

FINAL REPORT

*A Summary of 2017 / 2018
program results*



GET A GRIP ON WINTER



Winter Wheels Program Launch. November 24, 2018.

Summary:

The Winter Wheels program ran from November 2017 to March 2018 in Peterborough, Ontario. The program provided 25 participants with a free set of studded bicycle tires in exchange for their commitment to ride their bike in winter. Winter Wheels aimed to address a practical barrier to winter bike riding by providing equipment that made people feel safe. Participants were 60% women and 40% men, with 80% either new or inexperienced in winter bicycling. The program was highly successful with 100% of participants planning to continue bike riding during winter in the future.

PROGRAM GOALS & DESIGN

Program Goals:

- Create a visible and increased presence of winter bike riders
- Create champions for winter riding
- Create a community conversation about riding in the winter
- Identify barriers to winter riding and practical strategies to address them
- Raise awareness about winter biking

Program Design:

The Winter Wheels program was designed in partnership between BIKE and the City of Peterborough. Program concept and design was informed by a presentation given by Liv Jorun Andes at the 2017 Winter Cycling Congress in Montreal, Quebec; the presentation focus on a program in Oslo, Sweden that gave 100 people studded bicycle tires and tracked changes in their perception of winter bicycle riding.

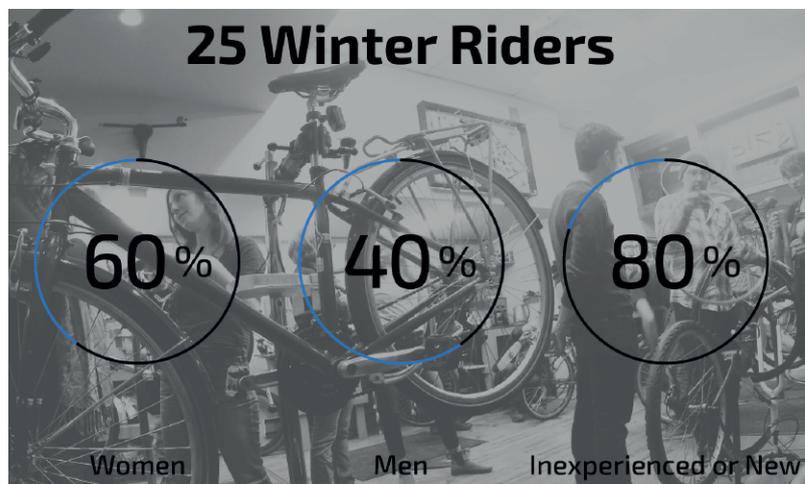
By providing riders with studded tires, Winter Wheels sought to provide equipment people believed they needed to ride in winter. Participants in the Winter Wheels program complete a pre- and post- survey with questions that aimed to understand: demographics, program impacts on riding habits, and changes in participant perception of winter bicycle riding.



International Women's Day. March 8, 2018.

Timeline:

- August** – Program announced, applications open
- October** – Participants complete intake survey
- November** – Launch party & tire installation
- December/January** – Workshops and rides
- February** – Winter Bike to Work Day celebration
- March** – Season wrap party & post-survey



Participant Data, Winter Wheels Video

DATA & RESULTS

Participant Info:

Participants in the Winter Wheels program included 25 Riders from the city of Peterborough. Intake surveys provided the following information about participants:

- Ages 17 to 65**
- 60% women, 40% men**
- 80% new or inexperienced in winter biking**
- 90% have a driver's license**
- 60% have regular access to a car**



International Winter Bike to Work Day. February 9, 2018

Survey Results:

Post-surveys of participants provided data about rider experience. In reflecting on the season, the average participant rode 4 days per week and 100% of participants plan to ride a bike again next winter! Not only do we see a significant increase in seasonal ridership, but 100% of participants would also encourage others to try winter riding.

Riders ranked perceived barriers to riding their bicycle in winter before and after participation in Winter Wheels. At the beginning of the season we found that people believed the following to be the biggest perceived barriers to winter riding: 1) Poor Snow Removal 2) Icy or Slippery Roads 3) Temperature. At the end of the season people reported on the same set of perceived barriers and increases were seen in: 1) Fear 2) Motivation 3) Special Equipment. The barrier that saw the greatest change in ranking from pre- to post- survey was: Temperature. Temperature dropped significantly in ranking being labeled only a small to moderate barrier at the end of the program.

Qualitative responses help to provide rationale behind changes demonstrated in the data. For example participants regularly wrote about habits and motivation when discussing why they did or did not choose to ride their bike in winter. The data shows that these personal choices are the biggest factor influencing likelihood to ride. The “barriers to riding” ranking exercise shows external factors (snow removal, road conditions, and temperature) are reduced while personal factors (fear, motivation, fitness) increase in participant perception of importance.



International Women's Day.
March 8, 2018



International Winter Bike to Work Day.
February 9, 2018

About the Tires:

- 100% agree that studded tires made them feel safe**
- 100% People felt that studded tires were important or extremely important on ice or slippery roads**
- 40% People felt that studded tires were of no importance for their handling in snow**
- 95% of people will use them again**

CONCLUSIONS

Participant Experience:

By addressing the simple barrier of a need for specialized equipment, Winter Wheels directly changed how 25 people traveled during the winter of 2018. Most participants reported having a positive experience:

3 out of 4 participants agree **“Winter riding is easy”**

9 out of 10 participants agree **“Winter riding is fun”**

Many participants spoke with surprise about their experiences in winter riding, one rider said:

“It’s just like riding a bicycle with more clothes on”

another reported

“I thought I hated winter, it turns out I just hate winter driving”.

While not all participants have fallen in love with riding all year, many report successes. The average participant reported riding 4 days per week. **100% of participants will ride thier bike again again next winter!**

Do's and Don'ts:

DO hire a professional photographer, it will help you tell your story and free up your time during events.

DONT create any new social media accounts. Leverage your existing following and use hashtags to keep program specific posts sorted.

DO give yourself lots of time! The personal nature of this type of program can be highly time consuming.

Coordinators Thoughts:

Asking people to ride a bike in winter is no small ask. A big incentive generated lots of interest, and participants were very committed to following through in their commitment to Winter Wheels.

Studded tires are a large investment. Investing in your cycling community in this way creates a very tangible impact on likelihood to ride in the winter. The tires become resource within your community.

The Winter Wheels program yeilded behaviour change at a scale unheard of in other programs!
We hope to offer it again in the future.

Winter Wheels Video:

<https://vimeo.com/270719885>

Questions:

Please feel free to contact Program Coordinator, Tegan Moss with questions about Winter Wheels:

Email: tegan@communitybikeshop.org

Phone: 705-775-7227

