

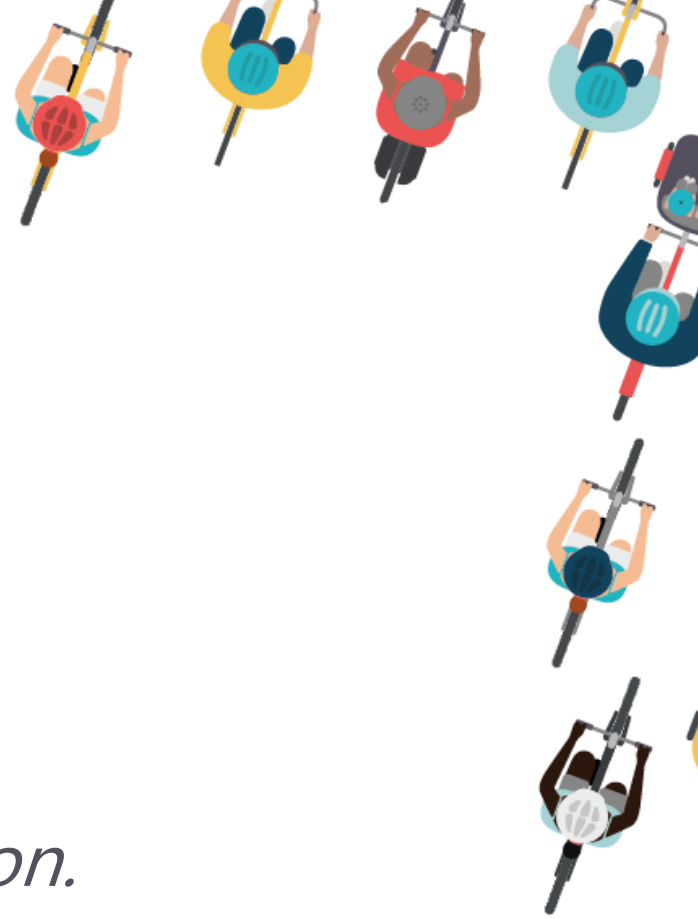


LOVE TO RIDE



LOVE TO RIDE

The biking encouragement platform that get more people riding, and riding more often for transportation.



BIKE MORE CHALLENGE

EVERY BODY.
EVERY RIDE
COUNTS.



HOME

MY PROFILE

STORIES

PRIZES

RESULTS

INFO



Laura Cisneros



Join the Movement and
#bikemore!

from **The Street Trust**

01:21



Bike More Challenge 2019 is right around the corner!

It's not too early to get registered for the Bike More Challenge. Spread the word to your friends and co-workers and let's get more bikes out there keeping our streets safe!

[FIND OUT MORE](#)

1



REGISTER. IT'S FREE

2



RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

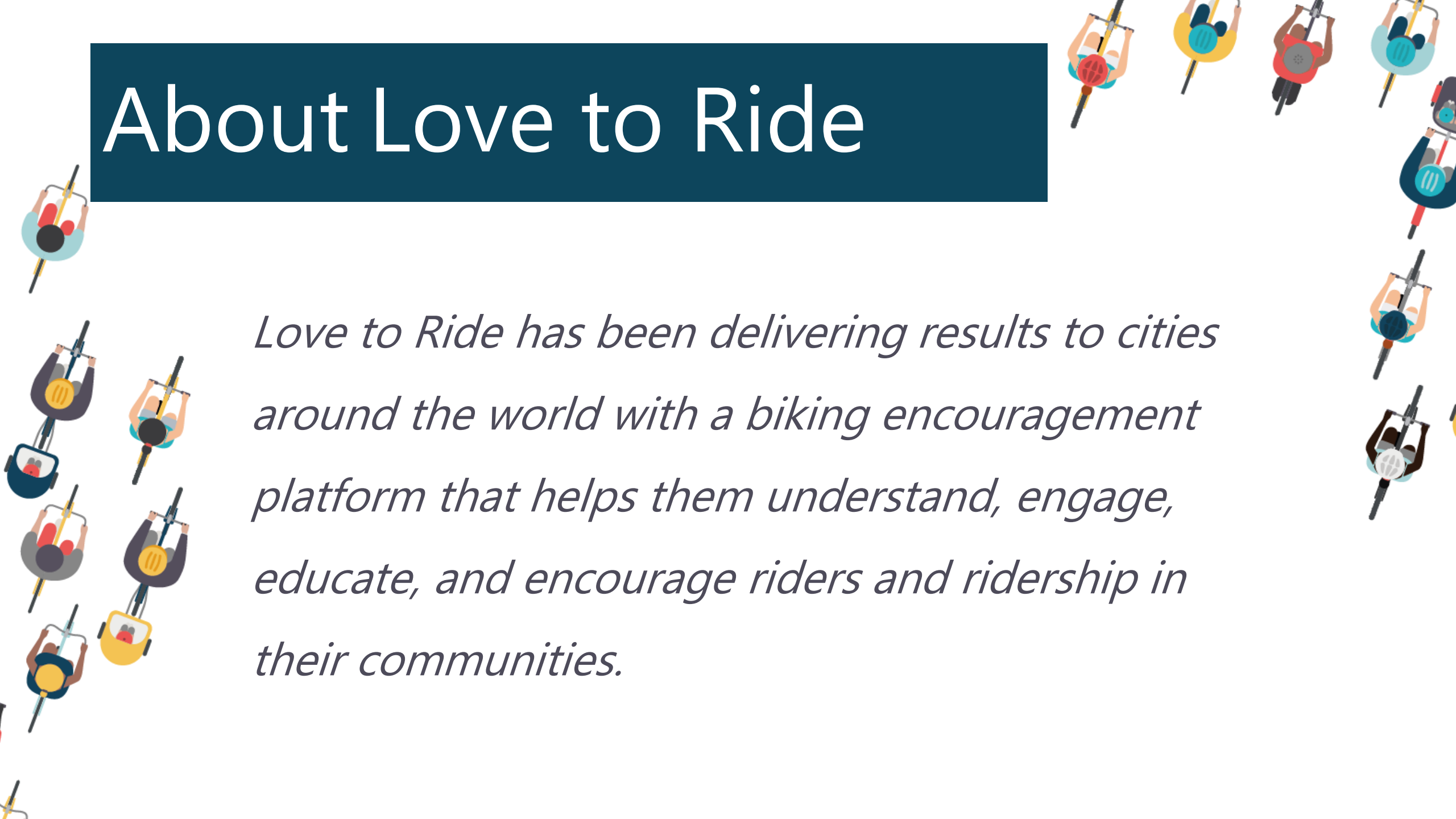
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WIN GREAT PRIZES

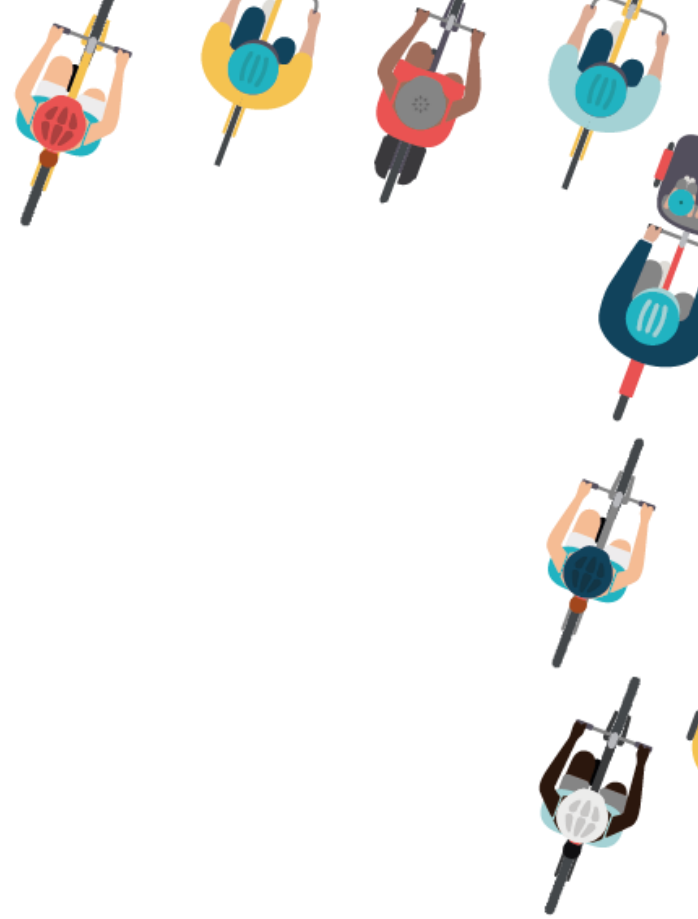
About Love to Ride

Love to Ride has been delivering results to cities around the world with a biking encouragement platform that helps them understand, engage, educate, and encourage riders and ridership in their communities.



LOVE TO RIDE

What we do...



Understand



Love to Ride first uses pre-registration surveys to gain behavioral and attitudinal insights they help the platform send them targeted and relevant messages to designed to encourage riders based on their rider type, barriers, and benefit they seek



Quick Survey: [Step 2](#)

Please take 1 minute to complete this short survey
Go into the draw to win a brand new bike!

What are the main benefits that you want to gain through riding a bike: (select up to 3)

- Improved health
- Improved fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends
- To live more sustainably
- Other

How confident do you feel when cycling on the road?

-- choose --

What barriers do you face to cycling more often? (Select all that apply)

- I don't own a bike
- I don't feel confident riding a bike yet
- My bike needs fixing up
- My bike is at the back of the shed!
- I don't yet know a route I can ride on safely and confidently
- Other

Engage

Love to Ride engages riders and non-riders alike with our fun, friendly challenges. We offer four standard challenges per year – pick one or all four or create your own unique program just for your city.

The screenshot shows a user profile for Thomas Stokell on the Atlanta 2015 Bike Challenge website. The header includes the city skyline, a red bicycle, and the text "ATLANTA 2015 BIKE CHALLENGE" and "GEORGIA COMMUTE OPTIONS". The navigation menu has "HOME", "MY PROFILE", "MY TEAM", "RESULTS", and "INFO". The user's name "Thomas Stokell" is displayed with a profile picture and a settings gear icon.

RIDER PROFILE

Thomas Stokell
Works at [Wellington](#)
My team [SuperBads](#)

"I bike because it's just such a quick and fun way to get around town and it makes me feel like a million bucks!" [Edit reason](#)

My goal: burn 6 pints of beer in 1 week

Stats: **All Time**

340 TRIPS	2,104 MILES
509 LBS CO ₂	77,865 CALORIES

My Badges

[See more](#)

ADD A RIDE **ADD A PHOTO** **ADD A GOAL** **INVITE FRIENDS** **BADGES**

I biked miles for **LOG MY RIDE**

Educate

Love to Ride puts a premium on education with not only helpful biking basics tips and local cycling details, but with critical biking safety messages and education modules.

Check your bike is ready to ride

See the 'ABC' quick bike check guide here.

Basic riding skills

...are essential before you go riding in traffic. Find somewhere nearby where you can ride without worrying about other vehicles so you can master the essentials - parks, trails, and quiet car parks or super quiet streets are ideal:



Recommended for you



Did you know...

...people who ride regularly have the fitness level of someone 10 years younger!

BIKE SHOPS — Devon (Change Location)



Safety Education

Love to Ride has a resource library of biking safety education accessible from the website and developed into engaging safety modules available on the app, and for sharing through social media. Topics include:

Bike Smart Safety

- Essential Gear
- Basic Biking Rules
- Bike Commuting
- Biking in Urban Areas
- Road Cycling Skills - New Riders

Driver's Education:

- Driving safely around people on bikes
- How to help an injured cyclist
- Understanding the concerns of bike commuters

**please contact us for a complete listing of our resource library*



Encourage

Love to Ride encourage participants continuously with four annual challenges, targeted messages, incentives, badges, and prizes.



James N. completed a goal!



30
TRIPS

IN



4
WEEKS



My Badges



[See more](#)

Choose a Dream Vacation



Win a Trip to Croatia

Experience the best of the Adriatic - islands, turquoise water, sunshine, and spectacular

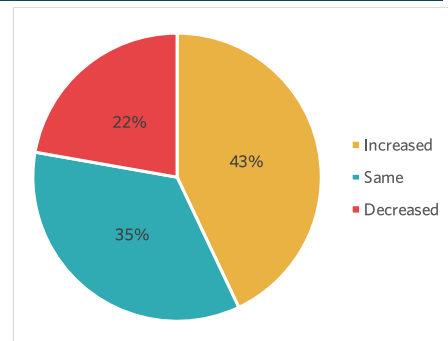
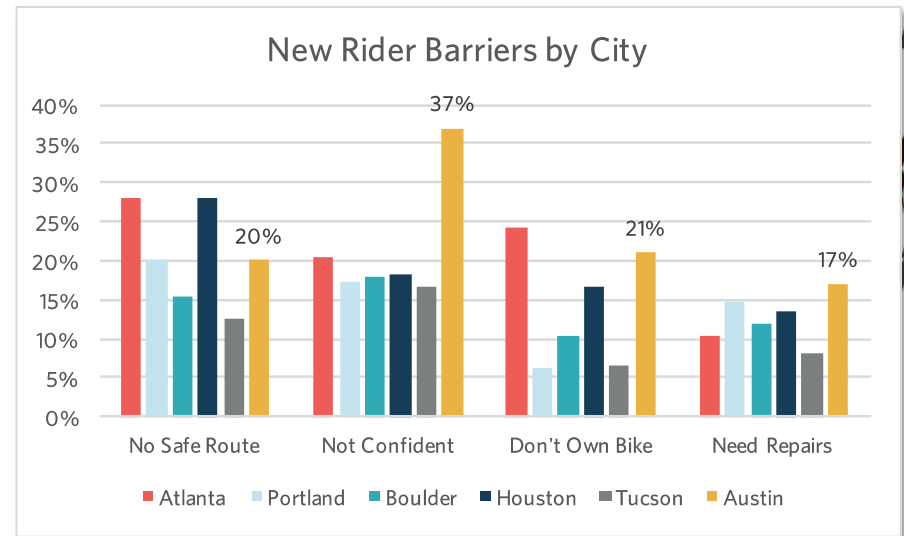
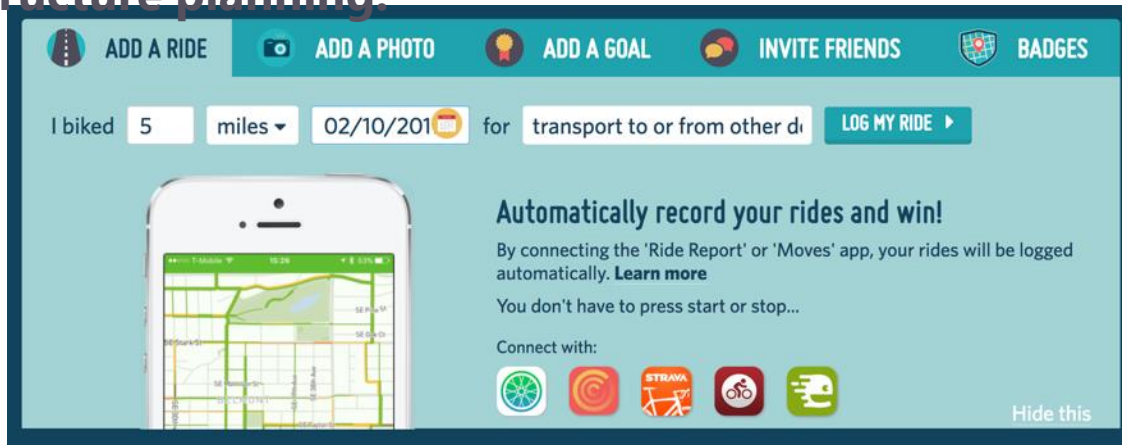
[More](#)

SELECT

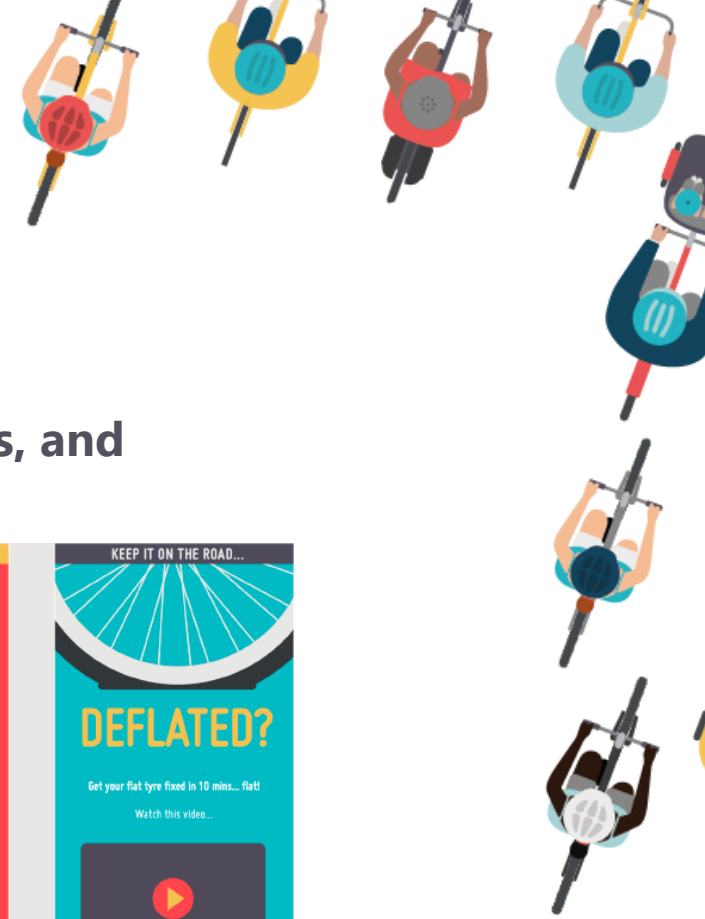
Track



Love to Ride collects rich cycling data from our challenge participants. From baseline registration surveys to tracking apps, Love to Ride collects qualitative and quantitative information that our clients use to inform biking programs, intervention strategies, infrastructure planning.

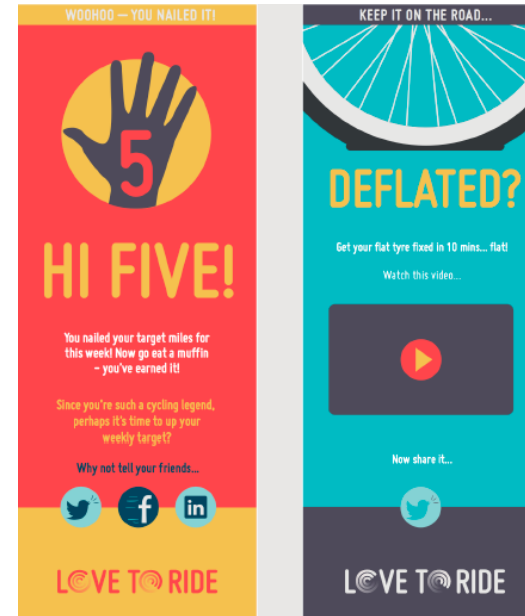
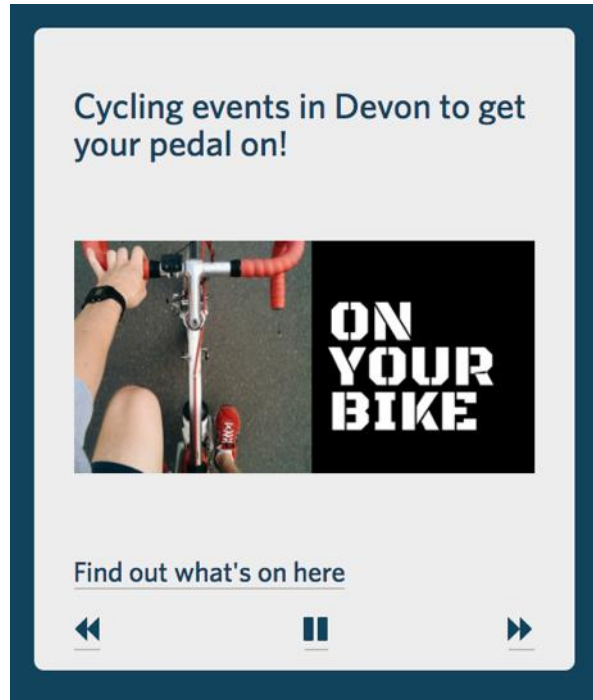


Support



Love to Ride supports riders with targeted automated messages, prompts, and announcements.

WHAT'S KEEPING YOU FROM RIDING?



Testimonials



Humboldt County had two National Bike Challenges under our belt before we hired Love To Ride to build us a local website. The year before, we hadn't even achieved our goal of riding 15,000 miles for Bike Month. But with Love To Ride the following year, our number of participants quadrupled, and we rode 15,000 miles within two weeks! So we doubled our goal, and we beat that, too! - Humboldt County California

"Thank you so much for putting this together. I am very interested in seeing how this data will be applicable to infrastructure developments." – Organization champion at American Youthworks

"The challenge helped motivate me to bike commute to work at least 2-3 days a week instead of driving alone. I was able to find a coworker to ride with, which definitely helped keep me biking! I also enjoyed being awarded extra points as a new rider." – New cyclist

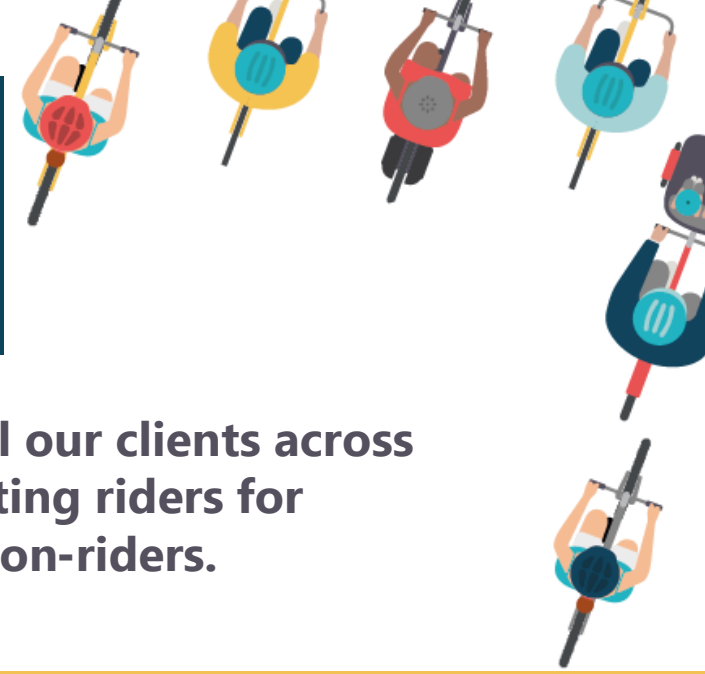
"I loved the challenge it was so much fun! I made so many bike friends at work. It improved our work bike culture. " – Organization champion at Alliance Transportation Group

Program Benefits

- ✓ Increase Ridership
- ✓ Encourage more non-riders to ride
- ✓ Encourage all riders to ride more often for pleasure & transportation
- ✓ Promotes bike safety for riders and drivers
- ✓ Support local cycling initiatives – transportation, health, & sustainability
- ✓ Provide local partners with a proven behavior change tool
- ✓ Deliver measurable results
- ✓ Collect actionable data to inform and boost existing planning and mobility efforts



Increase Ridership



For over a decade Love to Ride has successfully expanded ridership for all our clients across the US and around the world. Our tried and tested program rewards existing riders for encouraging new or non riders and in fact over 30% of our participants non-riders.

With the Love to Ride Platform Cities Can...

- ✓ *Rely on over 10 years of experience in biking encouragement*
- ✓ *Convert non-riders to commuters with our proven behavior change methodology*
- ✓ *View reports on rider types, rider barriers, and rider progress by zip code*
- ✓ *Leverage our existing challenge calendar to keep communities engaged*
- ✓ *Create region-wide competitions and /or business competitions, etc.. – to increase engagement and registrations*

Our approach achieves sustained behavior change. On average:



40%

of non-cyclists start cycling weekly



31%

of non-cyclists now cycle to work once a week



43%

of occasional cyclists now cycle 2+ days/week





32%


of non-commuting cyclists now cycle to work each week


Change Behavior

Our approach achieves sustained behavior change. On average:

 **40%** of non-cyclists start cycling weekly

 **31%** of non-cyclists now cycle to work once a week

 **43%** of occasional cyclists now cycle 2+ days/week

 **32%** of non-commuting cyclists now cycle to work each week

Who takes part in our programs?


30% New riders
19% occasional riders
51% regular riders

68%
of bike trips
logged for
transport

Mode of transport	Audience (N=570)
Bike	34%
Bus	5%
Train	1%
Train & Cycle	2%
Walk/run	3%
Car alone	47%
Car with passengers	4%

Collect Data

We collect valuable data on ridership, including behavioral, trip, and GPS information which you can then use to promote transportation and health initiatives and inform planning, infrastructure and education programs.

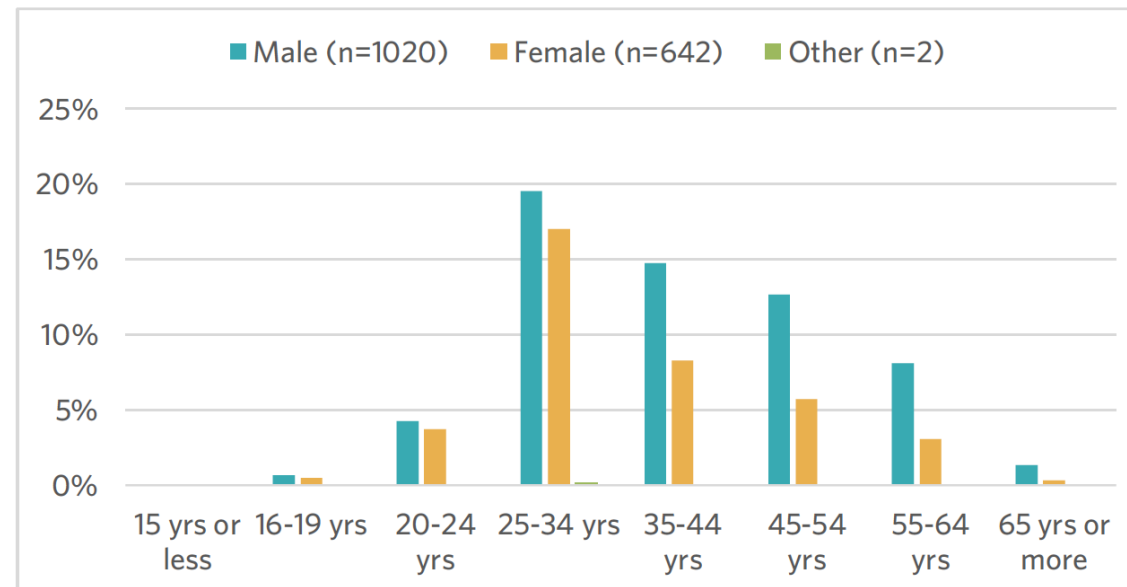
Standard Data Package Includes:

- ✓ *Email*
- ✓ *Baseline Survey Data*
Gender, Rider Type, Behavior, Barriers
- ✓ *Trip Data*
- ✓ *Trip Type*
- ✓ *Challenge Champion*

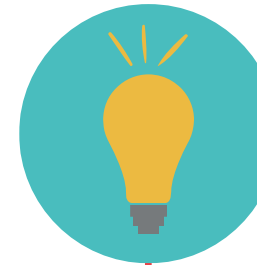
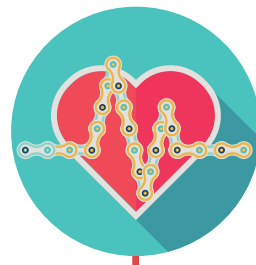
Custom Data Packages Can Include:

- ✓ *All the above*
- ✓ *Zip Code Analysis*
- ✓ *Employer Information*
- ✓ *Destination Pairs*
- ✓ *Pre & Post Reporting & Analysis*

Figure 1: Age and gender of registrants (N=1,664)



Support Healthy Sustainable Commutes



Reduce stress
Improve mental
wellness

Cut car parking
costs
Save money

Get to Work
while getting a
work out
Zero emissions

Improved
Health
2.4 fewer sick
days

More alert
Increased
productivity





ATLANTA 2015 BIKE CHALLENGE



HOME

MY PROFILE

MY TEAM

RESULTS

INFO



Thomas Stokell



Thanks for being part of the 2015 Atlanta Bike Challenge

During October more than 2,500 people from across the Atlanta metro area came together to celebrate bicycling and get more people on bikes (472 new riders!).

That's what Love to Ride is all about - spreading the joy of bicycling. The Challenge may be over for 2015, but keep an eye on this site for new features, prizes, and more challenges. **Join the Atlanta community today!**

[FIND OUT MORE](#)

1



REGISTER. IT'S FREE

2



RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

ACTIVITY



Steven Cousins biked 1.4 miles to/from work

TODAY [f SHARE](#) [COMMENT](#)



Alyssa Laswell biked 1.2 miles

PHOTO GALLERY



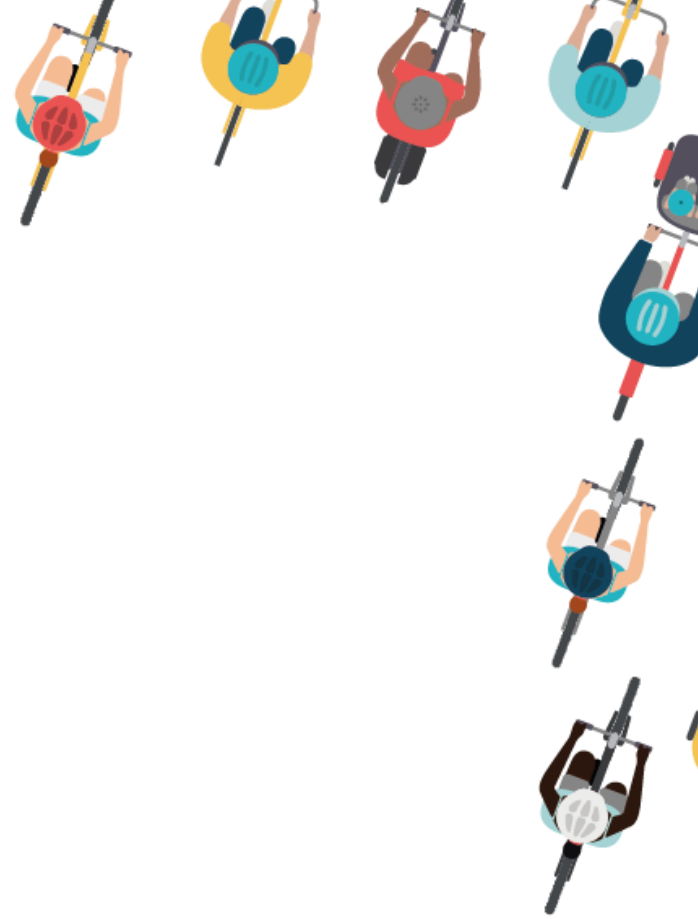
LOVE TO RIDE ATLANTA ALL TIME STATS

-  350 ORGANIZATIONS
-  4,216 PEOPLE
-  1,368 NEW RIDERS



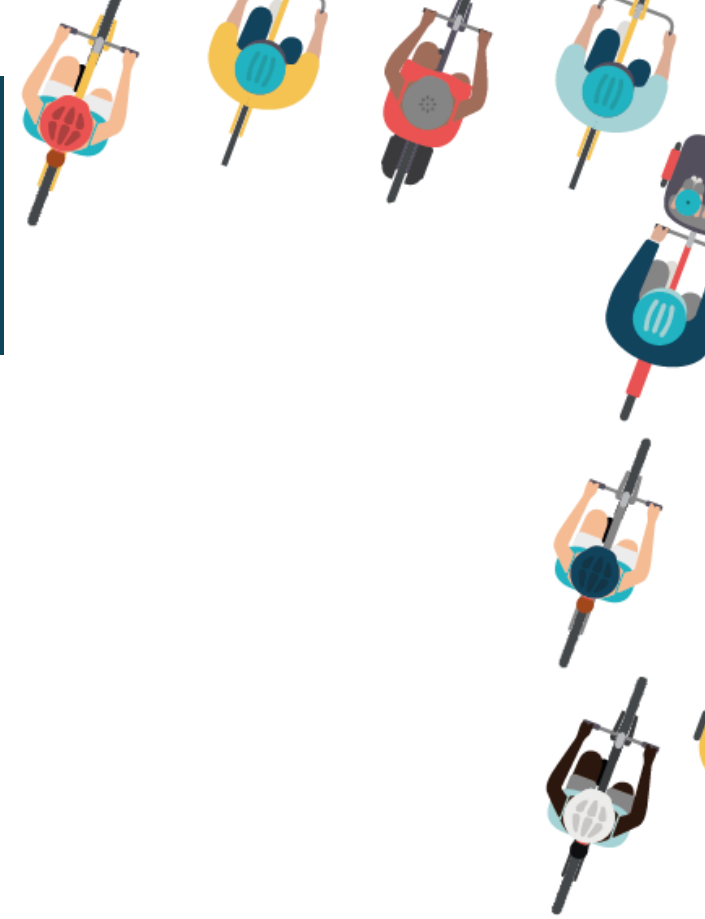
LOVE TO RIDE

Fresno Program



Love to Ride Fresno Program Includes

- ✓ *12 Month License to the Love to Ride Biking Encouragement Platform*
- ✓ *Area-wide business participation*
- ✓ *1 Month-long Fresno Area biking challenge*
- ✓ *On-going biking encouragement & safety education*
- ✓ *Regular data downloads*
- ✓ *2 Assessment Reports –*
- ✓ *Project management and user support*
- ✓ *Incentives and prizes*
- ✓ *Marketing & promotional materials for digital and print collateral*
- ✓ *Automated email promotion and marketing*
- ✓ *Custom communications package options available for supporting localized content and programs*



Local Biking Encouragement Platform

- ✓ *Local challenge*
- ✓ *Engage local businesses, organizations, and individuals to participate*
- ✓ *Distribute targeted education, marketing, and strategic communications*
- ✓ *Local leaderboards*
- ✓ *Local prizes & incentives*
- ✓ *On-going biking encouragement*
- ✓ *Local biking behavior and trip data*

LOVE TO RIDE MADISON

HOME MY PROFILE MY TEAM RESULTS INFO Thomas Stokell

Let's get more people riding!

During October over 1,100 people from across Madison came together to celebrate bicycling and get more people on bikes (144 new riders!).

That's what Love to Ride is all about - spreading the joy of bicycling. The Challenge may be over for 2015, but keep an eye on this site for new features, prizes, and more challenges. **Join the Madison community today!**

FIND OUT MORE

SHARE AWARE

Request an Ambassador

The Bike Fed has a team of committed Ambassadors who are available to attend your local event. These Ambassadors are trained to provide bicycle, pedestrian and motorist education.

- 1 REGISTER. IT'S FREE
- 2 RIDE FOR 10 MINUTES OR MORE
- 3 RECRUIT FRIENDS & COLLEAGUES
- 4 WIN GREAT PRIZES

Organization Profile Pages

- ✓ Shows the aggregate statistics, activity, and results for all businesses participating
- ✓ Shows an organizations progress while participating in the program
- ✓ Businesses can view internal leaderboard and stats to keep staff motivated
- ✓ Benefits, transportation, sustainability, and other managers can monitor past + present performance by month, year, and by challenge

LOVE TO RIDE YORK
#WinterWheelers

HOME MY PROFILE PRIZES RESULTS INFO

Sam Robinson

ORGANISATION PROFILE
Aviva (York)
[Edit Organisation](#)
All Time

Colin Packer
CHALLENGE CHAMPION

18% PARTICIPATION

393 OUT OF 2,176 STAFF CYCLING

24 NEW RIDERS

130,587 MILES CYCLED

18,644 TRIPS CYCLED

51,287 COMMUTE MILES

9,396 COMMUTE TRIPS

42,076 LBS CO2

ACTIVITY

Christine Clark biked 3.6 miles to/from work
TODAY f SHARE COMMENT

Nick Eden biked 4.4 miles to get somewhere
TODAY f SHARE COMMENT

Matt Usher biked 4.1 miles to get somewhere
TODAY f SHARE COMMENT

Russ Murray biked 2.1 miles to get somewhere
TODAY f SHARE COMMENT

COMPANY MESSAGES

Colin Packer Don't forget to log your rides. We're languishing in 18th place at the moment and way short of last year. This is also a ZONE
3 MONTHS AGO Read more

Colin Packer Don't forget to register and log your rides for Cycle September.
4 MONTHS AGO

Colin Packer Keep logging those rides, including over the weekend. Everyone that logs at least one ride goes into the prize draws plus an Aviva
6 MONTHS AGO Read more

WINTER WHEELERS 2018
December 1st - 25th
Ends in 13 days!

WINTER WHEELERS 2018 REGISTRATIONS
9,485 PEOPLE

WINTER WHEELERS 2018 STATS

Office Profile Page

- ✓ Organizations in your area can create a profile page for each of office / site locations
- ✓ Create a local cycling community in each office with local activity fee, messaging, photos, leaderboards, etc..
- ✓ Office can share motivational messages, announcements and special dates with staff
- ✓ Encourage colleagues to participate and win!

ORGANISATION PROFILE
Beca Christchurch
Parent Organisation: Beca

All Time - Edit Organisation

Carey Lintott
CHALLENGE CHAMPION

58% PARTICIPATION
207 OUT OF 358 STAFF CYCLING
53 NEW RIDERS
68,539 KILOMETRES CYCLED
5,938 TRIPS CYCLED
25,765 COMMUTE KILOMETERS
2,778 COMMUTE TRIPS
7,273 KG CO2

Let's get more people riding & smiling! **INVITE PEOPLE TO JOIN!**

ACTIVITY

Anthony Liberatore biked 1.4 kilometres to get somewhere
YESTERDAY [SHARE](#) [COMMENT](#)

Anthony Liberatore biked 1.6 kilometres to get somewhere
YESTERDAY [SHARE](#) [COMMENT](#)

Anthony Liberatore biked 2.2 kilometres to get somewhere
19 HOURS AGO [SHARE](#) [COMMENT](#)

SEE MORE ACTIVITY

COMPANY MESSAGES

TOP ENCOURAGERS

Encourage someone to ride today and win great prizes!

Emily Cambridge has encouraged 21 people to ride a bike.

Carey Lintott has encouraged 18 people to ride a bike.

Kathryn Ward has encouraged 16 people to ride a bike.

Alisha Baddock has encouraged 10 people to ride a bike.

ANNOUNCEMENTS

Join the Love to Ride community
For the latest news, offers & competitions and to share photos, like us on Facebook and/or follow us on Twitter or Instagram

Personal Profile Page

- ✓ Individual can view stats and progress, set goals, achieve badges, add photos, invite friends and collages to join in too
- ✓ Join an organization, create a club or group, or both
- ✓ Log rides quickly and easily by linking to any app (Strava, Ride App, MapMyRide, etc.) or manually enter them
- ✓ Update profile and settings: add an office, department, group, change profile images, etc..

The screenshot shows the personal profile page for Thomas Stokell on the National Bike Challenge Atlanta website. The page is presented by 3M and features a navigation menu with options: HOME, MY PROFILE (selected), MY TEAM, PRIZES, TEAMS, and INFO. The user's name, Thomas Stokell, is displayed in the top right corner.

RIDER PROFILE
Thomas Stokell
Works at [Love to Ride and Marketing](#)
My team [Join a Team](#)
Past teams

Stats: **All Time**
893 TRIPS
2,963 MILES
997 LBS CO₂
109,615 CALORIES

My goal: burn 6 tacos in 1 week
GOAL ENDED

My Badges: 100 (See more)

ADD A RIDE | ADD A PHOTO | ADD A GOAL | INVITE FRIENDS | BADGES

I biked 0.2 miles on 04/16/2018 for transport to or from other d | LOG MY RIDE

Click here to log rides automatically!

ACTIVITY

- Thomas Stokell biked 5.8 miles to get somewhere (YESTERDAY)
- Thomas Stokell biked 0.4 miles to get somewhere (YESTERDAY)
- Thomas Stokell biked 0.3 miles to get somewhere (YESTERDAY)

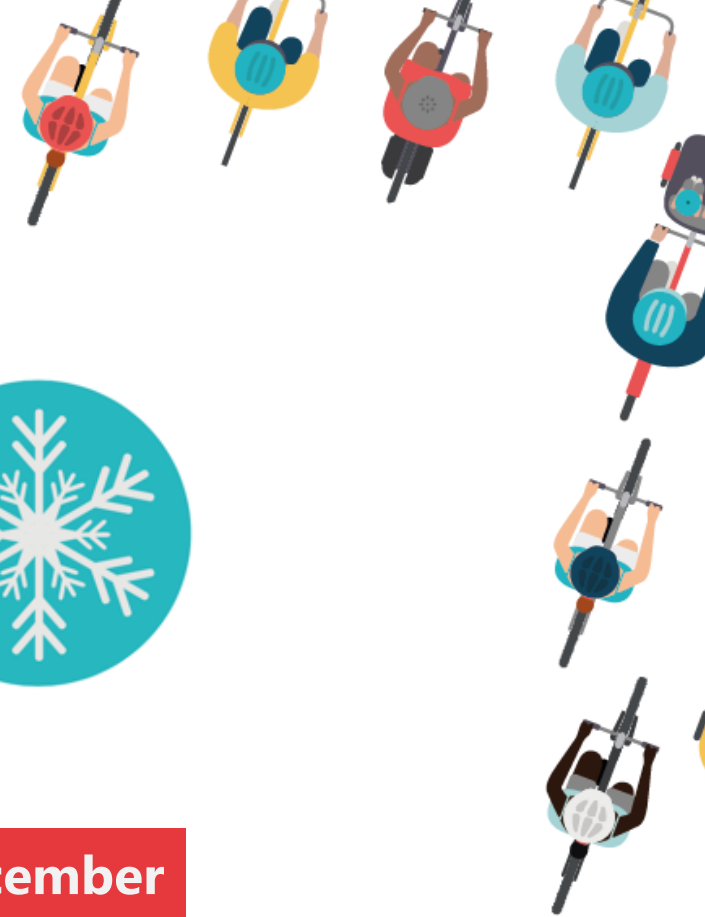
RIDES

Date	Type	Distance	Actions
April 13th 2018	from A to B	5.8 miles	[Green] [Pencil] [Red]
April 13th 2018	from A to B	0.4 miles	[Green] [Pencil] [Red]
April 13th 2018	from A to B	0.3 miles	[Green] [Pencil] [Red]
April 13th 2018	from A to B	1.7 miles	[Green] [Pencil] [Red]
April 12th 2018	from A to B	0.4 miles	[Green] [Pencil] [Red]

NATIONAL BIKE CHALLENGE 2018
May 1st - 31th
Starts in 17 days!

EARN MORE POINTS TO CLAIM VICTORY AND PRIZES!

One Challenge



March

Ride to Work
Week

1 week

Ride to work and win! Try riding to work if you haven't before, or aim to ride every day that week to build the habit of bike commuting



National Bike Challenge

May

National Workplace
Challenge

1 month

Businesses & organizations compete for top spots on the National Leaderboard. Competition between orgs of the same size and within the same industry.



September

Global Workplace
Challenge

1 month

In this Global Workplace Challenge, organizations compete to see who can get the highest percentage of staff to ride throughout the month - local organizations compete on local, USA-wide and global leaderboards.



December

Winter
Wheelers

1 month

An Holiday Calendar full of prizes! Each day your ride in Summer, you go into the prize draw!

Love to Ride Fresno Estimate

Options	A (DIY)	B (Supported)
LPM	\$0	\$0
Project Management	\$4,290	\$8,370
Participant Emails	\$2,220	\$2,220
Project Support	\$4,565	\$5,515
Platform & Program	\$10,400	\$10,400
Research & Evaluation	\$960	\$960
Prizes	\$0	\$0
Marketing	\$1,560	\$1,560
Totals	\$21,335	\$29,025



We'd love the opportunity to work with you!

The Love to Ride platform and challenger program provide the perfect combination of incentives and encouragement for a comprehensive program. With our track record, experience and expertise, we are confident that we can help the City of Fresno create a safer, healthier, and more sustainable bike-friendly city.

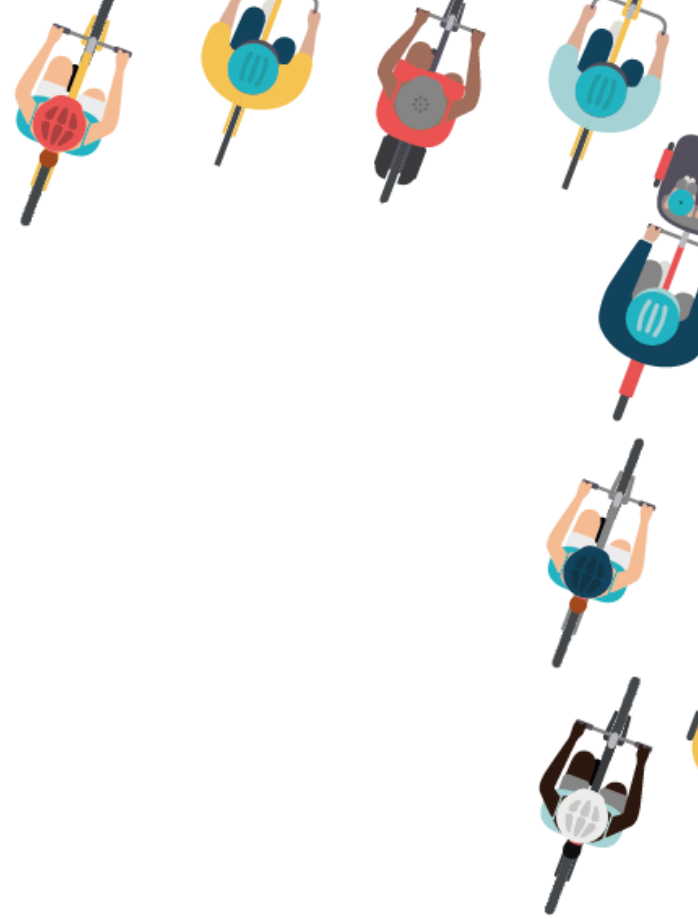


Laura@lovetoride.net
Twitter: @lovetoride_
Insta: @lovetorideusa
facebook.com/lovetorideusa



LOVE TO RIDE

Appendix



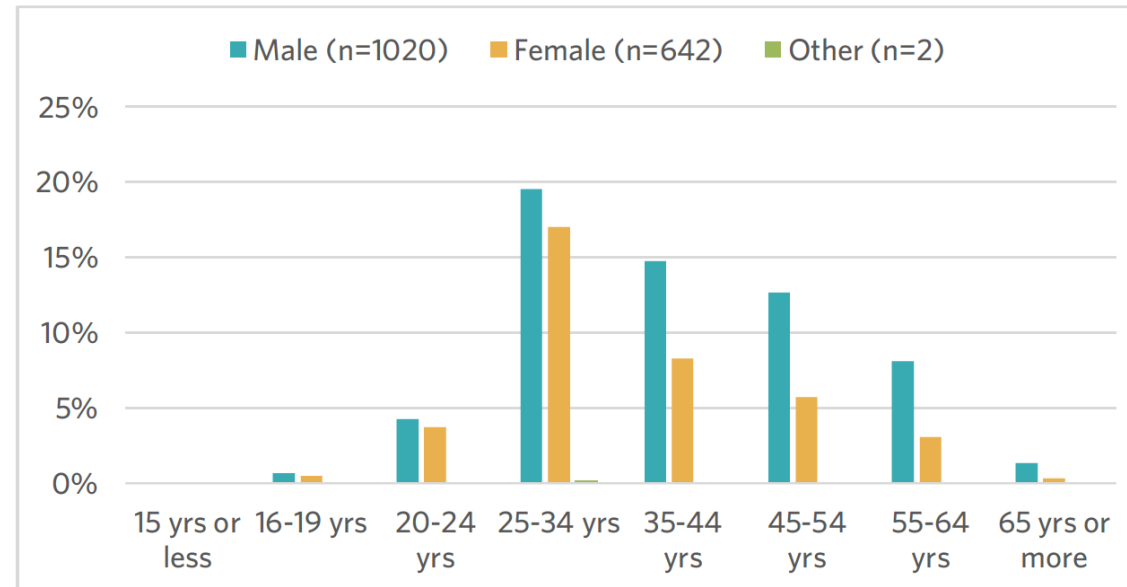
Data

We collect valuable data on ridership, including behavioral, trip, and GPS information which you can then use to promote city transportation and health initiatives and inform planning, infrastructure and education programs.

Standard Data Package Includes:

- ✓ *Email*
- ✓ *Baseline Survey Data*
Gender, Rider Type, Behavior, Barriers
- ✓ *Trip Data*
- ✓ *Trip Type*
- ✓ *Challenge Champion*

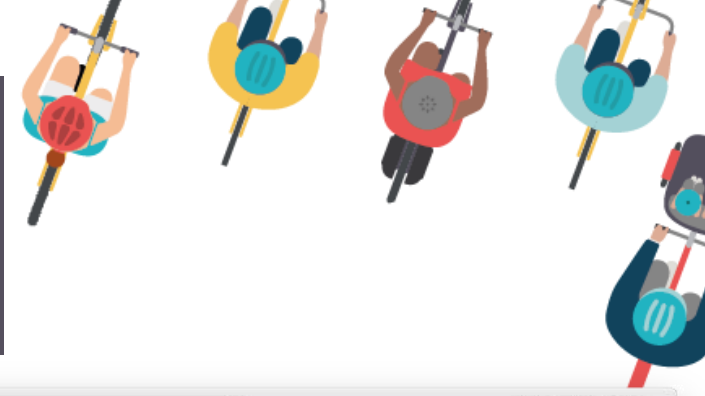
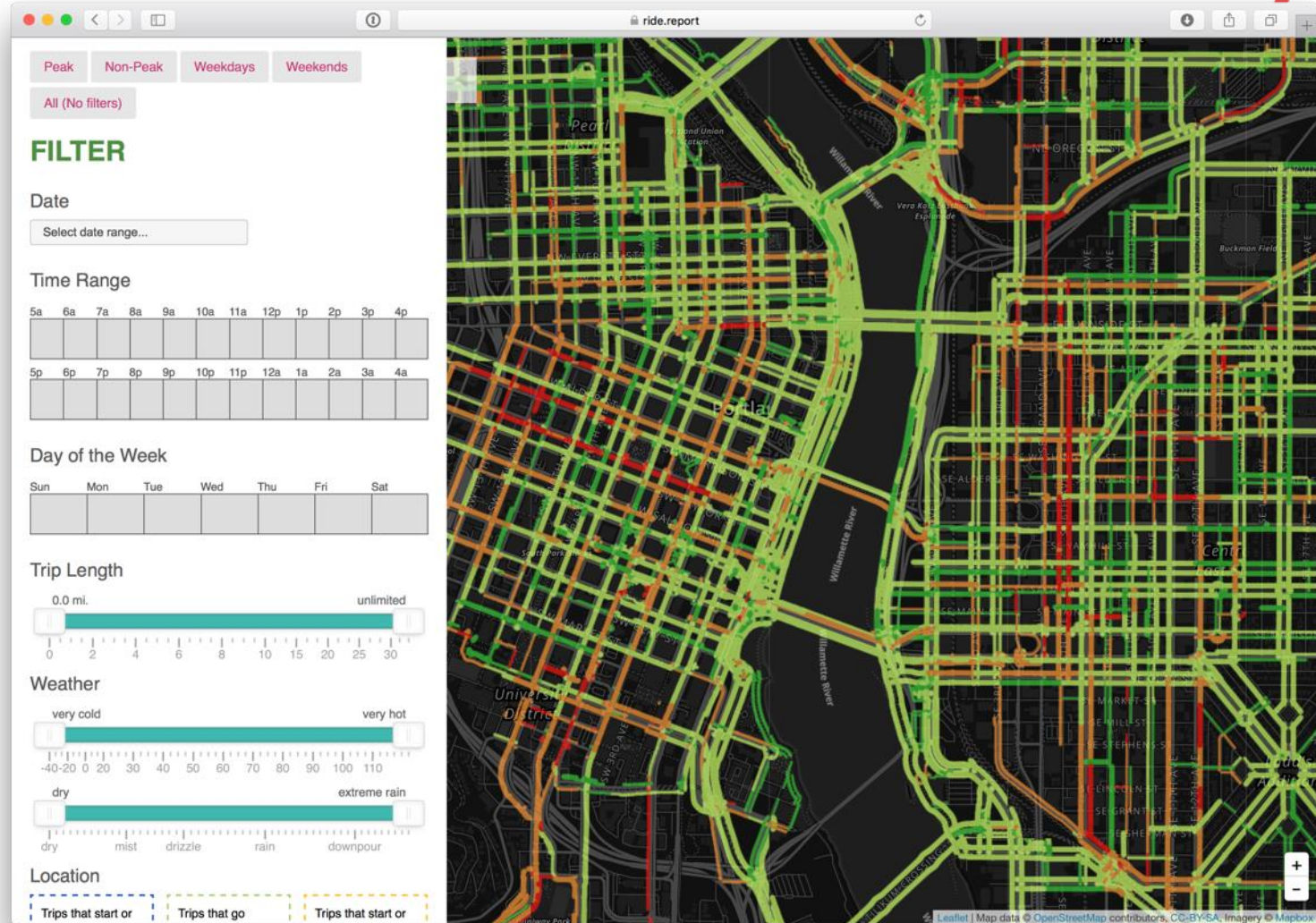
Figure 1: Age and gender of registrants (N=1,664)



Enhanced Data

Custom Data Packages Can Include:

- ✓ *Zip Code Analysis*
- ✓ *Employer Information*
- ✓ *Destination Pairs*
- ✓ *Pre & Post Reporting & Analysis*
- ✓ *Provides real and unique data to inform planning and evaluation*
- ✓ *Red = stress*
- ✓ *Thickness = volume*



Automatic Synch

HOME

MY PROFILE

MY TEAM

RESULTS

INFO

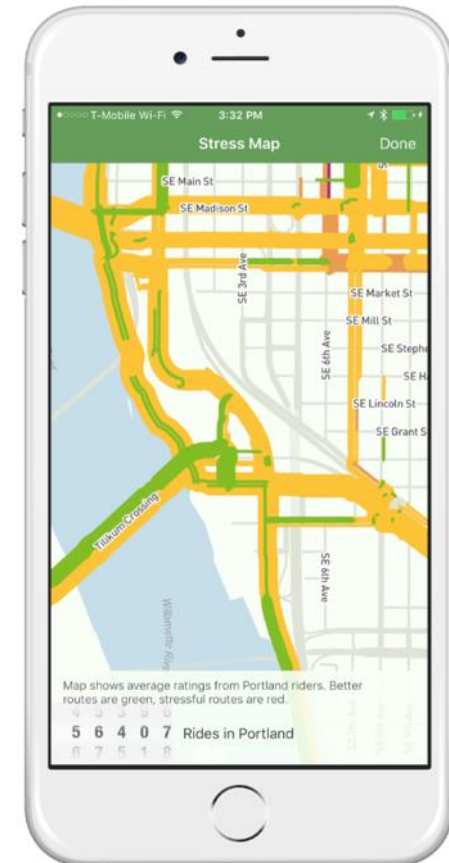


Thomas Stokell



Automatically record your rides and win!

- **Your rides will be recorded automatically** - you don't need to worry about pressing 'start' or 'stop' on an app when you ride.
- **Win prizes!** You'll go into our prize drawings... automatically!
- **Help improve riding in your city!** - help make riding more enjoyable, comfortable and convenient (learn more below).



Baseline Survey

At registration we collect valuable demographic, self-perception, and behavioral information which helps us get riders the right kind of encouragement and allows our clients to understand their community.

LOVE TO RIDE MACKAY

HOME MY PROFILE PRIZES TEAMS INFO

Quick Survey: Step 1

* Approximately how often have you ridden a bike in the last 12 months?

Go into the prize draw! Please enter your details below.

Address line 1

Address line 2

Town / city

Post code

NEXT

-- choose --

- Not at all
- A few times
- 1-3 times a month
- Once a week
- 2-3 times a week
- 4 or more days a week

Quick Survey: Step 2

Please take 1 minute to complete this short survey
Go into the draw to win a brand new bike!

What are the main benefits that you want to gain through riding a bike: (select up to 3)

- Improved health
- Improved fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends
- To live more sustainably
- Other

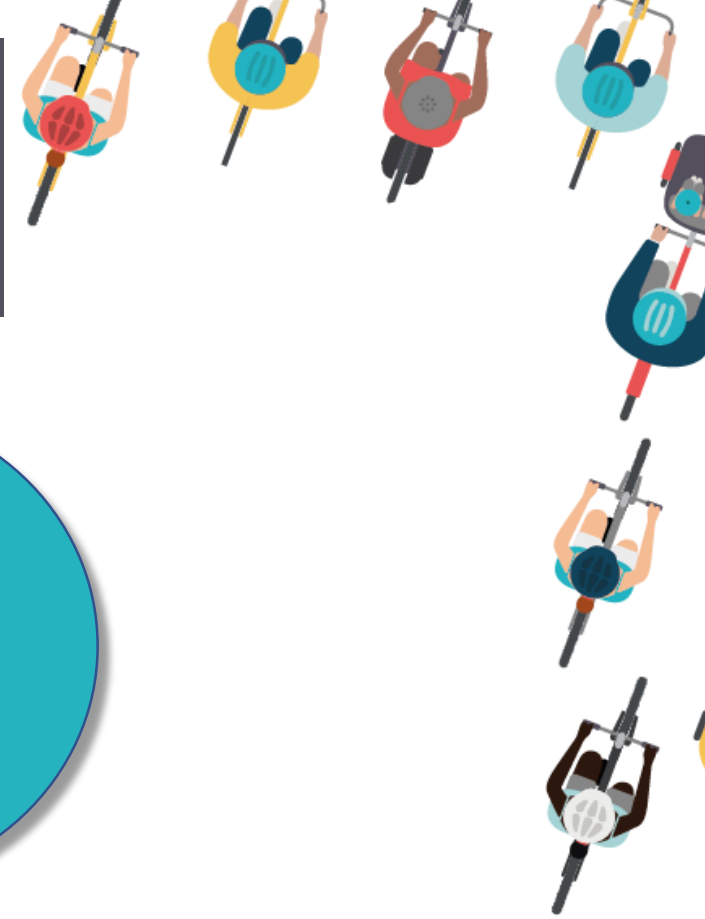
How confident do you feel when cycling on the road?

-- choose --

What barriers do you face to cycling more often? (Select all that apply)

- I don't own a bike
- I don't feel confident riding a bike yet
- My bike needs fixing up
- My bike is at the back of the shed!
- I don't yet know a route I can ride on safely and confidently
- Other

Baseline Survey – Transport Behavior



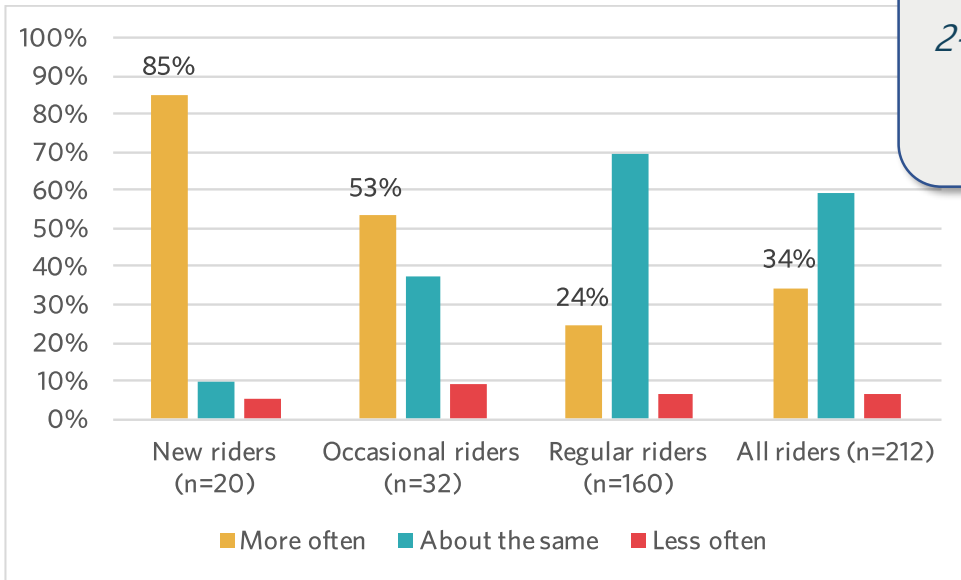
- 47% of participants commuted to work by driving alone
- High single occupancy car use amongst new & occasional riders; 72% and 71% respectively
- 53% of regular riders commuted by bike

68%
of bike trips
logged for
transport

52%
of occasional
riders logged
a commute
to work

Mode of transport	Audience (N=570)
Bike	34%
Bus	5%
Train	1%
Train & Cycle	2%
Walk/run	3%
Car alone	47%
Car with passengers	4%

Post Challenge Surveys – Intentions & Attitudes



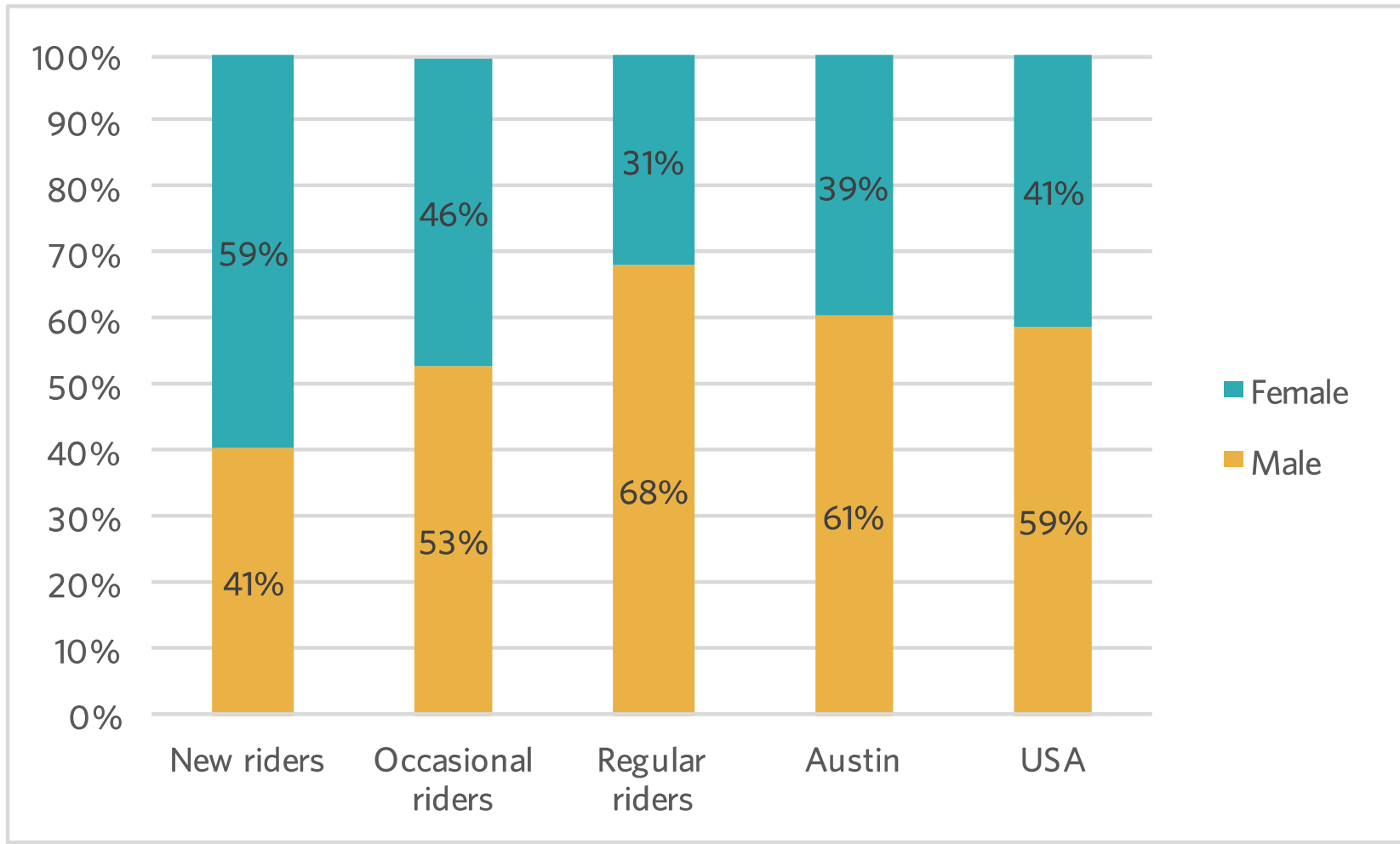
"The challenge helped motivate me to bike commute to work at least 2-3 days a week instead of driving alone. I was able to find a coworker to ride with, which definitely helped keep me biking! I also enjoyed being awarded extra points as a new rider." – New cyclist

"The challenge helped me going back to biking to work." – Occasional cyclist

"Now thinking of bike as my default mode of transportation and car as a fallback, rather than the other way around." – Regular cyclist

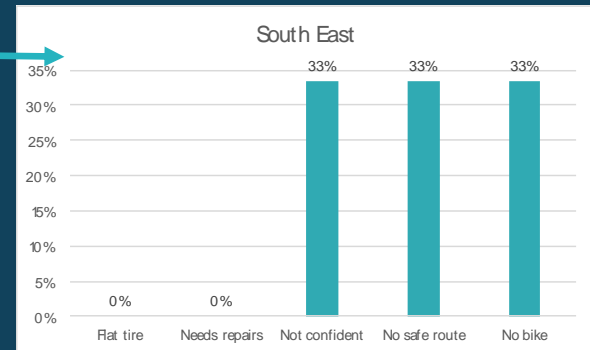
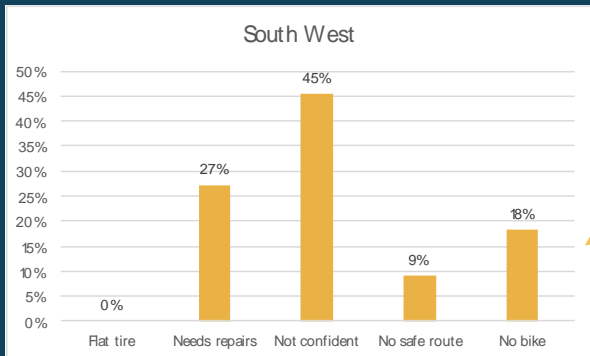
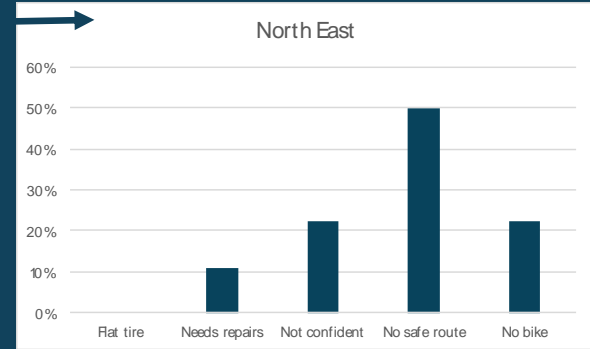
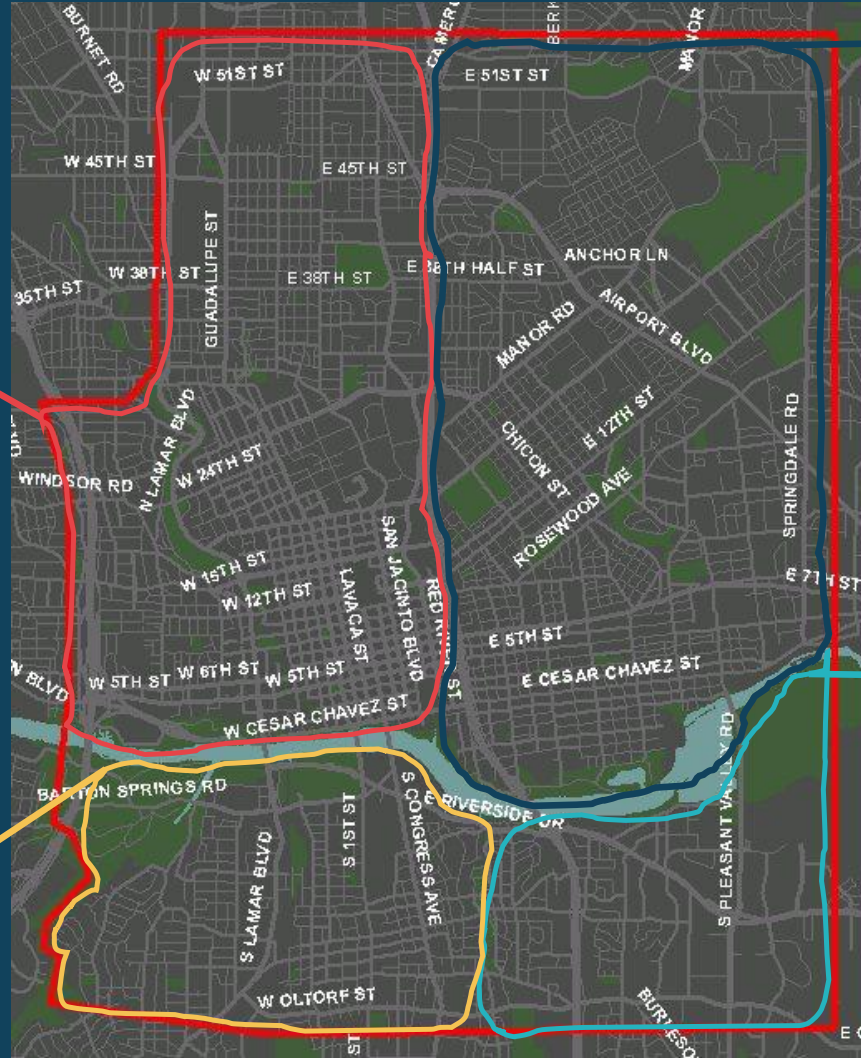
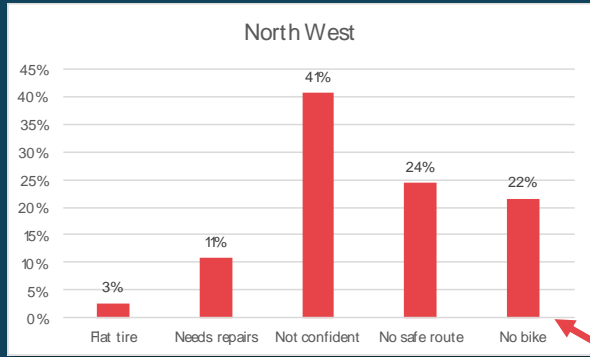
- 34% of participants intended to ride more often than they had 12 months prior to taking part.
- 85% new riders intended to ride more.

Sample Survey Data – Gender by Rider Type



Survey Report Example

– Barriers by Zip Code



Our Behavior Change Framework



Understanding
the user
journey



Barriers and
benefits



Behavior
Change
Theory



Creativity, fun
and
technology

Self Perception Theory

Give people a positive cycling experience



Break down old perceptions. E.g. hard, scary



Create new perceptions. E.g. easy and fun



Greatly increases their likelihood of taking up cycling



Assist people to become confident and capable commuter riders



More people cycling

