How to get more people cycling by understanding their behaviour change journey

Thomas Stokell
www.lovetoride.org
Today

- The Story of Love to Ride
- The Workplace Cycle Challenge
- The Behaviour Change framework
- Questions
Results

We get more people cycling:

127,000 participants
41,000 non-cyclists
5,000 organisations
100+ Cities
9 Countries
Who do we engage with?

Who takes part in our programmes?

30% Non-cyclists
19% Occasional Cyclists
51% Regular Cyclists
2013 Love to Ride results

Former 'non-cyclists’

40% now cycle at least once a week

35% now cycle to work at least once a week
2013 Love to Ride results

Former ‘non-commuting rider’

32% now cycle to work
1 day a week or more often
LOVE TO RIDE
WE GET MORE PEOPLE CYCLING

WHEN LOVE TO RIDE ROLLS INTO TOWN...

- 40% non-cyclists start riding weekly
- 43% occasional cyclists start riding regularly
- 32% non-commuting cyclists start riding to work regularly

*These are the average behaviour change outcomes achieved with participants of our programmes in 2012/13 as measured at baseline and at 3 months post intervention. For the full evaluation report please email together@lovetoride.org

Check out our latest animation explaining how we achieve behaviour change at www.lovetoride.org

WE GET MORE PEOPLE CYCLING

ROLLING OUT IN 2014

- Brand-spanking-new Behaviour Change Framework
- Love to Ride web platform full redesign & new features
- LSTF-funded behaviour change programmes across the UK
Our Behaviour Change Framework

Understanding the User Journey

Barriers and benefits

Behaviour change theory

Creativity, fun and technology
The Atlanta Bike Challenge is coming!

It's a fun, free competition where workplaces compete to see who can get the most people riding a bike.

Recruit workmates to ride a bike to climb up the leaderboard and win the Challenge. People only need to cycle for 10 minutes or more! It's easy and fun!

FIND OUT MORE  REGISTER HERE

ACTIVITY

Judith Gardner-Dixon logged a ride for 25 miles to/from work

Judith Gardner-Dixon created a new goal!

PHOTO GALLERY

ANNOUNCEMENTS
<table>
<thead>
<tr>
<th>Position</th>
<th>Logo</th>
<th>Company</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td><img src="image" alt="Australian Red Cross Logo" /></td>
<td>Australian Red Cross</td>
<td>59%</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td><img src="image" alt="GPA Engineering Logo" /></td>
<td>GPA Engineering</td>
<td>49%</td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td><img src="image" alt="Adelaide Festival 2014 Logo" /></td>
<td>Adelaide Festival</td>
<td>30%</td>
</tr>
<tr>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td><img src="image" alt="Colliers International Logo" /></td>
<td>Colliers International</td>
<td>24%</td>
</tr>
<tr>
<td>5&lt;sup&gt;th&lt;/sup&gt;</td>
<td><img src="image" alt="ASC Logo" /></td>
<td>ASC</td>
<td>23%</td>
</tr>
</tbody>
</table>
Our Behaviour Change Framework
Our Behaviour Change Framework

Understanding the user journey
User Journey

- Ride to Work
- Ride Regularly
- Ride Occasionally
- Ride a little
- Get a bike
- Trial
- Contemplation
- Pre-contemplation
Our Behaviour Change Framework

Understanding the user journey + Barriers and benefits + +
User Journey

- Ride to Work
- Ride Regularly
- Ride Occasionally
- Ride a little
- Get a bike
- Trial
- Contemplation
- Pre-contemplation
Benefits

- Have some fun!
- Try something new
- Challenge yourself
- Feel great

Barriers - using their bike

- Bike isn't currently rideable
- Bike is buried in the shed!

Trial

Barriers - Internal

- Fear of perceived safety
- No time
- Lack Motivation

Barriers - External

- No access to bike
- Weather

Positive Contemplation
Get a bike  buy, fix, access, borrow, hire

Benefits

• Feel great
• Get fit
• Enjoy outdoors
• Save money

Barriers - Buying a bike

• Lack motivation
• Lack of money
• Lack of information about what type of bike to buy

Barriers - using their bike

• bike isn't currently rideable
• bike is buried in the shed!

Trial

Barriers - Internal
## Ride to Work

**Benefits**
- Save time
- Get fit while getting to work
- Fun!
- Feel great
- Transition from work to home

**Barriers - internal**
- Too far
- Weather
- Lack of facilities at work (showers, lockers)
- Don't know a appropriate route

## Ride Regularly

**Benefits**
- ...

**Barriers - Internal**
- ...


Quick Survey: Step 1

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

- 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

Go into the prize draw! Please enter your address.

Address line 1

Address line 2

Town / city

Post code

NEXT
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
DEFLATED?

Get your flat tyre fixed in 10 mins... flat!

Watch this video...
**ACTIVITY**

- **Gary Neads** logged a ride for 11 kilometres to get somewhere
- **Gary Neads** logged a ride for 14 kilometres to/from work
- **tom roberts** logged a ride for 49 kilometres for fun/fitness
- **Lauren Varo** just registered - welcome Lauren!
- **Will Matthews** just registered - welcome Will!
- **Joanne Pennie** logged a ride for 14 kilometres to/from work

**PHOTO GALLERY**

Sunrise in Centennial Park

**REASONS TO CYCLE**

- "I cycle because it keeps me fit and it is far more enjoyable than being crammed like a sardine on ..."

  - Gareth H. from STMLC

- "I cycle because I like the fresh air."

**ANNOUNCEMENTS**

Free cycling courses

Cycling in the City and bike maintenance courses run several times a week.

Find out more and book now

SYDNEY RIDES BUSINESS CHALLENGE

23 March 2015 to 18 April 2015

Starts in 63 days!
Cycling in the City and bike maintenance courses run several times a week.
### Targeted Announcement

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-- choose --</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cyclist level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-- any --</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logged in</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-- any --</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Barriers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My bike needs fixing up</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Confidence</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-- any --</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-- any --</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Method of travel work</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please select a question/s and corresponding response/s that you would like people who view this announcement to answer.
Our Behaviour Change Framework

Understanding the user journey + Barriers and benefits + Behaviour Change Theory
Our Behaviour Change Framework

1. Understanding the user journey
2. Barriers and benefits
3. Behaviour Change Theory
4. Creativity, fun and technology
Theory and Tools

- B = MAT
- Self Efficacy
- Initial Small Commitment
- Gamification
- Reinforcement/Incentives
- Prompts
- Make it 'easy, popular and fun'
- Social Norming
- Baby Steps
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 cyclists

More people cycling
B = MAT

Behaviour = Motivation + Ability + Trigger

Fogg Behavior Model
Fogg Behavior Model

\[ B = m a t \]

behavior motivation ability trigger at same moment

High Motivation

Low Motivation

Action Line

triggers succeed here

triggers fail here

Hard to Do

ability

Easy to Do

For permissions, contact BJ Fogg

www.BehaviorModel.org

© 2007 BJ Fogg
Reinforcements/Incentives
Our Behaviour Change Framework

Understanding the user journey + Barriers and benefits + Behavior Change Theory + Creativity, fun and technology = LOVE TO RIDE
Don’t forget - tomorrow is the last day for logging trips! Log your trip now

RIDER PROFILE

James N.
From HR Department at Bandit Design

"I cycle because there's so much awesome cycling to be had in New Zealand!"

My goal: I will ride 100 miles in 2 weeks (by 04/12/14)

ADD A RIDE

I cycled 18 miles today for transport to or from work

ADD A GOAL

Currently riding through

White as... glass?!
ACTIVITY

James N. logged a 36 mile trip for leisure
14 MINUTES AGO IN THE SUN

James N. completed a goal!!
30 TRIPS IN 4 WEEKS
3 HOURS AGO

James N. added 3 photos
YESTERDAY

Rides

<table>
<thead>
<tr>
<th>DATE</th>
<th>TYPE</th>
<th>DISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 hours ago</td>
<td>to/from work</td>
<td>5 miles</td>
</tr>
<tr>
<td>18 hours ago</td>
<td>to/from work</td>
<td>6 miles</td>
</tr>
<tr>
<td>3 hours ago</td>
<td>to/from work</td>
<td>5 miles</td>
</tr>
<tr>
<td>18 hours ago</td>
<td>to/from work</td>
<td>6 miles</td>
</tr>
<tr>
<td>3 hours ago</td>
<td>to/from work</td>
<td>5 miles</td>
</tr>
<tr>
<td>18 hours ago</td>
<td>to/from work</td>
<td>6 miles</td>
</tr>
</tbody>
</table>

Announcements

Swansea Cycle Challenge
Throughout September, 1,660 workmates and 76 organisations across Swansea competed to see which could get the biggest percentage of staff riding a bike. Great work!

Photos

Swansea Cycle Challenge
Throughout September, 1,660 workmates and 76 organisations across Swansea competed to see which could get the biggest percentage of staff riding a bike. Great work!
Theory and Tools

- B = MAT
- Self Efficacy
- Initial Small Commitment
- Gamification
- Reinforcement/Incentives
- Prompts
- Make it 'easy, popular and fun'
- Social Norming
- Baby Steps
Let’s get more people riding!

www.lovetoride.org

Thomas Stokell
thomas@lovetoride.org