

\$100,000 for ‘Revitalising Ride to Work’

Pedal Power has been awarded a “Healthy Active Australia Communities and Schools” grant of \$100,000 from the Australian Government Department of Health and Ageing.

The Grant builds on the outcomes of a 2007 Health**pact** grant for “Developing Workplace-based Ride to Work Support.” This project updated the list of Canberra Ride to Work contacts, surveyed them to identify suitable activities for the program, and conducted focus groups to refine the scope for these activities..

The new grant will allow Pedal Power to develop its Ride to Work program, and to link it with National Ride to Work Day which has a track record of encouraging new people to ride to work. The project will support people through the decision process, from awareness of the idea of riding to work, through their first ride to work, and to deciding to continue to ride to work, through:

- Ride to Work starter packs, clothing, challenge goals, prizes and recognition;
- newsletters, posters, brochures and information about bicycles, equipment, clothing, routes, travel strategies, end-of-trip facilities, and profiles of prominent people who ride to work;
- model Ride to Work intranet pages;
- Ride to Work Day and special Ride to Work breakfasts;
- a Commuter Challenge;
- Ride Partners, Cycle Angels and group rides;
- a cycle-friendly workplace star rating scheme;
- promoting the “Go Green – Get Lean” concept, which involves the loan of a bicycle and provision of access to a personal trainer program;
- seminars on riding to work, nutrition, exercise and stretching; and
- surveying cyclists, to keep the program focused.

We expect the project to start in December 2007; it will continue through to December 2008.