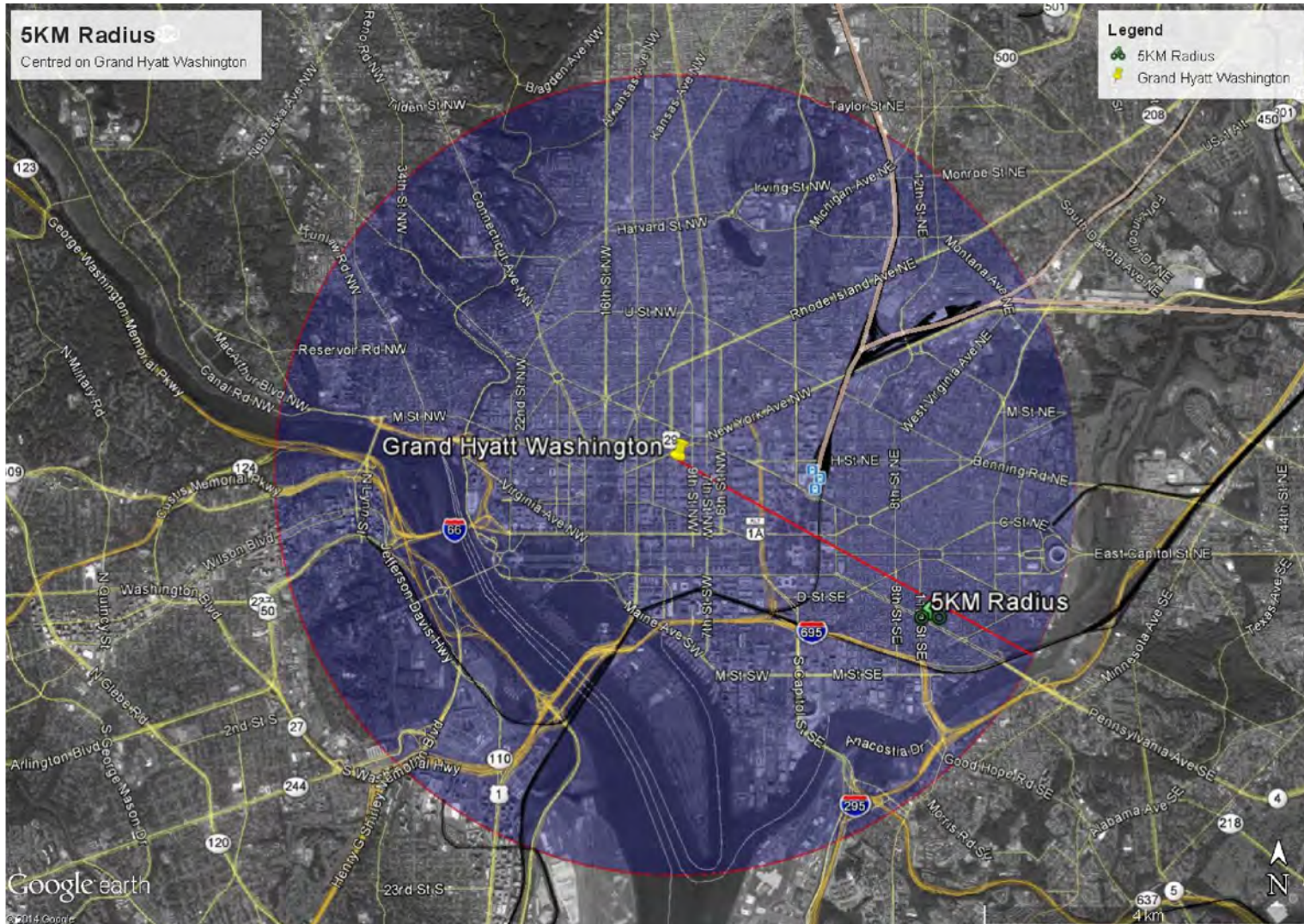


Creating More Urban Cyclists using Community Based Social Marketing

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

BECC, Washington, D.C.
December 8 2014
Trudy Ledsham
Project Manager & Researcher
Toronto Cycling Think & Do Tank
University of Toronto



3 main factors affecting active transportation behaviour

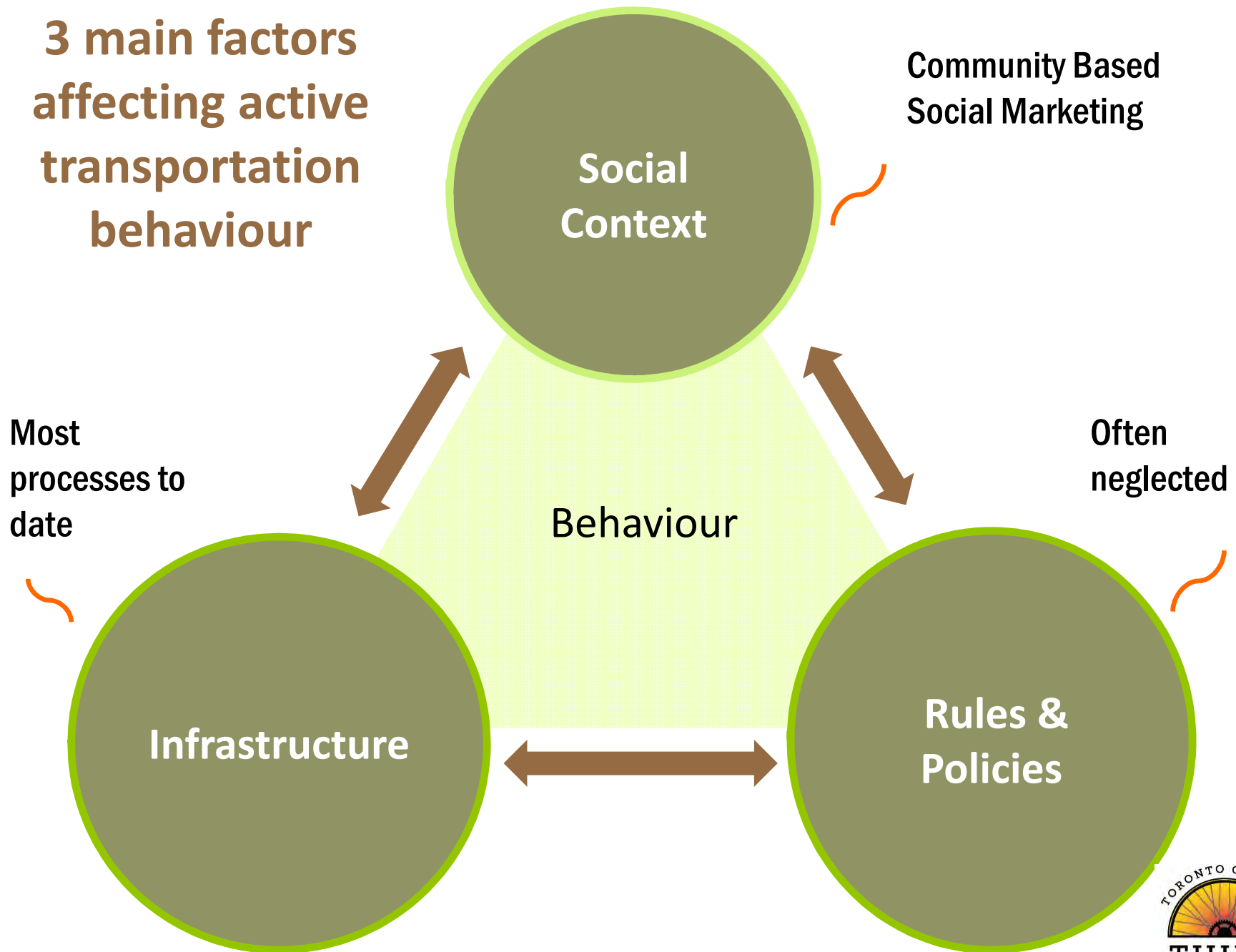
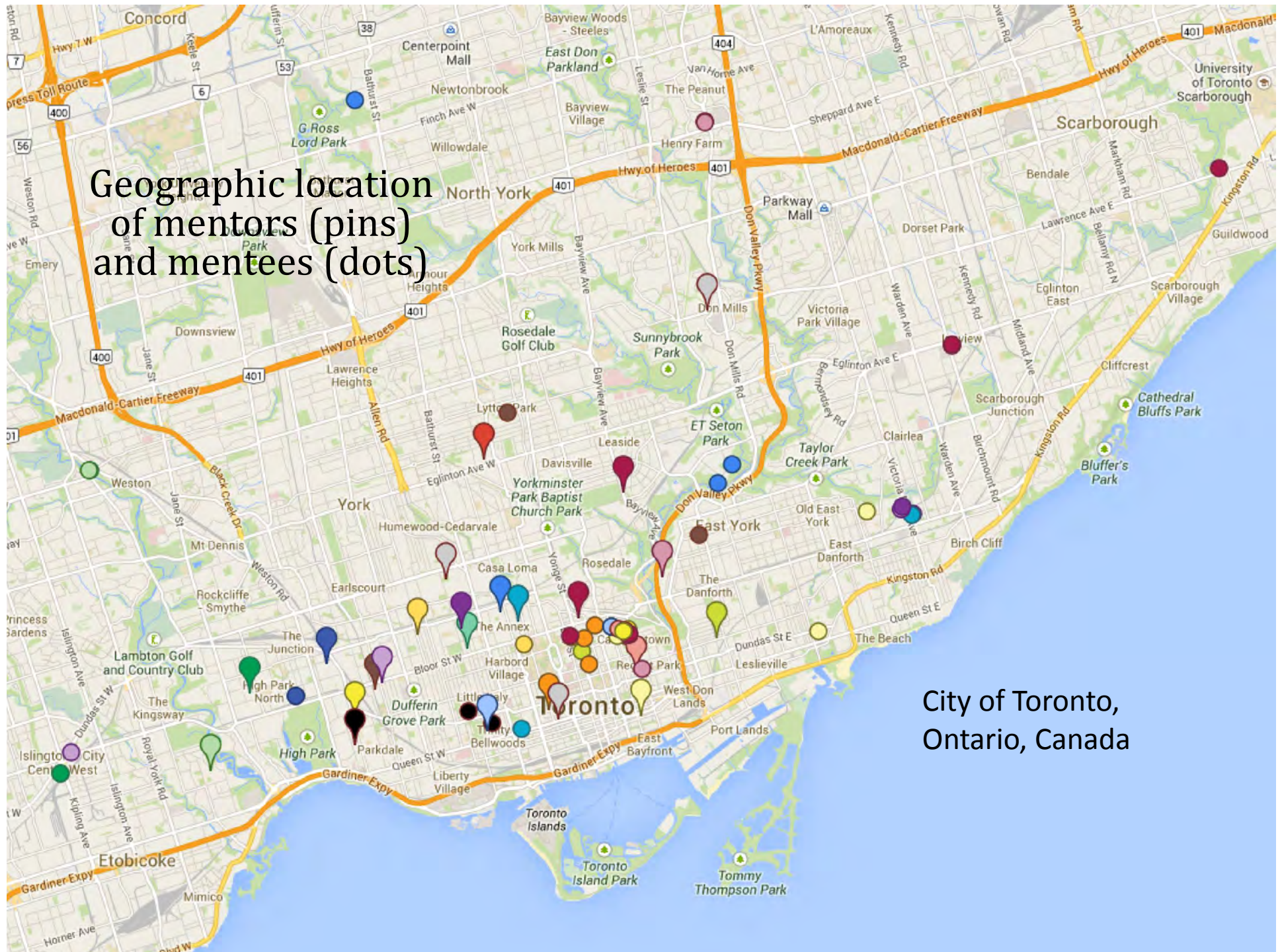


Figure credit: T Ledsham based on initial work by L Sagaris

The Behaviour Change Process



Figure Credit: Emma Cohlemeyer



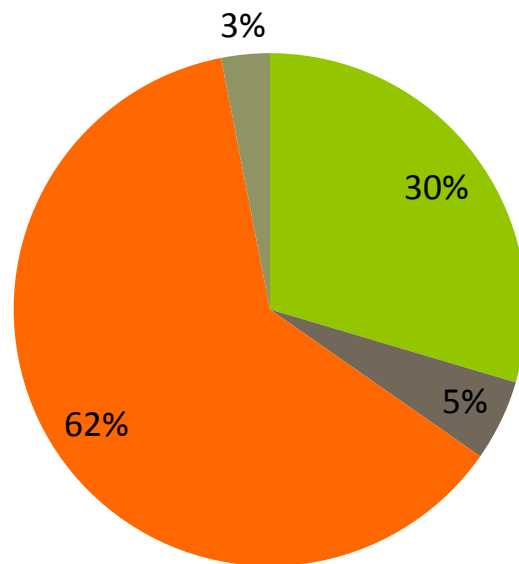
The Bike Host Program



Transportation mode to work, school and shopping

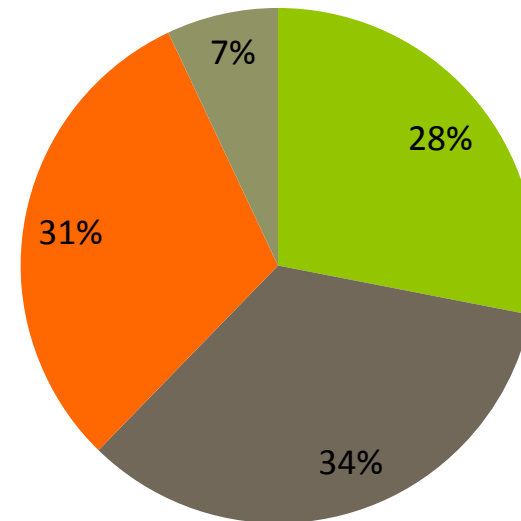


Usual Transportation mode for Work, School, and Shopping (ENTRY)



■ Walk ■ Bicycle ■ Transit ■ Drive

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



■ Walk ■ Bicycle ■ Transit ■ Drive

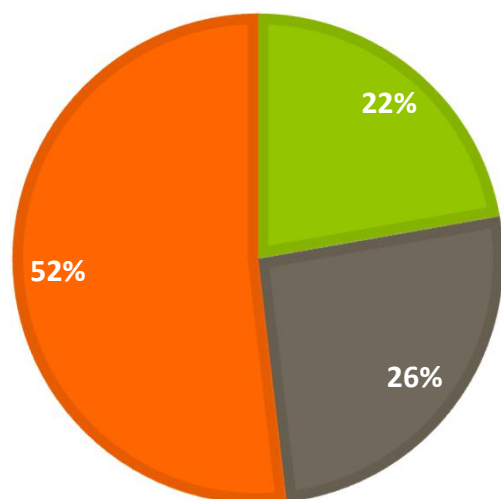
Mode share calculated using all responses for “usual shopping mode” and “usual work/school mode” from 48 matched entry and exit survey responses by 2014 Bike Host mentees

Primary Travel Mode: mentees with children



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

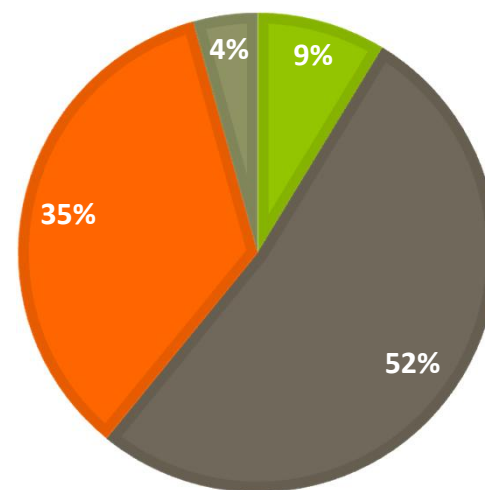
■ Walk ■ Bicycle ■ Transit



N = 28

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

■ Walk ■ Bicycle ■ Transit ■ Drive

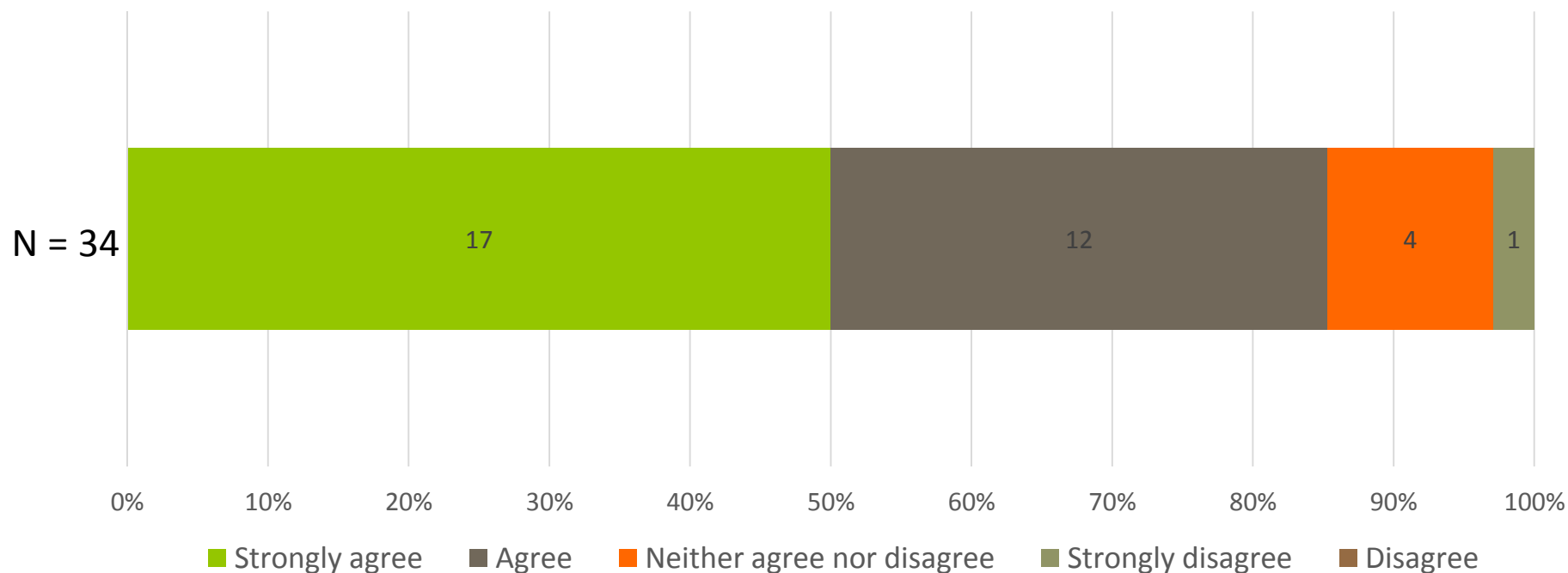


N = 23

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”

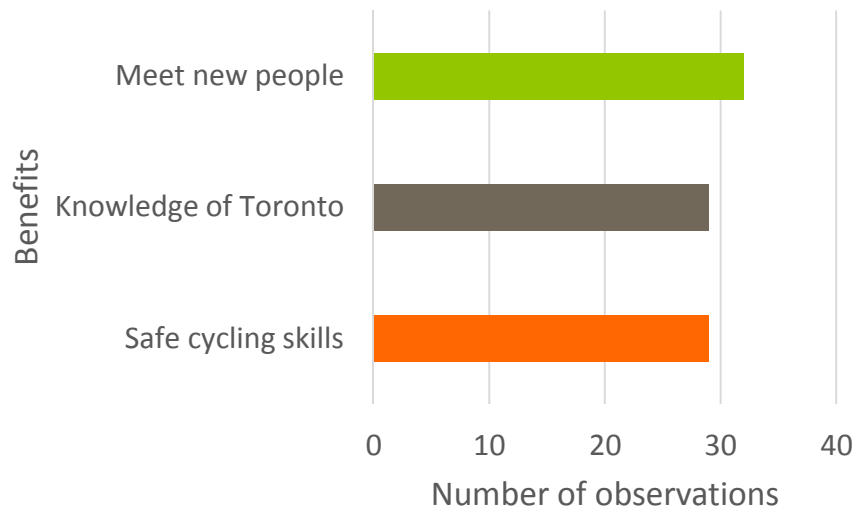


Top Program Benefits

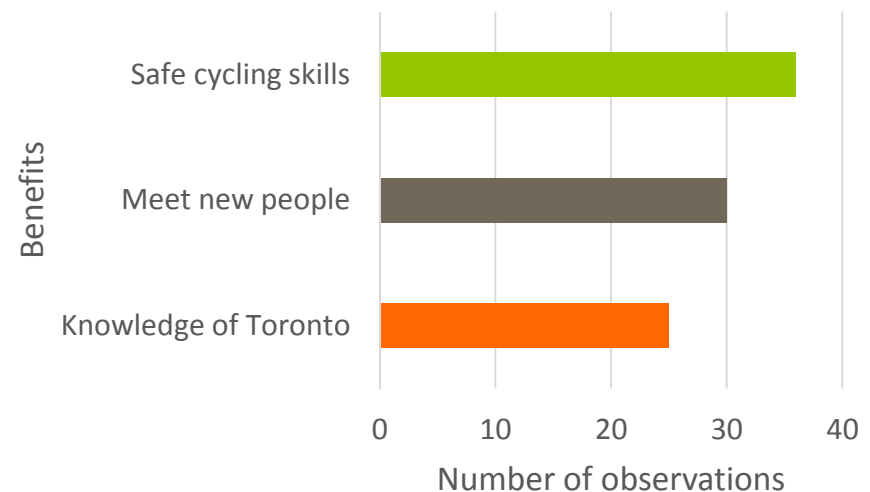


Meet new people, safe cycling skills, and knowledge of Toronto are the most popular benefits of the Bike Host program

ENTRY SURVEY:
The top three benefits



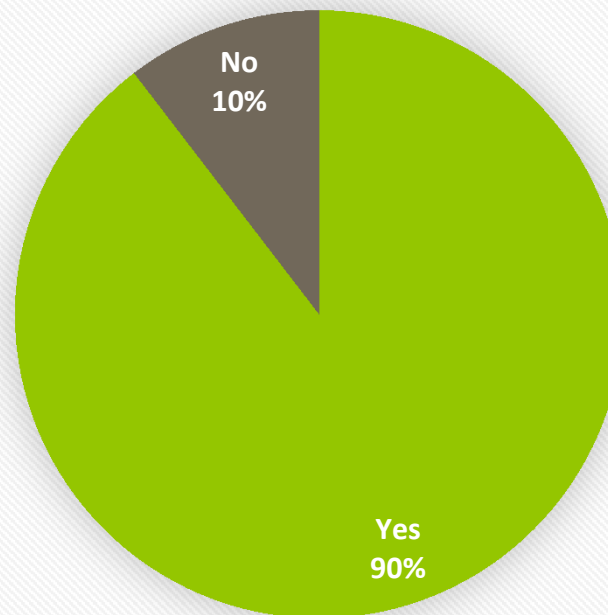
EXIT SURVEY:
The top three benefits



Comfortable with using Bicycle as Transport



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



■ Yes ■ No

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

Bicycle Security



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

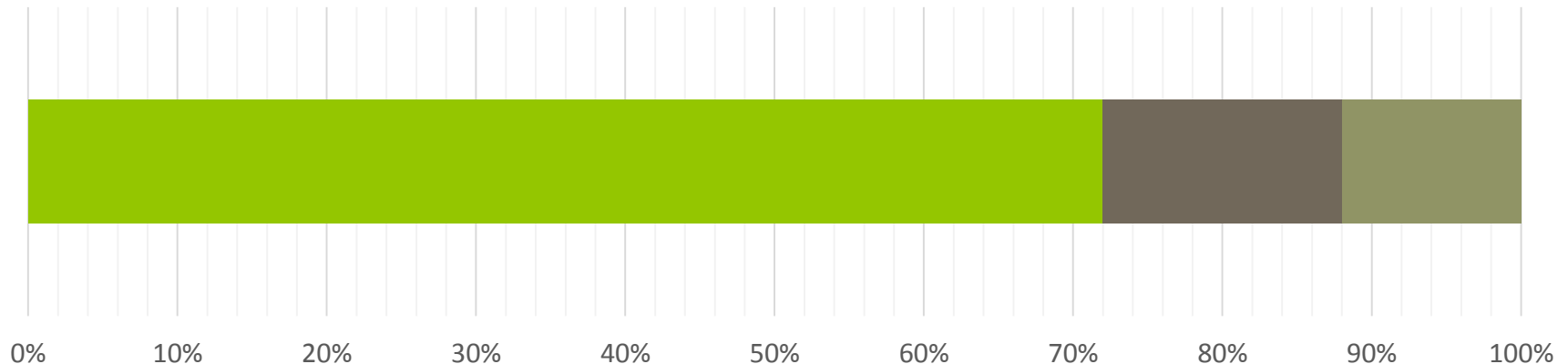


Plans to buy bicycle and openness to Bike Share



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%)

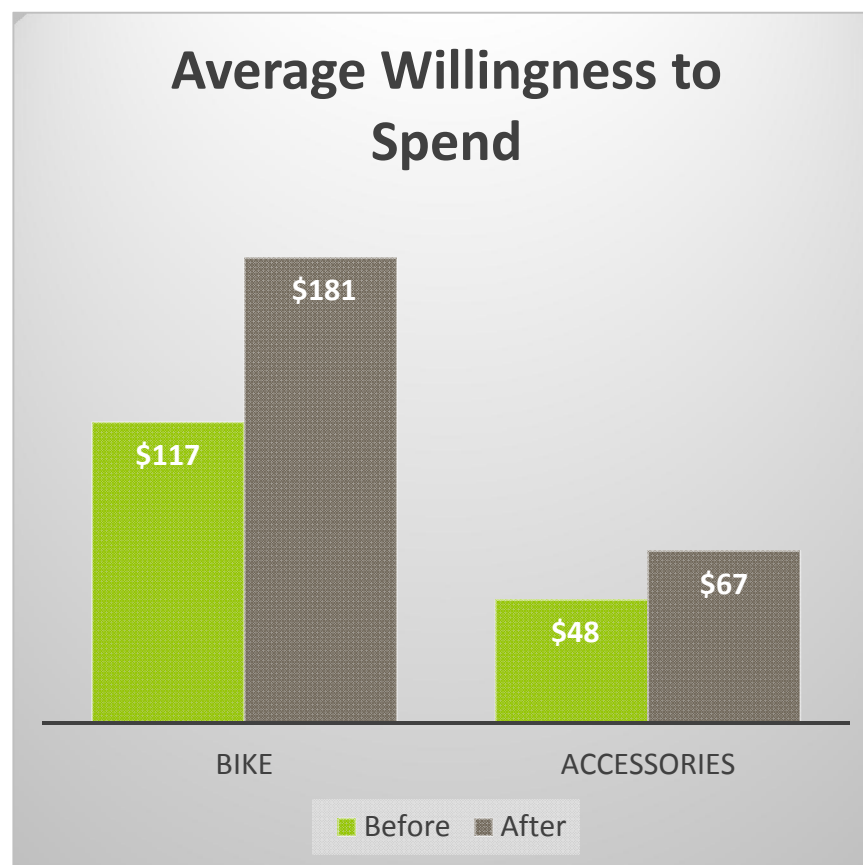


At the beginning & end of program, **6 mentees** owned bicycles

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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**METCALF
FOUNDATION**



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