

The Joy of Biking



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Mission: More butts on bikes



- Get people to bike for transportation
- Reduce the number of single occupied vehicles
- Arlington mode share < 2%
- Mode share in neighboring DC >2%



The Good: Bicycle Facilities



Infrastructure is there:

- 50 miles: off street trails
- 31 miles: bike lanes and sharrows
- 78 miles: on street routes
- 100% of households live within 2 miles of an off street trail
- 45 Capital Bikeshare stations, 300+ bikes



Strategy: Face to Face Communication



MAKING THE PITCH:
SELLING **SUSTAINABILITY** FROM
INSIDE CORPORATE AMERICA

2012 Report of Sustainability Leaders



Getting people to buy into new ideas takes three key factors:

- Subject matter expertise
- Ability to quantify the value of an initiative
- Interpersonal skills

-Summarized by The Triple Pundit



The Bad: Low Attendance



Not reaching “Interested but Concerned”

- Too many barriers:
 - Owning a bike
 - Weekend only classes
 - 3 hours long



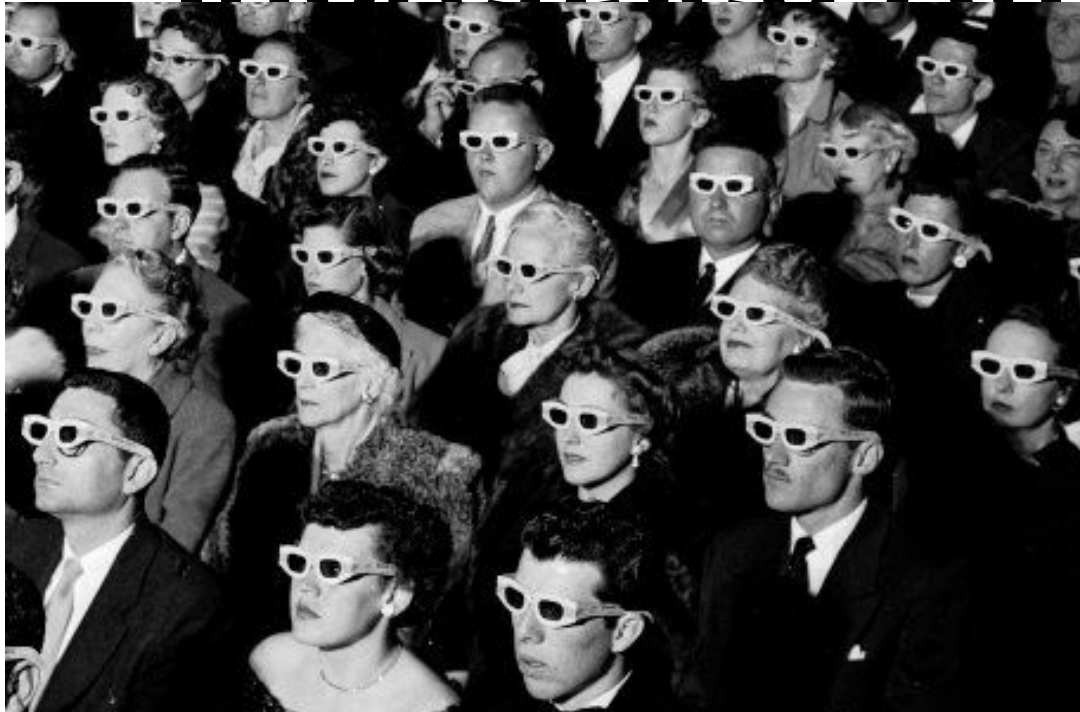
Proposed Solution: Reform Classes



- Remove the on-bike element
- Offer times that would appeal to interested but concerned
- “Get togethers” vs. “Classes”
- 1 ½ hours
- Free food and prizes



Desired Outcome: Increased Attendance

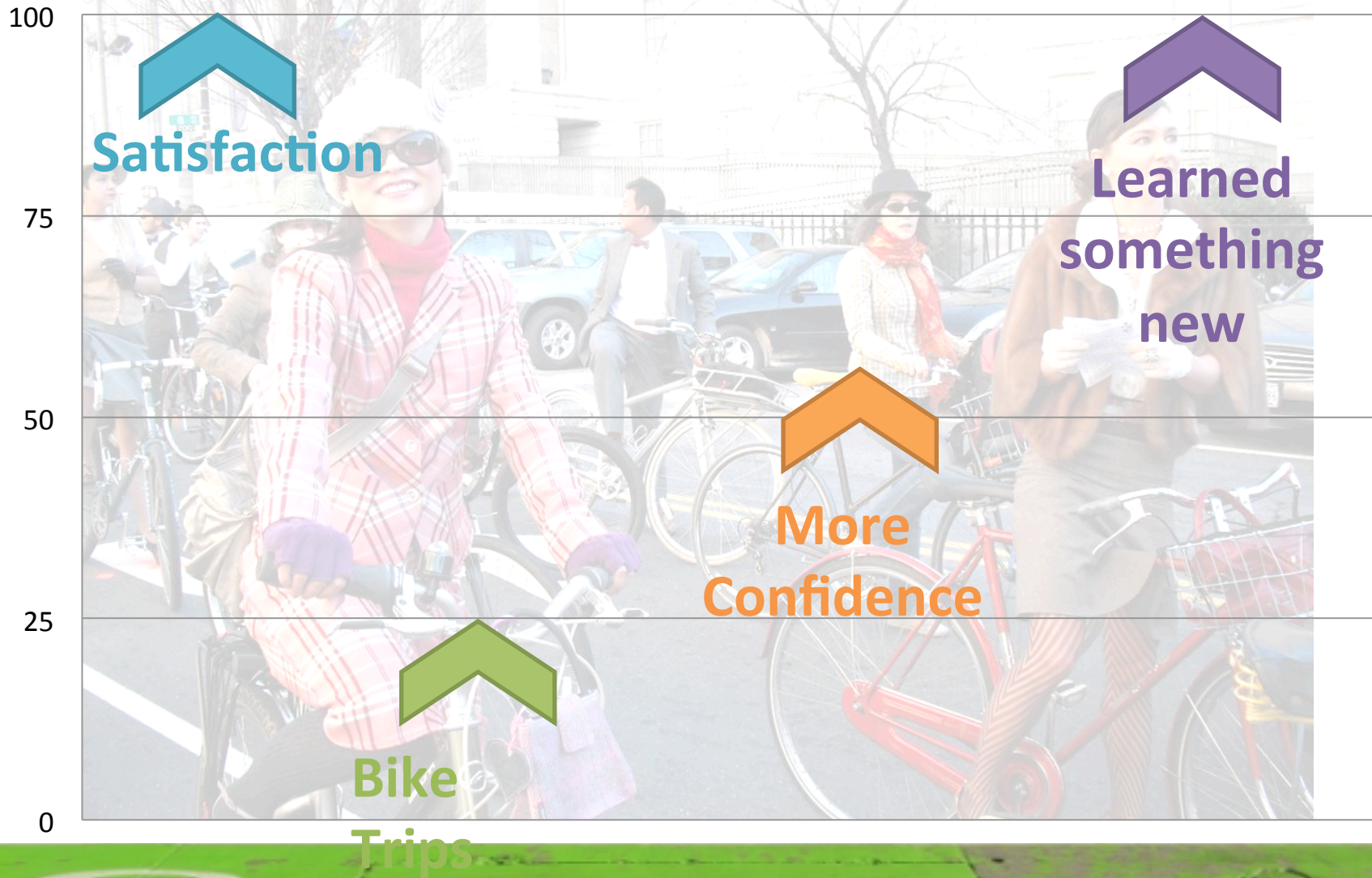


RESULTS

- Total reach = 93
- Average attendance = 4
- Market reach = 33% beginners (i.e. interested but concerned)
- Market reach = 55% intermediate



Outcome: New butts on



Outcome: Relationships



- There's a "bike person" they can go to
- They feel comfortable asking me questions
- Partnerships have been created



Words from the public

“ Many thanks Zanna! I really enjoyed the class, and learned exactly the kinds of things I hoped to - so cool that the county supports this, I thought it was entirely worthwhile.”

“ Thank you for providing the information Zanna. I did learn a lot about bike routes and I'm glad that I came.”

“ Hi, Zanna. I've really enjoyed the Two Wheel Tuesdays, and look forward to attending a Confident Cycling Class. Many thanks for spear heading the get-togethers.”



Words from the public

“ Thanks much for the series on bike safety. I very much enjoyed the bike maintenance session (and the free bike light) and look forward to next Tuesday's bike safety session.”

“ Hi Zanna! Thanks for all of the great information about biking. I really like the TWT meetings, and I'm excited to get started.”



Complications:

Audience



Low attendance

- Target market not reached



Implications: Improve Marketing



Getting people to buy into new ideas takes three key factors:

- subject matter expertise ✓
- the ability to quantify the value of an initiative
- interpersonal skills ✓

-Triple Pundit



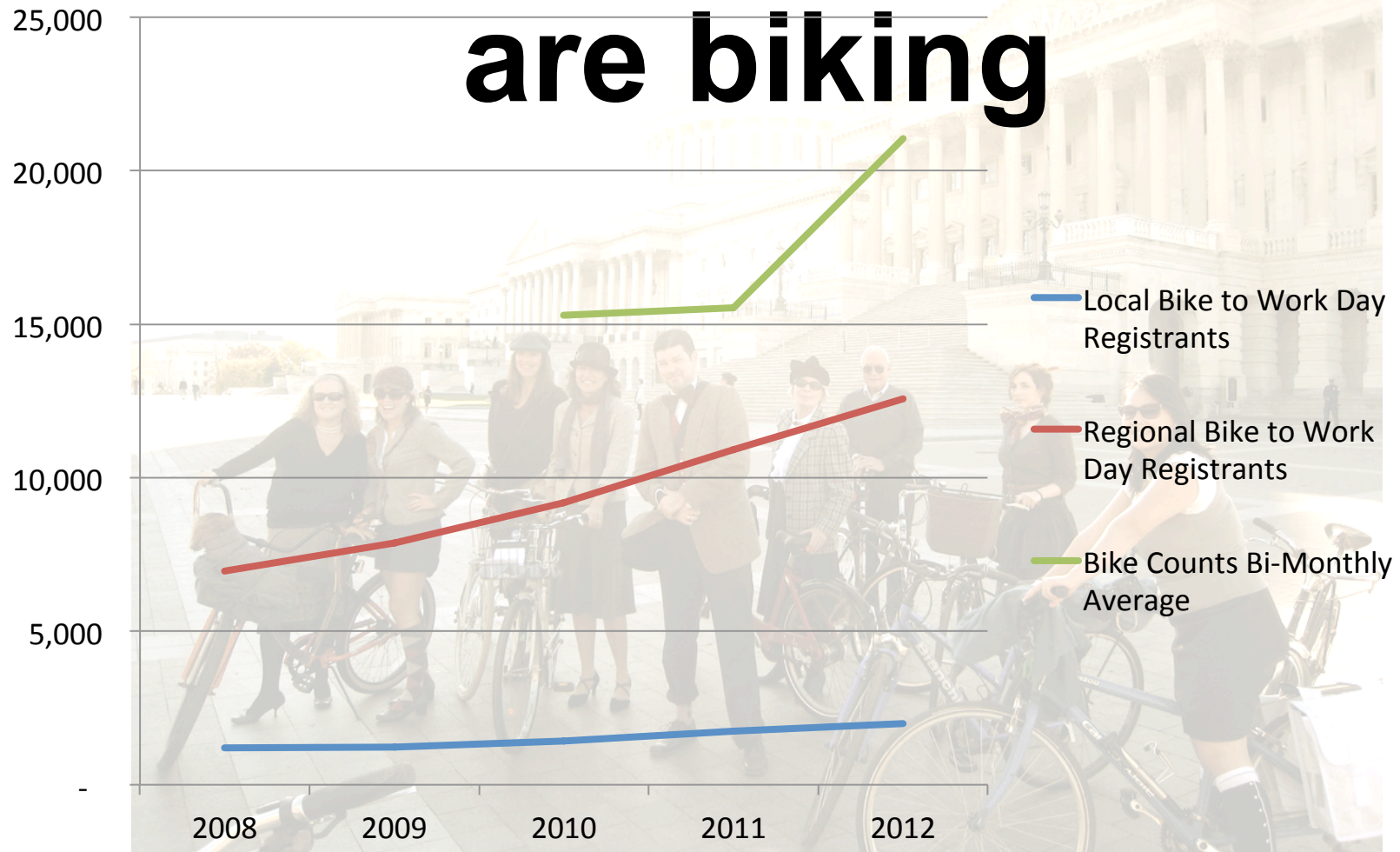
Implications: Quantify Value



- Appeal to their egos
- Focus on personal benefits
 - Health
 - Money
 - Style
 - Family
- Tailor message to audience



The Future: More people are biking



Conclusion



- Face to face communication creates *lasting change*
- *Quantifying value* through social media can bring in target audience





Thank You!

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