

## RIDE TO WORK FOCUS GROUP OUTCOMES, JUNE 2007

Within each category, more popular ideas are presented ahead of less popular ideas.

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### 1. How to get new people involved

#### 1.1. Cycling routes & times information

We can collect this information when using the Bikeability Toolkit (<http://www.travelsmart.gov.au/bikeability/index.html>) to assess routes.

#### 1.2. Annual Ride to Work Day

With free ACTION Bike'n'Ride travel for cyclists on Ride to Work Day

#### 1.3. Advertising on radio / ACTION buses

#### 1.4. Lobby for better off-road cycling routes

#### 1.5. Ride to Work Website

#### 1.6. Work with management for better workplace cycling facilities

- end of journey facilities (lockers, showers etc)
- covered and secure bike parking

#### 1.7. "Go Green, Get Lean"

corporate bike + personal trainer program. For more information, contact Millie Rooney at ANU Green.

#### 1.8. Ride to Work breakfasts

With the ACTION Bus Bike'n'Ride trailer in attendance

#### 1.9. Ride to Work Buddies / Bike Buddies / Mentors / Group rides

- 1.10. Paid consultant/team to visit workplaces
  - 1.10.1. *seminars and incentives for participation*
- 1.11. Enthusiastic email-based support network
  - 1.11.1. *person-person, friend-friend communication e.g. informal small group morning teas.*
  - 1.11.2. *Ride to Work bulletins with events & news*

Copy Ride to Work bulletins to other Canberra cycling groups including CORC (Canberra Off Road Cyclists), the Canberra Cycling Club, the ACT Veterans Cycling Club, the Tuggeranong Vikings, the Bilbies triathlon club and Females in Training.

- 1.12. Articles in Canberra Times
- 1.13. Attractive high-profile participants
  - 1.13.1. *TV stars, sporting stars, department heads, etc. to do mainstream media.*

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## 2. How to start people riding to and from work

- 2.1. Workplace-specific information
  - 2.1.1. *Cycle/bike'n'ride routes, times, distances*
  - 2.1.2. *Cycling facilities (bike parking, showers, change rooms, lockers, ironing facilities etc.)*
- 2.2. Ride to Work Website information about suitable bicycles / clothing / equipment / routes
- 2.3. "Cycle Angels" to guide people along suitable cycle routes, to get them started.
- 2.4. Information on how to get kids to school and still ride to work.
- 2.5. Ride To Work information pack for new starters – distribute through bike shops
- 2.6. Ride To Work equipment pack – lock, lights etc.
- 2.7. Use young/old attractive people as examples.
- 2.8. Top-down culture change
  - 2.8.1. *press articles about high profile people who ride*

2.9. Remove FBT concessions for leased vehicles to reduce the financial incentive to drive to work.

2.10. Web-based resource on how to get workplace bike facilities.

2.11. Extend the coverage of the ACTION Bus Bike'n'Ride routes

Priority routes include Route 38 which services the ACT hospitals

2.12. Encourage people to think beyond the car

2.12.1. *promote the health and environmental benefits.*

2.12.2. *Many people talk about riding to and from work, but still don't do it.*

2.13. Host all workplace bike facility info on the Pedal Power website

2.13.1. *Many workplace intranets are too rigidly organised (or too global) to allow useful local info to be easily added.*

2.14. Lobby politicians for quality off-road bike routes

2.14.1. *many novice/casual riders are very nervous/reluctant to ride on road, even in bike lanes.*

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### 3. How to keep people riding to work

3.1. Regular Ride to Work bulletins

3.2. Arrange teams to meet with agencies and follow them up about end-of-ride facilities.

3.3. Newsletter/website profiles of people who ride to work

3.4. We first need to survey cyclists, to find out what benefits they perceive the program might provide.

3.5. Information sessions on topics such as stretching and healthy eating.

3.6. Competitions and prizes (e.g. Challenge goals – a prize of water bottle when you ride 50 times).

3.7. Showers and secure parking

3.8. Subsidised lights, locks, helmets & cycleways maps, or discount RTW starter kit

3.9. Giveaways eg reflective slap bands, water bottles.

- 3.10. Get it into the mainstream media
- 3.11. Painted and/or reflective bike path markings for night-time safety
- 3.12. Training sessions for senior managers about the importance of developing a workplace culture that actively promotes sustainable transport
  - 3.12.1. *productivity and health benefits*
  - 3.12.2. *Target ACT Gov't for Ride to Work Day Ambassadors*
- 3.13. Bike to Work Challenge
- 3.14. Regular morning teas / commuter group rides (e.g. First Friday of the Month)
- 3.15. Workplace-based pool of names/suburbs of people interested in riding with other people
- 3.16. Promote the health and environment benefits.
- 3.17. Provide information about recreational cycling activities including tours and races.

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#### 4. Workplace Coordinator resources / incentives / rewards

##### 4.1. High visibility bright/reflective vests

Females in Training have used high visibility vests.

free advertising for Ride to Work!

##### 4.2. Reflective slap bands?

Available from TravelSmart

##### 4.3. "Duty Statement" for workplace coordinators

##### 4.4. Free food & drink

##### 4.5. T-Shirts / Sweatshirts / Cycling jerseys / Water bottles?

free advertising for Ride to Work!

Water bottles better for new riders (experienced riders have enough)

Some people already have plenty of T-shirts

Cycling jerseys would be well received (but are relatively expensive)

4.6. Template letters asking for corporate support

4.7. Lucky dip of items donated by bike shops?

puncture repair kits, small tools ...