



Ride to Work and Beyond! Summary of activities and outcomes (April 2006)

Title:

Ride to Work and Beyond! Summary of Activities and Outcomes
April 2006

Source:

Project funded by the Australian Greenhouse Office, Mobility Management Program, and the Victorian Department of Infrastructure (TravelSmart)

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Activities	Achievements	Key issues identified/addressed	Related documentation
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Preliminary planning			
Literature review	Insights from other travel behaviour change events and health promotion methodology	<ol style="list-style-type: none"> 1) Importance of rigorous data collection and analysis 2) Relevance of health promotion theory 3) Initiatives used in other travel behaviour change events provided a good starting point for developing new initiatives 	Event based behaviour change: a literature review focussing on transport applications (16 May 2003)
Focus group research	List of potential initiatives assessed. Perceived barriers and benefits identified and explored.	<ol style="list-style-type: none"> 1) Most popular pre-event initiatives were journey planning and targeted event publicity e.g. scripted emails 2) Most popular event initiatives were reward within the organisation for participating on the day and formal riding support (bike buddies or riding groups) 3) Most popular post-event initiatives were continued relationship with local sponsors, regular workplace breakfasts and resources for campaigning for better facilities in the workplace 4) An overt commitment/pledge was the only distinctly unpopular initiative in the proposed list. 5) Fitness/exercise/health perceived as the main benefit of riding to work 6) Concern about safety of riding on the road perceived as the main barrier to riding to work 7) Main motivators to participate in the event was encouragement from regular riders prior to the event and social breakfast on the day 	Ride to Work and Beyond! Focus Group Report (April 2003)
Intervention design for pilot program	List of initiatives developed with reference to literature review and focus group report	See above	Ride to Work and Beyond! Report for Year One and Objectives for Year Two (March 2004)

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2003 event			
Field test of initiatives in 10 workplaces (experimental design: 5 test, 5 control)	Initiatives implemented and tested with a series of travel mode surveys, interviews and focus groups	1) Organisations concerned about burden of evaluation 2) Need to develop ways of measuring more subtle aspects of behaviour change 3) Need to improve implementation by developing better understanding of communication within organisations 4) Program more successful in smaller organisations; different approach required for large organisations (150+ staff) 5) Pedal Packs and emails were stand-out initiatives	ATRF paper; Summary of Yr One and Objectives for Yr Two
2003 event registration	3362 registrants, 16% riding to work for the first time	Desirability of increasing number of registrations, particularly number of first-timers	Ride to Work and Beyond! Report on Follow-up Survey of Ride to Work Day 2003 registered participants (15-19 March 2004)
2003 event follow-up survey (one x one week survey five months after event)	Survey emailed to 1807 valid email addresses belonging to those who registered in Ride to Work day 2003. Successfully addressed evaluation issues identified in 2002 event follow-up survey. 47% response rate with good representation of first-timers. New developments in methodology allowed us to obtain more accurate data and to identify causal links between event and behaviour change and to measure readiness for change.	Innovations: 1) Single survey rather than six waves to reduce respondent burden 2) Five-day survey rather than single day to increase the chance of detecting fair-weather riders, part-time workers and those who rode less than five days per week 3) Survey framed to encourage responses from non-riders and new rides 4) Incentive offered to encourage larger number and wide range of respondents 5) Email option only to reduce cost, respondent burden and data errors 6) New questions added to measure engagement with the behaviour change process 6) New questions added to measure causal link between change and the event	Ride to Work and Beyond! Report on Follow-up Survey of Ride to Work Day 2003 registered participants (15-19 March 2004); Assessing the impact of a Ride to Work Event, Physical Activity Conference, Melbourne, October 2005

Activities	Achievements	Key issues identified/addressed	Related documentation
2004 event			
3 workplaces pilot - focus on large organisations (case study methodology with organisational profile, benchmark behaviour change survey, follow-up behaviour change survey, benchmark TravelSmart travel mode survey, follow-up TravelSmart travel mode survey), focus groups, CFW assessment and interviews)	Developed research program based on case-study approach. Worked in TravelSmart setting. Trialed new set of initiatives specifically for large workplaces (150+ staff). Based on results from Year 1 pilot program and historical case study of Department of Human Services program. Pilot tested Cycle-Friendly Workplace Assessment. Refined methodology for evaluation.	Increased understanding of issues of working with large organisations. Best results in smaller, more isolated organisations with staff on largely regular hours, with common gathering points (e.g. canteen). Another key factor was ability to recruit 'floor champions' to communicate at department level. Implementation of Cycle-Friendly Workplace Assessment and Organisational Profile in early stages was particularly successful. Again, Pedal Pack and scripted emails were stand-out initiatives.	Summary of Yr One and Objectives for Yr Two; Ride to Work and Beyond! 2005 Pilot Program with 250+ Workplaces
2004 event registration	5577 registrants, 1233 riding to work for the first time	Behaviour change methodology and evaluation consolidated. New online registration successful.	Ride to Work Day 6 October 2004 Post-event Report
2004 event follow-up survey (survey sent five months after the event)	Survey emailed to 2954 valid email addresses belonging to those who registered in Ride to Work Day 2004: 66% response rate with 17% riding for the first time. Repeat of 2003 event follow-up survey with some modifications to framing: additional incentives and emphasis on assisting with 'improving of event'	Behaviour change impact of the event confirmed: 27% of those riding for the first time on Ride to Work Day 2004 were still riding in the survey week; Over 80% of first-timers reported that the event had a positive impact on their readiness to ride to work with almost 57% indicating that it had influenced their decision to ride to work; 86% of respondents had either progressed in their readiness to ride to work or had maintained their riding to work habit established prior to the event	Ride to Work and Beyond! Report on Follow-up Survey of Ride to Work Day 2004 registered participants (7-11 March 2005); Assessing the impact of a Ride to Work Event, Physical Activity Conference, Melbourne, October 2005

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2005 event			
<p>Pilot program in outer Melbourne and regional Victoria: working with local councils to develop and test a model for local government involvement. Case study approach: Warrnambool and Dandenong (replaced by Moonee Valley after commitment not established).</p>		<p>1) Identified constraints associated with implementing programs through local councils: long lead-time required for careful staging and adequate promotion; model for RTWB Committee proved unsuccessful due to limited interdepartmental and bike shop commitment, while commitment from sustainable transport officers was strong; model of working through council to communicate with other workplaces was abandoned early in the process when it became apparent that direct contact was more effective</p> <p>2) Identified benefits associated with implementing programs through local councils: community breakfasts provided a strong focus and incentive for other workplaces to participate; endorsement by local council helped gain cooperation of some workplaces</p> <p>3) Developed a better appreciation of resource limitations: in some workplaces, limited funds and staff time available for wellbeing and environmental initiatives made program recruitment difficult; even some of those that committed to the program were reluctant or unable to participate in the final evaluation; the traditional model for Ride to Work Day, based on casual commitment by self-appointed Workplace Coordinators, places less stress on organisational resources</p> <p>4) Councils and some other organisations preferred mixed-mode sustainable transport programs as this allowed them to broaden involvement, especially in Warrnambool where distances and climate (windy and often wet) reportedly made cycling a less desirable option</p>	<p>Ride to Work and Beyond! 2005 Pilot Program Report, Developing a Model for Working with Local Government</p>

2005 event registration	6811 registrants, 1454 riding to work for the first time	Behaviour change methodology and evaluation consolidated	Ride to Work Day 5 October 2005 Post-event Report
2005 event follow-up survey for first-time participants (survey sent seven weeks after the event)	Survey emailed to 1286 valid email addresses belonging to first-time riders who registered in Ride to Work Day 2005. 32% response rate. New survey designed to measure medium-term overall physical activity impact of the event on first-time riders.	1) Encouraging results: 46% of first-time riders were still riding to work in the survey week; positive correlation between continuing to ride to work and increase in overall physical activity 2) Opportunities for health-based evaluation of first-time riders identified.	Ride to Work Day 2005 first-time riders: physical activity survey, November 2005
2005 event follow-up survey (survey sent five months after the event)	Survey emailed to 5653 valid email addresses belonging to those who registered in Ride to Work Day 2005. 49% response rate with 14% riding for the first time. Repeat of 2003 and 2004 event follow-up surveys with some modifications	Behaviour change impact of the event confirmed: 27% of those riding for the first time on Ride to Work Day 2005 were still riding in the survey week; 85% of first-timers reported that the event had a positive impact on their readiness to ride to work with 46% indicating that it had influenced their decision to ride to work; 86% of respondents had either progressed in their readiness to ride to work or had maintained their riding to work habit established prior to the event	Ride to Work and Beyond! Report on Follow-up Survey of Ride to Work Day 2005 registered participants (27 February - 3 March 2005);