
***Bike Now* coordinators' manual**

September 2010

**Carolyn O'Fallon
Pinnacle Research & Policy Ltd**

Contents

- B1 Using the *Bike Now* coordinators' manual3**
 - B1.1 The design of the coordinators' manual..... 3
 - B1.2 Working with one organisation versus recruiting multiple organisations..... 4
- B2 Initial approach to the business and potential champion5**
 - B2.1 First email 5
 - B2.2 Follow up to initial email 6
 - B2.3 First meeting/call with the champion 8
- B3 Initial approach to the CEO 12**
 - B3.1 Purpose of the call 12
 - B3.2 What are possible benefits of the project to the CEO? 12
 - B3.3 Checklist 12
 - B3.4 Possible script 13
 - B3.5 Pre-launch approach to the CEO..... 16
- B4 Contacting the staff within the organisation..... 17**
 - B4.1 Email invitation to presentation 17
 - B4.2 Standard email with full programme information 17
 - B4.3 Emails for initial *Bike Now* survey..... 18
- B5 Implementation process..... 21**
 - B5.1 Introduction..... 21
 - B5.2 Report on first survey to organisation 21
 - B5.3 Initial telephone contact after the survey results are sent..... 22
 - B5.4 Communication with CEO and staff 23
 - B5.5 Tips on discussing the report with the champion 23
 - B5.6 Follow up survey 28
 - B5.7 Email to launch second survey in organisation 28
- Annexes 87**

B1 Using the *Bike Now* coordinators' manual

B1.1 The design of the coordinators' manual

This manual is designed to provide any individual or organisation wishing to encourage cycling to work using the full *Bike Now* programme with the tools and skills to do so. If the intention is to implement a specific cycling initiative, the reader is directed to the relevant handout on:

- setting up a bike bus
- setting up bike buddying
- establishing a workplace cycle fleet
- establishing secure cycle parking at work
- running cycle skills workshops
- information on setting a safe cycle route to work
- information on puncture repairs and other minor maintenance.

All of the above handouts are available from www.pinnacleresearch.co.nz.

The manual gives guidance on recruiting workplaces to participate in *Bike Now*, facilitating the initial surveying phase of the programme, implementing the *Bike Now* initiatives and evaluating the effects. In addition to this guidance, the coordinators' manual includes:

- an initial email for contacting potential champions, with a more detailed follow-up email for those who expressed interest
- scripts for phone calls with potential *Bike Now* champions and the chief executives of the organisations
- a script for presentations to staff to launch the *Bike Now* project in their workplace. This was supplemented with a generic PowerPoint presentation prepared by one of our coordinators
- templates for emails to staff inviting them to complete the online survey; thanking those who had completed it and reminding others to do so half way through and near the end of the two-week survey
- the questionnaires for the initial survey and the follow-up survey for evaluation
- flyers to promote *Bike Now* in the workplace and encourage survey completion
- text for articles in staff bulletins or newsletters
- templates for reporting the first survey results to the champions
- a template for an action plan to implement *Bike Now* initiatives
- flyers and posters to raise awareness and to invite people to participate in *Bike Now* initiatives.

The manual recognises that the coordinator is the key to the success of the project; the coordinator owns the progress of each business.

The interventions combined with the coordinators' communication skills and enthusiastic support, are what will make *Bike Now* work.

B1.2 Working with one organisation versus recruiting multiple organisations

The manual has been written as if a *Bike Now* coordinator was recruiting businesses or organisations for participation in the programme. Hence, sections B2 and B3 are dedicated to the successful recruiting of participant organisations.

If the *Bike Now* programme is being implemented by someone within a business/organisation (ie in-house), the coordinator should use the manual beginning with section B4, unless there is the need to recruit an additional champion or obtain agreement from the chief executive for participation in the programme.

B1.2.1 Training *Bike Now* coordinators

It is feasible to use the manual as the basis for training *Bike Now* coordinators to deliver the *Bike Now* programme. Table B1 outlines a possible schedule for a one-day workshop to train coordinators in the recruitment of workplaces, the critical first step of the *Bike Now* programme. This may not be necessary for an organisation that is picking up the concept and running *Bike Now* in its own workplace. We recommend using a trainer skilled in facilitation for the workshop.

Table B1 Indicative timeline for the coordinator's training day

Topics to be covered	Duration in minutes	Start time
Welcome and introductions	15	9.00
Why are you doing it? - sharing	10	
Timetable for the day	5	
Emphasise that they are the face of <i>Bike Now</i> and its success depends on them. Review coordinator criteria and expectations	5	
Clarify project objectives	5	
Snapshot of project timeline	5	
Contractual matters	10	
Hand out manuals	5	
Explain each step in detail	20	
Break	15	
Continue to explain each step in detail	25	
Explain other resources	5	
Questions	15	
Lunch	60	12.00
Coordinator objectives, possible obstacles and brainstorm solutions	10	
Planning - the numbers game - weekly, monthly, year plans: template	10	
Working as a team - communicating with each other and with manager	5	
Planning - they schedule their <i>Bike Now</i> time in their calendars	15	
Create lift speech	15	
Do a dummy run of a call to champion	5	
Do a dummy run of a call to CEO	5	

Topics to be covered	Duration in minutes	Start time
Do a dummy run of a workplace presentation	10	
They role play each step, vanilla	15	
Hand out prospect lists for each coordinator	5	
Discussion of lists and how to prioritise	10	
Discuss potential barriers to success and brainstorm solutions	30	
They role play handling objections and overcoming obstacles (hand out cards with different scenarios) – practice listening, recreation, creating inspiration and motivation. They provide ideas for possible objections	85	
Possible objections:		
Champion too busy		
CEO thinks the champion is too busy		
A worker agrees to complete the survey by a specific date but doesn't do it.		
Total duration	7 hours	End 4pm

B2 Initial approach to the business and potential champion

Note: from this point forward, the manual is written assuming that the person reading and using the manual is the *Bike Now* coordinator.

First, you will need to compile a list of potential businesses or organisations that might participate in the *Bike Now* programme. This could be drawn from participant lists in other cycling-related or team-building programmes, such as the Bike Wise Business Battle, dragon boat racing or cycle challenges with team events. Another possibility is to seek organisations with membership in sustainable or green business organisations, or who are known to have an interest in the environment and/or their employees' health and well-being. It is useful to find out the name of the person(s) who spear-headed the organisation's involvement in an event, or alternatively, that of the chief executive officer (CEO), so that you can personalise the first contact you make with them.

The first direct contact is an email to your potential champion or contact person acknowledging their commitment to the other events/programmes, and inviting them to participate in a new initiative, namely the *Bike Now* programme. If requested, a more detailed email can be sent. If the person responds positively to the first email(s), then a phone call or meeting is scheduled to further discuss the organisation's participation in *Bike Now*.

Templates for the first two emails and a script for the first phone call or meeting with the champion are provided in the following sections. The templates can easily be modified to meet the programme requirements.

B2.1 First email

Note material in square brackets [] indicates text that may require modification or, in some cases, be omitted.

Dear Champion/team coordinator

[I am sending this email on behalf of the *Bike Now* project team.]

[*Acknowledge their leadership/commitment, where known, eg: Congratulations on your organisation's success in the recent Bikewise Battle. Without your leadership, no one in your workplace would have had this experience. Thank you!*]

We invite you and your colleagues to be part of an exciting new cycling initiative. *Bike Now* is a year-long project designed to make it easier for employees in your organisation to cycle to work.

We are asking you to

- let us know if you are interested
- take a phone call, when it suits you, from the *Bike Now* coordinator
- introduce us to your key decision-maker(s), to inspire them to support *Bike Now* in your workplace.

Please email us at [*email address*] if possible, by the end of this week [*date*].

Bike Now provides an opportunity for others to experience the fantastic benefits of cycling to work, including feeling great; working smarter; strengthening the 'team'; and looking after the environment.

We look forward to hearing from you.

Kind regards,

Bike Now Coordinator

[*email address*]

B2.2 Follow up to initial email

Send this email if the contact person/champion requests further information prior to agreeing to a phone call or meeting.

Dear Cyclist Champion!

Thank you for your reply! We are excited by the amount of interest shown by the responses so far. A number of you have asked for additional information about *Bike Now* and that is the intention of this email.

After speaking with your decision-maker and getting a commitment to the project, we will launch *Bike Now* in your workplace. To do this, we would like to make a 15-minute presentation to staff to explain what the *Bike Now* project is, what we can provide, what we are asking people to do, and the benefits of being involved in *Bike Now*. We will also ask people in your workplace to complete a quick online survey (5-10 minutes) some time in [*date*].

Based on the results of this survey we will recommend initiatives which are designed to encourage people in your organisation to bike to work. A few of them are likely to be:

- 1 Bike buddy: a lesser-experienced cyclist is paired with a seasoned commuting cyclist who can provide support (which may include some teaching of safe cycling habits) for the journey to and/or from work.
- 2 Bike bus: just like the motorised version, a bike bus has a scheduled start time and route that a group of cyclists rides – it may even have bike bus stops along the route to pick up additional riders.

-
- 3 Cycle skills training: 4–6 hour workshop (in 1–3 sessions) designed to prepare less confident cyclists to ride to work. Includes on-road training and advice on such things as clothing, bike maintenance, and choosing routes.
 - 4 Creation of secure cycle parking at the worksite: this could be in one of several forms, including converting an unused room, installing cycle stands, or an enclosure.
 - 5 Provision of a ‘cycle fleet’ at the workplace for travel during working hours (to visit clients, attend meetings, personal business, fitness, etc).

Bike Now coordinators will be working with your organisation to implement the selected initiatives. There is no pre-determined level of financial commitment. The bike bus and bike buddy initiatives don’t require any financial commitment unless your organisation would like to sponsor vests, sashes, or other items. The cycle skills workshops will require a trainer to deliver them, which could be funded by the organisation or through participants’ workshop fees. The cycle fleet could be funded by your organisation; bikes could be donated by workers; or there could also be some contribution by a sponsoring bike shop that your organisation has a relationship with. Similarly with secure parking, the organisation could fund the installation of stands, hooks or a cage; alternatively, it may be possible to convert an unused room to a bike storage area.

Commitment to the project from you and the decision-makers in your organisation will be necessary to make *Bike Now* work. We would like your organisation to provide some staff encouragement, and a little space and time, namely:

- space for meetings
- space for a cycle fleet or cycle parking (if requested by staff), and some financial input if the organisation wants to go ahead with it
- time: people will attend the launch (15 minutes) and fill in the survey (5–10 minutes, three times over a year). Some people will also speak to the *Bike Now* coordinator for advice and guidance.

There could be a group of cycling enthusiasts in your organisation and we want to encourage them to become involved in *Bike Now*, too. Perhaps they would help set up a ‘servicing workshop’ onsite or organise a local bike shop to provide servicing, etc. They could have other ideas and we would love to hear them!

We are aiming to implement these initiatives over the period [*date/s*], and to provide on-going support and advice over several months.

A few months after implementation, we will ask staff to complete a second 5–10 minute online survey so we can find out what has – or hasn’t – worked. We will then continue to offer some support based on the results of that survey.

Thank you for your interest so far. One of our coordinators will be in contact with you soon.

Kind regards

[*name*]

Bike Now coordinator

[*Email address*]

B2.3 First meeting/call with the champion

Following the email(s), you will organise either a phone call or face-to-face meeting with the potential champion in an organisation. During this call/meeting, you will want them to understand the value to themselves personally of being part of *Bike Now*, as well as the benefits for their organisation.

B2.3.1 Purpose of the call

The purpose of the call to the champion is to:

- 1 qualify them – are they a ‘yes’ or ‘no’ to being the champion?
- 2 ask them to commit to a regular time to communicate with you (preferably by phone)
- 3 ask if there is a staff meeting scheduled? If so, when? Can we be present at that meeting? If the champion doesn’t have the authority, who does? Can the champion introduce you to this person?
- 4 ask if they have the authority, and if a staff meeting is not already scheduled, schedule a presentation to staff
- 5 ask them to provide an introduction to the CEO
- 6 confirm a time for a follow-up phone call
- 7 if necessary, ask for names and contact details of people they know who might be a champion in another organisation that could participate in the *Bike Now* programme.

B2.3.2 What are possible benefits of the project to the champion?

Potential benefits include:

- leadership opportunity
 - good experience
 - possible recognition
 - relationship building within the organisation
- fun
- organisational benefits
 - productivity – energy, health (reduced sick days), focus, mood
 - teamwork – camaraderie, improved relationships
 - corporate citizen obligations – the environment, others?

B2.3.3 Checklist

The checklist (table B2 below) is designed for you to keep a record of the champion’s responses and concerns. Please be familiar with this checklist so you can write responses and keep listening.

Table B2 Checklist for call or meeting with champion

[Insert organisation name here]
Time to call again
Champion will ring CEO – yes/no
Survey issues/solutions
Other assistance
CEO reactions/benefits
Communication tools
Initial staff meeting/communication

B2.3.4 Possible script

This script is designed to achieve the outcomes. You may stick to it closely, or become familiar with it and have it as a guide, or not use it at all, whichever you feel will be most effective for you.

If you do use the script you should practice and be really familiar with it, so you don’t come across as ‘reading’.

Find out CEO name from reception or other source first.

This is a generic script. You can add plenty of enthusiasm, pizzazz and excitement, according to how you read the person you are talking to.

‘Hello. This is [coordinator’s name] from *Bike Now*. Do you have a few minutes to talk? (If not, don’t forge ahead – make a time to call back). I am calling about the new *Bike Now* project. I’m really thrilled that you are interested in taking part. We sent you a detailed email recently – did you receive it? Do you have any

questions about it? What we want to do is simply provide ways to make it easier for people in your organisation to bike to work.

The reason I am talking to you is that you have been successful in this area already, in [*name of programme, event or activity*], and perhaps other projects as well. We would really like you to be the champion for your organisation. What this would mean is communicating within [*organisation name*] – sending a small number of emails that we will provide, arranging a meeting room for the launch, assisting me in implementing some of the *Bike Now* initiatives by organising a meeting, putting up flyers and/or sending out emails and generally being enthusiastic. It is designed specifically to require little time on your part – generally averaging a few minutes per week. However, you could be more involved too, and that would be fantastic, but only if you wish. How do you feel about this? (*listen*)

I'd love to know what it is about cycling to work that appeals to you – ie why would you do this? (*stop and listen. It's really important that they get inspired at this point, if they are not already, and that you understand what inspires them. If they are not sure, ask if any of the following would be of interest - take your time and let them muse and talk*):

- leadership opportunity - good experience; possible recognition; relationship building within the organisation
- fun – getting involved with others who also enjoy cycling, whether they are new to it or not. It is also great to be working with colleagues on something positive, rather than focusing on problems
- contributing to the organisation in many ways: productivity – energy, health (reduced sick days), focus, mood
- teamwork – camaraderie and improved relationships; corporate citizen obligations – the environment

Are there any others you can think of?

Would you be able to mention to your CEO that I will be calling him/her in the next few days? We want the CEO's support for the project. They don't have to do anything but it makes a difference when there is support from the top. I will just tell (him/her) about the project and its benefits to people and the organisation as a whole.

We want everyone in the organisation to come to the launch, which will be a short, snappy 15-minute presentation. A few days later we would like them to spend 5–10 minutes completing an online survey that we will provide. It will be shorter for those really not keen on cycling, slightly longer for those keen or able to be of service as a mentor. It's really important that everyone does it. Do you think there will be any problem getting everyone to do the survey? (*Then if they say yes*) What can you think of that would help people overcome this?

Over the next few weeks and months we will provide advice and tangible help based on the results of the survey. We will ask them to do another short survey once *Bike Now* has been implemented.

As we said in the information email recently, based on the results of this survey we will propose initiatives which are designed to encourage people to bike to work. A few of them are likely to be:

- 1 Bike buddy: a lesser-experienced cyclist is paired with a seasoned commuting cyclist who can provide support (which may include some teaching of safe cycling habits) for the journey to and/or from work
- 2 Bike bus: a bike bus is a group of cyclists, riding together for convenience, safety and fun. Just like a bus, there is a scheduled start time and route to follow
- 3 Cycle skills training which *Bike Now* will provide out of office hours

4 Installation of secure cycle lockers or cages at the worksite – this could be in an unused room

5 Provision of a ‘cycle fleet’ at the workplace for travel during working hours

Can you think of any other assistance that would be useful? (*really listen and take notes here but don’t make any promises*)

How do you think the CEO will react to the *Bike Now* project? What would make it more likely for him/her to be receptive? Does he/she have any particular hot buttons at the moment in terms of business goals or challenges? Are there any other benefits to him/her that you can see?

Is email the best way to communicate with people in general? Could we send you emails to forward to everyone in your organisation?

We think a crucial element to the success of *Bike Now* will be the launch to let everyone in your workplace know about it. The best way would be face to face, as I said earlier, doing a 10–15 minute presentation. Are there any staff meetings scheduled in the near future that this could be tacked on to? If not, would it be possible to arrange a short meeting? Could you do this? What would we have to do to get everyone to attend? *If a presentation isn’t possible, discuss communication methods with the champion:*

At the launch we will talk about the various benefits, which I know you are aware of. Are there any particular benefits that will make a difference here that I may not be aware of? Is there any particular reluctance you know of that people in your workplace may have about biking to work?

Is there are a group of enthusiasts in the organisation? (*listen and take notes – names would be good*). We may consider encouraging them to involve a local bike shop or some such to provide servicing, etc. Or perhaps they want to help set up a ‘servicing’ workshop onsite.

(If you are seeking further business prospects) I have one last question – do you know anyone else in another organisation, who, like you, is enthusiastic about cycling and would be a good contact? We are initially interested in organisations which have a minimum of 10 staff, and where there are at least some workers who do not currently cycle to work.

Thanks very much for your support and time. Without your help the *Bike Now* project just couldn’t work, so I really appreciate it. I think it will be very exciting – I’m really looking forward to working with you. Do call or email me if you have any questions. I will get back in touch with you once I have spoken to the CEO.’

Note: if this contact person doesn’t agree to be the champion for any reason, ask them to recommend someone else who could be interested and who we could approach.

B3 Initial approach to the CEO

Following your first call/meeting with the champion, you may organise a phone call or face-to-face meeting with the CEO of the organisation. During this call/meeting, you will want the CEO to understand the value to them personally of being part of *Bike Now*, as well as the benefits for their organisation.

B3.1 Purpose of the call

The purpose of this **call** is to:

- get them to commit to meeting you

If they won't meet you, have the conversation on the phone.

The purpose of the **meeting** is to:

- get them to commit to their company taking on *Bike Now*
- get them to commit to telling his/her people he/she supports *Bike Now*.
- ask them to introduce you at the launch.

If they are uncommitted after meeting with you, cross them off the list.

Reassure them that they are not up for huge amounts of time, money or other resources, but need to be very straight about this – we are not proposing showers or buying bikes for everyone.

B3.2 What are possible benefits of the project to the CEO?

Potential benefits include:

- productivity – energy, health (reduced sick days), focus, quality of work, mood
- reduced costs of transport
- teamwork – camaraderie, improved relationships
- corporate citizen obligations – the environment; employee well being.

B3.3 Checklist

The checklist in table B3 is designed for you to keep a record of the champion's responses and concerns. Please be familiar with this table so you can write responses and keep listening.

Table B3 Checklist for call or meeting with CEO

Name of CEO, organisation
Time to call again
CEO benefit/hot buttons
Current view on support of cycling to work
Survey issues/solutions
Will come to launch - yes/no
Will introduce me - yes/no
Agrees to send email from CEO address - yes/no

B3.4 Possible script

Again, this script is designed to achieve the outcomes. You may stick to it closely, or become familiar with it and have it as a guide, or not use it at all, whichever you feel will be most effective for you.

If you do use the script you should practice and be really familiar with it, so you don't come across as 'reading'.

This is also a generic script and you can add plenty of enthusiasm, pizzazz and excitement, according to how you read the CEO. Many CEOs are very busy and focused on the bottom line; if they are results focused, be very respectful of their time. If they are chatty, respond likewise.

You will notice that the whole benefits conversation is up front, and as early on as possible. If the CEO needs to know more about *Bike Now* first you should go with that, and cover benefits later in the conversation.

This is a summary of the flow:

- 1 short description
- 2 benefits
- 3 commitment (space and time)
- 4 launch
- 5 interventions
- 6 funding
- 7 timeframe
- 8 challenges?

'Hello. This is *coordinator's* name from the *Bike Now* project that [*champion's name*] will have mentioned to you. Do you have a few minutes to talk? (*If not, don't forge ahead – make a time to call back*). The aim of *Bike Now* is to make it easier for your staff to bike to work, and we provide resources to do this. What do you already know about it? (*Listen. If they don't know about it, include a short description here: Bike Now is a year-long project designed to make it easier for employees in your organisation to cycle to work. (Don't pre-empt this, but if they are concerned that it will require financial input, reassure them that it doesn't have to have financial input from the business, but that they need to be committed and that it will*

require a little time and space to hold a meeting. Then say that you will tell them more when you understand what the benefits would be to them, so that you can make it more relevant).

What benefits do you see? (*Listen and note*) Do you have any particular goals or challenges in the area of productivity or teamwork at the moment? (*Stop and listen. Question if appropriate*). Are there any other benefits you can see?

There are other benefits your business could take advantage of: (*tell them the ones they haven't mentioned. After each benefit check in with the CEO – and note to see if that is important to them.*)

There are many benefits your business could take advantage of by participating in *Bike Now*.

For example, do you have any particular goals or challenges in the area of productivity or teamwork at the moment? There is evidence that cycle-friendly workplaces generally have greater morale, lower absenteeism and higher productivity. The key benefits are:

- cyclists are more alert, less prone to stress or accidents and take fewer days off sick
- people arrive on time, freed from traffic jams and public transport not running to time
- healthy people are more productive and have better attitudes to work, with improved morale, motivation and loyalty
- being fit and healthy enhances creativity and innovation.

(After each benefit check in with the CEO – and note to see if that is important to them.)

Also, by increasing the number of people cycling in your organisation, your business could lower direct costs through cheaper business travel.

Many short trips could easily be made by bike. Workplace shared bicycles cut vehicle fleet costs. Think of the savings in taxi and bus fares, and car travel payments.

Cheaper parking

Parking for 10 bikes can be provided for the cost of a single car park space (*from EECA Cycle Friendly Employer Guide on SPARC website*). Less demand on car parking space may decrease costs. (*Often corporate leases include a set amount of parking spaces and unless the building owner has an unmet demand and can re-lease the space, there may be no difference in the lease costs – find out if this is important to the CEO.*)

Lower company car bills

Providing a company bike and a cash alternative may encourage more employees to forgo a company car, cutting the cost of the scheme.

You will have greener corporate image

Cycling burns no fossil fuels, creates no air pollution or greenhouse gas emissions and uses very little land. A cycle-friendly workplace contributes to a reduction in air pollution and road congestion. A pro-cycling policy could enhance your reputation with customers and potential employees.

Do you have any corporate goals around sustainability or protecting the environment? (*wait for response*) Participating in this project would be an avenue to meeting this obligation.

Are there any other benefits you can see that we haven't mentioned?

Summarise what you think are the benefits that mean the most to the CEO. Get their feedback until you are clear. The reason is to make sure that you have heard the CEO and the CEO knows this to build the relationship and ensure real listening. It is supposed to be simple and quick.

Your commitment to *Bike Now* is necessary to make it work. We would like you to provide some staff encouragement, and a little space and time. Space would be for the *Bike Now* launch and time for people to attend the launch (15 minutes) and fill in a survey (5–10 minutes, three times over a year). Some people will also want to speak to the *Bike Now* coordinator for advice and guidance.

We would like you to be known to support *Bike Now*, and to encourage your staff to participate in the project.

We would like everyone in the organisation to come to the launch, which will be a short, snappy 15-minute presentation. We have discussed the presentation with [*champion's name*], who has suggested a meeting on [*date*]. We would like everyone to be there. Obviously it would be great if you could come to the launch too. (*if a staff meeting has been identified with the champion mention it here*). Would you come? Thanks, it will be fantastic to have you there.

Would you introduce me at the launch?

Also, could you let your people know you encourage them to attend? What would be the best way to do this? What would be the best timing for it? Would you do that? Thanks. (*Make sure he/she makes a note of what they are going to do and by when.*)

I have created a possible email to invite everyone to the launch which we would appreciate being sent from your email address. Can your personal assistant/executive assistant do this?

A few days after the launch we would like everyone to spend 5–10 minutes completing an online survey that we will provide. It will be shorter for those really not keen on cycling, slightly longer for those keen or able to be of service as a mentor. It's really important that everyone does it. Do you think there will be any problem getting everyone to do the survey? (*Then if they say yes*) What can you think of that would help people overcome this? Would you encourage them?

Over the next few weeks and months we will provide advice and tangible help based on the results of the survey. We will ask everyone to do another short survey once *Bike Now* has been implemented.

Have you seen the information email we sent to [*champion's name*] recently? It outlined initiatives we may propose, based on the results of this survey, which are designed to encourage people to bike to work. A few of them are likely to be:

- 1 Bike buddy (sometimes also known as bike mentoring) where a lesser-experienced cyclist is paired with a seasoned commuting cyclist who can provide support (which may include some teaching of safe cycling habits) for the journey to and/or from work. The pair can choose to have an on-going cycling arrangement or it may be short term.
- 2 Bike bus: a bike bus is a group of cyclists, riding together for convenience, safety and fun. Just like a bus, there is a scheduled start time and there may even be designated bike bus stops along the route to pick up additional riders. The journey home may be taken individually or as a group.
- 3 Cycle skills training which *Bike Now* will provide out of office hours.
- 4 Installation of secure cycle lockers or cages at the worksite – this could be in an unused room.
- 5 Provision of a 'cycle fleet' at the workplace for travel during working hours (to visit clients, attend meetings, personal business etc).

Do you have any budget for this sort of activity?

(If they seem keen) Depending on what your staff says in the survey, you may want to make a funding contribution as well as provide space for a cycle fleet or cycle parking. We can discuss this further once the staff has completed the first survey.

You may choose to provide a small amount of funding for some specific cycling support but it isn't mandatory. *(If they are excited about the idea, then suggest that they might provide reflective vests or sashes for riders with company branding or something like this.)*

There could be a group of enthusiasts in your organisation and we want to encourage them to involve a local bike shop to provide servicing, etc. Or perhaps they would want to help set up a servicing workshop onsite. They could have other ideas too. Can you think of any other assistance that would be useful? *(Really listen here but don't make any promises.)*

We are aiming to implement these initiatives over the period [date/s] and to provide support and advice over several months. Once the initiatives are in place, we would like to officially celebrate *Bike Now* in your workplace.

Early in [date] we want people to complete a second 5-10 minute online survey to show us what has and hasn't worked. We will then continue to offer support based on the results of that survey.

What, if any, particular or perhaps unusual challenges can you see to the project being successful in your organisation?

Would you like us to email you a regular progress report? We will use [champion's name] as our main contact. Is there anything else we need to know? Do you have any questions?

Thanks very much for your support and time. I look forward to seeing you at the launch. It will make an enormous difference to the benefits your staff will get.'

B3.5 Pre-launch approach to the CEO

If appropriate (based on your initial phone call or meeting with the CEO or if you have not spoken with the CEO before), approach the CEO before the launch to see if they would like to provide something to help generate corporate good will with their employees. It could be used at the launch or later for the celebration. It could be the vests, sashes, another gift, ankle/wrist wraps, gift certificates, or party food.

B4 Contacting the staff within the organisation

B4.1 Email invitation to presentation

Ideally this email will be sent as a meeting invitation from the email address of the CEO or his/her PA.

Subject line: Exciting *Bike Now* launch at [location] on [date] as part of staff meeting

(Remember to click on BCC (blind carbon copy))

Hi all,

At our next staff meeting at [location] on [date] there will be a short presentation by *Bike Now*. [Name], [coordinator] of *Bike Now* will give us an outline of this national bike-to-work project, which provides support and resources to encourage us to ride to work. Even if you are not interested in biking, *Bike Now* wants to understand why – input from everyone will make a difference.

Cycling to work more often will

- clear your head and de-stress you
- help you get through your work with more zing
- make you fitter and healthier
- help keep our carbon count down
- take time and money from commuting to spend on more rewarding pursuits!

Please RSVP now.

Thank you for your participation – it is valuable and appreciated.

We look forward to seeing you there.

Regards

[CEO and champion names]

B4.2 Standard email with full programme information

This is a sample email for an organisation where it is not possible to do a presentation to staff. It should be copied and pasted into an email, not sent as an attachment. Ideally it will be sent from the email address of the CEO or his/her PA.

Subject line: *Bike Now* [insert survey web link]

(Remember to click on BCC (blind carbon copy))

Hi [name],

Bike Now is an exciting new project, which provides support and resources to encourage us to ride our bikes to work. Even if you are not interested in biking to work, *Bike Now* wants to understand why – input from everyone will assist *Bike Now* to help those who do want to cycle.

Bike Now is asking each of us to complete a simple survey by answering a few online questions. Based on the results of this survey *Bike Now* will propose initiatives which are designed to make it easier for us to bike to work.

Cycling to work more often will:

- clear your head and de-stress you
- help you get through your work with more zing
- make you fitter and healthier
- help keep our carbon count down
- take time and money from commuting to spend on more rewarding pursuits

Even if you don't cycle, you will get benefits from your colleagues biking to work more often!

Please complete the survey before [*day before the deadline*]. The link is [*insert survey web link*]. It will take 5-10 minutes to do (less if you are not keen on cycling).

[*Name*], *Bike Now* Coordinator, will be in touch with us in the next few weeks to let us know what resources they will be implementing in our organisation.

Thank you for your participation – it is valuable and appreciated.

Kind regards

[Champion]

[Coordinator] of *Bike Now*

B4.3 Emails for initial *Bike Now* survey

B4.3.1 Email to launch survey in organisation

This email is sent out following the meeting and presentation with staff. It is not necessary to send it out if the staff have already received the email with the full programme information.

Subject line: *Bike Now* [*insert survey web link*]

(Remember to click on BCC (blind carbon copy))

Hi [*name*],

As you may be aware, *Bike Now* is an exciting, new project, which provides support and resources to encourage us to ride our bikes to work. Even if you are not interested in biking to work, *Bike Now* wants to understand why – input from everyone will assist *Bike Now* to help those who do want to cycle.

Bike Now is asking us each to complete a simple survey by answering a few online questions. Based on the results of this survey *Bike Now* will propose initiatives which are designed to make it easier for us to bike to work.

Cycling to work more often will

- clear your head and de-stress you
- help you get through your work with more zing
- make you fitter and healthier
- help keep our carbon count down
- take time and money from commuting to spend on more rewarding pursuits

Even if you don't cycle, you will get benefits from your colleagues biking to work more often!

Please complete the survey before [*day before the deadline*]. The link is [*insert survey web link*]. It will take 5–10 minutes to do (less if you are not keen on cycling).

[*Coordinator*] of *Bike Now* will be in touch with us in the next few weeks to let us know what resources they will be implementing in our organisation.

Thank you for your participation – it is valuable and appreciated.

Kind regards

[*Champion*]

[*Coordinator*] of *Bike Now*

B4.3.2 Emails to champion and staff after survey has been live for one week

This is very generic. Phrases you may want to make more specific are:

- champion
- ABC Company
- people – give a number if you can
- end date (x 3)
- everyone – give a number if you can
- user number at the end of the web link (x 2).

Hi [*Champion*]

ABC Company people have started doing the *Bike Now* survey, which is really great. I'm sure we can get more to complete it and get an even healthier response by [*the end date*]. Thanks so much for all your hard work and for making it happen.

I have attached an email below which you can choose to use or change to suit your staff and encourage them to take part. I will also send around a 3-liner for you to forward to staff a couple of days before [*the end date*].

Thanks again

[*Coordinator's name*]

Bike Now Coordinator

Subject: *Bike Now* survey – [*insert survey web-link*]

To everyone who has completed the *Bike Now* survey, your input will really make a difference – thank you!

Just a reminder to anyone who hasn't yet completed this survey – *Bike Now* would love to hear from ALL staff so they can learn more about how people get to work. Based on the results of this survey, *Bike Now* will then offer resources or advice to support easier, safer cycle commuting. So even if you can't or don't want to bike – for whatever reason – your responses are crucial. Your colleagues will benefit from your input, and so will people in other New Zealand organisations.

The survey needs to be completed by [*end date*]. You can complete this short survey (5–10 mins) now by going to: [*insert survey web-link*]

Thanks for your help and support with the *Bike Now* programme.

[*Champion*]

B4.3.3 Emails to champion and staff one-to-two days before survey closes

This is very generic. Phrases you may want to make more specific are:

- champion
- ABC Company
- many people (give a number if you can)
- end date (x 2)
- user number at the end of the web link (x 2)

Hi [*Champion*]

Congratulations! Many people at *ABC Company* have now completed the *Bike Now* survey. Your support has been really great and given a good response. With just a little more encouragement I'm sure we can get even more staff to complete the survey by [*the end date*].

As promised, I am sending you a possible 3-liner email that you can use as is, or change to suit your staff and encourage them to participate.

I really appreciate your hard work.

Thanks again

[*Coordinator's name*]

Bike Now Coordinator

Subject:Only a couple more days to do the *Bike Now* survey [*insert survey web-link*]

We have had a great response to the *Bike Now* survey, so thank you if you have already participated.

A reminder to anyone who hasn't yet completed this survey - even if you can't or don't want to bike - for whatever reason - your input will make a difference to others.

The survey needs to be completed by [**end date**]. You can complete this short survey (5-10 mins) now by going to: [*insert survey web link*]

Thanks for your help and support with the *Bike Now* programme.

[*Champion*]

B4.3.4 Emails to champion and staff after completion of survey

This is very generic. Phrases you may want to make more specific are:

- champion (name)
- ABC Company
- ### - give a number

If you have already sent the champion the survey results, you will want to change the first paragraph to reflect this!!

Hi [*Champion*]

ABC Company people completed the *Bike Now* survey, which is really great. Thanks so much for all your hard work and for making it happen. I will be in touch soon with the survey results and to discuss the next 'implementation phase' of *Bike Now*.

I have attached an email below which you can choose to use or change to suit your staff and let them know what *Bike Now* and their organisation is up to now.

Thanks again,

[*Coordinators name*]

Bike Now Coordinator

Subject: *Bike Now* initiatives are on their way!

Thank you to everyone who completed the *Bike Now* survey, your input is really valuable!

We are now exploring possible actions – so keep an eye out for *Bike Now* initiatives appearing over the next couple of months.

There will be opportunities for ALL STAFF to be involved in *Bike Now*, whether or not they completed the survey.

Thanks again for your help and support with the *Bike Now* programme.

[*Champion*]

B5 Implementation process

B5.1 Introduction

By now, the workplace has completed the first survey and you have acknowledged the champion for their role to date.

Now is time to use the results of the survey to customise the *Bike Now* programme to their specific workplace.

B5.2 Report on first survey to organisation

A template for the report on the first survey is found in annex C. The report provides the champion (and their CEO) with information on how many people are interested in each of the *Bike Now* initiatives, as well as other actions the organisation may wish to take on (such as the guaranteed ride home initiative, creating access to showers, etc).

The following sections outline the steps to implementing the appropriate *Bike Now* initiatives in a specific workplace.

B5.2.1 Email to champion with first survey results

Dear [*Champion*]

Thanks for everything you – and your colleagues – have put into *Bike Now* so far.

Now that the survey is complete, we are very pleased so send you a summary of the relevant data. This shows how you can help your colleagues cycle to and from work more often.

The responses suggest that the following *Bike Now* interventions will be useful in your organisation:

- 1 [To be filled in by the coordinator after reading the summary]
- 2 [To be filled in by the coordinator after reading the summary]
- 3 [Etc]
- 4 [Etc]

I will call you in the next couple of days to discuss the results of the survey, interventions and possible implementation. Congratulations again on the progress so far.

Regards

[Coordinator]

B5.3 Initial telephone contact after the survey results are sent

One or two days after you have sent the survey report, attached to the email template, to the champion, you will ring the champion and:

- 1 Go over the survey summary to ensure the champion understands what is being said.
- 2 Make it clear that *Bike Now* is able to provide support only for the specified *Bike Now* interventions. If the business does not require all of the stipulated interventions, don't refer to the interventions not applicable to them. If the *Bike Now* programme is able to provide financial support or other resources (such as a cycle trainer to run a cycle skills workshop, or assist in obtaining cycles for a cycle fleet), then go over these with the champion.
- 3 Support the champion verbally in implementing any interventions beyond the *Bike Now* initiatives that will make a difference and which require either time on the part of the champion and possibly mentors, and/or funds from the business.
- 4 Offer to send information on the interventions that will make a difference in the business for the champion to look over.
- 5 Invite the champion to consider what is required (time and money) to undertake all of the initiatives staff have indicated they are interested in – re-iterate that the bike buddy and bike bus initiatives require minimal or no financial input, but will require a few hours to get up and running. They may also be able to organise workshops for bike maintenance or flat tyre repairs through a local bike shop or by asking an enthusiastic experienced cyclist within their organisation to run one.
- 6 Suggest having a meeting in the organisation for all interested staff to get the ball rolling on bike buddying, bike buses, loan bikes and the workshop. Templates are provided in annex D for inviting staff, the agenda, the meeting transcript, sign up forms, etc. In one meeting, you and the champion can get things happening and spread the work load by having people volunteer to be responsible for different initiatives.
- 7 Tell the champion that *Bike Now* wants to assist them to have everything in place for [date].
- 8 Let them know that it would be great to have an official organisational celebration in [date]. Make a date if possible.

You may also decide have an exploratory conversation about the following:

-
- which initiatives they are going to take on
 - timing
 - celebration.

The coordinator will call at the arranged time and discuss how the champion will plan to implement the interventions. There may need to be two conversations to complete this piece of work – one to discuss alternatives and ideas for how best to implement, and one to confirm the actions they are committed to taking.

Make a time for the next phone call to discuss what actions need to be taken for implementation of the initiatives.

The coordinator will email the intervention documents to the champion after the phone call. Invite them to call or email immediately if they have any questions.

If necessary, send a follow up email.

B5.4 Communication with CEO and staff

It is entirely up to the champion as to when they contact or involve the CEO.

The champion will know, or will have to find out, what their organisation's process is for approving the implementation of any *Bike Now* initiatives that require funding. The coordinator's role in this regard is to support them by providing information about costs and/or process and encouragement to 'get on' with getting permission and the implementation of the initiatives.

There has been a suggestion that the champion may want to circulate the survey report to staff. If this is the case, you may wish to suggest that the champion circulate it **AFTER** the organisation has chosen (with whatever approval is required) what it will be implementing, so that the report and the actions go out together.

The survey results are more likely to create employees' immediate interest so that they take the time to view them, while the actions alone may be more likely to result in a delayed response for individuals who may not feel it is relevant to them (ie they are not yet contemplating cycling as a transport mode).

B5.5 Tips on discussing the report with the champion

The focus of the discussion should be the *Bike Now* initiatives (discussed individually below), but there is also room to discuss, briefly, the other items that the staff of the organisation may have expressed an interest in. The ones reported on are the:

- **availability of a taxi fare/car** – in the event of an emergency and/or to attend meetings or visit clients while at work. It's up to the organisation to choose if they want to provide this service, which may be known as a 'guaranteed ride home'.

The coordinator can only provide a comment that some staff thought they might ride their bike to work if such a service was available. Of course, it may be available already, in which case encourage the champion to have the information available to staff.

Further information on how to implement a guaranteed ride home service can be found at www.gw.govt.nz/ideas-for-your-workplace/

-
- **access to showers and clothing lockers** – it may be that staff simply do not know where the showers/lockers are located in the building. This may also be true of cycle parking, the iron and ironing board, fleet cycles and so on.

The champion could be encouraged to initiate some combination of regular emails to staff, notices on appropriate noticeboards and a flyer about available services in ‘welcome packs’ for new staff members to increase staff awareness of existing facilities in the workplace.

If there are insufficient showers, invite the champion to consider if there is another building nearby with showers which the business/organisation might agree to staff using? Is there a gym or some other similar club/organisation nearby that might make such an agreement? If the coordinator has some local knowledge, then share it!

B5.5.1 Cycle parking

If an organisation already has cycle parking ... and people are saying that they would be encouraged to cycle if secure parking was available, it may be that:

- Some employees are currently not aware that the cycle parking exists. Explore with the champion if this is possible. Suggest to the champion (who may wish to pass it on to human resources, the communications team and/or the CEO) that regular communication to staff may be required to ensure that people are aware of the fleet and that they do use it. Posters, emails, and articles or references in staff newsletters could be used.
- Employees may think that the parking is not secure. Explore with the champion whether this might be the case and what could be done to improve the situation.
- Employees may think there is not enough cycle parking available. (see below).

Where cycle parking is not readily available:

Discuss what this might look like for the organisation – the *Bike Now* resource for implementing cycle parking (see appendix D or www.pinnacleresearch.co.nz) can be emailed to the champion. It contains several secure cycle parking options plus contacts for implementing them.

The cost can vary greatly, from nearly nothing (where an empty room or storage cupboard is ‘converted’ to a bike shed with a lock on the door for which only cyclists using the storage area have a key or code, to a few thousand dollars if parking is created using the newly designed cycle pods (eight bikes parked for about \$5000 in less than one car park space). There are a lot of options in between, many of them coming in at under \$1000, depending on how many cycle parks are desired.

Invite the champion to scout out possible cycle parking locations at their workplace, perhaps with other cyclists on-site. You may wish to meet with them for this exercise too.

B5.5.2 Cycle fleet

If an organisation already has a cycle fleet ... and people are saying that they would use one if it was available, this indicates that some employees are currently not aware that the cycle fleet exists.

Suggest to the champion (who may wish to pass it on to human resources, the communications team and/or the CEO) that regular communication with staff may be required to ensure that people are aware of the fleet and that they do use it. Posters, emails, articles or references in staff newsletters, and pop-up reminders in diaries could be used.

Where no cycle fleet exists:

Depending on the number of employees there are on-site, the organisation may wish to start with one or two bikes, to 'test the waters', adding more cycles as they gain popularity with staff. A larger organisation (more than 100 employees) may start with three or more bikes.

There are two main options here. The organisation can either:

- 1 purchase its own fleet of bikes and equipment. The *Bike Now* resource for cycle fleets (see appendix D or www.pinnacleresearch.co.nz) provides guidance on purchasing bikes, how to set up a sign-out system, other equipment required and maintenance schedules.
- 2 hire a cycle fleet from a local bike shop or New Zealand Green Bikes Trust (NZGBT) which has an **eight-bike minimum**.

The NZGBT gives organisations/businesses the option of hiring all the cycling equipment they need to establish a fleet rather than to purchase it. Further details may be obtained from NZGBT's website: www.nzgreenbikes.co.nz/

If an organisation hires bikes from NZGBT or elsewhere, they could then sub-let them to their staff (see below).

B5.5.3 Bike bus

Where there is a limited number of interested people, discuss whether or not there is a potential route or suggest that two organisations located close by each other join together to create one bike bus. Generally there will be some guidance on actions to take in the survey report.

If the survey response rate was quite low (<50%), it may be that establishing a bike bus and route and advertising it will attract some staff that did not complete the survey but are interested in cycling. The coordinator should acknowledge that doing this will take some commitment on the part of the champion and the bike bus leader(s) identified in the survey.

The bike bus resource (see appendix D or www.pinnacleresearch.co.nz) provides a step-by-step guide to setting up a bike bus and the rules for users and leaders. Please explain to champion that clearly they have already done 'Step 1: survey'

B5.5.4 Bike buddy

The pilot study survey suggested three different 'levels' of buddying:

- 1 The 'full' bike buddy experience (help to plan a suitable route to work; ride together the first few times; find a place to park bike; choose gear and clothing for commuting etc).
- 2 Seeking assistance in planning a safe, quiet route to ride to work. This may be done with a buddy, or the *Bike Now* resource (see appendix D or www.pinnacleresearch.co.nz) may be sufficient for some people.
- 3 Seeking some knowledge about how to manage with a puncture or other mishap while riding to work. It may be possible to organise a two-hour puncture repair (and other minor maintenance) workshop, either run by yourself, the champion, another experienced cyclist or someone from a local bike shop. In addition, the *Bike Now* resource to 'fix-a-flat' (see appendix D or www.pinnacleresearch.co.nz) provides a step-by-step guide to puncture repair and other minor cycle adjustments.

There are various ways of getting the buddying started which are outlined in the bike buddy resource (see appendix D or www.pinnacleresearch.co.nz). How it is implemented is going to depend a lot on the

organisational culture – a meeting might work, or the champion could pair people and notify them by email etc.

If there are very few mentors and lots of non-cyclists, check if the champion is willing to chat with other experienced cyclists in the organisation to invite them to share their knowledge and skills. If other mentors aren't available in the organisation, the non-cyclists could be invited to attend the workshop, which could alleviate some of their concerns. If another *Bike Now* organisation is nearby, there may be a mentor that is willing to work with some people outside their own organisation.

If there is an ongoing mismatch of demand and supply (that is, buddies wanting mentors), let the project manager know.

B5.5.5 Bike-to-work skills workshop

The coordinator liaises with the champion and cycle trainer to organise the workshop. *Bike Now* has created a manual for cycle trainers running the cycle skills workshop (see appendix C or www.pinnacleresearch.co.nz).

Location

A suitable venue to run the workshop has, at a minimum:

- access to toilets for between 6 and 20 people
- some shelter from the elements (may be an outdoor covered area or room) for the 'classroom' portion of the workshop
- a tarmac area the size of a netball court (or larger) for the off-road cycle training exercises.

It is not necessary to have fully secure places to lock bikes (during the workshop, it is possible for several bikes to be locked together with more than one lock, if they are going to be left for any time alone. Some indoor space would be preferable, but again this isn't absolutely necessary.

If an organisation (or none of the organisations participating in a given workshop where more than one is sharing a workshop) is not able to provide a venue, then you, as the *Bike Now* coordinator (working with the trainer and/or champion) could organise one, which may incur a hire charge. Ensure that the organisation is willing to pay the hire charge before booking the venue.

What happens in the event of inclement weather is up to the coordinator, champions and trainer to decide.

Scheduling

Coordinator, champion/organisation (and trainer) choose whether to present the workshop as:

- one 6-hour session
- two 3-hour sessions
- three 2-hour sessions
- two 2-hour sessions.

The timing (eg during the work day; late afternoon; weekend) also needs to be agreed on by the organisation and trainer.

Number of participants in a workshop

There are varying views on the maximum number of participants, but the designer of the workshop has noted that any number of people can be in the classroom sessions, while the off-road and on-road sessions need some managing depending on the numbers involved. If there are a large number, the

coordinator/champion/cycle trainer (agree this between you) may need to arrange for the champion or other experienced cyclist(s) to assist with the riding activities.

Where there are eight or fewer people in an organisation who have expressed interest in participating in a workshop, see if you can pair up organisations (or even have a band of two or more organisations).

Please note that while 10 people might say in the survey they are interested, they may not all sign up (eg because they cannot do a particular day or have changed their mind). Also, if the workshop is advertised within the organisation, some of those who sign up may not have completed the original survey. This is OK! - remember the aim is to encourage more people to cycle.

If someone cannot do their organisation's scheduled workshop, it may be possible for them to join in another workshop in their area - you, the coordinator, will know!

Sign-up form

Completion of the sign-up form is a requirement to participate in the workshop. This primarily provides the trainer with information, so that he/she can tailor the workshop according to participants' needs if necessary.

Also, attending the workshop creates a stronger sense of commitment! Nothing is quite so demoralising for the champion or the trainer to hold a workshop with poor attendance.

The form can be distributed either as a hard copy or electronically within the organisation, completed by the participant and returned to the champion, who will then pass it on to the coordinator or directly to the cycle trainer depending on the arrangement made.

Reminder to participants before the workshop

Send email reminders or arrange for someone to personally contact all registered participants two days prior to the workshop, to encourage attendance rates. The contact could be done by the coordinator, champion(s) or the person in the organisation assisting with the workshop, or the cycle trainer.

B5.5.6 Celebrating the presence of *Bike Now* in the workplace

The celebration is to acknowledge what has been put in place as a result of *Bike Now*. It may be that some interventions have already been done (like the skills workshop) or that they are in the process of being set up (like buddying or the buses). It can be a celebration of completing the initial steps and/or reinforcing that the interventions are available. A celebration alerts staff, who are not already cycling, to what is being offered in their workplace so they can take up cycling or use the cycle fleet (where one is available).

There are no set rules, just strongly encourage an event to give people a heads up as to what is available - and so the organisation can pat itself on the back.

Some ideas could be:

- a bike-to-work breakfast
- a presentation of what is in place at Friday night drinks
- the organisation might want to organise a give-away (drink bottle; key fob; fluoro-vest) to celebrate its support of cycling, the environment, and their employees' health and well-being
- a lunch
- a 'party' or a picnic
- a biking event

-
- posters with photos of the initiatives in place
 - organising the local paper to publish an article on what the organisation has been doing.

B5.6 Follow up survey

Ideally, plan to have the follow-up survey 12 months after the first survey, so that most or all *Bike Now* initiatives have been implemented. Having it at the same time of year as the first survey was held is reasonably important, because the weather and/or season strongly affects people choosing to cycle versus taking their car or riding a bus.

The follow-up survey repeats a handful of questions from the first survey, as well as asking a few new questions in order to determine the impact of *Bike Now* on cycling to work and for other reasons. There is an opportunity for people to share their views (using quotes from some enthusiastic cyclists is a great way to keep cycling alive within the workplace) and a question asking if they would like more information. The template for the second survey is found in annex B.

The following sections offer templates for the emails to champions and staff to introduce the second survey in the workplace. It is assumed that the survey will be offered online. If it is to be paper-based, then modify the emails accordingly. To encourage a greater response rate, you could create some flyers/posters to put up in staff rooms, toilets, etc. Also, invite the champion to place a notice in any electronic or paper bulletin/newsletter produced for staff.

B5.6.1 Email to champion to set them up for second survey

Subject: *Bike Now* - follow up survey

Hello *Bike Now* Champions!

THANK YOU FOR YOUR SUPPORT OF THE *BIKE NOW* PROGRAMME! YOU'VE DONE A GREAT JOB!

Now is the time to find out what difference *Bike Now* has made in your organisation. The follow-up survey will be live from [date], for everyone to complete (whether or not they have cycled to work at all since *Bike Now* started). Each organisation will have two weeks for people to complete the survey

We are asking you to send out two emails – we will provide the templates – one to advise your workmates that the survey is there for them to complete (it takes less than 5 minutes!) and a second ‘reminder’ just before the close of the survey.

We will send you a report of the survey results within two weeks of completing the survey.

If your workplace cannot participate in the survey starting [day/date], please let me know ASAP and we can arrange an alternative start date.

We at *Bike Now* have nearly completed our work with our champions and their workplaces. I acknowledge your commitment to cycling and to making a difference in your workplace, New Zealand and the world. I really appreciate the opportunity to have worked with all of you and think you are fantastic!

Keep on wheeling

[Coordinator]

B5.7 Email to launch second survey in organisation

Note to coordinator - Please make the following changes:

'workplace' (could have organisation's name – not absolutely necessary)

End date (x 1)

User number at the end of the web link (x 2)

Subject line: *Bike Now survey* – [insert survey link]

Hello,

Bike Now, our bike-to-work programme, has been in our workplace for several months! It's time to find out whether *Bike Now* has made a difference.

We want to hear from everyone – whether you've cycled every day, once a week, once 'in a blue moon' and even if you have not cycled at all since *Bike Now* started.

It's important for us to understand why you don't cycle as well as why you do!

Please complete the survey before [end date]. The link is [insert survey link]. It will take five minutes or less to complete.

Thank you for your participation – it is valuable and appreciated.

Kind regards

[Champion]

B5.7.1 Emails to champion and staff a few days before survey closes

This is very generic. Phrases you may want to make more specific are:

- champion
- ABC Company
- many people (give a number if you can)
- end date (x 2)
- user number at the end of the web link (x 2)

Hi [Champion]

Congratulations! ### people at [ABC Company] have now completed the *Bike Now* survey. Your support has been really great and given a good response. With just a little more encouragement I'm sure we can get more staff to complete the survey by the end date.

As promised, I am sending you a short reminder email that you can use as is, or change to suit your staff and encourage them to participate.

I really appreciate your hard work.

Thanks again

[Name]

Bike Now Coordinator

Subject: Only a few more days to do the *Bike Now* survey [insert survey link]

To everyone who has completed the *Bike Now* survey, your input will really make a difference – thank you!

Just a reminder to anyone who hasn't yet completed this survey – *Bike Now* would love to hear from all staff. Your responses will help shape future *Bike Now* programmes and provide our workplace with some insights on 'where to from here?'

The survey needs to be completed by *[date]*. You can complete this short survey (5 minutes or less) now by going to: *[insert survey link]*

Thanks for your help and support with the *Bike Now* programme.

[Champion]

B5.7.2 Email to champion after completion of survey

This is very generic. Phrases you may want to make more specific are:

- champion (name)
- ABC Company
- ### - give a number

If you have already sent the champion the survey results, you will want to change the first paragraph to reflect this!!

Subject: *Bike Now* Survey is complete – thanks to you!

Hi *[Champion]*

[ABC Company] people completed the follow up *Bike Now* survey, which is really great. Thanks so much for all your hard work and for making it happen. I will be in touch soon with the survey results, including any requests from your staff for information that you may be able to address.

Thanks again,

[Name]

Bike Now Coordinator

B5.7.3 Email to champion with second survey report

Subject line: Congratulations! People are cycling more often at *[ABC Company]*

Hi *[name]*!

Attached please find a summary of the responses to the recent *Bike Now* survey at your workplace.

Thanks to your leadership, *Bike Now* has been a success in your workplace. We really appreciate your efforts over the past year! Thank you!

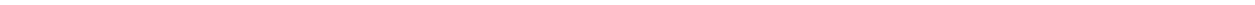
The programme is nearly complete – we have some emails to send people in your workplace who requested specific information, and the report contains a request to you to provide people with some site-specific information. Once that is done, your tasks with *Bike Now* are over.

Based on the results of this programme, we are hoping that *Bike Now* will be repeated in other workplaces in the future – stay tuned. Keep on wheeling in the meantime!

Thank you!

Kind regards,

[Name]



Bike Now Coordinator

Annex A: PowerPoint presentation to introduce *Bike Now* to workplace



Presentation: (name of business)

Date



Background – What is *Bike Now*?

- Introduction
- Background
- *Bike Now* is a national bike to work project
 - Providing support and resources to encourage people to cycle to work
- One-year project
- Your input can really make a difference



Benefits to individuals and businesses

- Cyclists are more alert, less prone to stress and accidents and have fewer sick days
- More likely to arrive on time – free from traffic jams or public transport not running on time
- Healthy people are more productive and have a better attitude to work
 - Improved motivation and loyalty
- Being fit and healthy enhances creativity and innovation



Further benefits

- **Lower travel costs**
 - Lower petrol bills, parking fees
 - Purchase fewer train or bus passes

A fraction of your car costs – pays for itself in a few months
- **Combine cycling with public or private transport**
 - Cycle to the bus or train station
 - Drive to the outskirts of town or suburb and cycle the rest
- **Better health**
 - Lower blood pressure
 - Helps weight control
 - Increase heart and lung capacity
 - Save time, get exercise while commuting to work





Interesting facts

- Regular cycling – adds 10 years to your life
- 7km a day reduces coronary heart disease by 50%
- Anxiety, stress and depression reduced
- Do your bit for the environment
 - Cycling burns no fossil fuels, creates no air pollution or green house gas emissions
- By cycling to work, you directly make New Zealand a safer, quieter, less polluted and more civilised place
- You have fun – riding through parks, streets and cycle ways opens up a whole new sense of peace and fresh air



Process

- After this meeting complete an online survey (takes 5 to 10 minutes)
- Start thinking about cycling more, even start cycling
- Encourage your workmates to be involved
- In a few weeks, based on results from the survey, we will propose initiatives designed to make it easier for you to bike to work
- One method is by providing the following interventions:
 - Bike buddy
 - Bike bus
 - Cycle skills training
 - Installation of secure cycle lockers
 - Provision of a cycle fleet

Process continued

- If not already, start cycling to work or for part of your journey
- Interventions underway
- Support given
- Later, we will ask you to fill in another quick survey (taking 5 to 10 minutes) updating us on your progress
- has agreed to liaise with *Bike Now*, so **he/she** will be emailing you from time to time



Questions ?

Annex B: *Bike Now* surveys

Note: The two surveys presented here are simplified versions of the ones used in the *Bike Now* pilot programme. Further questions may be omitted, though care should be taken to retain the survey logic.



Survey 1:

This survey is all about exploring fresh possibilities for cycling to and from work.

Did you know that a moderate cycling pace is no more strenuous than walking? Cycling doesn't have to be 'hard work' or only for those who are already physically fit, especially if you have a bike that has some gears.

And not only can cycling improve your fitness and well-being, but cycling to work will positively impact on the environment (less cars on the road = less air pollution and CO₂ emissions, cheaper commuting, greater personal and work-based productivity and quality of life). Changing our commuting habits could potentially put an end to traffic frustrations, parking hassles and poor fitness levels!

We're developing some initiatives to encourage cycling at our workplace. We are asking for you to complete this online survey *even if you think you would never cycle to work!*

Thanks a lot for taking the time to do this survey. Your responses will help shape the future of travel to and from our workplace.

Sincerely

The *Bike Now* Team

Your current cycling habits

Q1 Do you have a disability or long-term illness that prevents you from riding a bike to and from work?

- | | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

If respondent answers yes, go to QD1

Q2 Is a bicycle (in working order) usually available for you to use?

- | | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

Q3 How often have you ridden a bicycle to work during the last 3 months? Select one

- | | |
|---|-------------------------------------|
| 1 | Never learned to ride properly |
| 2 | Not at all in the last three months |
| 3 | Only once or twice |
| 4 | 1-2 times a month |
| 5 | About once a week |
| 6 | 2-3 days a week |
| 7 | Most days |

Q4 Would you... *Select one*

- | | |
|---|---|
| 1 | Not even consider cycling to work |
| 2 | Sometimes think about cycling to work but never actually do it |
| 3 | Think seriously about the pros and cons of cycling to work but rarely do it |
| 4 | Cycle to work on some occasions |
| 5 | Cycle to work about half the time |
| 6 | Almost always cycle to work |

Q5 On how many of the last 7 days were you physically active for at least 30 minutes each day?

Being physically active includes doing team sport; walking, running or cycling to and from work, dance classes, gym classes, swimming, running, walking the dog, etc.

- | | |
|--------------------------|--------|
| <input type="checkbox"/> | 7 days |
| <input type="checkbox"/> | 6 days |
| <input type="checkbox"/> | 5 days |
| <input type="checkbox"/> | 4 days |
| <input type="checkbox"/> | 3 days |
| <input type="checkbox"/> | 2 days |
| <input type="checkbox"/> | 1 day |
| <input type="checkbox"/> | 0 days |

The *Bike Now* project

As part of the *Bike Now* project, we plan to provide 'tailor-made solutions' to each workplace, so that as many people as are interested, can and do, bike to work. The following photos illustrate just some of the ideas we have in mind!

Mentors can come to your home or meet over coffee to review your equipment and map out a route. They can do one or more rides with you to make sure you're comfortable with the selected route.



A bike bus provides the opportunity for less confident riders to join with a group of cyclists to ride to (and from) work safely at a comfortable pace. An experienced cyclist will lead the 'bus' while another brings up the 'rear'.



Bike parking comes in many shapes and sizes; including indoors and outdoors.



Interest in cycling to and from work

Q13 Would you ride a bicycle during the day (eg to go to meetings, for running errands, or to get some exercise) if bikes, helmets and locks were provided as part of your workplace 'vehicle fleet'?

	Yes, definitely
	Not sure
	No

Q14 Which of the following options would encourage you to cycle to work more often than you do now?

A	If an experienced 'bike buddy' could help me get started cycling to work (for example, help me to: plan a suitable route to work; ride with me the first few times; find a place to park my bike; choose gear and clothing for commuting, etc).
B	If I could join a 'bike bus' (this is a group of people who are committed to regularly riding to work – at a steady, relaxed pace).
C	If there was secure parking for bikes at work.
D	If I could attend a Bike-to-Work skills course with a certified cycling instructor and learn how to ride in traffic, plan my route, choose equipment and clothing, where to park my bike, etc.
E	If I had help planning a safe/quiet route to ride to work.
F	If I knew what to do if I had a puncture or other problems with my bike (how to fix it or where to get it fixed).
G	If I knew a car or (free) taxi fare was available to use for emergencies during work hours.
H	If I knew a car or taxi fare was available to use to see clients/attend meetings during work hours.
I	If I had access to showers and clothing lockers at or near my workplace.
J	If I could rent a bicycle and other cycling equipment to 'give it a go'.
K	Nothing would encourage me to cycle to work.
L	Other

IF RESPONSE to Q14 is (B), then GO TO Q15.

IF RESPONSE to Q14 is (K), then GO TO Q16. Otherwise skip to Q20.

Q15 In a typical week, when would you be able to use the bike bus to and from work?

Day	To work	From work
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Q16 What is/are the main reason(s) you said that 'nothing would encourage me to cycle to work'

A	For me, it's more convenient to use a car, public transport or walk.
B	I don't own a bicycle.
C	Organising myself to cycle to work would take too much effort.
D	It is too difficult to carry what I need for work on my bike.
E	I couldn't complete/do my personal grooming at work.
F	I would feel self-conscious.
G	There is too much traffic on the roads.
H	Too many hills between home and work.
I	No safe places to park my bike/I worry my bike might be stolen.
J	I often have other stops on my way to or from work (eg shopping, children).
K	I need my car at work during the day.
L	I'm too old for cycling.
M	I'am not fit enough to cycle.
N	Other Q16b. You selected 'Other' in the previous question. Please tell us what other reason(s) you said the 'nothing would encourage me to cycle to work'.

For those that already cycle to work on a regular basis

Q17 Would you be interested in being a ...

1	Bike mentor – working one-on-one with a new bike commuter to teach them the skills for cycling to work. You and your buddy organise when and how you will work together.
2	Bike bus driver or conductor – being a leader of a group of cyclists riding a set route from near your home to work on a regular basis (could be once a week, every day or somewhere in between!).
3	I have some other idea(s) about how I can help on the <i>Bike Now</i> project. Q17b. Please tell us your idea(s) about how you could help on the <i>Bike Now</i> project.
4	I am not interested in helping out on the <i>Bike Now</i> project.

IF RESPONSE to Q17 is (2), then GO TO Q18 & Q19; otherwise SKIP to Q20

Q18 How often would you like to lead the bike bus? *Select one*

1	One morning or afternoon per week
2	Two mornings or afternoons per week
3	Three mornings or afternoons per week
4	Four mornings or afternoons per week
5	Five mornings or afternoons per week
6	Six or more morning or afternoons per week
7	Don't know

Q19 What day(s) and time(s) could you lead the bike bus to and from work?

Day and time		
Flexible - any morning or afternoon		0
Monday	morning	1
	afternoon	2
Tuesday	morning	3
	afternoon	4
Wednesday	morning	5
	afternoon	6
Thursday	morning	7
	afternoon	8
Friday	morning	9
	afternoon	10
Saturday	morning	11
	afternoon	12
Sunday	morning	13
	afternoon	14

For those who are interested in cycling

Q20 Please provide us with your home address in the boxes below. This information will only be used to help us to sort out possible bike bus routes and/or bike buddies. Otherwise, it will remain confidential.

House/Flat Number (112, 87A)	Street name	Street type (Rd; Ave; Pl, etc)	Suburb

Q21 Thank you for your interest in the *Bike Now* project. Please provide us with some contact details so we can keep you up to date as the project progresses!

Your name	
Your direct dial/extension/mobile phone number	
Your email address	

About yourself

QD1 Here are a few questions to help us describe the groups of people who have responded to this questionnaire. All this information remains confidential. Each person's answers will be put together with those of others to show the results.

Gender	Male Female
Age (in years)	5-year bands:

QD2 Which best describes your current living arrangements?

	Person living alone
	De facto/married couple only
	Single adult with other adults
	Couple (including extended family) with children
	Single adult with children

QD3 Is there anything you would like to say about biking to work, or cycling generally?

Thanks again for taking the time to complete this survey. We'll keep you informed with what's happening as we roll into action!



Survey 2:

Bike Now, our bike-to-work programme, has been in our workplace for several months! It's time to find out whether *Bike Now* has made a difference.

We want to hear from everyone – whether you've cycled every day, once a week, once 'in a blue moon' and even if you have not cycled at all since *Bike Now* started.

It's important for us to understand why you don't cycle as well as why you do!

This survey will take about five minutes to complete.

Thanks a lot for taking the time to do this survey. Your responses will help shape future *Bike Now* programmes and provide our workplace with some insights on 'where to from here?'

Sincerely,

The *Bike Now* Team



Your current cycling activity

Q1 Do you have a disability or long-term illness that prevents you from riding a bike to and from work?

	Yes
	No

Q3 How often have you ridden a bicycle to work during the last 3 months?

1	Never learned to ride properly
2	Not at all in the last three months
3	Only once or twice
4	1-2 times a month
5	About once a week
6	2-3 days a week
7	Most days

Q4 Would you... *Select one*

1	Not even consider cycling to work
2	Sometimes think about cycling to work but never actually do it
3	Think seriously about the pros and cons of cycling to work but rarely do it
4	Cycle to work on some occasions
5	Cycle to work about half the time
6	Almost always cycle to work

Your current physical activity

Q5 On how many of the last 7 days were you physically active for at least 30 minutes each day?

Being physically active includes doing team sport; walking, running or cycling to and from work; dance classes; gym classes; swimming; running; walking the dog, etc.

	7 days
	6 days
	5 days
	4 days
	3 days
	2 days
	1 day
	0 days

Your work journey

Note: the [month year] and [month] specified in the following set of questions should be the [month year] and [month] that the first survey occurred in.

New Q7 Compared with [month year], do you ride your bike to work...

- | | |
|---|------------------------------------|
| 1 | Less than I did in [month] |
| 2 | About the same as I did in [month] |
| 3 | More than I did in [month] |

IF RESPONSE TO New Q7 is (1) 'less' then go to New Q8

IF RESPONSE TO New Q7 is (2) 'about the same' then go to New Q14

IF RESPONSE TO New Q7 is (3) 'more' then go to New Q10

New Q8 How much less do you ride your bike to work now than in [month year]?

- | | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Up to 1 hour less per week |
| <input type="checkbox"/> | Over 1 hour less per week |

New Q9 What are the main reasons you ride less often now than you did in [month year]?

Select up to three reasons.

- | | |
|---|---|
| A | Moved house (closer to work/further away from work) |
| B | Weather (too cold/too wet/too windy) |
| C | Change in living circumstances (had a new baby; changed jobs) |
| D | Bought a car |
| E | No longer have a bike to ride |
| F | An injury/illness has prevented me from riding |
| G | I was in a bike/car accident |
| H | I only ride in spring and summer |
| I | Other reason |

New Q9b What is the 'other' reason you said that 'you ride less often now than you did in [month year]'?

--

New Q10 How much more do you ride your bike to work now than in [month year]?

- | | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Up to 1 hour more per week |
| <input type="checkbox"/> | Over 1 hour more per week |

New Q11 What are the main reasons you ride to work more often now than you did in [month year]? *Select up to three reasons*

- | | |
|---|--|
| A | Attended a (4-6 hour) bike skills workshop |
| B | More secure bike parking at work |
| C | Bought a bike |
| D | Gained confidence working with a bike buddy/mentor |
| E | I had help planning a route to ride to work |

F	Wanted to get fit
G	Wanted to improve my health/manage my weight
H	Moved house (closer to work/further away from work)
I	Iron and ironing board were made available at work
J	Bike pump and/or other equipment installed at work
K	Attended a puncture/basic bike maintenance workshop
L	No longer have a car
M	My workplace implemented a 'guaranteed ride home' policy (I can borrow a car or get a free taxi ride if there's an emergency and/or meeting during work hours)
N	My workplace organised access to showers and/or clothing lockers at or near my workplace
O	Cost of petrol
P	Other reason

New Q11b What is the 'other' reason you said that 'you ride more often now than you did in [*month year*]?'
 |

New Q12 On the days when you now bike to work, how did you previously travel to work?
Select all that apply

<input type="checkbox"/>	Drive a car
<input type="checkbox"/>	Got a lift from someone
<input type="checkbox"/>	Used public transport (bus, train, ferry)
<input type="checkbox"/>	Walked
<input type="checkbox"/>	Other

New Q13 What is the main reason you have not biked to work in the last three months?
 |

New Q14 Thinking ahead to [*month year - 3 months from date of survey*], will you be riding to work....

1	Less than I did in [<i>month year</i>]
2	About the same as I did in [<i>month year</i>]
3	More than I did in [<i>month year</i>]
4	I don't know

Other cycling

New Q15 Please exclude riding to and from work. Compared with [*month year*], do you now ride your bike for exercise/recreation/to run errands/shopping/etc?

- | | |
|---|---|
| 1 | Less than I did in [<i>month</i>] |
| 2 | About the same as I did in [<i>month</i>] |
| 3 | More than I did in [<i>month</i>] |

Using a fleet bike

New Q16 Does your workplace have one or more fleet bikes available for staff to ride to meetings or for running errands during the day?

- | | |
|--------------------------|----------|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |
| <input type="checkbox"/> | Not sure |

IF RESPONSE TO New Q16 (Does your workplace have a 'bike fleet' ...) is 'No' or 'Not sure' then go to QD1.

New Q17 Have you used a fleet bike?

- | | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Yes, at least once a week |
| <input type="checkbox"/> | Yes, once or twice a month |
| <input type="checkbox"/> | Yes, occasionally |
| <input type="checkbox"/> | No, not at all |

IF RESPONSE TO New Q17 (have you used a fleet bike?) is 'No, not at all' then go to QD1.

New Q18 What have you used the fleet bike for? *Select all that apply.*

- | | |
|--------------------------|--|
| <input type="checkbox"/> | To go to meetings/on work business |
| <input type="checkbox"/> | For personal errands (eg shopping; visiting doctor; banking; meet someone for lunch or coffee) |
| <input type="checkbox"/> | For exercise / recreation |
| <input type="checkbox"/> | Other reason |

New Q18b What is the 'other' reason you said that you have used the fleet bike for?

--

About yourself

Everyone to complete QD1. New QD2 is optional:

QD1 Here are a few questions to help us describe the groups of people who have responded to this questionnaire. All individual responses remain confidential. Results will only be shown as aggregated tables.

Gender	Male
--------	------

	Female
Age (in years)	5-year bands: 15-19; 20-24; 25-29....75+

Your comments and queries

New QD2 Is there anything you would like to say about the *Bike Now* programme, biking to work, or cycling generally?

New QD3 Would you like to receive information about any of the following? *Select all that apply.*

1	How to choose a bike
2	Bike safety check
3	Planning a safe route to work
4	Fixing a puncture on my bike
5	Where I can park my bike at work
6	How to set up a bike bus
7	Our workplace fleet bike(s)
8	I have other queries, please contact me
9	Where I can attend cycle skills training
10	I would not like to receive information

New QD3b Please provide your name and email address so we can email the information to you

Your name	
Your email address	

Thanks again for taking the time to complete this survey and being part of the *Bike Now* programme! We appreciate your support!

Annex C: *Bike Now* templates

1 Report template for first survey



[Logo for workplace or other sponsoring organisation could be inserted here]

[Date]

Summary of responses to the *Bike Now* survey at [organisation]

Number of responses to the survey in your organisation

	Number of people who responded
Number of people who responded	
From this point on, 'people' refers to those who responded and are physically able to cycle	

There are several people thinking about cycling who might cycle after *Bike Now* interventions are in place:

Sometimes think about cycling to work but never actually do it	
Think seriously about the pros and cons of cycling to work but rarely do it	
Cycle to work on some occasions	

Potential use of a CYCLE FLEET to go to meetings or run personal errands:

Definitely would use bike	
Not sure	

Potential car trips that might be replaced by bike trip if a CYCLE FLEET was available:

Some people drive 3+ days per week during working hours as part of their work		x of these xx people said they would definitely use a bike; x were not sure.
Some people drive 1-2 days per week during working hours as part of their work		
Some people drive 3+ days per week during working hours for personal reasons (going to the bank, hairdresser, etc)		x of these xx people said they were not sure whether or not they would use a bike.
Some people drive 1-2 days per week during working hours for personal reasons (going to the bank, hairdresser, etc)		

People who might cycle to and/or from work if these *Bike Now* initiatives occurred:

If I could join a BIKE BUS	
If there was secure PARKING for bikes at work	
If I could attend a BIKE-TO-WORK SKILLS COURSE	

People interested in BIKE-TO-WORK SKILLS COURSE:

--	--	--

Other possible actions that could encourage cycle commuting:

Action	Number of people
If I knew a car or (free) taxi fare was available to use for emergencies during work hours	
If I knew a car or taxi fare was available to use to see clients/attend meetings during work hours	
If I had access to showers and clothing lockers at or near my workplace	
If I could rent a bicycle and other cycling equipment to 'give it a go'	

People interested in renting a bike to give it a go:

Name	Phone	Email

Bike buddy

[Add an encouraging comment here]

BIKE BUDDY opportunities to encourage cycling

If an experienced bike buddy could help me get started cycling to work	
If I had help planning a safe/quiet route to ride to work.	
If I knew what to do if I had a puncture or other problems with my bike (how to fix it or where to get it fixed)	
Actual number of people requesting assistance (some people selected 2 of the 3 options)	

Potential bike mentors

Name	Phone	Email	Residential suburb

People requesting a bike buddy

Name	Phone	Email	Residential suburb

People requesting help planning a route

Name	Phone	Email

People requesting assistance re: how to repair a puncture or other problems

Name	Phone	Email

Bike bus

Potential bike bus leaders

Name	Phone	Email	Residential suburb

Potential bike bus users

Name	Phone	Email	Residential suburb

2 Template for *Bike Now* early implementation meeting agenda

- 1 About *Bike Now* – the survey and what you told us (2 mins)
- 2 Purpose of this meeting (ie info on ALL interventions) and timeline (1 min)
- 3 Interventions (10 mins):
 - a Bike buses (if relevant) – advise for people to organise via email in most cases. Are there others that could be included? Get bike buddying staff to consider this if relevant
 - b Bike buddying – summarise areas people identified as ‘need to know or have’. Add any others. Arrange for 1 or 2 lunchtime meetings to happen (identify date now) to address; identifying safe route and general info, puncture repair info
 - c Using your local bike shop – what they can offer re advice/support (include info on puncture repair workshop, rental bikes)
 - d Renting a bike – covered off under (c), or include info from GBT
 - e Other interventions and more information
- 4 Questions (5 mins)

3 Template for *Bike Now* action plan



Coordinator name

Bike Now coordinator

Contact details

[Date]

Suggested course of action for *Bike Now* interventions at [organisation]

Purpose: The purpose of this information is to suggest ways your organisation can encourage more cycle commuting and business-related cycling amongst your staff. This course of action is based on the results of the survey completed by staff.

NB: For more information on results of the survey, refer to your champion for a more detailed report.

For more information on how to get *Bike Now* interventions happening in your workplace, refer to your champion who has been supplied with guides for each of the *Bike Now* interventions.

This suggested course of action includes information on interventions that *Bike Now* has resources to support (with the help of your champion's time) as well as other interventions which would require resources from your organisation if you choose to progress these. Both these types of interventions are clearly identified below. While *Bike Now* may not have resources to progress 'other interventions', some of these may not require much in the way of financial outlay and are worth considering given staff indicated these measures could encourage them to bike more.

Next steps: Many of the interventions below can be followed up by your organisation's champion and myself as *Bike Now* coordinator. Others may require management decision and we would appreciate an early indication of whether you will support their progress. These are marked in green to highlight the need for your champion to follow these with your CEO/management. We intend to have all interventions completed by [month].

Thanks again for supporting the *Bike Now* project in your workplace. We have really appreciated the help your champion has provided so far, as well as your staff's participation with the survey.

<i>Bike Now</i> interventions relevant to [organisation]			
<i>Bike Now</i> intervention	Result/indication	Options for action	Action by whom
1 Cycle fleet	<p>Make a comment based on survey results</p> <p>Example:</p> <p>Strong result with 21 people saying they would definitely use a fleet bike to attend meetings/run personal errands if one was available and a further 34 who were 'not sure'.</p>	<ul style="list-style-type: none"> a Could purchase fleet bike(s). Use could promote your stance on sustainable transport and cost efficiency, identify [organisation] with logos on panniers. Could share cost via sponsorship (combine logos) with local bike shop. b Explore lease of fleet bike(s) with Green Bike Trust or local bike shop. c If/when in place, promote availability through intranet, booking meeting system and staff inductions 	Specify for each option (could be organisation, coordinator, champion, or other)
2 Bike bus	Make a comment based on survey results	<ul style="list-style-type: none"> a Champion organises bus routes between leaders/users over email b Champion and <i>Bike Now</i> facilitator coordinate setting up at meeting, combine with bike buddying set up 	Specify for each option
3 Bike buddying	Make a comment based on survey results	<ul style="list-style-type: none"> a Champion organises bus routes between leaders/users over email b Champion and <i>Bike Now</i> facilitator coordinate set up at meeting, Invite goes to all staff to generate more interest 	Specify for each option
4 Cycle parking	Make a comment based on survey results	<ul style="list-style-type: none"> a Advertise whereabouts of cycle parking b Check that cycle parking facility is mentioned in staff induction process c Are numbers of parks sufficient during peak times? 	Specify for each option
5 'Give it a go'	Make a comment based on survey results	<ul style="list-style-type: none"> a <i>Bike Now</i> coordinator to advise renting option with Green Bike Trust (combine with lease of cycle fleet if going ahead). b If fleet bikes are purchased, may set up overnight 'lease' scheme. 	Specify for each option

Other Interventions relevant to [organisation] (Note these interventions are not supported by <i>Bike Now</i> in terms of resources or time)			
Suggested intervention	Result/indication	Possible action	Action by whom
1 Availability of work vehicle in emergencies	Make a comment based on survey results	[<i>Organisation</i>] consider introducing policy which allows staff access to fleet vehicles in these situations. Could be extended to include other unexpected situations such as punctures, wet weather. If agreed, [<i>organisation</i>] may need to promote this policy and incorporate it into staff induction process	
2 Access to showers and lockers	Make a comment based on survey results	As [<i>organisation</i>] already has these facilities, could explore why this was identified. For eg, number of lockers may be an issue, especially at peak times. Design of lockers can also be an issue (anywhere to hang office clothes?) There may be a storeroom or changing area where a rung can be installed to enable people to hang clothes or other suggestions from staff that are worth exploring.	

4 Report template for second survey



[Logo for workplace or other sponsoring organisation could be inserted here]

[Date]

Summary of responses to the *Bike Now* survey at [organisation]

Number of responses to the second survey

xx people responded to the [date] survey.

Some people are cycling more often at [organisation]!

In all, **xx people** said they were cycling more now than in [date of first survey]:

- x people said they were definitely cycling to work more now than last [month year].
- x people stated that they were cycling for exercise, recreation, shopping, etc more often now than in [date of first survey].

The main reason they gave for their increased cycling were [from survey – eg a desire to ‘get fit’; support from a bike buddy/mentor; etc.]

[Organisation] fleet bikes *(if fleet bikes aren't available, delete this section)*

We asked people responding to the survey whether or not [organisation] had fleet bikes: x person said yes and x said no, while xx people were not sure.

We suggest that the situation regarding fleet bikes be clarified for staff.

People wanting to know about fleet bikes:

This person wanted to know about [organisation's] fleet bikes.

--	--

What people have to say about [*organisation*] involvement in *Bike Now*

People who are enthusiastic about *Bike Now* and other initiatives:

- [take verbatim comments from survey]

[you can also briefly summarise 'negative' comments that may be on situations, outside of the *Bike Now* programme, such as busy roads, distance, glass on routes].

People wanting to know about bike safety checks:

Bike Now will send them a handout. If you have other resources or workshops planned, you might want to let them know!

--	--

People wanting to know about planning a safe route

Bike Now will send them a handout. If you have a BUG, buddy/mentor scheme or workshops planned, you might want to let them know!

--	--

People wanting to know about cycle skills workshop:

Bike Now will email these people and give them contact details for local cycle skills trainers. If you know of other skills training, feel free to let them know.

--	--

People wanting to know about fixing a puncture/minor repairs:

Bike Now will send them a handout on puncture repair. If you have a puncture repair or other workshop planned or know a cycle shop that provides this type or course, you might want to let them know!

--	--

Annex D: Templates for flyers to support *Bike Now* initiatives



Do you want to cycle to work more often, BUT... ?

Bike Now is a national bike-to-work project which provides support and resources to encourage us to ride to work.

The fantastic benefits to us include:

- feeling great
- saving time and money
- working smarter
- strengthening the 'team'
- looking after the environment

Whether you're interested in cycling or not, we want your input as it will make a difference for the whole workplace.

Follow this link to complete a short online survey:

[*Insert survey web-link*]

Or contact [*coordinator name*] for more information.

The survey will need to be completed by [*date*]



... **it's happening!**

Did you know that the *Bike Now* cycling initiatives have begun?

You can now:

- Use a bike buddy to get you started riding to work
- Get help planning a safe quiet route to ride to work
- Become a bike buddy yourself
- Attend a free cycle skills workshop
- Learn to fix a puncture or basic maintenance
- Join a bike bus
- Sample our bike fleet
- Use our bike parking, showers and lockers
- Try riding a bike before you buy one

Want to *Bike Now*?

Contact [name], our *Bike Now* champion, on ext nnn to join the *Bike Now* email group so you can find out more.



Cycle skills workshop

Do you:

- Want to return to riding but haven't been on a bike for a while?
- Want to ride but feel uncertain at intersections or finding a safe route?
- Or perhaps you already ride and want to refresh some skills and knowledge?

Then you will want to be part of this practical workshop available to [*organisation*] staff as part of the *Bike Now* programme.

The workshop is made up of 2 sessions, each taking around 3 hours

When?

Date and time
Date and time

Where?

Venue

Who can attend?

Everyone who works at [*organisation*]

How to register?

Contact [*champion*] for a registration form

The workshop will focus on these areas:

- Bike handling techniques
- Traffic skills
- Preventing collisions
- Rules of the road
- Choosing equipment/clothing
- Bike fit
- Dealing with obstacles
- Handling intersections
- Gears





... take the Bike Bus!

***Bike Now* is starting two Bike Bus routes in Wellington:**

- 1. The 'Southern Route': Miramar/Seatoun to the CBD**
- 2. The 'Northern Route': Petone to the CBD**

What is a Bike Bus?

- A group of people who cycle to work together
- There is a set timetable with stops along the route
- Riding is a 'social pace', averaging 15km/h
- We have a driver at the front and a conductor at the back
- It's environmentally-friendly, zero emission commuting
- It's sociable, comfortable, and keeps you fit and healthy!



We'd love you to join in the fun! Please email [name] on [email address] saying:

- Which bus you'd like to join;
- Would you be a conductor/driver or a 'passenger';
- What day(s) you'd be interested in riding; and
- The times you'd prefer to ride.

BIKE NOW . . . **take the Bike Bus!**

Join the Bike Bus route

When?

- Last Friday of each month
- Starts at 7.30am from the BP Station
- More stops are on attached map

What is a Bike Bus?

- A group of people who cycle to work together
- There is a set timetable with stops along the route
- Riding is a 'social pace', averaging 15-20km/h
- We have a driver at the front and a conductor at the back
- It's environmentally-friendly, zero emission commuting
- It's sociable, comfortable, and keeps you fit and healthy!



We'd love you to join in the fun!

Please email xx on xx if you want any further information



happening!^{it's}

Been thinking about cycling to and from work, but don't have a bike?

Now you can try before you buy!!

You can now borrow one of [*organisation's*] fleet bikes and equipment (helmet, vest, lock, pump) and give it a go!

It's easy to do:

- [*outline process*]
-
-

Want to *Bike Now*?

Contact [*name*], our *Bike Now* champion, on ext nnn to find out more.

