

Bike to Work Day & *Get Rolling* Campaign
Assessment Report

Summary of Findings and Recommendations

Prepared for
Alameda County Transportation Commission
(Alameda CTC)



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DRAFT 12/13/11

Project Goal

To assess the effectiveness of the *Get Rolling* advertising campaign and Bike to Work Day in 2010 and 2011, as well as explore ways to encourage bicycle commuting over the long term.



Methodologies

Residents surveys:

- ▶ Representative telephone surveys of adult residents of Alameda County
- ▶ Random-digit-dial methodology; both landline & cellular phones
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Survey conducted in English, Spanish and Cantonese
- ▶ Oversample used to capture adequate interviews from Eastern portion of County, results weighted to reflect true population distribution
- ▶ 2011 survey conducted June 20-26, 2011
 - ▶ 402 completed interviews, margin of error \pm 4.9 points
- ▶ 2010 survey conducted Nov. 30 – Dec. 5, 2010
 - ▶ 400 completed interviews, margin of error \pm 4.9 points

Bicyclists surveys:

- ▶ Web survey of bicyclists in Alameda County
- ▶ Survey link was broadcasted to a variety of on-line lists and forums, including the EBBC listserv, Team Bike Challenge & Bike to Work Day 2011 participant lists, and local bicycling shop and group lists.
- ▶ Respondents self-selected
- ▶ 2011 survey open July 26 – Aug. 25, 2011
 - ▶ 679 completed interviews
- ▶ 2010 survey open Dec. 7, 2010 – Jan. 17, 2011
 - ▶ 656 completed interviews

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis. Please note that due to rounding, percentages may not add up to exactly 100%

Alameda County Map and Planning Areas





Key Findings: Summary

Bicycling in Alameda County

- ▶ About half of Alameda County residents have access to a working bicycle; 20% report riding at least once a week.
- ▶ Health benefits are the most compelling reason to ride both for county residents and bicyclists, along with environmental benefits, reduced energy usage, air quality improvements, and reduced greenhouse gas emissions.
- ▶ The safety of riding a bicycle is a top concern for many current and would-be bicyclists, particularly riding with cars on roadways. Trip distance is also an issue for many.
- ▶ Improvements that help people feel safer riding are the most attractive, either by making it safer to ride with cars on the road, or giving more options to ride away from cars. Secure bicycle parking also ranks near the top of the list for potential improvements.

Bike to Work Day

- ▶ Awareness of Bike to Work Day is high: 72% of adult residents, and 89% from the bicyclists' web survey.
- ▶ Two percent (2%) of county residents, and 74% from the bicyclists' web survey report participating in Bike to Work Day 2011; one in ten residents report ever participating.
- ▶ One in three BTWD participants from the bicyclists' web survey would have driven a car alone that day if it were not BTWD.
- ▶ Employers, coworkers, and local bicycling organizations are the main sources of information about Bike to Work Day. Those residents whose employers generally support bicycling to work report a higher level of participation in BTWD than those who have less supportive employers.
- ▶ One quarter (27%) of BTWD participants from the bicyclists' web survey ride their bicycles more often since participating.

Team Bike Challenge & Walk and Roll to School Day

- ▶ Nearly half of bicyclists who participated in the Team Bike Challenge did so due to workplace support or peer relationships.
- ▶ Fifteen percent (15%) of past participants who did not participate in TBC in 2011 couldn't find a team/teammates.
- ▶ One third (35%) of TBC participants from the bicyclists' web survey ride their bicycles more often since participating.
- ▶ One in five adult county residents have heard of Walk and Roll to School Day; one in ten report having participated.

Advertising Campaign

- ▶ In a survey taken about one month after BTWD 2011, 4% of adult county residents and 13% from the bicyclists survey recall the *Get Rolling/Ride Into Life* advertising.
- ▶ Four out of five (81%) of those from the 2011 bicyclists survey who had seen the ads thought they were about encouraging bicycling.
- ▶ A majority of bicyclists find the ads effective upon viewing them in the survey; the image that shows a bicyclist riding past a gas station with high gas prices was the most compelling.



Segmentation of Bicyclists and Potential Targets

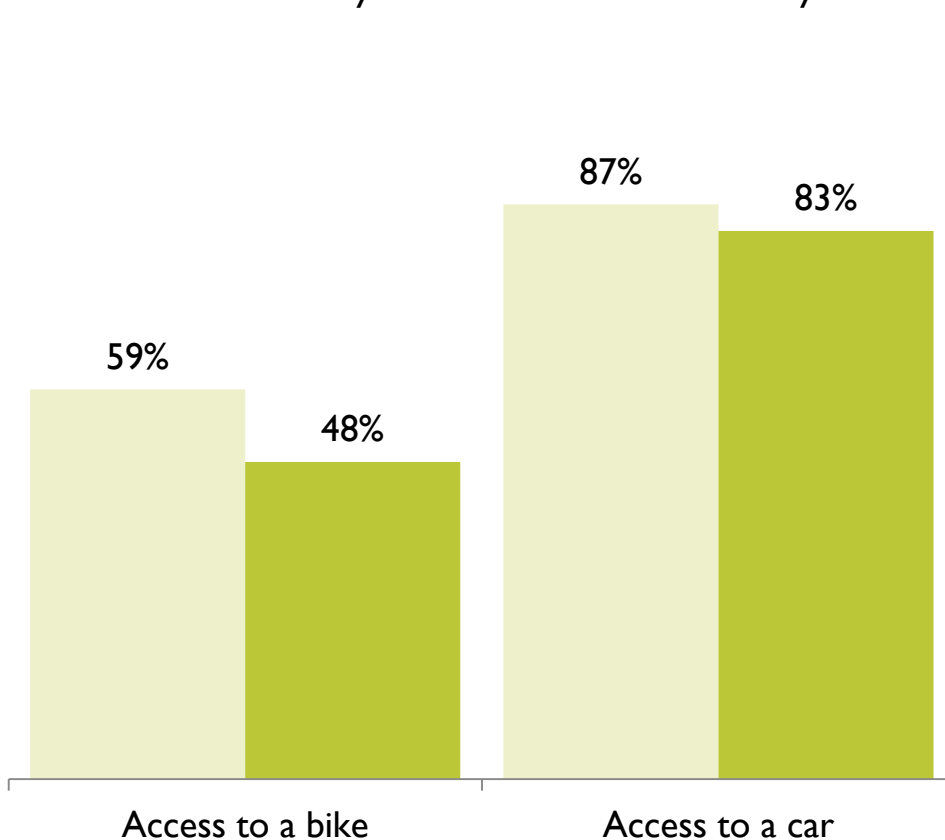
- ▶ While encouraging bicycling as a means of transportation for all residents and workers in Alameda County is a goal, several potential bicycling groups were identified for future targeting as having the highest potential for increasing bicycle ridership:
 - ▶ Those who ride bicycles as transportation occasionally, but are not in the highest ridership group (9% of adult population). These are generally solo drivers who are most concerned about safety issues and ride logistics (like weather, secure bicycle parking, and showers), and are most likely to be Caucasian, male, and living in North County.
 - ▶ Those who frequently ride recreationally, but do not use their bicycles as a mode of transportation and do not rate many barriers as obstacles to riding (10%). This group also tends to drive alone most often, with safety and distance to travel ranking highest on their list of concerns. This group is disproportionately male and living in East Alameda County.
 - ▶ Those who believe it would not be difficult to replace at least one car trip per week with bicycling (21%). This group equally cites safety concerns and difficulty as reasons they don't ride more often as transportation. This group is equally split between men and women, and they tend to live in North or Central County.



Key Findings: Bicycling in Alameda County

Half of county residents have access to a bicycle; most have access to a car

■ Residents Survey 2010 ■ Residents Survey 2011



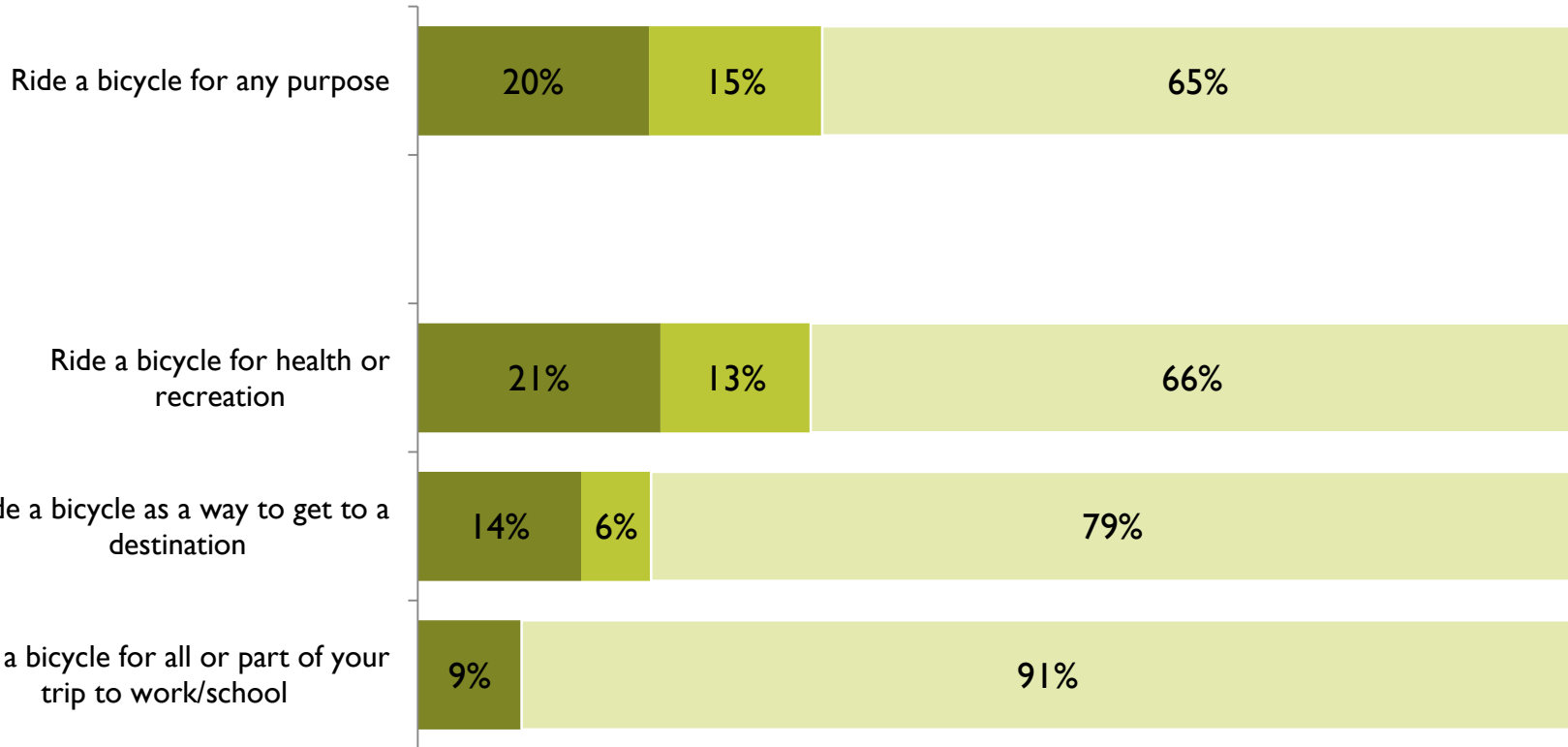
Access to...	Residents Survey 2010	Residents Survey 2011
Both a bike and a car	53%	44%
Only a bike	7%	4%
Only a car	34%	39%
Neither	7%	13%

One in five ride a bicycle at least once a week, with more riding for health or recreation than for other purposes

(Residents) In general, how many days per week would you say you...

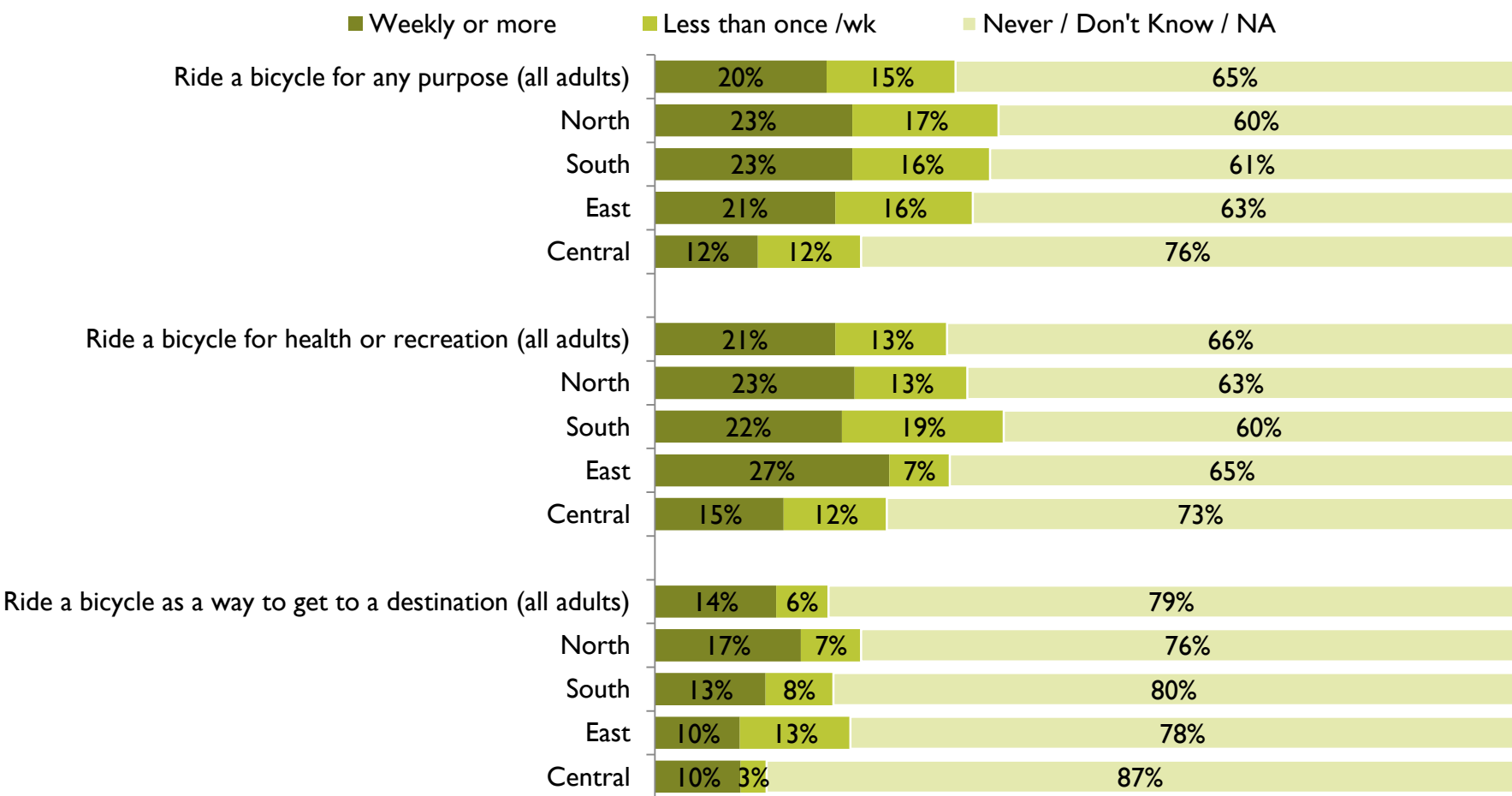
(IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

■ Weekly or more ■ Less than once /wk ■ Never / Don't Know / NA



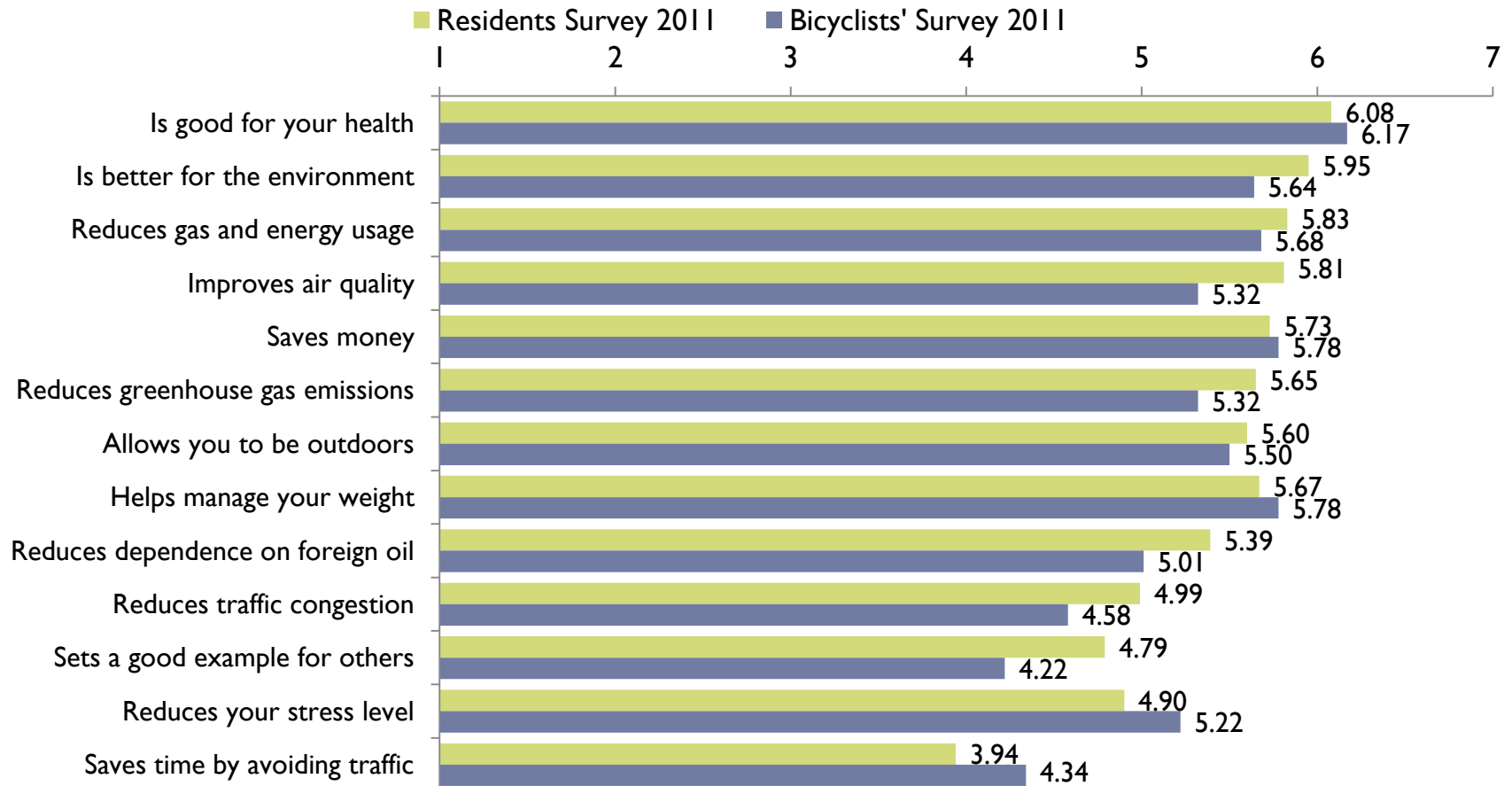
East County residents are most likely to ride at least once a week for health and recreation; North County residents are the most frequent users of bicycles as transportation

(Residents) In general, how many days per week would you say you...



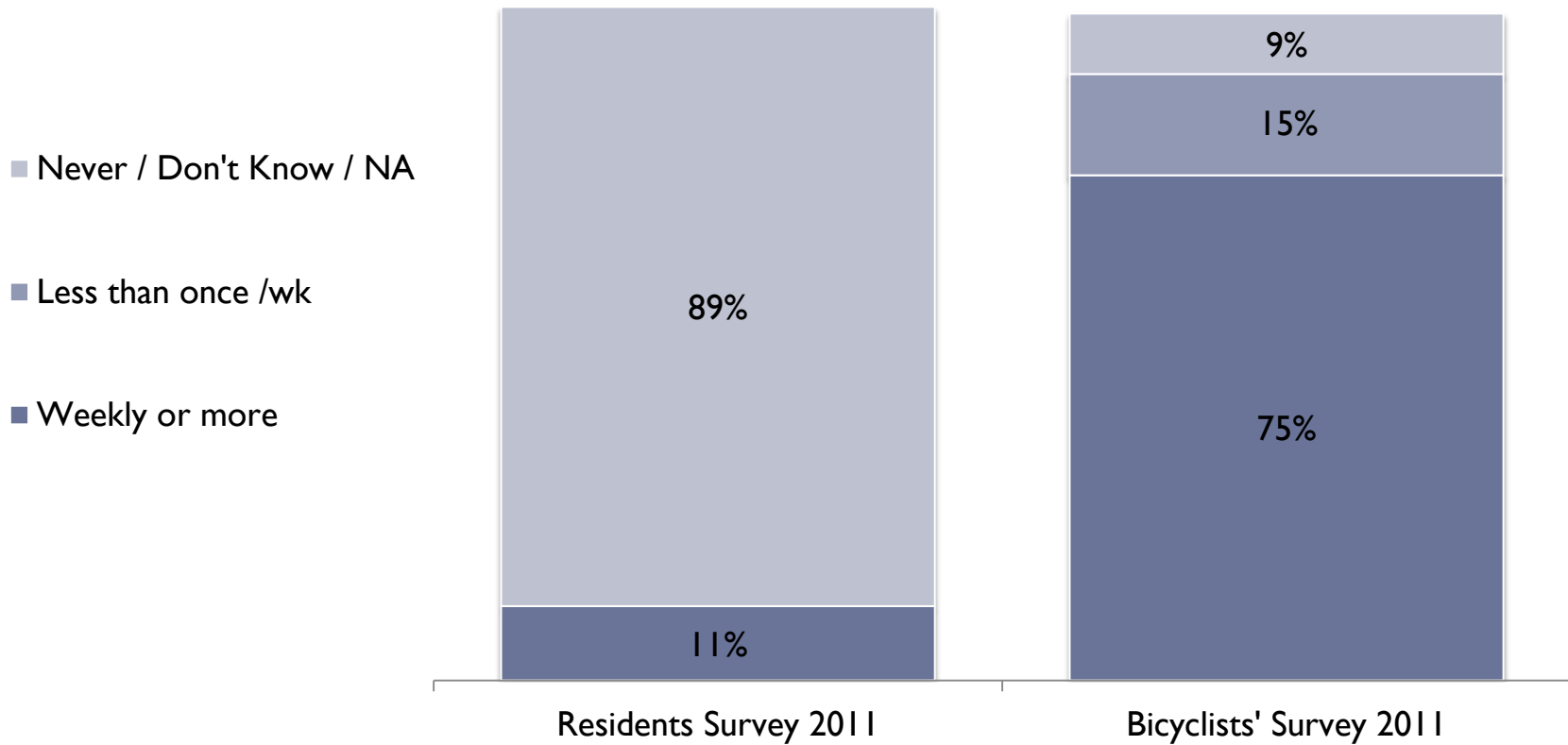
Health benefits are the most compelling reasons to ride for both residents and bicyclists

I'm going to read you a list of reasons some people ride their bicycles as a form of transportation. After each one, on a scale of 1 to 7 please rate how convincing that reason is to ride a bicycle as a form of transportation, where **1 means not at all convincing, and 7 means very convincing.**



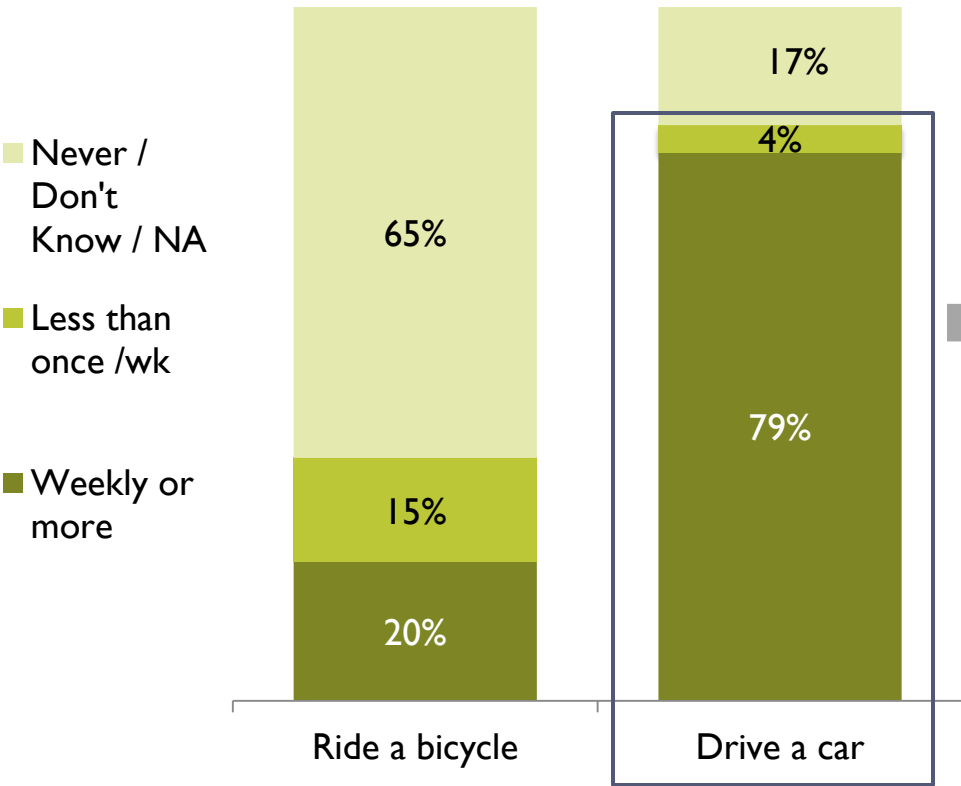
One in ten Alameda County residents report that they ride their bicycle for at least part of their trip to work once a week or more

In a typical week, how many days would you say you ride your bicycle for all or part of your trip to work, if at all?



A quarter of those who drive (21% of entire adult population) say it would NOT be difficult to switch to biking as part of a trip

(Residents) In general, how many days per week would you say you...



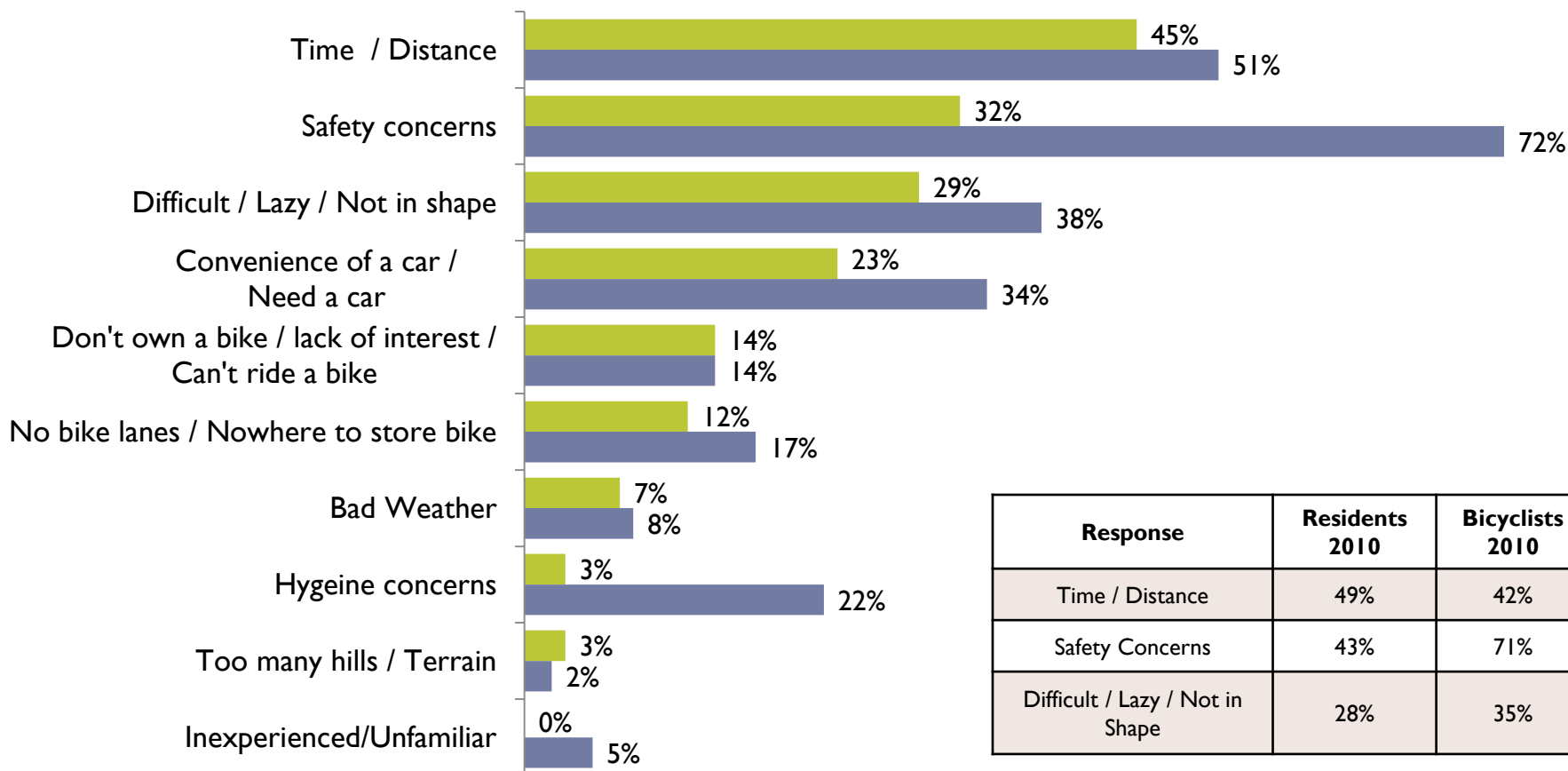
(Residents) Thinking about all of the trips you take in a car each week, how difficult would it be to instead ride a bicycle for at least one of those trips? Would it be...

Difficulty Level	n=334
Very Difficult	55%
Somewhat Difficult	19%
Not Very Difficult	11%
Not At All Difficult	14%
Don't Know / NA	1%

In an open-ended question, the safety of riding a bicycle is a top concern for many current and potential bicyclists; amongst adult residents, time and distance eclipse safety concerns

Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**Open-ended – Accept up to 3 responses**)

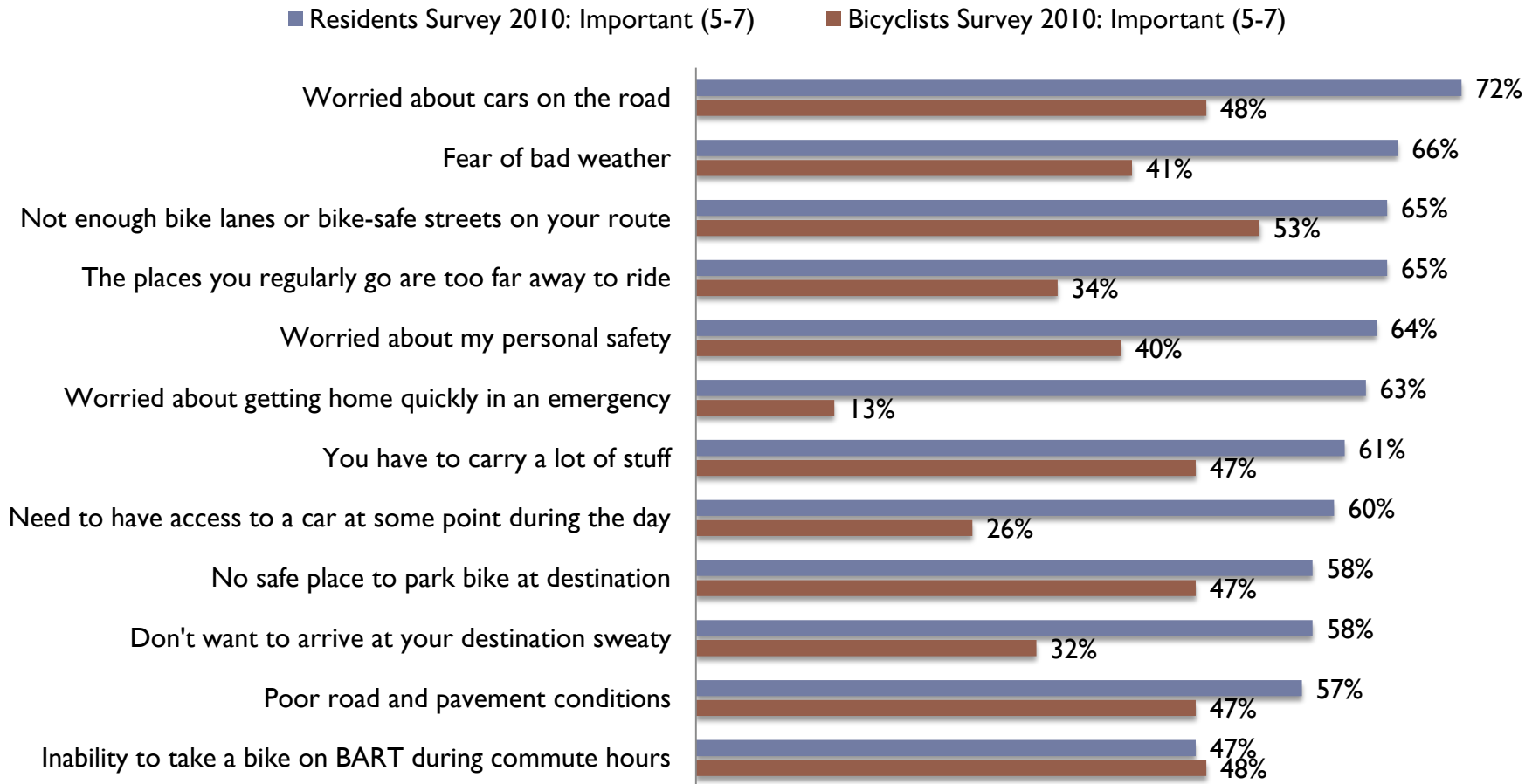
■ Residents Survey 2011 ■ Bicyclists Survey 2011



Response	Residents 2010	Bicyclists 2010
Time / Distance	49%	42%
Safety Concerns	43%	71%
Difficult / Lazy / Not in Shape	28%	35%

Concern about riding with cars on the road ranked at or near the top for residents and bicyclists in 2010

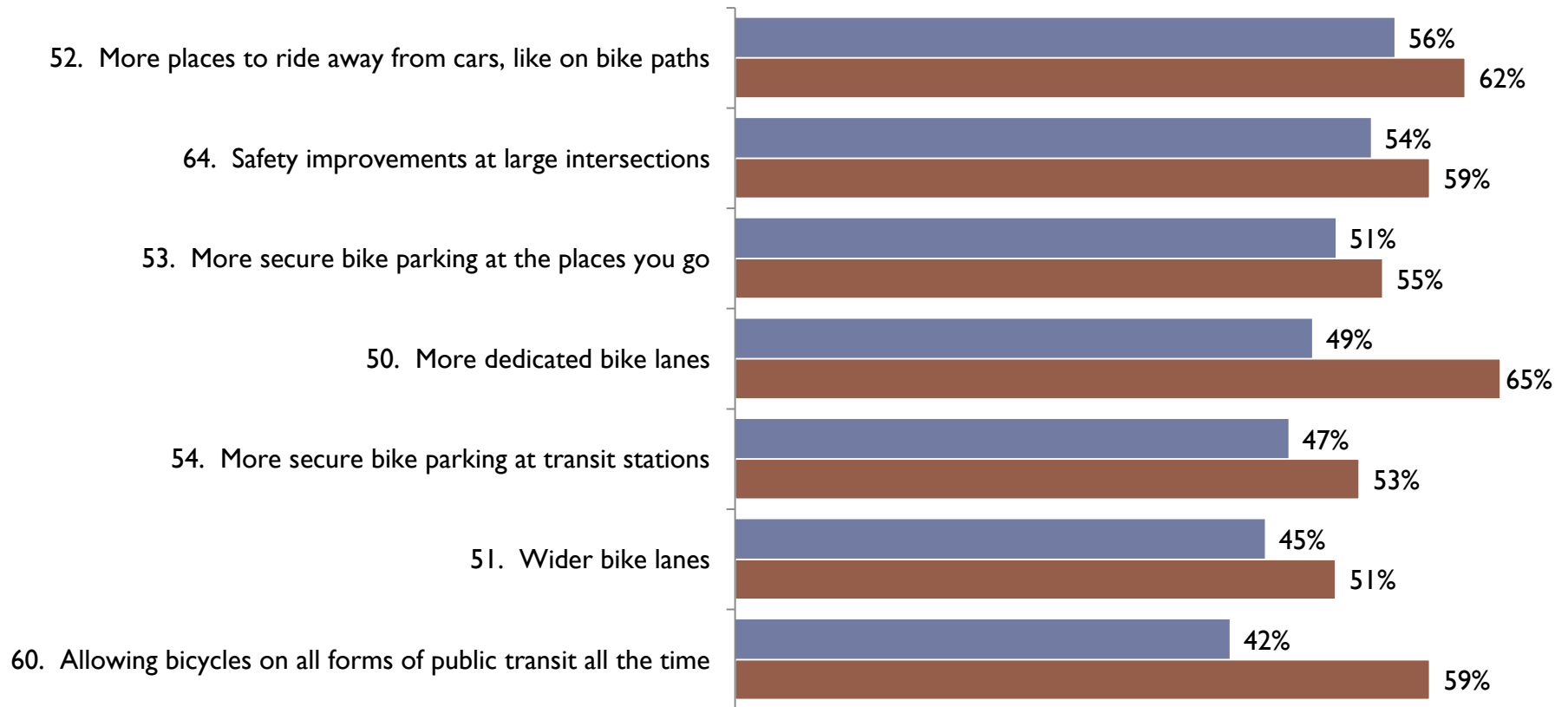
Whether or not you regularly ride your bicycle to get where you are going, please indicate how important of a factor each of the following is for you personally when considering riding a bike. Please rate on a scale of 1 to 7, 1 being Not Important & 7 being Extremely Important.
(Top responses)



Riding safety and parking improvements are the most appealing improvements to encourage riding

Following is a list of things that might make it easier for people to ride their bicycles as transportation. For each, please indicate if it would make you more likely to ride your bicycle more often for transportation. **(Top responses)**

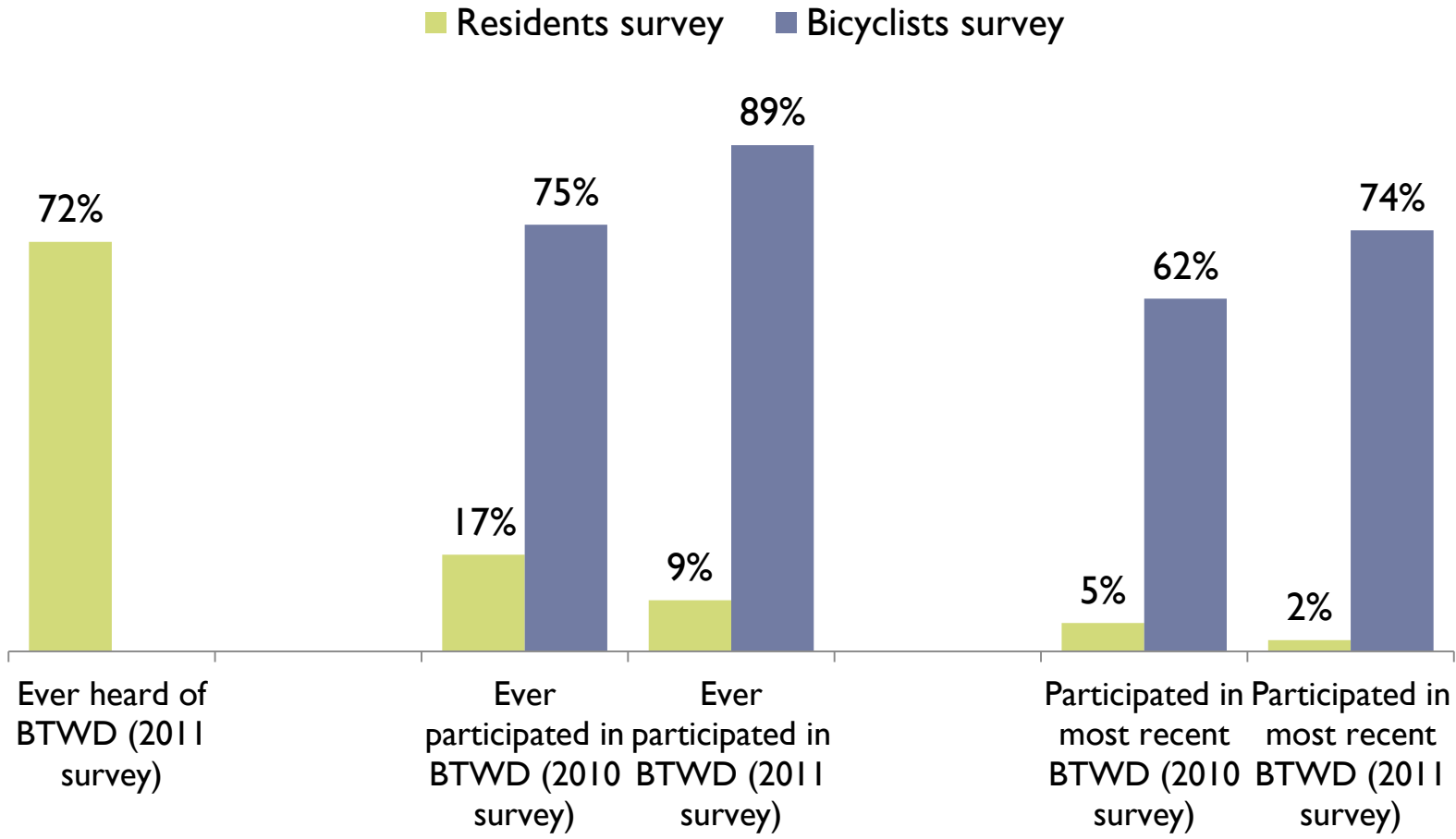
■ Residents Survey 2010: Much more likely ■ Bicyclists Survey 2010: Much more likely





Key Findings: Bike to Work Day

Nearly two-thirds of adult residents of Alameda County have heard of Bike to Work Day, but just two percent participated in 2011; Participation rates amongst bicyclists are high



Note that the web link for the bicyclists' survey was distributed largely through Bike to Work Day participant lists, which may lead to some overrepresentation of BTWD participants in bicyclists' web survey results.

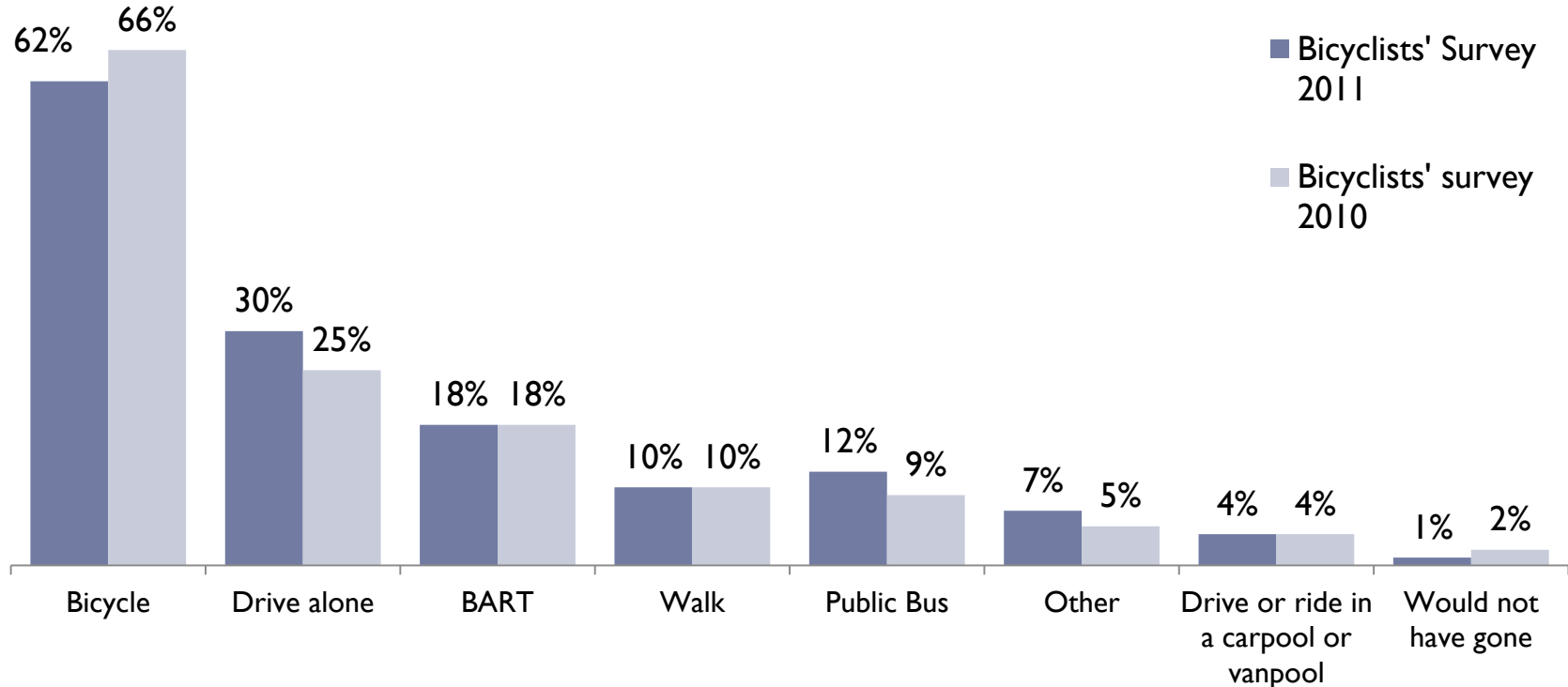
Three-quarters (74%) of BTWD participants from the bicyclists' web survey rode their bike the entire way; one in five combined biking and public transit; 2% combined biking with driving

(Bicyclists) On Bike to Work Day, did you... (select one)

Bicyclists Survey 2011 (n=606)	%
Ride your bike all the way from home to your destination	74%
Ride your bike some of the way and take transit some of the way from home to your destination	20%
Ride your bike some of the way and drive some of the way from home to your destination	2%
Something else/ Don't Remember	4%

Two out of three BTWD participants from the bicyclists' survey would have biked to work that day anyway; 30% would have driven alone

(Bicyclists) If it had not been Bike to Work Day, what mode or modes of transportation would you likely have taken to get where you were going that day? Please select all of the modes you would have used.



The two BTWDs under study reduced solo vehicle miles by anywhere from 92,000 to 150,000

(Bicyclists) Estimate of reduction in Vehicle Miles Traveled

	Self-reported BTWD participation rate	Estimated number of BTWD participants	Percent who would have traveled alone in a car	Average miles traveled by bike	Estimate of solo vehicle miles reduced on BTWD
2010	5%	58,500	25%	10.28 miles	150,345 miles
2011	2%	23,350	30%	13.17 miles	92,256 miles

Please note that each survey has a total sample size of about 400 interviews and a margin of error of about plus or minus 4.9 percentage points.

The EBBC and the workplace or colleagues are the most frequent sources of information for Bike to Work Day

(Bicyclists) How did you learn about Bike to Work Day? (Open-ended)

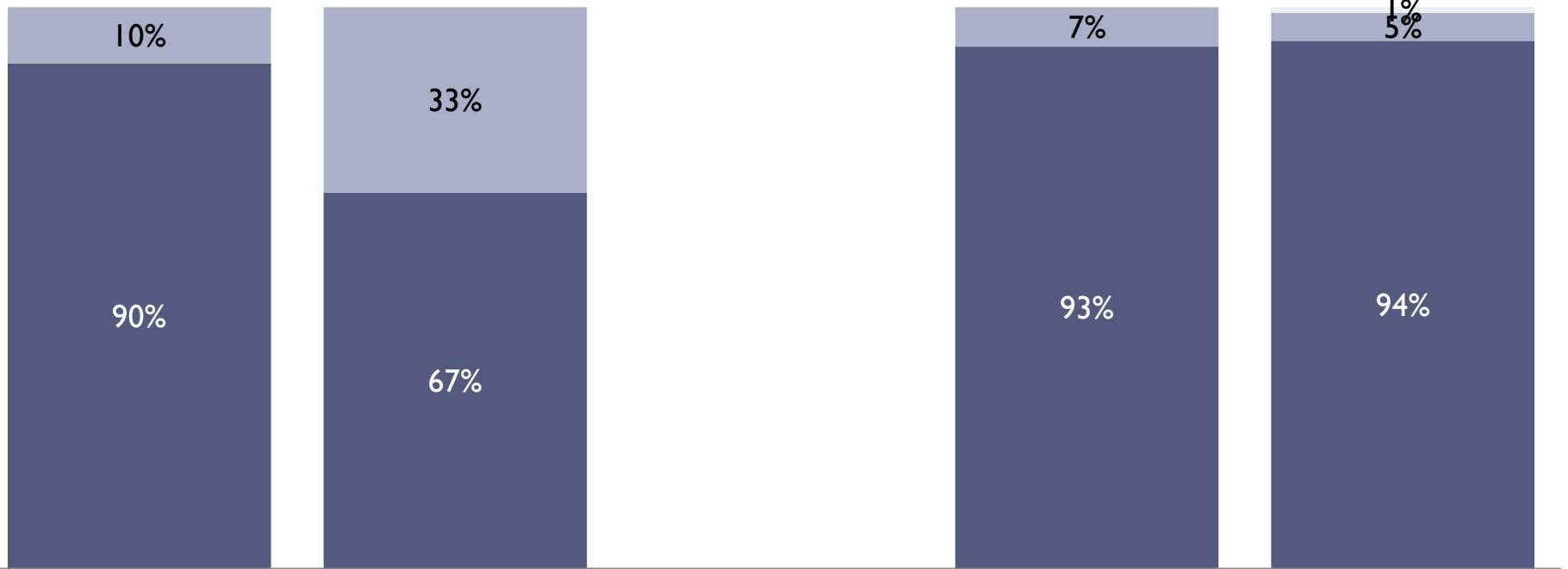
Bicyclists Survey 2011	%
East Bay Bicycle Coalition website	33%
Employer	32%
Coworker (other than on Facebook or Twitter)	32%
Poster or billboard	18%
511.org	16%
www.youcanbikethere.com	15%
Local bicycle organization email newsletter	16%
Friend or family member (other than on Facebook or Twitter)	15%
Other bicycle organization website	12%
Facebook/Twitter	9%
Radio advertisement or announcement	7%
Local bicycle organization paper newsletter	5%
Other	13%
Don't remember	6%

Note that the web link for the cyclists survey was distributed largely through Bike to Work Day participant lists by the East Bay Bicycle Coalition.

Nearly all BTWD participants from the residents' and bicyclists' survey plan to repeat

How likely are you to participate in Bike to Work Day in May 2012? (BTWD participants only)

Very likely Somewhat likely Don't Know Somewhat unlikely Very unlikely



2010 Residents' Survey: Participant likelihood to participate in BTWD 2011

2011 Residents' Survey: Participant likelihood to participate in BTWD 2012

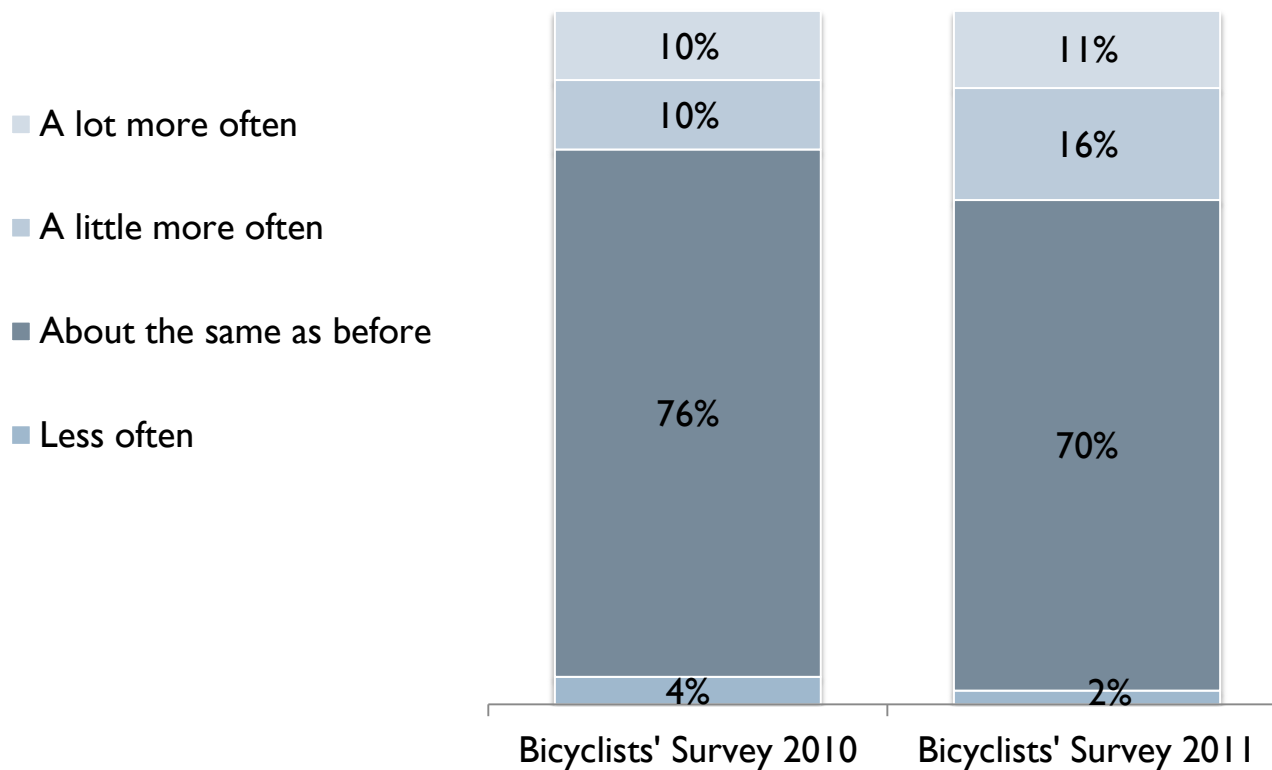
2010 Bicyclists: Likely BTWD 2011 Participation

2011 Bicyclists' Survey: Participant likelihood to participate in BTWD 2012



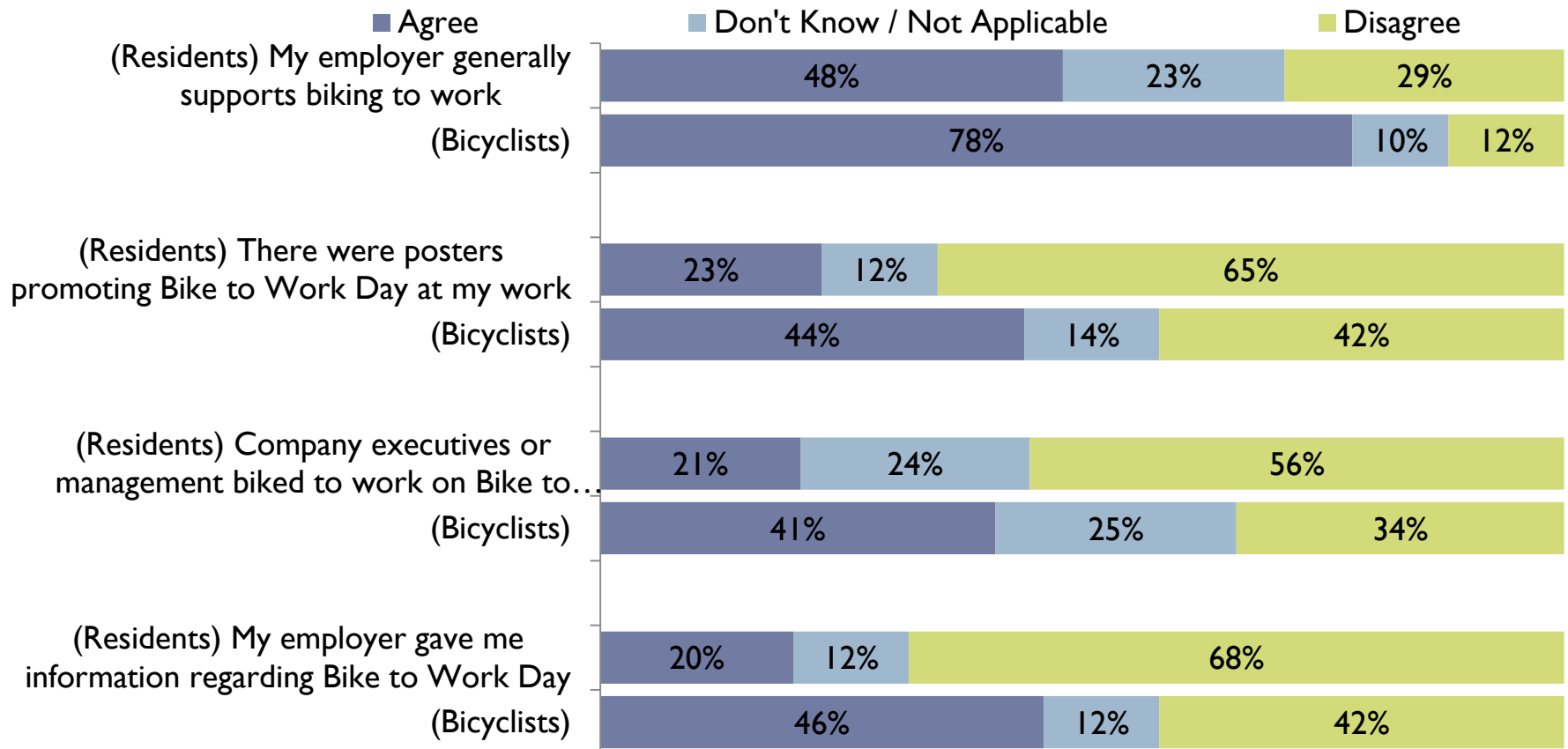
One quarter of BTWD 2011 participants say they ride their bicycle a little or a lot more often than before they participated

Since participating in Bike to Work Day, would you say you ride your bicycle...

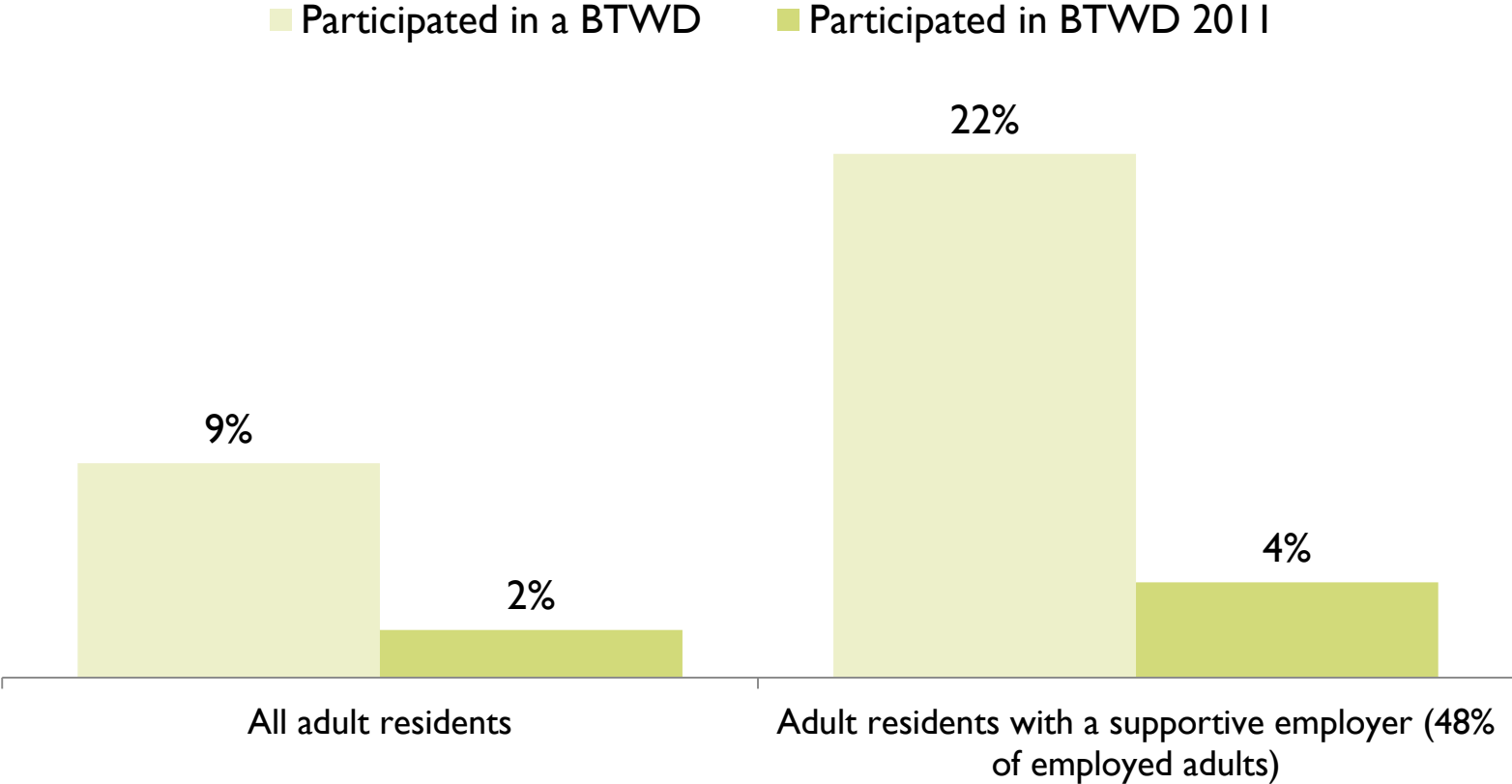


Employer support for biking as a commute mode, and for BTWD in particular, is higher for bicyclists than residents in general

I'm going to read you some statement regarding your employer's involvement in Bike to Work Day. For each one, please say if you agree or disagree with that statement. If the statement does not apply to you, please say so and we will move on



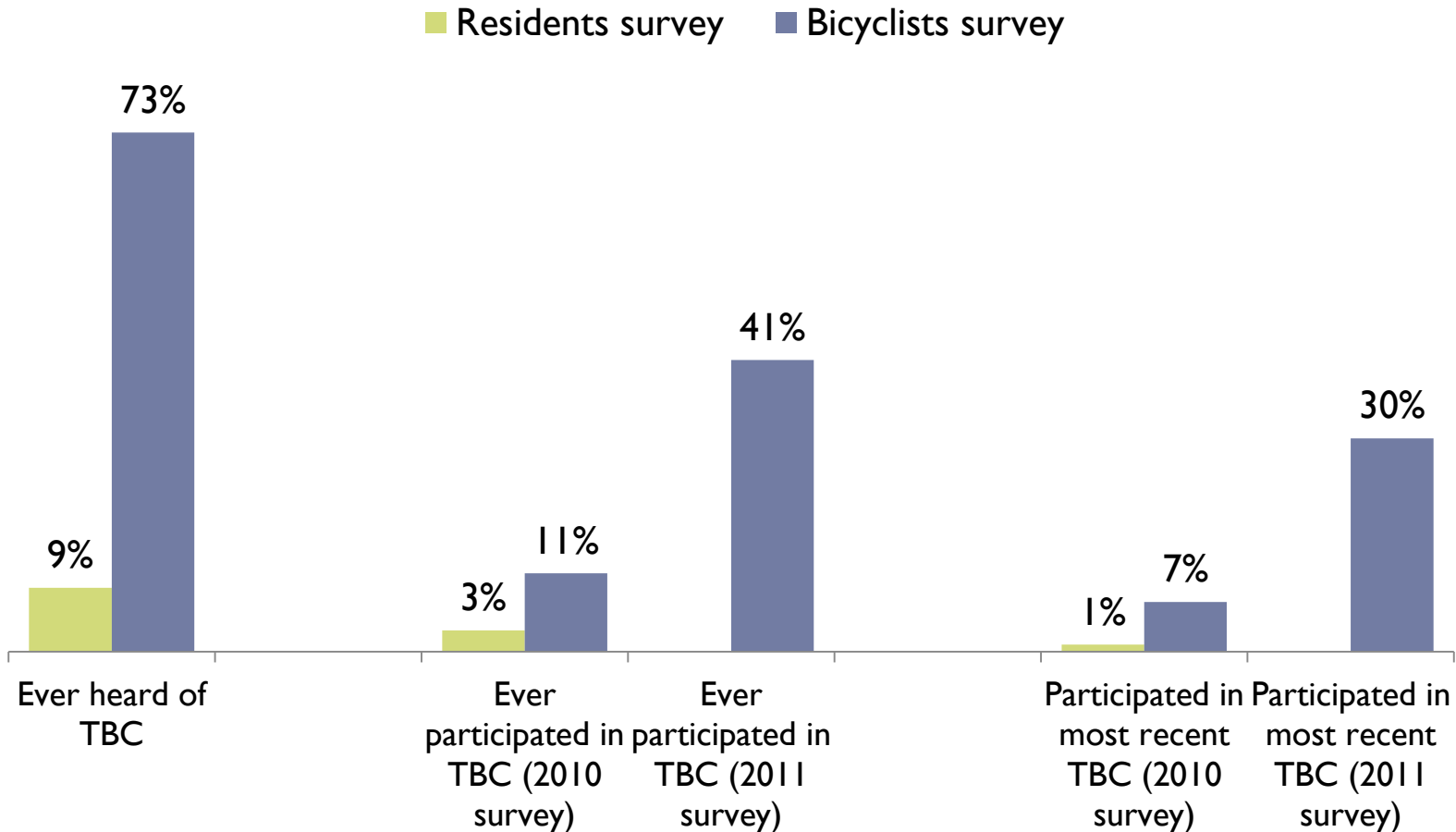
Those residents whose employers generally support bicycling to work report higher BTWD participation





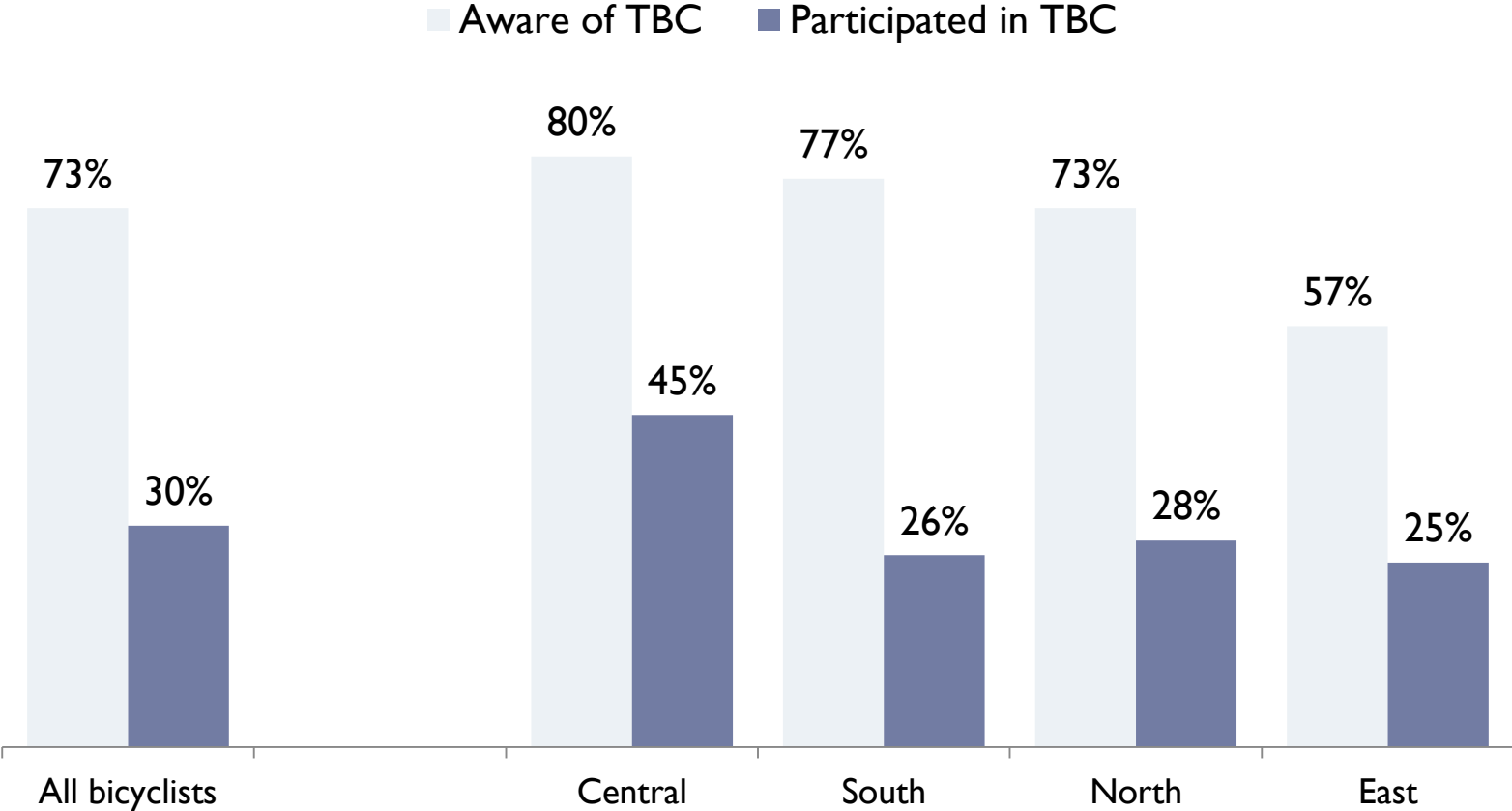
Key Findings: Team Bike Challenge

One in ten adult residents and three-quarters of bicyclists have heard of the Team Bike Challenge; Participation amongst bicyclists grew in 2011



Note that the web link for the 2011 cyclists survey was distributed partly through Team Bike Challenge participant lists, which may lead to some overrepresentation of TBC participants in survey results.

Central County bicyclists are most likely to be aware of and participate in the TBC; Awareness is lowest in East County



Note that the web link for the 2011 cyclists survey was distributed partly through Team Bike Challenge participant lists, which may lead to some overrepresentation of TBC participants in survey results.

Nearly half of TBC participants were motivated by their workplace or work peers; Finding a team can be challenging

(Bicyclists) What would you say is the main reason you decided to participate in the 2011 Team Bike Challenge?
(Open-ended)

(Bicyclists) Why did you choose not to participate in the 2011 Team Bike Challenge? (Open-ended)***For those who have heard of TBC but did not participate in 2011

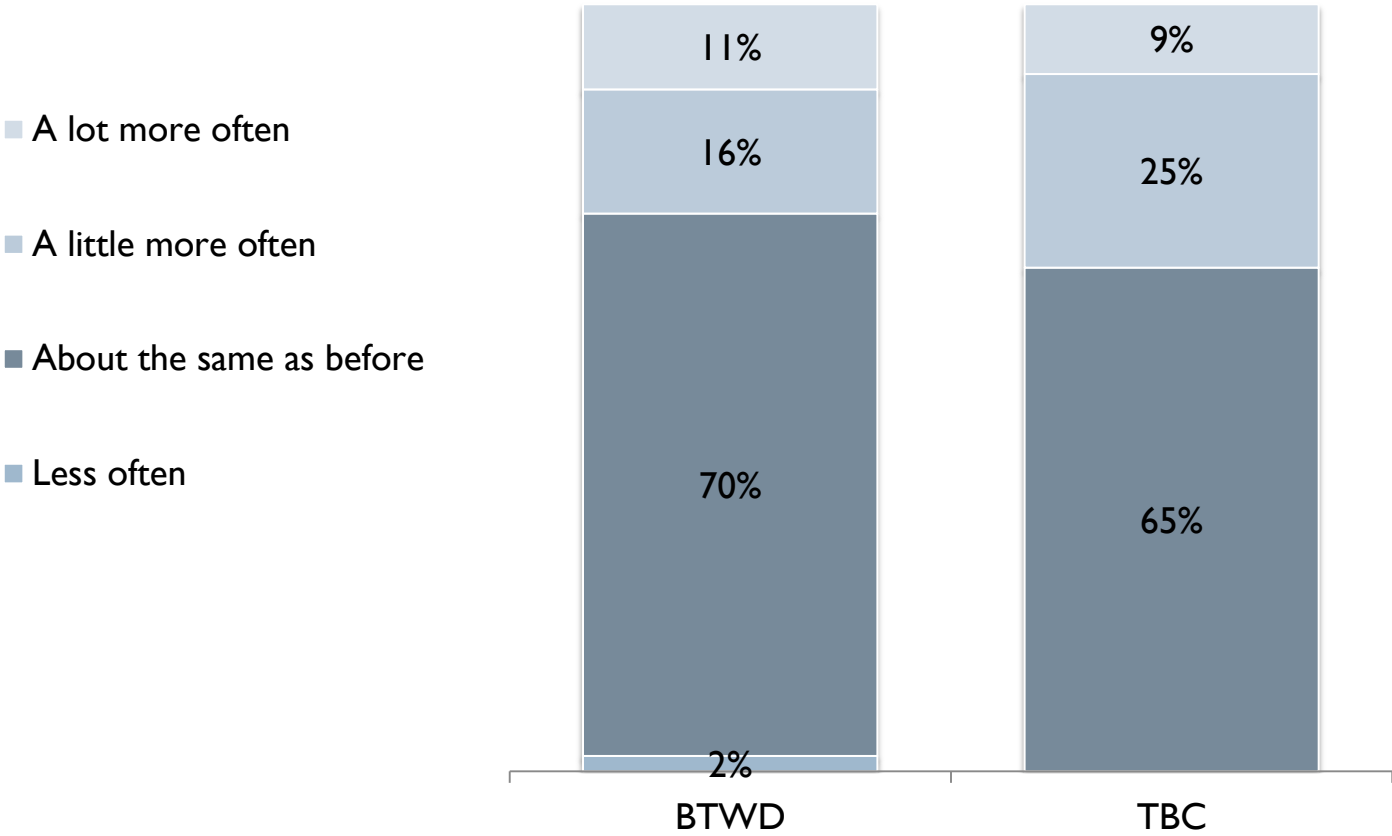
Bicyclists (n=192)	%
Work-sponsored/ Build coworker relationships/ Peer pressure	46%
For fun/ love to ride	15%
To encourage/motivate coworkers to ride more regularly	11%
Competition aspect/ Teamwork	7%
To start biking more often	3%
Join with friends	3%
I would have biked anyway	2%
To be an example to others	2%
Raffle/ prizes	2%
A challenge	2%
Previous TBC were great	1%


Bicyclists (n=67)	%
Did not have time to organize a team/busy	22%
Could not find teammates/not in a team	15%
Out of town/vacation	9%
Do not like event	6%
Health reasons/injured	6%
Telecommuter/works from home	6%
Team forgot	5%
Lack of involvement with a local organization	5%
Company did not put team together	3%
Too much effort	3%
Changed rules/could not participate	3%
BART not allowing bikes during rush hour	3%
Unemployed	3%
Unaware	3%
Website too difficult to use/log in to	3%
Other	3%
Don't Know	3%



One-third of those who participated in the TBC now ride more often, as compared with one-quarter of those who participated in BTWD

2011: Since participating in _____, would you say you ride your bicycle... (Bicyclists)

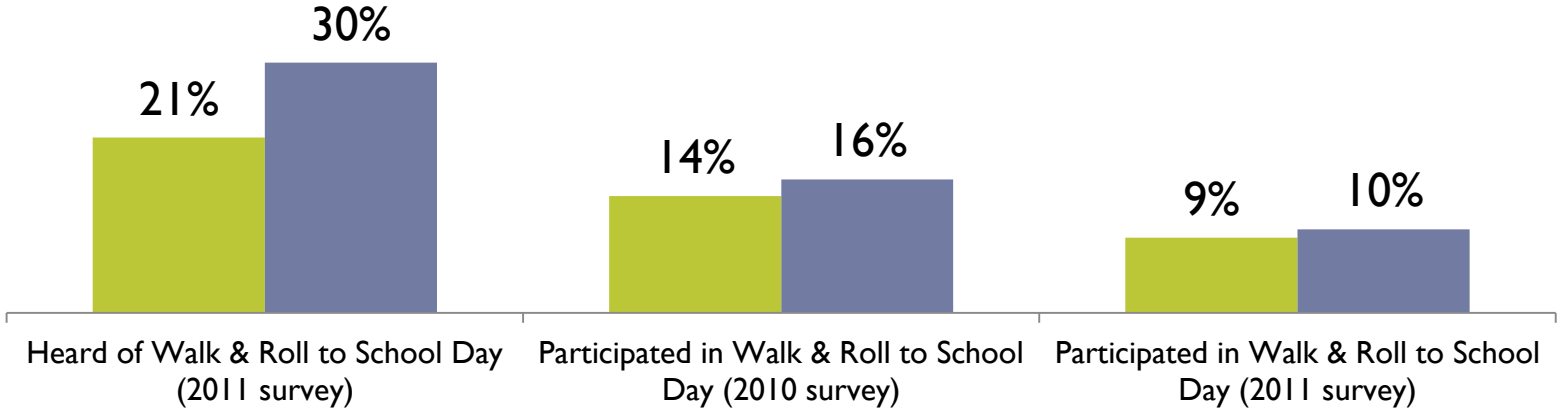




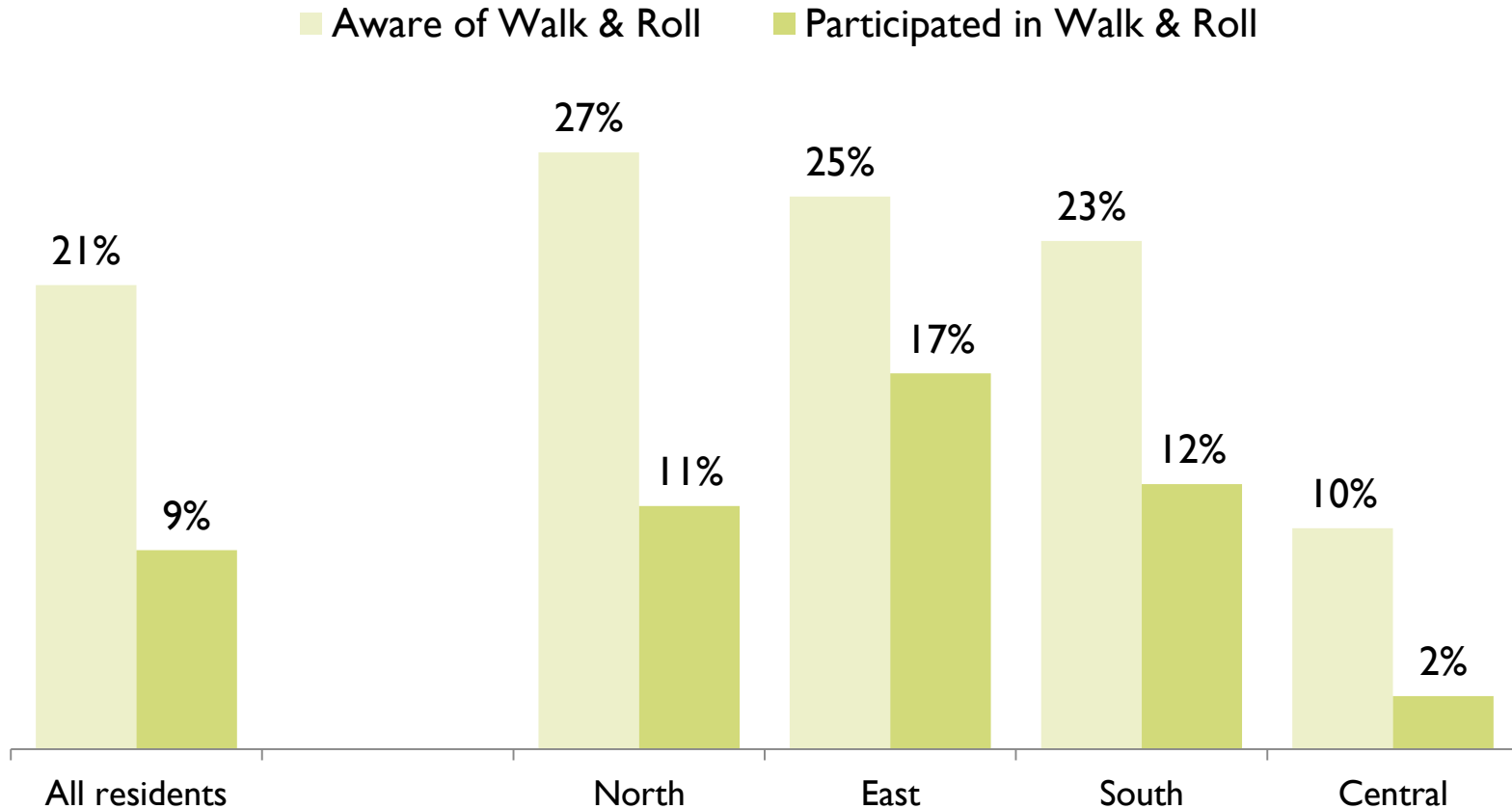
Key Findings:
Walk & Roll to School Day

Participation in Walk and Roll to School Day is consistent across both residents and bicyclists

■ Residents survey ■ Bicyclists survey



Walk & Roll to School Day awareness is highest in North and East County; Participation is highest in the East



Note that the web link for the 2011 cyclists survey was distributed partly through Team Bike Challenge participant lists, which may lead to some overrepresentation of TBC participants in survey results.



Key Findings: Advertising

Recall of the campaign is consistent; Bicyclists are more likely to remember seeing ads

*In the past year, do you recall seeing or hearing any advertising with the text “Ride into Life” or “Get Rolling”?***



**2010 Poll only included “Get Rolling”. “Ride into Life” was added in the 2011 ad campaign.

Most bicyclists knew the campaign was about bicycling, and one-third in 2011 were able to say without prompting that they were about using a bicycle for every day transportation

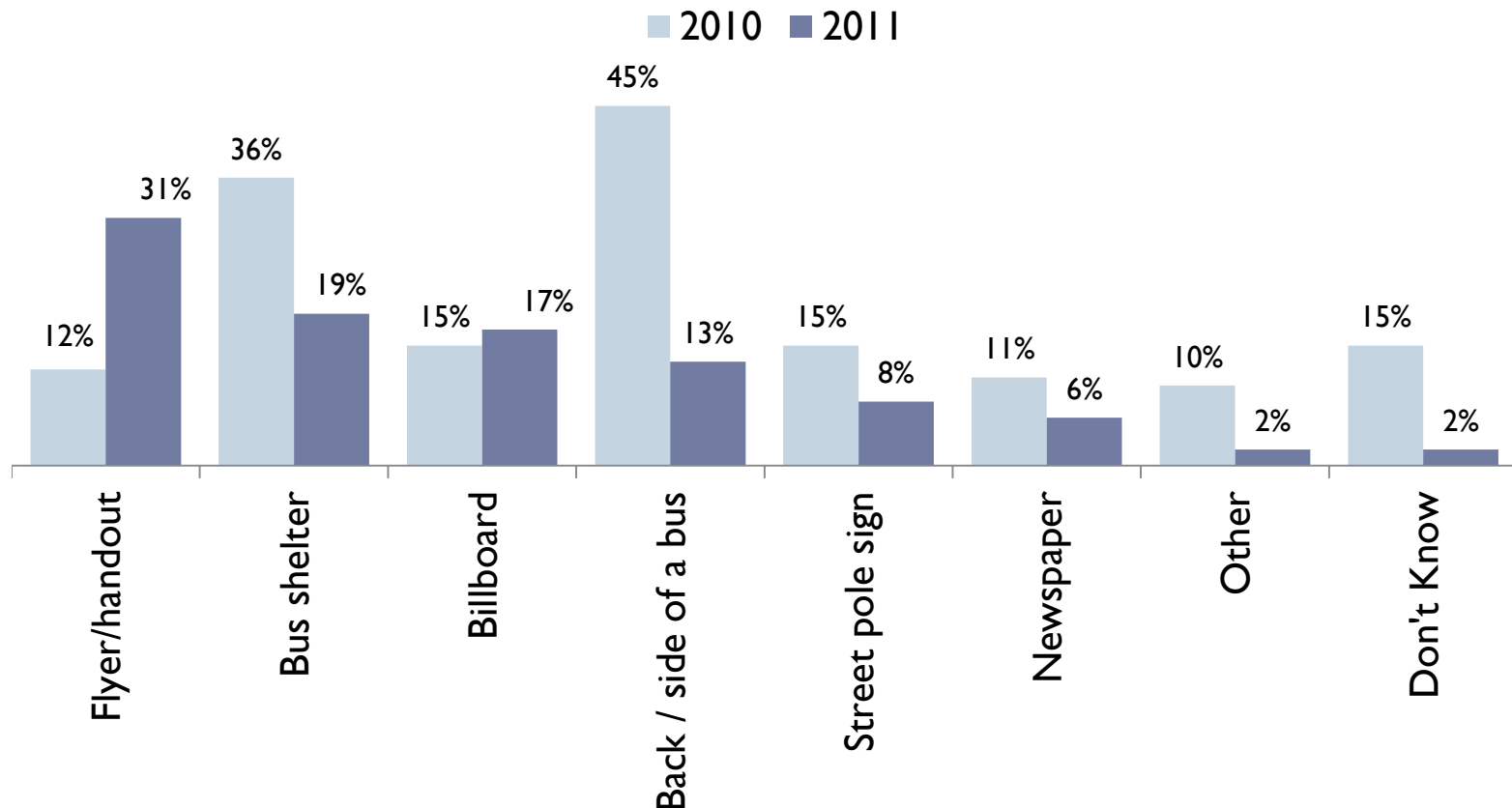
(Bicyclists) As far as you can recall, what was the Ride into Life or Get Rolling advertising about? **(Unaided, Open-ended)**

	2010 (n=89)	2011 (n=85)
Using bike as everyday transportation/multiple purposes	21%	33%
Biking	28%	27%
Bike to Work Day/Month/ Biking to work	32%	20%
Using bikes on public transit	6%	4%
Recreational biking	3%	-
Other/ Don't Know	19%	16%

**2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

Bus and bus shelter advertising was the most visible to bicyclists in 2010; In 2011 flyers and handouts were most visible

(Bicyclists) And where do you recall hearing or seeing the Ride into Life or Get Rolling advertisement?
(Open-ended – Up to 3 Responses)



**2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

Ad Images Shown in Bicyclists' Web Survey

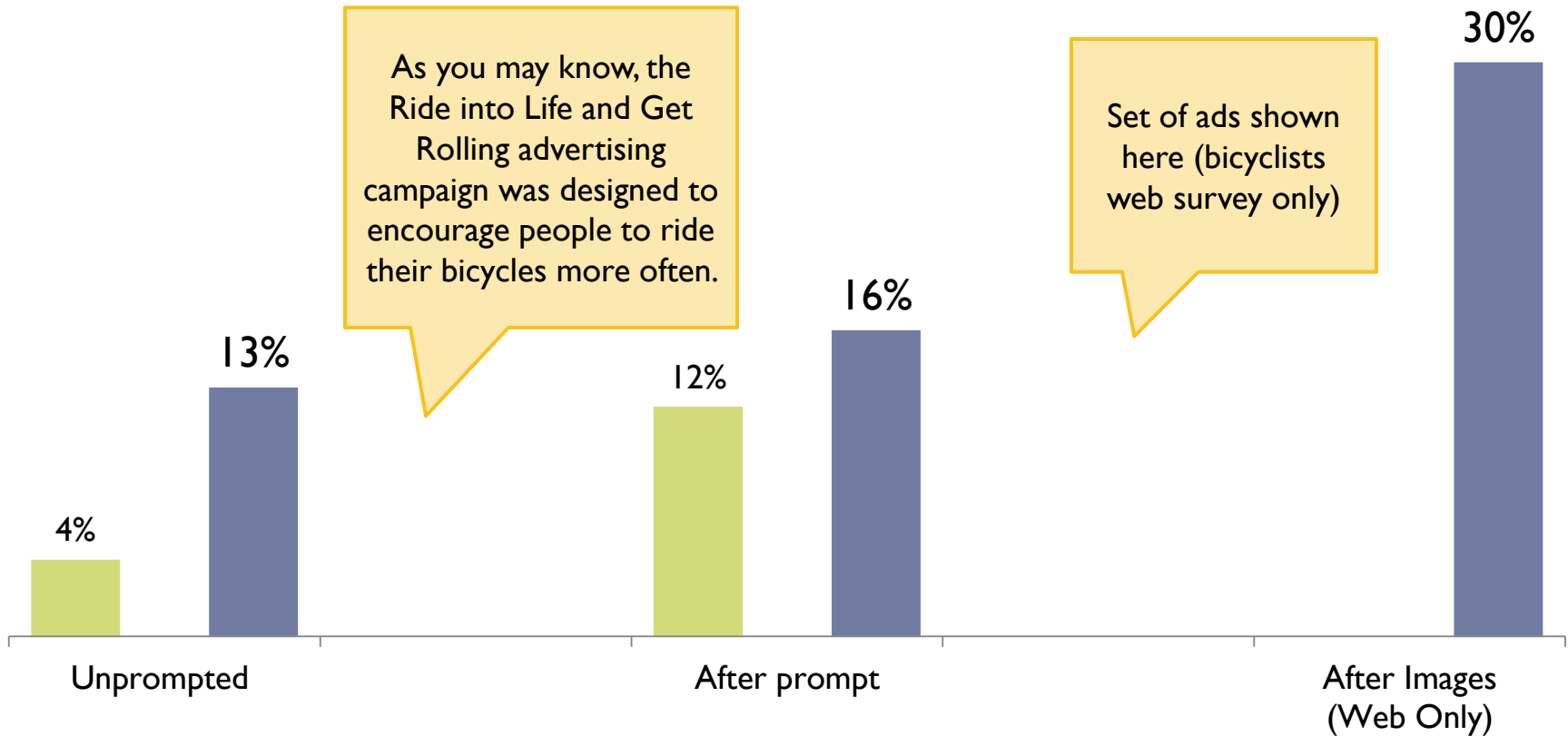
2010

2011

Recall after prompts remain consistent since 2010

Recall Seeing Advertisements

■ Residents 2011 ■ Bicyclists 2011

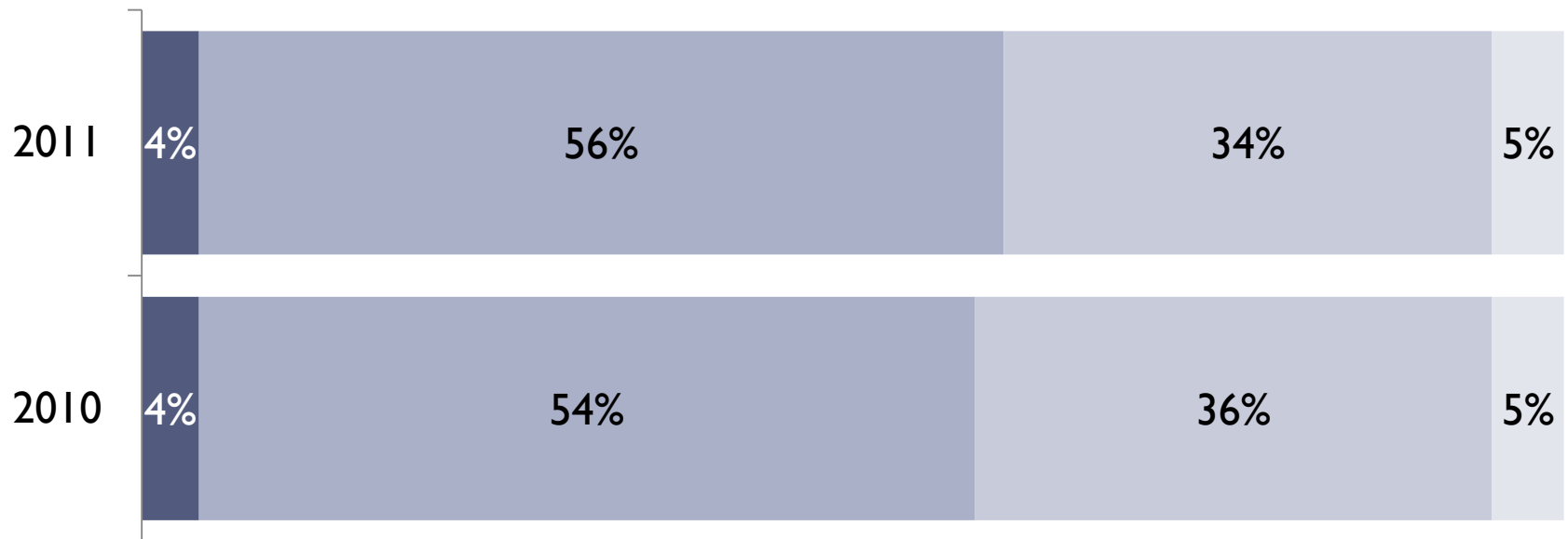


**2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

A majority of bicyclists find the ads effective

(Bicyclists, after viewing a sample of the ads) Thinking about the advertisements shown here, how effective do you believe they are in motivating people to ride their bicycles more often?

■ Very effective ■ Somewhat effective ■ Not very effective ■ Not at all effective



Gas price images are more compelling in 2011

(Bicyclists) Most & least compelling parts of ads

Most effective about ads (Open-ended) **Top 6 Responses from 2011	2010	2011
Images of gas prices/suggestions of saving money	22%	37%
Images of happy looking people/having fun	18%	9%
Images of using bikes with public transit	9%	9%
Images of average-looking people/regular clothing/no bike gear	7%	8%
Commuters biking to work / biking in work clothes	7%	7%
Looks easy/normal/fun	-	5%

Least effective about ads (Open-ended) **Top 6 Responses from 2011	2010	2011
Bus ad/lifting bike on bus rack	-	12%
Not diverse enough/excludes certain groups like seniors/unathletic	3%	10%
Uninspiring/not enough motivation/unrelatable	11%	9%
Not direct enough/too subtle/ unclear message/ not enough focus on bikes	15%	7%
Logos/slogans	8%	6%
Doesn't address actual reasons people don't bike	10%	6%

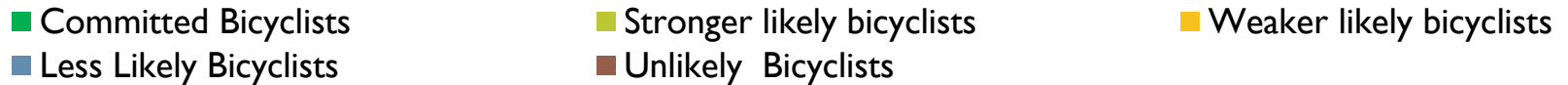
Bold text indicates top response



Key Findings:
Segmentation of Bicyclists &
Potential Targets

Thirteen percent of county adults in 2010 were identified as committed to bicycling as transportation; One in five are potential targets to increase bicycling behavior

2010 Adult Population Segmentation



- ▶ **Committed Bicyclists (13%):** Currently ride a bicycle three or more times per week as transportation to a destination.
- ▶ **Stronger Likely Bicyclists (9%):** Currently ride a bicycle one or two times per week as transportation to a destination.
- ▶ **Weaker Likely Bicyclists (10%):** Currently ride a bicycle less often than once per week as transportation to a destination AND own a working bicycle AND ride a bicycle for health or recreation AND have relatively lower levels of concern about potential barriers to bicycling.
- ▶ **Less Likely Bicyclists (12%):** Currently ride a bicycle less often than once per week as transportation to a destination AND own a working bicycle AND ride a bicycle for health or recreation AND have relatively higher levels of concern about potential barriers to bicycling.
- ▶ **Unlikely Bicyclists (57%):** Do not own a working bicycle OR do own a bicycle BUT do not ride as transportation or for health or recreation.

2010 Segmentation Demographics

Demographic	Survey %	Committed Bicyclists (13%)	Primary Target (9%)	Secondary Target (10%)	Less likely Bicyclists (12%)	Non-Bicyclists (57%)
Male	49%	65%	63%	68%	28%	44%
Female	51%	35%	37%	32%	72%	56%
18-29	18%	31%	19%	12%	15%	16%
30-39	21%	17%	15%	27%	20%	22%
40-49	19%	24%	30%	10%	30%	15%
50-64	28%	26%	32%	38%	24%	28%
65+	14%	2%	4%	12%	11%	19%
Have Kids Under 18	40%	44%	46%	44%	59%	33%
African-American	11%	10%	6%	0%	5%	15%
White	41%	36%	68%	51%	25%	39%
Hispanic	17%	28%	7%	10%	25%	15%
Asian	19%	11%	8%	27%	34%	18%
Other	12%	14%	11%	12%	11%	12%

Colored cells indicate an increase that is more than 5 points (Margin of Error) in the Target Group(s) compared to the Overall Population

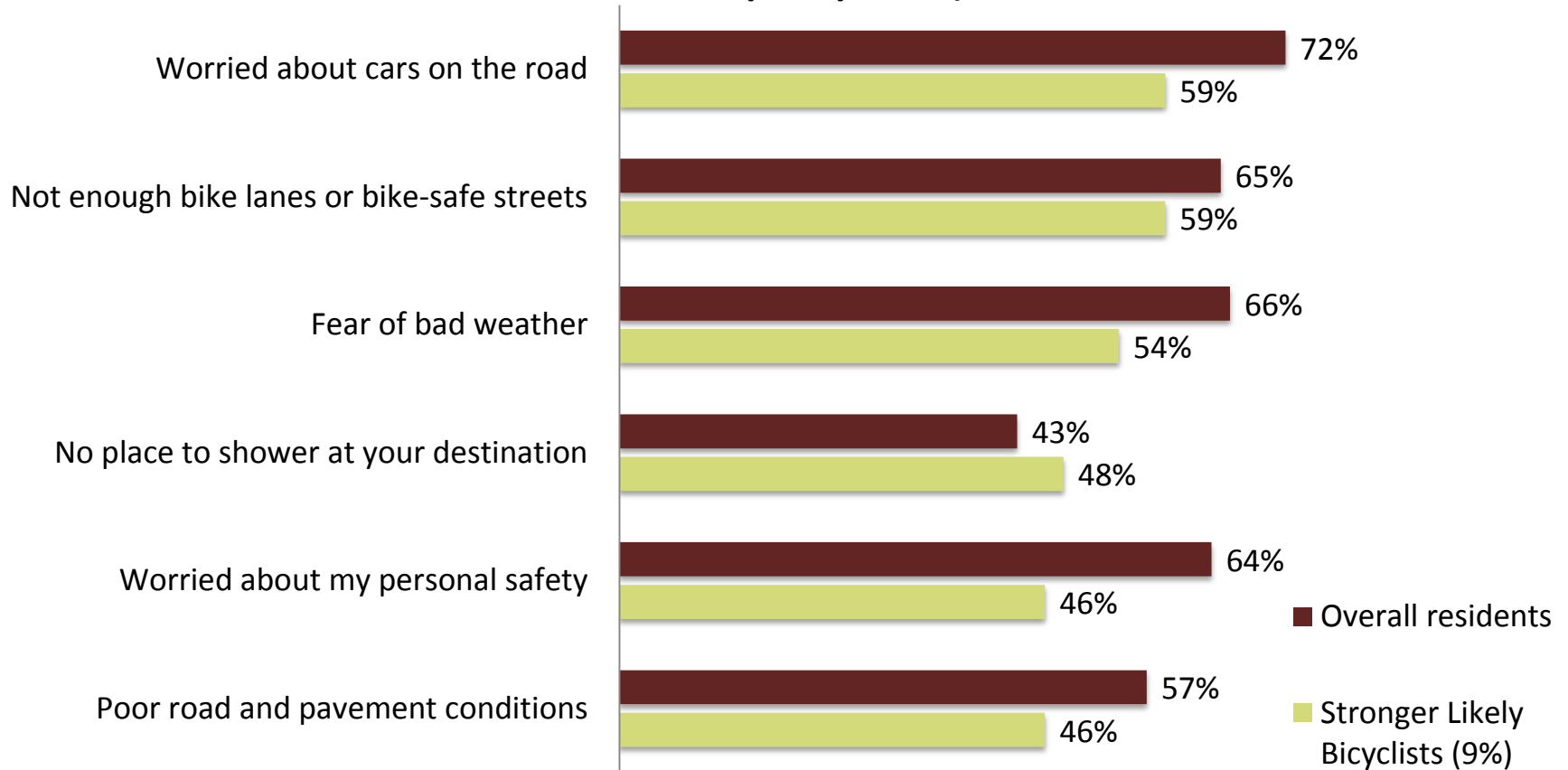
2010 Segmentation Demographics

Demographic	Survey %	Committed Bicyclists (13%)	Primary Target (9%)	Secondary Target (10%)	Less likely Bicyclists (12%)	Non-Bicyclists (57%)
North Alameda Co.	43%	67%	51%	34%	20%	42%
Central Alameda Co.	28%	23%	15%	25%	37%	30%
South Alameda Co.	17%	2%	17%	20%	26%	18%
East Alameda Co.	12%	8%	17%	20%	15%	10%
Access to a Car	87%	68%	87%	97%	93%	88%
Goes to Work Outside Home	71%	86%	77%	65%	92%	64%
Mean: Distance to Work	13.49 mi.	11.70 mi.	12.53 mi.	11.53 mi.	16.08 mi.	13.80 mi.
Median: Distance to Work	10.00 mi.	4.52 mi.	9.25 mi.	6.26 mi.	10.88 mi.	10.00 mi.
Goes to School Outside Home	24%	37%	19%	11%	28%	24%
Mean: Distance to School	11.95 mi.	14.11 mi.	11.13 mi.	9.16 mi.	9.03 mi.	12.20 mi.
Median: Distance to School	5.00 mi	4.75 mi.	2.00 mi	2.67 mi.	5.00 mi.	5.00 mi.

Colored cells indicate an increase that is more than 5 points (Margin of Error) in the Target Group(s) compared to the Overall Population

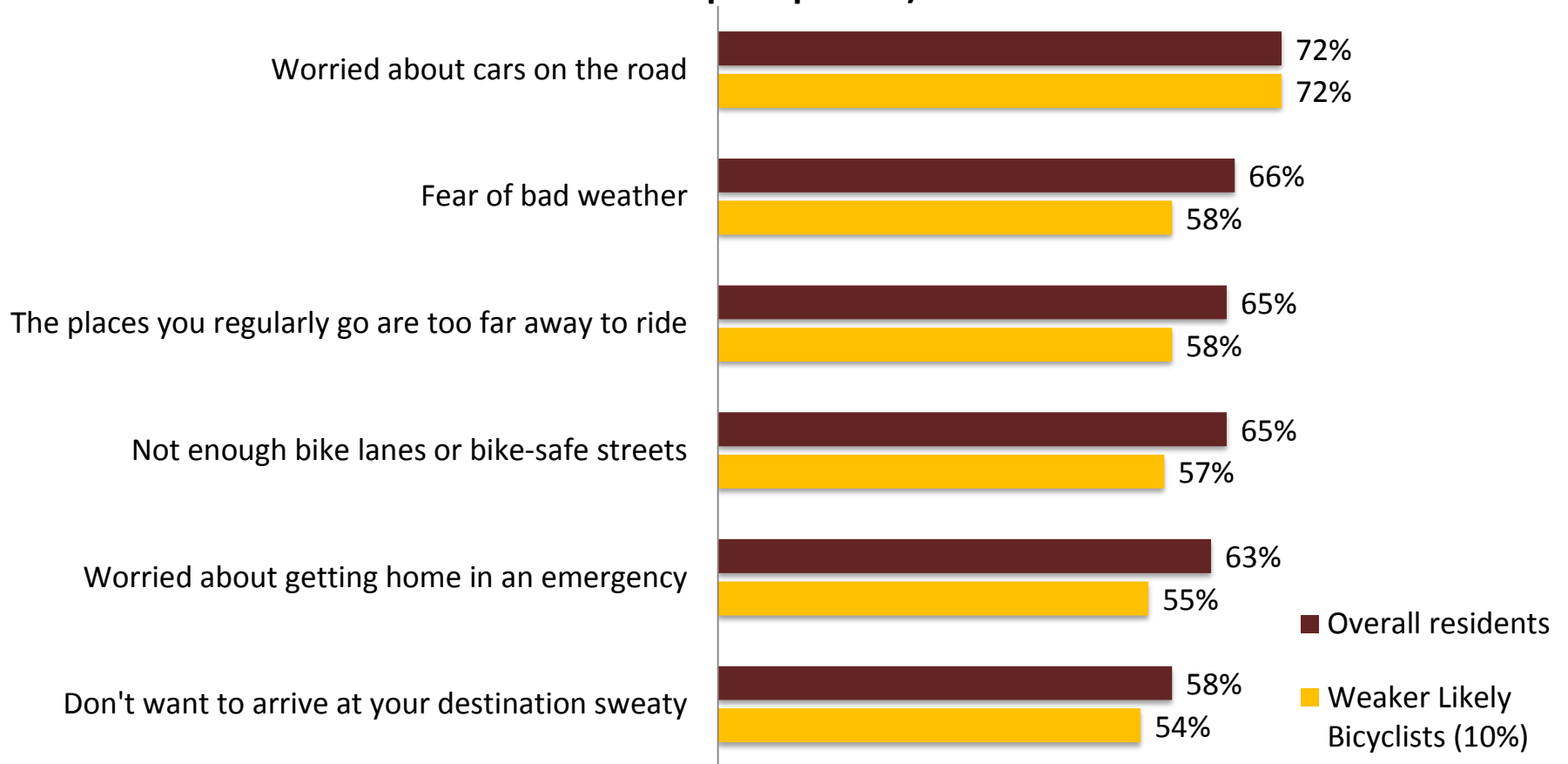
The most likely group identified to increase bicycling behaviors from the 2010 adult residents survey is most concerned about safety and trip logistics

Importance of factors in choosing to not ride a bicycle (% Rated Important, Top Responses)



The second most likely group identified to increase bicycling behaviors from the 2010 adult residents survey shares the safety concerns of the first group, but adds distance to the list

Importance of factors in choosing to not ride a bicycle (% Rated Important, Top Responses)



In 2011, driving behavior and ease of car trip replacement were used to create a group to focus on for increased ridership

■ Target: Drive a car at least once a week, not difficult to replace one trip with a bike trip ■ Other



Those who say it would not be difficult to replace a car trip with a bike trip are more likely to be aged 40-64, minorities, and have children

(Residents) Profile of those who say it would not be difficult to replace one car trip per week with a bicycle trip

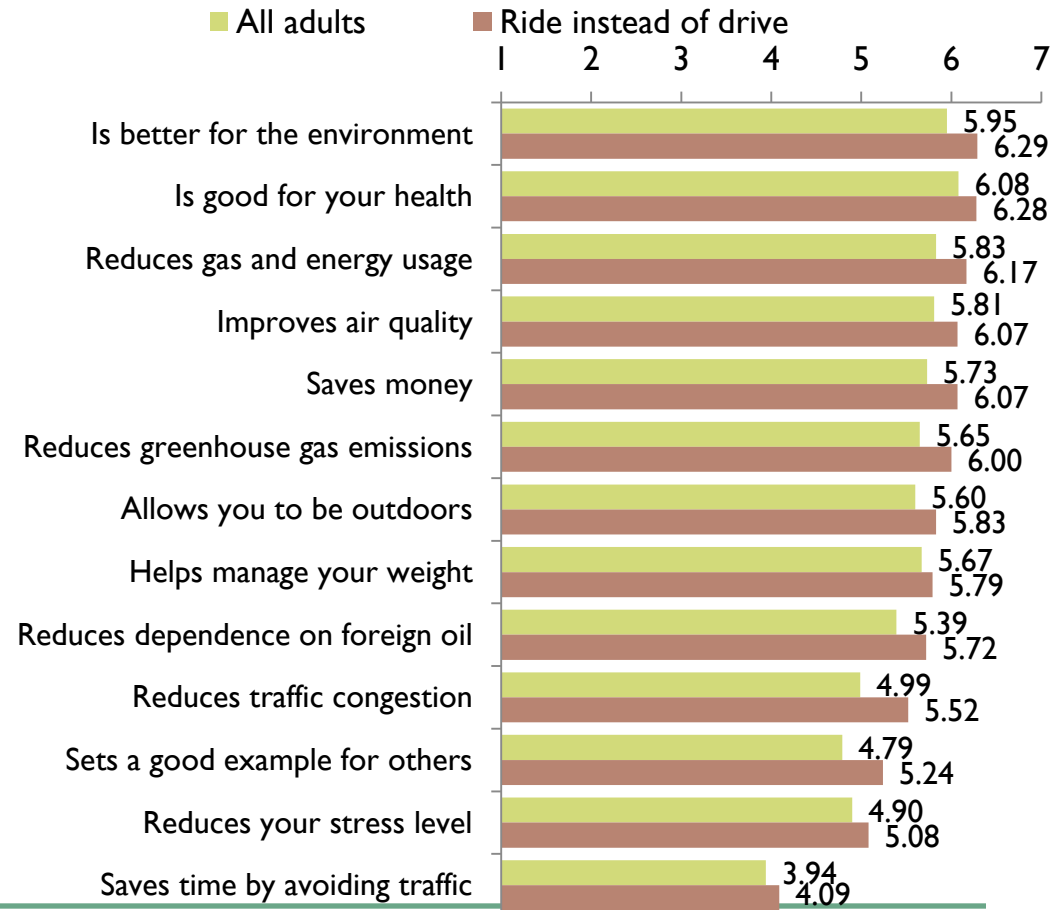
Group	All adults	Ride instead of drive (n=83)	Group	All adults	Ride instead of drive (n=83)
North	44%	42%	Male	48%	49%
Central	29%	32%	Female	52%	51%
South	16%	18%			
East	11%	8%	Kids under 18	35%	43%
18-29	19%	16%	Ride a bike at least once a week	20%	23%
30-39	21%	17%	Work outside home at least once/week	64%	71%
40-49	19%	24%	Ride a bike to work at least once a week	7%	8%
50-64	26%	30%	Go to school at least once/week	18%	20%
65+	14%	12%	Ride a bike to school at least once a week	4%	2%
			Seen Get Rolling/Ride into Life ads	4%	4%
White	41%	34%	Participated in BTWD 2011	2%	7%
Asian	19%	24%	Ever participated in Walk & Roll to School Day	9%	17%
Hispanic	17%	17%			
Black	11%	18%			
Other	12%	7%			

Those who say it would not be difficult to replace a car trip with a bike trip tend to find their management less supportive of biking to work

(Residents) Profile of those who say it would not be difficult to replace one car trip per week with a bicycle trip

Group	All adults	Ride instead of drive (n=83)
Employer generally supports biking to work	48%	40%
Employer gave out BTWD info	20%	16%
Management biked on BTWD	21%	24%
Posters at work promoting BTWD	23%	13%
Top reason people don't bike (open-ended)	Too far (37%)	Difficult/takes too much energy/lazy (32%)

(Residents) How convincing is reason to ride a bicycle as a form of transportation, where **1 means not at all convincing, and 7 means very convincing.**





Recommendations

Recommendations: Bike to Work Day

- ▶ **Provide support for employers to promote Bike to Work Day at the workplace, encourage employers to provide bicycle support facilities such as bike parking and showers, and promote communications about bike routes between work and home.** These efforts can all help increase bicycling as a regular commute mode. The workplace is the most common place people got information about Bike to Work Day, most likely reflecting the heavy outreach to employers throughout Alameda County and the region. Bike to Work Day participants had most often heard of Bike to Work Day from their employer. People who did not participate did not receive much information about it from their employers. Workplaces are key partners in supporting biking to work and Bike to Work Day. Helping more employers create a culture where cycling can be easily integrated into worker commutes could help increase cycling in the county.
- ▶ **Build on people's enthusiasm for sharing about their participation in Bike to Work Day with friends, co-workers and classmates.** Many participants felt pride in their Bike to Work Day participation, shared it through social media, and discussed it with friends and coworkers. Encouraging this type of sharing can help spread the word about Bike to Work Day.

Recommendations: Bike to Work Day

(continued)

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- ▶ **Spread more Bike to Work Day activities and advertising to South and East Alameda County.** There is a good deal of potential for increasing bike riding and participation in Bike to Work Day in the South and East County, where riding a bicycle is not as common as a form of transportation as it is in North County.
- ▶ **Team Bike Challenges and Walk and Roll to School Day are opportunities to reach throughout Alameda County.**
 - ▶ Participants in the Team Bike Challenge (TBC) are more likely to increase future bicycling frequency than the rest of Bike to Work Day participants; however, finding a team or teammates has been a challenge for some past TBC participants. Facilitating TBC team formation can encourage more people to bike ride more often.
 - ▶ Walk and Roll to School Day participants come from throughout the county, with the highest participation rates coming from East Alameda County. The Walk and Roll to School Day event presents an opportunity to communicate about bicycling with a group that sometimes sees it as too difficult to fit into their daily lives.

Recommendations: Advertising

- ▶ **Continue to run image-based advertising similar to the current approach, at least at the current funding levels, increasing the number and placements of advertisements if possible.** The current image-based advertising campaign is effective at communicating about bicycling as a mode of transportation, for those that have seen the ads. Delivering more ads to the populations most likely to increase their bicycling behavior is the most cost-efficient way to use limited resources to the greatest potential benefit.
- ▶ **Continue to place ads in highly visible places.** Ads on buses were highly visible in 2010, and flyers and handouts were most commonly recalled in 2011.
- ▶ **Look for other approaches to promote BTWD and bicycling in areas of the county where bus and banner advertising is not as prevalent, such through employers, community events, and local schools.** Ads in these areas could also be complemented by other marketing approaches, such as increasing outreach to businesses and schools through the Team Bike Challenge and Walk and Roll to School Day.

Recommendations: Advertising

(continued)

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- ▶ **The most compelling messaging and images about bicycling are those that communicate the potential to save money and the environment while improving personal health.** While some of the current images are communicating the money-saving potential (such as the image with high gas prices), more clearly connecting bicycle riding with money savings, the environment, and a healthy lifestyle would encourage more people who are “on the fence” to integrate cycling more into their regular travel habits.
- ▶ **A focus on increasing riding by people who are currently bicycling is likely to be a more effective strategy for reducing vehicle traffic and increasing bicycling than attempting to convert non-cyclists.** Those who are already bicycling on occasion, for any reason, are more likely to view cycling as a viable mode of transportation than those who are not currently bicycling.

Recommendations: Advertising

(continued)

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- ▶ **Provide target groups with the tools they need to increase their ridership: how to ride on the road safely and how to effectively deal with weather and distance challenges.** Many in the target groups are concerned about safety riding with cars, distance, weather, and showering issues. These issues can be addressed in communications about gear (for safety and visibility, for bad weather, and for staying cool and sweat-free during the commute) and logistics (to help those concerned about effort or distance find solutions that allow them to commute more easily by bicycle).

Recommendations: Additional Approaches

- ▶ **Bicycle safety infrastructure improvements should be pursued to encourage more cycling.** The safety of cycling is a major concern across the board. This concern appears to be related more to riding with cars on the roads and lack of bicycle facilities (like bicycle lanes and bicycle paths) than it is to the bicyclists' concern of their bike riding skills. Facilities that separate cars from bicyclists, such as bike lanes and bike paths, were more frequently mentioned as making people more likely to ride than other facility improvements. The need for safe and secure bicycle parking also rose to the top as a major barrier to biking to work.
- ▶ At the same time, **finding ways to help cyclists be more comfortable on the road**, such as through bicycle safety education classes for all ages, would help lower one major barrier to cycling.
- ▶ **When marketing bike safety classes, a greater focus on riding confidently and safely with cars on the road, with less focus on how to handle a bike, would appeal to a wide range of potential participants and address some of the barriers felt by the target groups.** Some of the target groups report that riding with cars on the road is one of their greatest concerns about bicycling more often as a form of transportation. Communicating that bike safety classes will give them tools and strategies for safely sharing roadways with cars can boost participation in classes, and lead to increased bicycling.