ that aims to:

1. Provide support & resources to encourage people to cycle to work
2. Investigate reasons why people would not/never ride to work

Interventions focused on overcoming misperceptions about cycling generally; personal safety & security concerns, lack of confidence, etc.



Bike Now interventions available:

- Bike buddying
- Bike bus
- Cycle skills training workshop
- Installation of secure parking at the worksite
- Cycle fleet at the workplace for personal or work use
- “give it a go” – short term rental of bikes to employees



Possible workplace actions:

- Providing a “guaranteed ride home” for emergency
- Car or taxi chits available for attending off-site work meetings
- Negotiating access to or installing showers &/or clothing lockers in or near workplace



Who's involved?

- Three *Bike Now* facilitators; 3 cycle skills trainers; CAN members
- Potentially 17,000+ staff at ≈40 worksites, representing about 30 organisations, in Auckland, Wellington, Nelson/Marlborough
- Minimum number of staff per location is 15, ranging up to a few thousand employees
- Hospitals; city/district council offices; private sector (manufacturing & services); central government agencies



Bike Now resource material developed

- Phase I (recruitment to reporting of first survey): manual for facilitators
 - Scripts for calls & presentations
 - Templates for emails, flyers, survey reports
 - Text for articles in staff bulletins & newsletters
- Phase II (implementation): process manual for facilitators
- ‘Best practice’ guidelines for interviews
- Training manual for cycle skills workshops



What have we done so far with our businesses?

- Enrolled a CHAMPION in each organisation
 - Initial contact through Bikewise Business Battle
 - Then word-of-mouth
- Launched *Bike Now* project to the worksite
- Invited staff, via email, to complete an 5-10 minute on-line survey
- Reported the survey results to the champion
- Working with champion & their support to implement initiatives that staff have shown interest in.



Purpose of the first survey

- to identify employees interested in particular interventions
- to establish baseline travel behaviour, including mode use
- attitudes for evaluation .



First survey results

- 3,652 'valid' respondents (21%) in 34 worksites have completed first survey
- 17 of these had >50% response rate
- 100 respondents stated that a long-term illness or disability prevented them from riding a bike
- 35% (n=1266) respondents did not have a bike available to use



Stages of change for cycling

Would you...	Frequency	Percent
Not even consider cycling to work	1287	35.2
Sometimes think about cycling to work but never actually do it	754	20.6
Think seriously about the pros and cons of cycling to work but rarely do it	454	12.4
Cycle to work on some occasions	387	10.6
Cycle to work about half the time	261	7.1
Almost always cycle to work	409	11.2
Total	3552	97.3
Missing (people with illness/disability)	100	2.7
Total	3652	100.0

Experienced cyclists offering assistance



- 126 offered to be 'bike buddies'
- 67 offered to lead a bike bus
- 403 declined to be involved

Non-cyclists' response (1)

Action	Number of people	
If I could join a BIKE BUS	297	8%
If there was secure PARKING for bikes at work	838	23%
If I could attend a BIKE-TO-WORK SKILLS COURSE	379	10%
If an experienced ' BIKE BUDDY ' could help me get started cycling to work	225	6%
If I had help planning a safe / quiet route to ride to work.	503	14%
If I knew what to do if I had a puncture or other problems with my bike (how to fix it or where to get it fixed)	473	13%

Non-cyclists' response (2)

Action	Number of people	Percent
Would definitely use CYCLE FLEET to go to meetings or run personal errands	826	23%
If I could rent a bicycle and other cycling equipment to "give it a go"	317	9%
If I knew a car or (free) taxi fare was available to use for emergencies during work hours	585	16%
If I knew a car or taxi fare was available to use to see clients / attend meetings during work hours	279	8%
If I had access to showers and clothing lockers at or near my workplace	1027	28%

Why 'nothing would encourage me to cycle to work' ...

Too many hills between home and work	19%
Often have other stops on way to or from work (shopping, children, etc)	17%
Too much traffic on the roads	12%
Not fit enough to cycle	9%
Need my car at work during the day	5%
Too old for cycling	5%
Other (verbatim): live too far away; weather/too cold; already walking; etc.	29%



BIKE NOW

Implementation



Strategies

- Meeting with staff to go over survey results and encourage volunteers to help with implementation of particular initiatives
- Pairing buddies via email, meetings, flyers
- Developing action plan (using *Bike Now* template)
- *Bike Now* 'global distribution lists'
- Promotion at on-site functions, eg 'health fair'



Hospital staff get on their bikes

By [ROSE DALY](#) - The Marlborough Express | Friday, 21 September 2007



ON YOUR BIKE: From left, nurses Chris Borrie, Jane Macfarlane, Chris Downs and Marion Vercoe test drive the new hospital bike fleet.

After the implementation...

- Ongoing support from facilitators to keep *Bike Now* present in the workplace
- 2 post-implementation surveys planned
 - February 2008
 - May 2008
- Telephone-based interviews with some champions to identify what worked/did not work
- Revise resource materials & prepare report (June 2008)

