Creating More Urban Cyclists using Community Based Social Marketing

Toronto Cycling Think & Do Tank
CultureLink Settlement Services
Cycle Toronto
Evergreen
Metcalf Foundation

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3 main factors affecting active transportation behaviour

- Infrastructure
- Rules & Policies
- Social Context

Most processes to date

Community Based Social Marketing

Often neglected

Figure credit: T Ledsham based on initial work by L Sagaris
The Behaviour Change Process

1. Segment Target Population
2. Identify & Remove Barriers
3. Implement Commitment Strategies
4. Sustain the Behaviour Change

Ongoing social support through modeling, local hubs and periodic events

Figure Credit: Emma Cohlemeyer
Geographic location of mentors (pins) and mentees (dots)

City of Toronto, Ontario, Canada
The Bike Host Program
Transportation mode to work, school and shopping

Usual Transportation mode for Work, School, and Shopping (ENTRY)

- Drive: 62%
- Transit: 30%
- Bicycle: 5%
- Walk: 3%

Usual Transportation mode for Work, School, and Shopping (EXIT)

- Drive: 34%
- Transit: 31%
- Bicycle: 7%
- Walk: 28%

*Mode share calculated using all responses for “usual shopping mode” and “usual work/school mode” from 48 matched entry and exit survey responses by 2014 Bike Host mentees*
Primary Travel Mode: mentees with children

**PRIMARY MODE OF TRAVEL FOR WORK FOR PEOPLE WITH CHILDREN**

- **Walk**: 52%
- **Bicycle**: 22%
- **Transit**: 26%

**PRIMARY MODE OF TRAVEL FOR WORK FOR PEOPLE WITHOUT CHILDREN**

- **Drive**: 35%
- **Walk**: 9%
- **Bicycle**: 4%
- **Transit**: 52%

**N = 28**

**N = 23**
Encouraging Children to Bike to School

85% of participants agree or strongly agree with the statement “Because of Bike Host I am more likely to encourage my children to bike to school”

N = 34
**Top Program Benefits**

Meet new people, safe cycling skills, and knowledge of Toronto are the most popular benefits of the Bike Host program.

**ENTRY SURVEY:**
The top three benefits

- Meet new people
- Knowledge of Toronto
- Safe cycling skills

**EXIT SURVEY:**
The top three benefits

- Safe cycling skills
- Meet new people
- Knowledge of Toronto
Comfortable with using Bicycle as Transport

Are you comfortable using your bike for shopping, work, and school?

Yes 90%

No 10%

N = 48
Attitudes and Social Norms

When comparing entry and exit surveys, 2014 Bike Host participants agreed significantly more on the following questions at the end of the program:

- "I feel comfortable riding a bike on the street in Toronto" (p=0.021)
- "My peers see bikes as fun or cool" (p=0.024)
- "I do most of my shopping within my immediate neighbourhood" (p=0.021)

*Likert scale responses were evaluated using Wilcoxon signed-rank statistical test, using 48 matched entry and exit survey responses by 2014 Bike Host mentees*
When comparing entry and exit surveys, 2014 Bike Host participants agreed significantly less on the following statements at the end of the program:

"I'm afraid my bike will get stolen if I lock it up outside" (p=0.000)

*Likert scale responses were evaluated using Wilcoxon signed-rank statistical test, using 48 matched entry and exit survey responses by Bike Host mentees*
Plans to buy bicycle and openness to Bike Share

Breakdown of Exit Survey Responses:

- Plan on purchasing a bicycle (72%)
- Not planning on purchasing a bicycle-but agree "Bike Share Toronto is a practical substitute for owning a bicycle" (16%)
- Already own a bicycle (12%)

At the beginning & end of program, 6 mentees owned bicycles
Willingness to Spend – Bikes & Accessories

• $64 (55%) increase in willingness to spend on bicycle

• $19 (40%) increase in willingness to spend on bicycle accessories.
Thank you and questions

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Bike Host 2014 by the Numbers

23 mentors participated
53 mentees participated

65% of mentees were male
35% of mentees were female

Mentees self-identified 19 different ethnicities

94% of participants had a cellphone
26% had a landline

96% had access to a computer
13% owned a working bicycle

23% lacked safe parking at work, school and shopping

All bikes were returned except 1 that was stolen. Mentee reported the theft to police as required

48 matched mentee respondents who completed both entry and exit survey

96% of respondents agreed that they would recommend Bike Host to a friend or family member