

Santa Cruz Area TMA
Bike To Work Program
Evaluation FY 2003/04

This 17 year-old program consists of spring Bike Week (14 events featuring spring Bike to Work/School Day) and fall Bike to Work/School Day which provides year round bike commuting promotion and public information. Bike to Work is a popular program that garners significant grassroots and business support each year. Bike to Work provides incentives, promotions, and instructions to increase bike commuting among area residents. Using an informative, fun, and inclusive approach, the program strives to get school children, teenagers, college students and adults to bike commute to work and school. Last year, over 7,000 bike commuters participate in this consistently growing program.

1. Goals of the Program

- a. Increase participation in spring and fall Bike to Work/School Day activities.
- b. Increase bike commuting among area residents, especially cycling novices.
- c. Increase safe and responsible bicycle behavior.
- d. Increase awareness of the benefits of bicycling.
- e. Continue to garner widespread community support.

2. Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
Utilize newspaper, radio, TV, posters, brochures, TMA website, emails, and one-on-one outreach to promote biking as a fun, convenient, and beneficial means of transportation to the general public, employers, elementary, grade, high schools, and colleges students and staff.	Types and #'s of promotional methods used. # of people reached by promotions. TV: 3 TV stations: Aired promotions for 3 weeks (April 28-May 17). These stations broadcast to 284,000 households. <ul style="list-style-type: none"> ◆ Bike Week video-aired on Santa Cruz Community Television. ◆ AMBAG Clean Air Month TV ads for Bike Week. KION Channel 46. ◆ News station coverage for Bike to Work Day. KSBW Channel 8. Newspaper/print: Used a combination of ads and articles in 9 publications with a combined circulation of 296,000. <ul style="list-style-type: none"> ◆ Front-page feature article, 2 other articles and photographs in the Santa Cruz Sentinel. ◆ 3 ads in the Santa Cruz Sentinel. ◆ The Good Times published a two-page spread of the Bike Week event schedule as well as an article. ◆ Bike to Work artwork was the feature

design on the cover of the **Connection Magazine** May issue.

- ◆ Bike Week's Big Air Fair was featured in the **Celebrate Santa Cruz program guide**.
- ◆ 2 Articles with photographs in the **Register-Pajaronian**.
- ◆ **Sierra Club** featured Bike Week in their April/May newsletter/magazine.
- ◆ Ads in most of the area's **recreation guides**, including UCSC's recreation guide.
- ◆ Ads in the following publications: **The Sentinel, Good Times, The Connection Magazine, Growing up in Santa Cruz, and The Student Guide**.

Radio: 4 stations: 4 weeks of ads with a total of 240 ads which reached 135,000 listeners representing a diverse cross section of County residents.

- ◆ 2 weeks of ads/PSA's on **KPIG radio**.
- ◆ **KUSP** radio interview and ads.
- ◆ **AMBAG Clean Air Month radio ads** for Bike Week. Covered these stations: **KWAV, KIDD, KLOK, KSES, KMBX, KTOM, KOCN, & KCDU**.

Banners/road sign: 24 banners/signs placed throughout Santa Cruz County for 1-3 weeks. Daily traffic volume on the roads totaled 155,000 there was also a high volume of bike and pedestrian traffic.

- ◆ **2 Roadside signs** on Highway One.
- ◆ **Banners** placed at most of the public breakfast stops one week prior to the event.
- ◆ **Street banners** placed along Soquel Avenue.
- ◆ Large format **banner** for display across Main Street in **downtown Watsonville**.
- ◆ Large format **banner** placed at the main entrance of UCSC .
- ◆ **Sawhorses with directional signs** near all the City of Santa Cruz breakfast sites on Bike to Work Day.

Internet outreach: Email and Website promotion delivered to some 4,000 residents.

- ◆ Maintain an active website (www.bike2work.com) where visits spike during Bike Week.
- ◆ Maintain and expand email lists to past participants, supporters, and local non-profits.

Posters/Brochures/T-shirts: over 6,000 promotional items produced and widely distributed throughout the county.

- ◆ 2,000 4-color **event posters** displayed at schools, store fronts, businesses, and offices throughout Santa Cruz County.
- ◆ All event posters were published in English and Spanish.
- ◆ 4,500 **event brochures** distributed to businesses, public agencies and individuals.
- ◆ 300 T-shirts distributed.

Booth and display at community events: 2,880 people reached.

- ◆ **Earth Day** at San Lorenzo Park
- ◆ **Earth Summit** at UCSC
- ◆ **Santa Cruz Farmers Market**
- ◆ **Employee health fair at Threshold Enterprises in Scotts Valley**
- ◆ **The Strawberry Festival in Watsonville.**
- ◆ **UCSC's Fall Festival**
- ◆ **Health Fair at Cabrillo College**
- ◆ **Tour de Fat**
- ◆ **The National Bicycle Greenway Fair**

Grassroots/face-to-face outreach: Over 1,500 people reached.

- ◆ In store promotions at **New Leaf Community Markets** as part of their Community Day program.
- ◆ Staff presentation at Santa Cruz **Rotary and Kiwanis Club** meetings.
- ◆ Announcements at local **public hearings and meetings.**

<p>Provide incentives and put on attention grabbing events.</p>	<p>Spring Bike Week: Events: 14 events, including: Bike to Work Day, Bike to School Day, Commuter Race, Family ride, Tour of local Bikeways, Parade and festivals, History tour, Local bike industry tours, and slide show of innovative US bike facilities. Incentives: Free Food as well as \$1,000 AMBAG Clean Air Month drawing (which a UCSC staff member won), free drawing for 3 bikes, bike mechanic work and commuter massages on Bike to Work/School Day; all events were free, product give-aways such as sport bars, bike lights, and helmets. Fall Bike to Work/School Day Events: Fifth Annual Fall Bike to Work/School Day. Incentives: Free food, bike mechanic work and massage for Bike to Work/School Day.</p>
<p>Hold bike safety classes.</p>	<p>2 Classes with 15 participants for Spring Bike Week and Fall Bike to Work Day. Several schools participating in Bike to School Day received bike safety classes from the Community Traffic Safety Coalition.</p>
<p>Use media exposure to promote safe and responsible biking practices.</p>	<ul style="list-style-type: none"> ◆ Bike Week posters and brochures promoted our bike safety class. ◆ Bike to Work website listed our bike safety classes. ◆ Bike Week safety and how-to video-aired on Community Television. ◆ Sentinel article focused on safety training and best cycling practices. ◆ KUSP radio interview and ads stressed bike safety.
<p>Distribute bike safety literature to program participants.</p>	<p>Over 8,000 participants including 7,246 cyclists for Spring and Fall Bike to Work day, Bike Week events, and community special events. We used Community Traffic Safety Coalition safety literature to distribute.</p>

3. Overall Outcome

- a. Increased awareness of benefits of bike commuting through our extensive media, publicity, and grassroots outreach. Tens of thousands of county residents reached through extensive TV, Radio, newsprint, posters/brochures and grassroots outreach.
- b. Increased participation in Bike to Work activities with 1,200 more residents biking in the spring and fall Bike to Work/School Day events than did in 2002 – a 10% increase.
- c. Increased in bicycle commuting for work and school trips with 552 more residents biking for Bike to Work/School Day events than did in 2002 – a 8% increase.
- d. Distributed bike safety information through our various community event booths, Bike to Work events, business sponsors, and community group partners.
- e. Increased number of businesses, schools, and community groups participating in and contributing to Bike to Work activities.
Outreach to Watsonville based businesses: Target, Longs Drugs, and Starbucks. Also brought in the following new participants: Hain-Celestial, The Kind Grind, Ideal Bar & Grill, Kaiser construction, Electric Sierra Cycles, Westside Animal Hospital, KLOK, KSES, KMBX radio stations. We continue to work with a number of community groups who focus on the environment and serving low-income families and the Hispanic population. Most recently we are working with United Way's Go For Health coalition to address childhood obesity.

4. Evaluation

- a. Program Usage- Track number of people, businesses, schools and community groups participating in and contributing to Bike to Work events. Track number of people participating in safety training classes. Over 8,000 commuters participated in Bike to Work events as well as some 80 businesses, 26 schools, and 15 community groups. 15 residents participated in bike safety training.
- b. Survey – TMA staff will survey Bike to Work Day participants to find out number of miles biked, number of bike trips made per week, experience level and other forms of commuting. (See attached sheet for survey results).
- c. Progress Reports- Two times per year, the TMA staff will submit a comprehensive evaluation report addressing the program's goals, tasks, outcomes and process to the Santa Cruz County Regional Transportation Commission.

5. Success of Measure

- a. Increased participation in Bike to Work events, especially by novice cyclists. An 8% increase in participation with 552 more cyclists than the previous year. 189 novice cycle commuters participated and 369 infrequent bike commuters.
- b. Increased awareness of the benefits of bike commuting and bike safety methods. Increased awareness of benefits to tens of thousands of residents through an extensive media/promotional campaign. Delivered the safety messages to hundreds of residents through TV, radio and newsprint publicity as well as literature distributions at community events.
- c. Increased number of people replacing SOV trips with bike commuting trips. Our survey data shows that 29% of those who biked to work for our event otherwise drive alone to work.
- d. Increased number of businesses and community groups supporting and contributing to Bike to Work. We have added 14 businesses and community groups to the already high number of community partners.

**Bike to Work Comparative Statistics
1999 to 2003**

	Fall '99	Fall '00	Fall '01	Fall '02	Fall '03
Total Participants for B2W Day	700	904	693	764	847
Total School Participants for B2S Day	1,002	1,324	1,772	2,426	2,727
Total BtW/S Participants	1,702	2,228	2,465	3,190	3,574
Total work bike miles traveled on B2W day	6,335	7,847	6,008	6,286	7,069
Total School bike miles traveled on B2S day	4,008	5,296	7,088	12,760	10,908
Total B2W/S Miles	10,343	13,143	13,096	19,046	17,977
Total of non-work bike miles during Bike Week	6,767	12,665	10,149	16,246	10,336
Bike to work trip miles other than B2W day	20,386	19,773	17,697	14,972	31,607
Total of all Bike trip miles for the week	37,496	45,581	40,942	50,264	59,920
Average miles biked rdtrip for B2W Day participants	9.05	8.68	8.68	8.78	10.41
Average miles biked rdtrip for B2S Day participants (estimated)	4	4	4	4	4
Average # times B2W participants biked to work for Bike Week	3	3.52	4	3.4	3.5
Number of Participants who rode non-work miles	398	636	500	566	543
Average non-work miles biked roundtrip	17	22	21.50	30.5	17
Number of first time/beginning bike commuters	39	50	91	73	88
Number of infrequent bike commuters					184
Number of first time participants					324 (48%)
# of times (and % of those surveyed) biked to work during					
1xweek	18 (3%)	157 (16%)	57	144 (20%)	136 (20%)
2xweek	77 (13%)	74 (8%)	77	97 (14%)	70 (10%)
3xweek	65 (11%)	98 (10%)	89	117 (17%)	110 (16%)
4xweek	63 (11%)	93 (9%)	91	83 (12%)	105 (15%)
5xweek	143 (24%)	228 (24%)	159	251 (36%)	192 (28%)
Other ways commuted to work					
drove alone	178 (30%)	191 (20%)	NA	243 (32%)	201 (29%)
walked	20 (3%)	25 (3%)	NA	75 (10%)	30 (4%)
bus	35 (6%)	79 (8%)	NA	117 (15%)	118 (17%)
carpool	14 (2%)	20 (2%)	NA	90 (12%)	78 (11%)
other					57 (8%)
Bike Buddy Registrations	110	NA	NA	50	NA

* Counts are of those who have responded to the btw survey.
Not all surveyed repoded to all questions on the survey.

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