

Ride to Work Coordinators Survey results, June 2007

Question: What are the FOUR most important things we can do that will get new people involved in the Ride to Work program?

	Percent
Provide information about recommended on-road or off-road cycling routes between major residential & employment areas.	83.3%
Annual Ride to Work Day	80.0%
Advertising on radio / ACTION buses	66.7%
Lobby for better off-road cycling routes.	50.0%
Ride to Work Website	53.3
Leaflets	23.3%
Articles in Canberra Cyclist	10.0%
Other (please specify) Paid consultant to visit workplaces and promote and provide seminars and incentives for participation Regular bulletins, I can forward to my colleagues re cycling events and news Articles in Canberra Times Lobby for improved workplace facilities for cyclists Ensure that each workplace has covered and secure bike locking facilities and end of journey facilities (lockers, showers etc) secure parking and available showers Support a network of enthusiasts with person-person, friend-friend communication, particularly by using email Advocacy teams to discuss end-of-ride facilities with agency management. (These days most agencies are 'keen to be green' and also keen to solve their increasingly horrid car parking problems. Get some attractive high-profile participants (TV stars, sporting stars, department heads, etc.) to do mainstream media. Otherwise it will never be a mainstream issue with popular support. Maintain and grow your network of contacts	

Question: What are the FOUR most important things we can do that will get people who are involved in Ride to Work (but who don't already ride to work) to start riding to and from work?

	Percent	Count
Workplace-specific information about cycle routes	86.2%	22
Workplace intranet web site with information about workplace cycling facilities (bike parking, showers, change rooms, lockers, ironing facilities etc.)	75.9%	21
Ride to Work Website information about suitable bicycles / clothing / equipment / routes	69.0%	18
"Cycle Angels" who can guide people along suitable cycle routes, to get them started.	55.2%	15
Special recognition for people who start riding to work (e.g. a personal mention in the email newsletter).	27.6%	7
Newsletter or website profiles of people who ride to work.	24.1%	7

Bike maintenance training sessions.	20.7%	4
Your ideas:		
Find young/old attractive people to use as profiles/examples. Professional advertisers would never use dorks or eccentric people to promote a product/lifestyle, so we shouldn't either.	19.2%	5
Get articles in the press about high profile people who ride and how it is the new big thing The FBT concessions for leased vehicles must be removed to eliminate the financial incentive to drive to work every day.		
Lobby politicians		
Continue to encourage people to think beyond the car by promoting the benefits to one's health and also the environmental contribution one makes by leaving the car at home. A lot of people at CSIRO have participated in RTW, and talk about riding to and from work, but still don't do it.		
Many workplace intranets are too rigidly organised (or too global, like ours) to allow useful local info to be easily added. I'd like to suggest it may be more effective to host the workplace bike facility info for all workplaces in one place - ie: the Pedal Power website.		
Actively push for quality off-road routes (new/well-maintained/signed bike paths) - many novice/casual riders are very nervous/reluctant to ride on road, even in bike lanes.		

Question: What are the FOUR most important things we can do to keep people Riding to Work?

	Percent
Regular Ride to Work bulletins	75.9%
Arrange teams to meet with agencies and follow them up about end-of-ride facilities.	58.6%
We first need to survey cyclists, to find out what benefits they perceive the program might provide.	48.3%
Profiles of people who ride to work (in the newsletter or on the website).	51.7%
Information sessions on topics such as stretching and healthy eating.	41.4%
Competitions and prizes (e.g. Challenge goals – a prize of water bottle when you ride 50 times).	37.9%
Your ideas	
Again get it into the mainstream media. Maybe celebrate the joy of riding even in the middle of winter somehow	19.2%
Training sessions for senior managers about the importance of developing a workplace culture that actively promotes sustainable transport, including cycling, and the benefits of walking, cycling and taking the bus to work for staff such as increased productivity and health	
Keep promoting the health benefits and the benefits to the environment.	
secure parking and available showers	
Provide information about recreational cycling activities including day and weeklong tours and races.	
Giveaways eg luminous slap bands were popular, also water bottles.	

Question: How often should we send out Ride to Work email newsletters?

Monthly	70.0%	18
4 times per year	20.0%	6
Fortnightly	6.7%	2
yearly	3.3%	1