



## Building sustained participation in cycle commuting in New Zealand

*Pinnacle Research & Policy Ltd  
Cycling Advocates' Network*

*Presented by Steve Cable, ViaStrada,  
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## What was Bike Now?

A national bike-to-work research project that aimed to:

1. Provide support & resources to encourage people to cycle to work

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

2. Investigate reasons why people would not/never ride to work



## *Bike Now* interventions available:

- Bike buddying
- Bike bus
- Assistance to plan safe cycling route to work
- Cycle skills training workshop
- Installation of secure parking at the worksite
- Basic bike maintenance (including puncture repair) workshop
- Cycle fleet at the workplace for personal or work use
- “Give it a go” – short term rental of bikes to employees
- \$250 grant per worksite for cycling gear, cycling infrastructure (e.g. Sheffield stands) or event



## 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



# Trial Methodology

*from the workplace perspective*

- Bike Now champion recruited
- Bike Now introduced to all staff
- On-line survey to establish interest in cycling initiatives, etc.
- Assist in implementing selected initiatives
- On-line follow up survey to evaluate



# Trial Methodology

*from the project team perspective*

- Finalised project details (branding; locations for trial; criteria for selecting businesses)
- Prepared resources for the trial, including:
  - Manuals for co-ordinators
  - Trainer's manual for cycle skills workshop
  - Best practice handouts for interventions
- Trained coordinators & skills trainers
- Developed initial survey
- Recruited workplaces



# Who was involved initially?

- Potentially 17,000+ staff at ~40 worksites, representing about 30 organisations, in Auckland, Wellington, Nelson/Marlborough
- Minimum number of staff per location was 15, ranging up to a few thousand employees
- Hospitals; city/district council offices; private sector (manufacturing & services); central government agencies
- 3,825 responses to first survey



## Recruiting organisations to Bike Now: a comment

It was much easier to recruit organisations in Nelson/Marlborough and Wellington, than in Auckland. We found that, in Auckland:

- Business enterprises were more difficult to engage in Bike Now than central or local government
- Locating the 'right' contact person in the organisation is crucial
- A stand-alone cycling programme appeared less desirable than a more comprehensive travel planning package

## Initial interest in *Bike Now* & other cycling initiatives (1)

Action	Number of people	% of responses
If I could join a <b>BIKE BUS</b>	320	5%
If there was secure <b>PARKING</b> for bikes at work	868	12%
If I could attend a <b>BIKE-TO-WORK SKILLS COURSE</b>	400	6%
If an experienced ' <b>BIKE BUDDY</b> ' could help me get started cycling to work	239	3%
If I had help planning a safe / quiet route to ride to work.	533	8%
If I knew what to do if I had a puncture or other problems with my bike	497	7%



## Initial interest in *Bike Now*... (2)

Action	Number of people	% of responses
Would definitely use <b>CYCLE FLEET</b> to go to meetings or run personal errands	866	12%
If I could rent a bicycle and other cycling equipment to "give it a go"	337	5%
If I knew a car or (free) taxi fare was available to use for emergencies during work hours	612	9%
If I knew a car or taxi fare was available to use to see clients / attend meetings during work hours	293	4%
If I had access to showers and clothing lockers at or near my workplace	1082	15%
Nothing would encourage me to cycle to work	1030	15%

## 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%

## Who said 'nothing would encourage me to cycle to work'?

Compared with those who were prepared to consider cycling, these people were:	Not at all interested	Prepared to consider cycling
Slightly more likely to be female	66%	61%
Less likely to own a bike	57%	35%
More likely to be living with a life partner	40%	34%
Less likely to be living as a couple with children	31%	36%
More likely to be aged 55+	21%	11%
Less likely to be aged 25-39 years	32%	44%

# Implementation process

- Lost several workplaces during implementation for various reasons
  - Champion moved on
  - Low response rate
  - Other priorities in the workplace
- 27 workplaces made efforts to initiate various Bike Now initiatives



# Contact Energy

## i can bike to work.

Facilities you need to know about if you bike to and from work

### Bike room ....

- Simply move a hook into the location you want (allowing for different width handle bars), hook up your bike and secure the frame to the wire cable
- Towel rails and hooks are for your towels, wet clothing, helmets etc

### Lockers ....

- Level 1 - lockers in the bike shed
- Level 2 - in the corridor outside the toilets
- Keys for lockers and the bike shed can be obtained from the Office Manager

### Showers ....

- 4 showers in total
- Levels 1 and 2 - one shower in the ladies and another one in the mens
- (More showers will be provided as part of the Brandon St re-fit)

### Filtered water ....

- Taps in both kitchens and in the alcove to the right of reception

### Some handy websites ....

- Map my ride: [www.mapmyride.com](http://www.mapmyride.com)
- Greater Wellington: [www.gw.govt.nz/section1153](http://www.gw.govt.nz/section1153)
- Wellington City: [www.gw.govt.nz/section11567](http://www.gw.govt.nz/section11567)
- Transport: [onlinetravelbooks.org.nz](http://onlinetravelbooks.org.nz)
- Commuting tips: [runmaki.com/commute](http://runmaki.com/commute)

## i can bike to work.

### Free helmet safety check from Penny Farthing Cycles

Shane from Penny Farthings will visit Lower Hutt from **10am – 11am on Wednesday 13 February to do a FREE helmet safety check for staff.**

Whether you're a newbie to biking or an old hand, come out to the bike shed on the day and see Shane to ensure your helmet is safe and fits correctly.

Shane will also have a range of new helmets with him which you can purchase at **15% off the retail price**, if you need some new head gear.



### A couple of great lunchtime bike rides from the Lower Hutt office

#### Lower Hutt river ride

##### Description

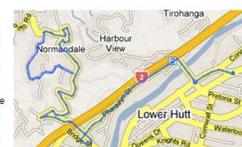
This is a moderate distance ride (approx 14 km) for mountain bikes along the Hutt river trail. The ride is predominantly flat; surfaces vary between gravel tracks, grass and tarmac paths. No riding on roads is required. This ride takes around 35 to 40 minutes at a moderate pace. This ride can be shortened by crossing the river at Melling bridge, Ewan bridge or the Ava railway bridge.



#### Normandale Hill loop ride

##### Description

If you're after a bit of an uphill challenge, start out easy on the flat along Pirarangi Street then cruise over the Normandale Bridge. Follow Normandale Road up until you eventually get to Polo Road on your left. Enjoy the thrill of the downhill by heading down Pokohiri Road until you end back up on Normandale Road.



# Other activities by organisations

- Set up intra-net sites to support cyclists and potential cyclists & promote Bike Now initiatives
- 'Health fair' at hospitals – Bike Now featured
- Staff discounts organised with local bike shops
- Maps of lunchtime rides created
- 'Fuel savers'/Bike-to-work breakfasts
- Provided ironing and/or clothes drying facilities
- Established bicycle users groups (BUGs)
- A 'social' bike outing on the weekend



# Take up of Bike Now initiatives

Initiatives offered / taken up	No. of workplaces	Comment
Improved/more secure cycle parking	5	Hooks; Sheffield stands; secure cage
Cycle skill workshops	All	
Bike buddying and/or route planning	9	
Bike bus	All	Bike buses were set up & promoted in the wider community. One Auckland-based business established a bike bus with 5 people on it; one in Nelson had a bus with 2-3 riders
Workplace cycle fleet	6	Marlborough, Nelson, Wellington Hospitals – 2 bikes each; Auckland City Council – 5 bikes; NMIT Marlborough & Presbyterian Support – 1 bike each
'have a go' (bike 'lease')	3	Done with existing fleet bikes
Puncture workshop	13	Some provided for free by experienced cyclist in organisation; others offered as a workshop with a small fee
Ironing facility provided	2	This was done using the \$250 incentive provided as part of the Bike Now programme.

# Bike stands installed at NMIT Nelson



*BIKE NOW* 

## 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.

# Slow go and no go

- Cycle skills workshops
  - Tested different formats
  - Very poor uptake – only about 5% of those who initially said they wanted them
- Bike bus
  - 9 routes developed
  - Advertised to local community in newspapers; on radio
  - Promoted on BikeWise website
  - Handed out flyers at bikers' breakfast
  - Emailed most staff
  - No takers
  - 2 buses established in 2 businesses

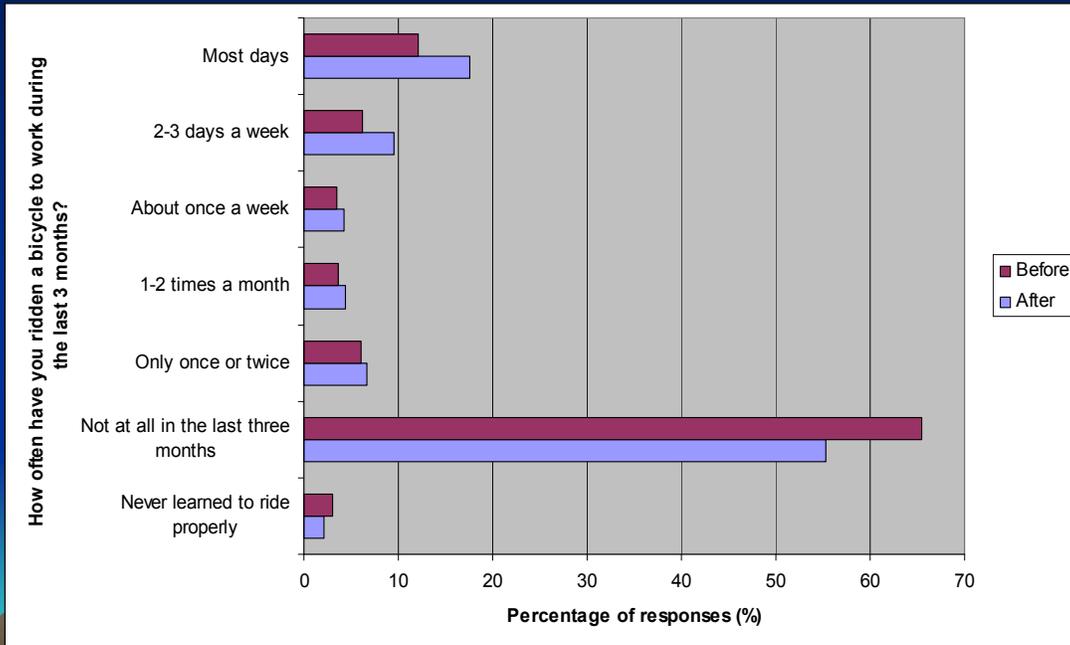


# The 'after' survey

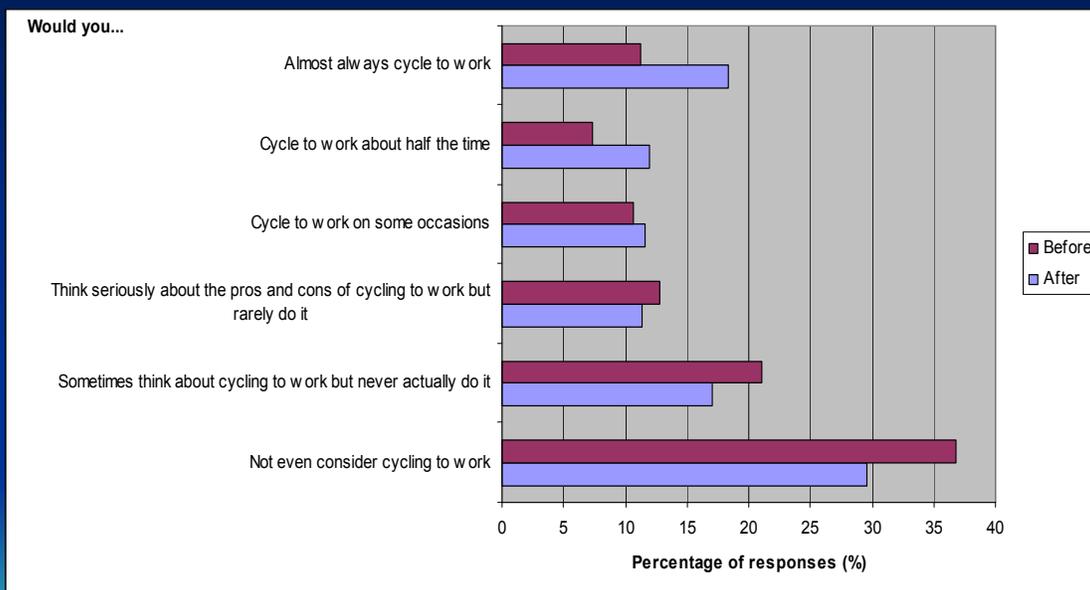
- On-line survey 6-12 months after first survey
- 1,623 respondents from 27 organisations (17% of total work population)
- Asked about current & future cycling to work, cycling for leisure/errands, use of any fleet bikes
- Offered further information



# The apparent impact of Bike Now... More riding to work



# ...Shift in attitude towards cycling



## 216 people riding to work more often

- 2% of total work population
- 69% of these said they were riding 1+ more per week
- One-half (49%) had replaced 'drive a car' with cycling trips
- 20% replaced walking trips & 21% replaced public transport trips



## Why riding to work more often?

What are the main reasons you ride to work more often now than you did in September 2007?	No. of times reason selected	% of all reasons selected
<i>Attended a (4-6 hour) bike skills workshop</i>	4	1%
<i>More secure bike parking at work</i>	22	5%
<i>Gained confidence working with a bike buddy/mentor</i>	2	0%
<i>I had help planning a route to ride to work</i>	4	1%
<i>Iron &amp; ironing board were made available at work</i>	1	0%
<i>Bike pump &amp;/or other equipment installed at work</i>	7	1%
<i>Attended a puncture / basic bike maintenance workshop</i>	1	0%
<i>My workplace organised access to showers and/or clothing lockers at or near my workplace</i>	15	3%
Bought a bike	47	10%
Wanted to get fit	88	18%
Wanted to improve my health / manage my weight	93	19%
Moved house (closer to work / further away from work)	45	9%
No longer have a car	12	2%
Cost of petrol	94	19%
Other reason	51	10%
<b>Total</b>	<b>486</b>	<b>100%</b>

## Why riding more: other reasons (1)

- 'Got confident with route, lots of support from other staff, got fitter and enjoyed more, save money on bus fare'
- 'Getting bike lights given out at the hospital awareness day' (2 people)
- 'I live quite far from work (30km). I realised I could drive half way to work with my bike in the boot, park up, then cycle the rest of the way. I could do this much more frequently than cycling the full distance.'
- 'We had a BikeWise week so I thought I would uphold our 100% participation of our office'



## Why riding more: other reasons (2)

- 'Find it saves time (much quicker than walking or driving) and it ends up saving money spent on busses or parking/petrol. I realised that it isn't much of a hassle organising work clothes in the morning.'
- 'It's a great kick start to the day and good wind down at the other end. Gets the blood pumping to the brain!!!'
- Others: environmentally friendly; enjoying cycling to work; 'faster and cheaper than taking a bus or car'

# Riding more at other times, too

Please exclude riding to and from work. Compared with September 2007, do you now ride your bike for exercise / recreation / to run errands / shopping / etc...	No. of responses	% of Responses
Less than I did in September	281	18.1
About the same as I did in September	957	61.6
More than I did in September	315	20.3
Total	1553	100.0



## Did the impact really happen? *The probability of (extensive) bias*

Several potential sources of bias at play:

- Self-selection / non-response bias
- Recall bias
- Not a 'proper' panel survey
- No control group of businesses to account for external factors, such as petrol price rises
  - Did examine cycle monitoring data for Auckland, but no consistent trend was apparent for the areas our organisations were located



## Concluding remarks

- Much more data/information is available & full report will be published in next 6 months
- The presence of Bike Now in the workplaces appeared to be a catalyst to change, irrespective of direct participation in a Bike Now initiative
- Have successfully developed a range of materials useful for future efforts to expand cycling
- Due to potential bias, it is difficult to state, with certainty, that we have made the difference we set out to make



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For more information regarding Bike Now:

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Resources & papers: [www.pinnacleresearch.co.nz](http://www.pinnacleresearch.co.nz)