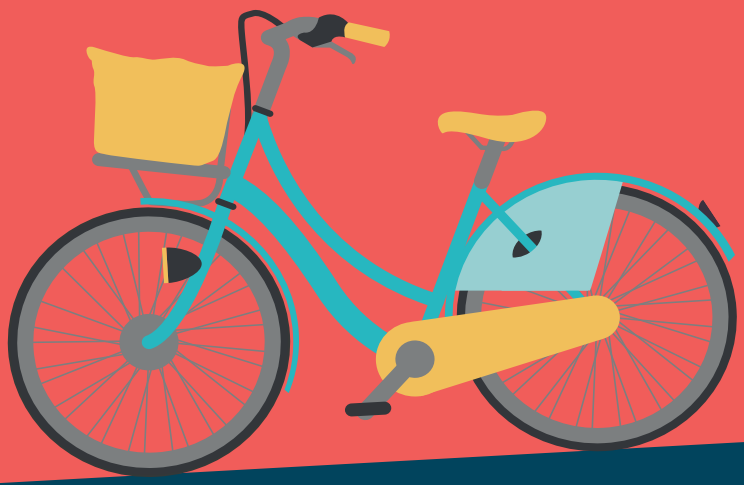


Love to Ride City of Fresno

A behavior change program to get more people riding

Introduction

Love to Ride has programs in 12 countries and over 200 cities around the world. Since 2008 we have engaged more than 412,000 people in our programs and encouraged more than 98,000 'non-riders' to trying ride a bike and experience how easy and enjoyable riding can be. With behavior change theory at the backbone of our platform, programs, messaging and challenge campaigns, we are able to help communities, organizations and teams meet their mobility, healthy, and sustainability goals.

Benefits of a Love to Ride Program

- ✓ Increases Ridership
- ✓ Encourages more non-riders to ride
- ✓ Engages more businesses to adopt biking programs
- ✓ Converts riders to bike commuters
- ✓ Addresses fundamental barriers and concerns of all riders
- ✓ Provides safety education for riders and drivers
- ✓ Creates an additional channel for important city communications
- ✓ Encourages all riders to ride more often for pleasure & transportation
- ✓ Promotes the use of existing cycling infrastructure
- ✓ Supports local cycling initiatives – transportation, health, & sustainability
- ✓ Provides local partners with a proven behavior change tool
- ✓ Delivers measurable results
- ✓ Collects actionable data to inform and boost existing planning and mobility efforts
- ✓ Provides an easy, turn-key, cost effective platform and program for on-going biking encouragement and community biking challenges.

Love to Ride City of Fresno

A Love to Ride Fresno program would build on the work that is already being done to make the Fresno area more bike-friendly by integrated current city and regional active transportation, mobility, and environmental goals. The Love to Ride team will integrate area requirements and initiatives. And because our approach utilizes game theory in addition to behavior change and self-perception theory, Fresno and area stakeholders will be able to boost the reach and effectiveness of related initiativs and their key messages.

Our Approach

Based on Behavior Change Theory

To be effective at encouraging more people to take up riding, understanding and applying behavior change theory is essential. If changing behavior was easy and straight forward, we wouldn't have a lot of the health, environmental and transportation challenges that we have today. Using behavior change, self-perception, and game theory, Love to Ride ignites existing riders' passion and competitive spirit to encourage new and non-riders to give biking a try. A proven approach to get more people riding bikes.

Focused on Addressing Barriers

We target people who are 'interested but concerned' and provide targeted information and encouragement to address the specific barriers they face and *perceive*. A short survey at registration helps Love to Ride identify barriers so that the messaging is more specific to the individual and therefore, much more effective at changing behavior.

Results:

30% of participants are 'new riders' - our key target audience
40% of new riders take up riding weekly
31% of new riders take up riding to work weekly

Check out these two videos:

How we apply behavior change theory (2mins)
https://challengeforchange.wistia.com/medias/7jckx9l8kz

Watch Love to Ride's Founder – Thomas Stokell – speak at TEDx Atlanta (5 mins)

http://blog.lovetoride.net/blog/2014/07/09/thomas-speaks-at-tedx-atlanta/

Data

Data is crucial not only for the effective delivery of programs, but for informing them as well. Advocates, transportation planners, TMD managers and more use data collected from Love to Ride to help them identify and create biking programs and give insight to infrastructure interventions and commuter use-cases.

Our Community / City Partners Data Access:

- Baseline riding behavior – current riding level, travel to work behavior, and physical activity levels.
- Barriers to riding – the barriers that new riders perceive to riding, and existing riders perceive to riding to work.
- GPS ride data – showing where people are riding to get around your city. This data is provided by our strategic partners Ride App, and is an optional extra on top of the Love to Ride service.
- Participant demographics – age and gender.
- Follow-up survey data and changes in behavior – we do two follow-up surveys in the first 12 months post registration. This allows us to measure changes in attitudes, cycling and transportation behavior.
- Ride data – number of trips, trip distances, trip purposes.
- Platform & program usage data – access to the Google analytics for your local Love to Ride site.

Communications

Love to Ride allows cities to communicate with both existing and new riders. Communications from Love to Ride can target certain groups (e.g. people new to riding) so that the messaging from the city is specific and relevant, making it more effective and useful to recipients.

Our Community / City partners can:

- Create and edit pages on Love to Ride (e.g. 'Where to Ride in San Jose')
- Set up announcements
- Send messages to participants via email

Create Announcements

Announcements are like advertisements on the platform but specifically for cycling. They appear in the right had side of the Love to Ride platform. These announcements can promote local cycling initiatives (e.g. bike share), Bike to Work day, local bike maps, etc.
They also can be targeted at specific audiences, for example people who said that they don't yet own a bike could be targeted with "Tips on buying a bike" or "Try the new B-cycle Bikes!".

Prizes & Incentives

We have a wide range of prizes available to people across the globe that can be won by those in your area that ride and record their activity on Love to Ride. For example, in 2018, people can win a trip New Zealand or the Grand Canyon.

Challenges

The goal of the Challenge is always encouragement. Giving people a fun ten-minute riding experience can quickly break down negative perceptions about riding, and replace them with new, positive attitudes. "Hey, this isn't so bad after all. Biking isn't as scary or as hard as I thought. It's actually quite easy to ride a bike, and it's fun!" This is an ideal first step to encouraging more people to start cycling. The seed is sown.

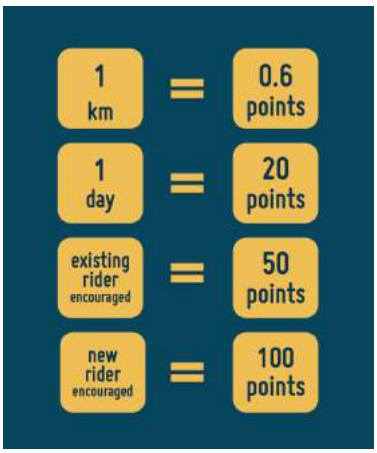
A tried and tested model

We have developed a highly refined Challenge model, which has been consistently proven to:

- ✓ Encourage more people to take up cycling
- ✓ Encourage people who are already cycling to cycle more often and
- ✓ Encourage people to cycle for transport purposes

Points Format

Our points system allows teams with differing strengths to compete with each other, while also providing a metric of success that allows new and non-riders to be continually engaged beyond logging a single ride or feeling the need to be a miles-based, avid rider.



This format also helps motivate regular riders to use the platform regularly and engages non-riders, as the high-point totals for new riders entice existing riders to spread the word. Our results have shown that points challenges solicit a much higher average number of trips logged per user. Additionally, the points-based challenge produces a more direct relationship to trips an miles logged, while still keep in the core emphasis on encouragement.

Workplace Bike Challenge

A Workplace Bike Challenge is a competition between organizations to see which can earn the most points by riding and by encouraging others to ride too. The organizations that get the highest amount of points (for their size category) win a team prize. Staff only have to ride a bike for ten minutes or more for their participation to count. They can ride wherever they feel comfortable and whenever they like over the month-long Challenge period.

A tried and tested model

We have developed a highly refined model, which has been consistently proven to:

1. Encourage more businesses to adopt biking programs
2. Encourage more people to take up cycling
3. Encourage people who are already cycling to cycle more often and
4. Encourage people to cycle for transport purposes

Creating 'Cycle Champions'

Avid, regular riders are a key audience. Most regular cyclists are passionate about riding and enjoy seeing more people bike. A Workplace Bike Challenge provides regular cyclists with the opportunity to encourage their non-cycling colleagues to hop on a bike and give cycling a go.

The ratio of regular cyclists to non-regular cyclists in a Challenge is typically 1:1.
On average therefore, every regular cyclist registering into the Challenge results in a 'non-regular' cyclist taking part. 'Non-regular' cyclists include people who are new-riders and those who only cycle a couple of times a month or less, also referred to as 'occasional cyclists'.

A Challenge utilizes existing networks of regular cyclists such as the local cycle events database, cycle clubs and BUGs (Bicycle User Groups). It gives regular cyclists the opportunity, the incentives and the mechanism to actively help get more people cycling.

The Love to Ride Platform

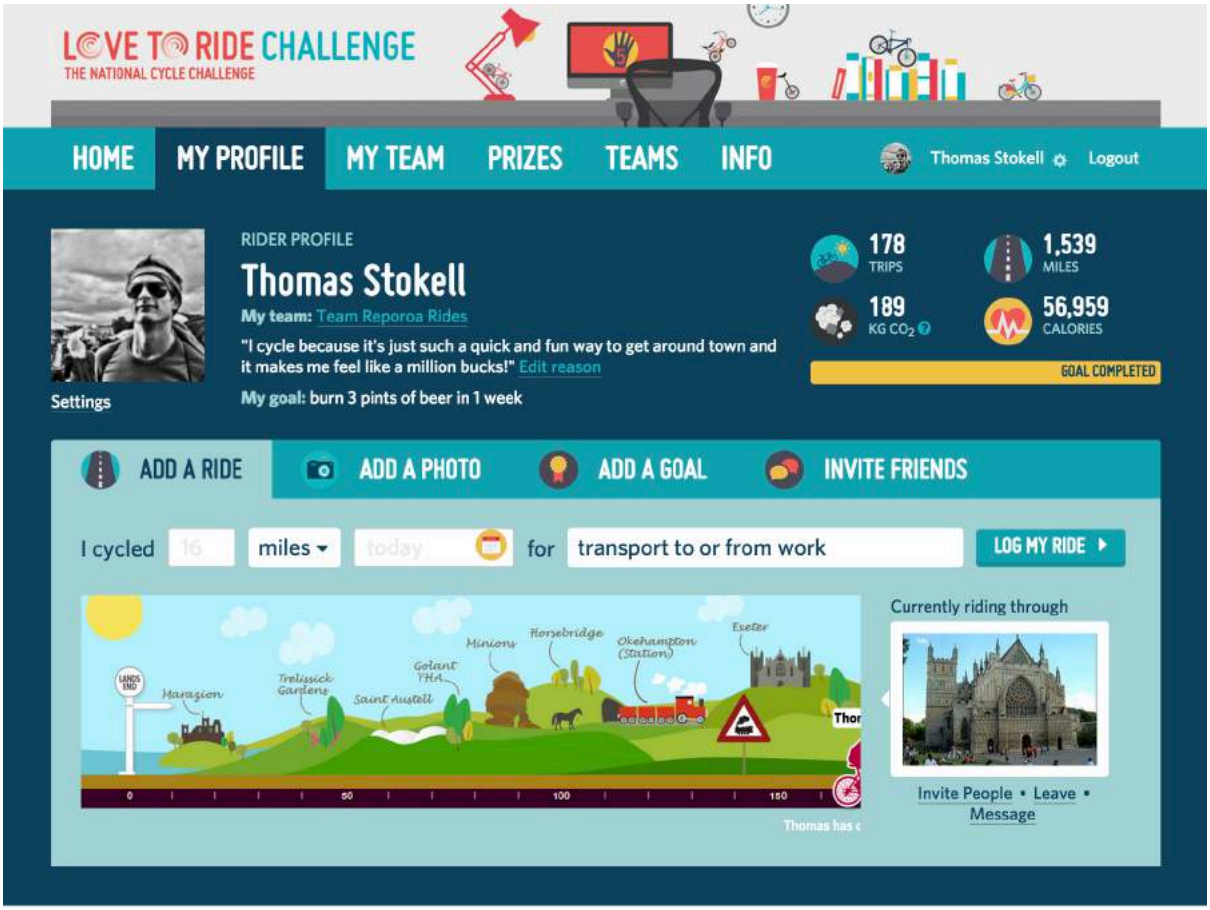
On the Love to Ride Platform people can:

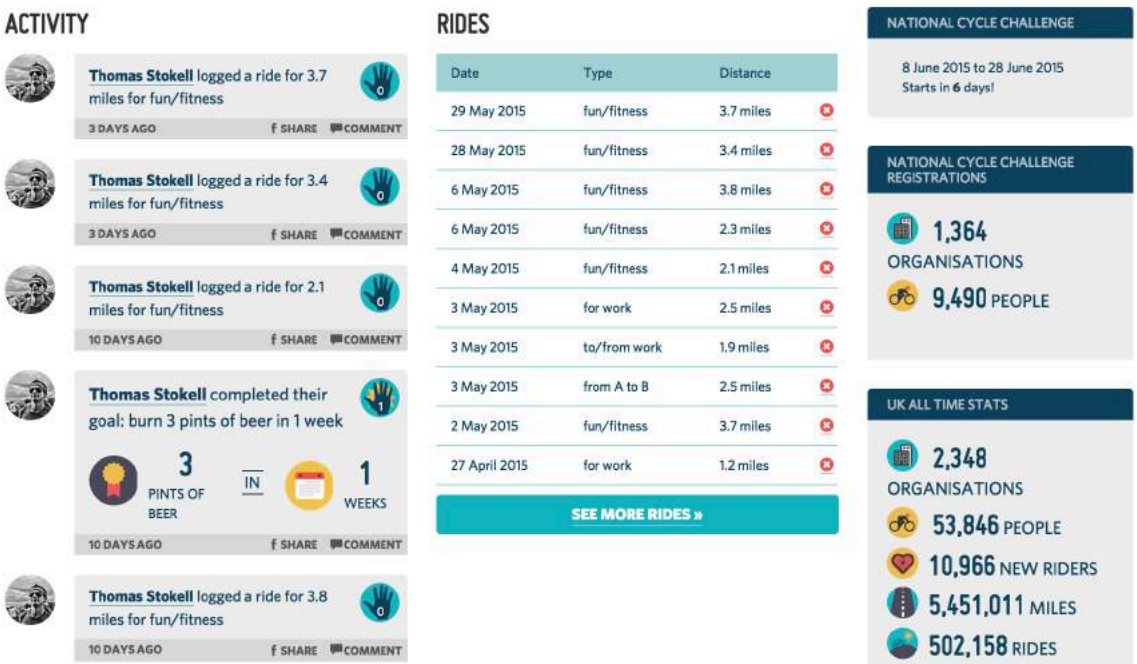
- Create their profile - join their team and view their stats.
- Log their rides (leisure, commuting, other) – this can be done on the platform & program or using GPS via a smartphone app (e.g. Strava, Ride Report, Map My Ride)
- Receive targeted advice to help them overcome their barriers to riding more often.
- View leader boards, e.g. Top Riders (Miles), Top Rider (Trips), Top Commuters, etc.

- Set cycling goals – for how many miles, trips, beers, chocolate, etc, that they would like to ride / ride off.
- Win prizes by riding and encouraging others to ride.
- Take part in online challenges and incentive programs.
- Encourage their friends and co-workers to ride
- Complete surveys (providing interesting data for cities, advocacy groups and individuals alike).

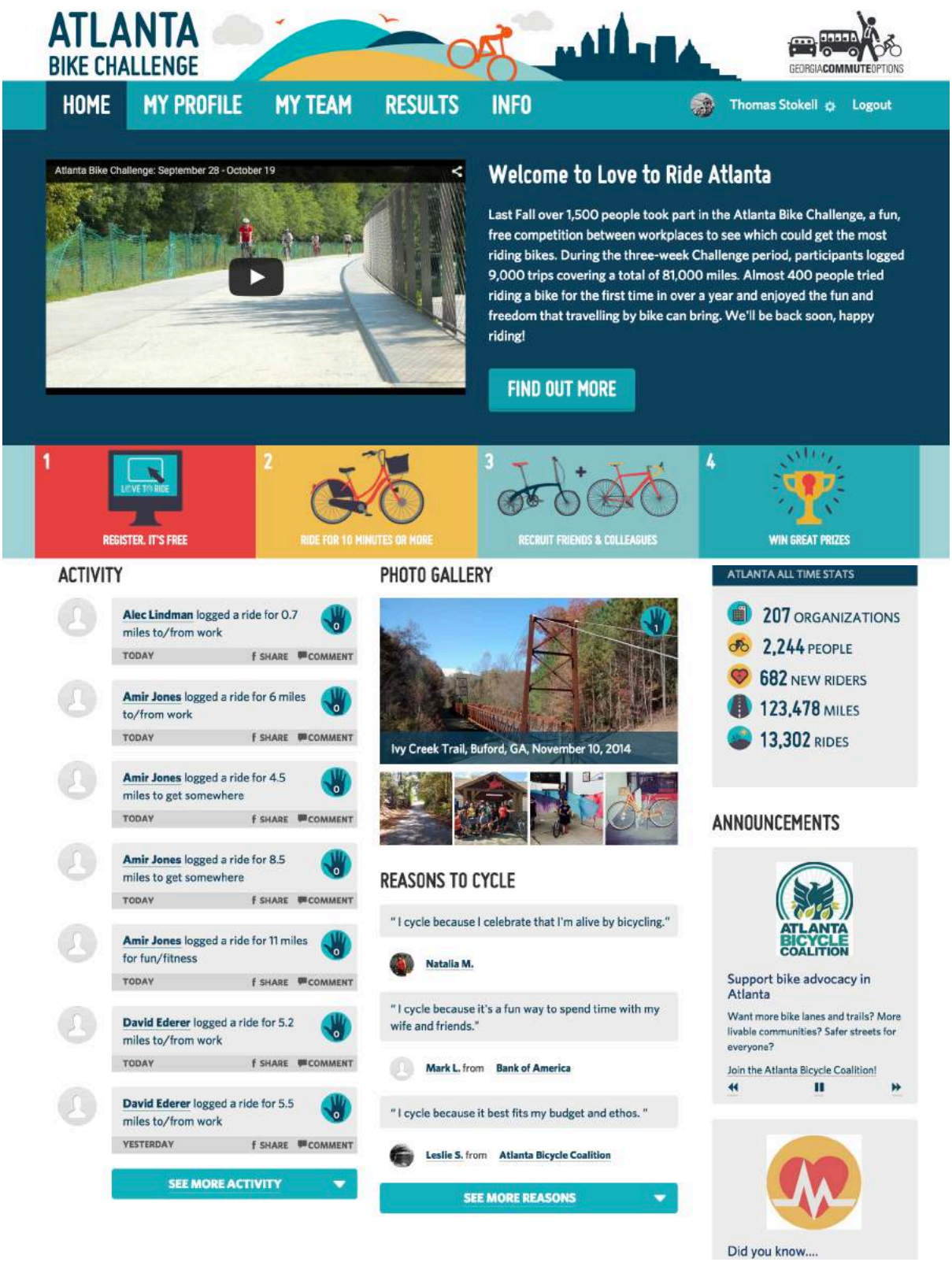
- Find local info - rides, events, cycling initiatives, where to ride, maps, tips, etc.
- Register or join a cycling club or social riding group – showing stats and internal leaderboards for the club. These can be filtered by month and year so clubs can see who the top riders are. There are also a host of social features from a club photo gallery to a messaging tool.
- Upload photos – with a caption. People can also comment on each other's photos and thus we get more social interaction.
- Give out some high fives! – Similar to the 'Like' button on Facebook, people can indicate their support for people's cycling goals, cycling, photos, comments, achievements, etc.

Example User Profile Page





Example Home Page



Quote: Biking Encouragement Program
City of Fresno 2019-2020

SERVICES		OPTION A	Option B
Platform License & Campaigns	12 – Month Platform License • Est. Population 2M	X	
	One Campaign • Standard Campaign Calendar	X	
Client Meetings	3 Core Meetings - Kick-Off Meeting, Project Check-in, Wrap-up Meeting	X	X
	Inhouse 101 training (1.5-2 hours meeting)	X	X
	Bi-weekly Project Meetings (12 – 16)		X
	Monthly Meetings		
Project Management & Project Support	Love to Ride Project Management • Love to Ride manages the project and supervises the local program deliver Provides ongoing training, guidance, and higher-level support actions from PM team, phone support and email support	X	
	Love to Ride Project Management • Provides ongoing training, guidance, and higher-level support actions from PM team, phone support and email support		X
User Support	Client team handles questions etc from users. Love to Ride just handles any emails that come in about bugs.	X	
	All Web queries (settings, org changes, etc.)		X
	Challenge queries (prizes, events, format)	X	X
Platform & Program Updates	DIY – Client team makes their own updates (Love to Ride provides initial training on how to do this)	X	X
	Love to Ride Manages – Client team sends requests to Love to Ride to make updates on the site.		
Marketing Materials	DIY Materials - editable		
	Standard LtR Materials – no localizations		
	Standard LtR Materials – localized URL, name and logos.	X	X
	Custom Materials		

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Participant Emails	Standard Emails for Standard Campaigns		
	Standard Emails + Plus 3 Local Messages	X	X
	Localized Email Plan (edits allowed)		
	Mailchimp connection - DIY emails		
	Mailchimp connection DIY emails + 5 targeted Intercom auto emails		
	Love to Ride sends Emails	X	X
Prizes	SOURCING		
	• Self-Sourcing	X	X
	• Love to Ride team Sources prizes		
	• Prize Purchasing Budget		
	Prize Draws		
	• DIY Prize draws (Love to Ride provides some guidance)		
	• LTR does the prize draws and provides a list of winners.	X	X
	• DIY Sending		
	• LTR Mails Prizes		
Surveys & Reports	Post-Challenge Survey – 3 weeks and 3-6 months - Standard Questions	X	X
	Post-Challenge Survey – 3 weeks and 3-6 months - Customizable Questions		
	Analysis and graphs in Excel (collating data, running tables and graphs) – Standard Questions		
	Interim Report – 10 Pages		
	Final Report - Summary 10 pages		X
	Final Report - Full 40+ pages		
Data Exports	Core CSVs (Users, Baseline, Org, Champs)	X	
Local Project Manager	DIY / In-house LPM	X	X

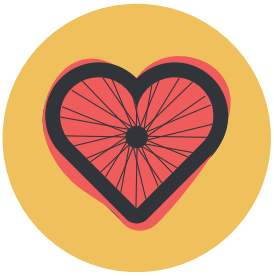
Estimated Range: Fresno, California 2020

Biking Encouragement & Challenge Platform

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 Believe

We believe that life is much better when you are happy, healthy, and connected to the people and places around you. We believe riding a bike has so many benefits to us individually, to our communities and our world.



We know how good it feels to ride and we want more people to experience this feeling too. Love to Ride makes it easy and fun for us to encourage our friends, co-workers and community to ride.

Summary

The Love to Ride program will provide City of Fresno with a comprehensive behavior change program for City of Fresno. With our track record, experience and expertise, we will work with City of Fresno team to create and provide a vibrant bike encouragement program. We are very excited about the prospect of working in City of Fresno to help deliver a highly engaging program to get more people riding bikes, more often.

For further information or to discuss any element of this proposal, please contact:

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