



Everyone needs a (ride) buddy sometimes. Photo by: Deo Martinez

# FINAL REPORT

## Ride Buddy Pilot Program for State of Ohio Employees Working in Downtown Columbus

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Circle up! Photo by: Ben Ko

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A ride with Wellness Ambassadors. Photo by: Ben Ko

# EXECUTIVE SUMMARY

State of Ohio employees discover  
the benefits of bicycle commuting  
thanks to the Yay Bikes!  
Ride Buddy program.

In 2017, the Ohio Department of Health partnered with local nonprofit Yay Bikes! to encourage bicycle commuting by state agency employees, with the ultimate goal of increasing daily physical activity. 64 employees from 10 state agencies participated in one-hour bike rides led by seasoned commuter cyclists, in which ride leaders modeled how to ride in traffic, explained rules of the road, and introduced local bicycling amenities such as Park & Pedal locations and CoGo Bike Share. Post-ride surveys and unsolicited feedback reveal participants gained significant levels of knowledge and confidence from the experience, were inspired to change their behavior, and shared what they learned with others.



One rider reported being stunned by the beauty of riding down High Street. Photo by: Deo Martinez

*"I was pleasantly surprised at how much motorists were cooperating with us. Also, we rode streets that I would have never ridden on because they look too 'busy'."*

*"[My favorite part was] Getting out of the office and back on a bike; been too long."*

*"[I was surprised by] How easy it is to ride during lunch hour."*

— Ride participants

## Key Program Findings

Surveys revealed that ride participants:

**Had a great time:** The average rating for the experience was 4.3 on a 5-point scale (between “Great” and “Excellent”).

**Reconnected with a long-lost love:** Of the 64 participants, 12—almost 20%!—had not ridden a bicycle since childhood. A common theme in qualitative responses was that it was great to be on a bicycle again.

**Shared among friends:** 95% of participants shared about their experience with others, primarily what they had learned about bicycle-related traffic law and how the experience made them feel. Those who shared did so with an average of 3–4 people, impacting at least 78 people who had not participated in a ride.

**Gained bicycle knowledge:** After their ride, 95.7% of participants correctly answered a True/False question about a bicyclist’s right to be on the road, whereas beforehand only 37.5% had done so.

**Increased bicycling confidence:** Average levels of confidence riding a bicycle on the road increased from 3.1 (on a 5-point scale) before the ride to 3.6 afterwards. Meanwhile, average levels of confidence understanding bicycle-related traffic law increased from 2.9 to 3.8.

**Identified new resources:** At least 2 ride participants gave up car parking passes in favor of utilizing the Park & Pedal amenity (where people can drive to a park proximate to downtown, park their car all day for free and ride a short 2–3 miles into work). 29 participants (45.3%) took advantage of a discounted annual bike share membership.

**Shifted modes:** 11 participants reported replacing between 42 and 49 car trips with bike trips in the 6 weeks following their ride. They reported their level of preparation for these rides as an average of 4.4 on a 5-point scale, and their overall experience of them as 4.5.

**Changed their riding behaviors:** Participants reported an average change of 4.0 on a 5-point scale in how they ride their bicycles, to ways that are more comfortable and less stressful for them. In particular, they reported being more likely to ride in the center of the lane than before, and not riding as far to the right.

**Surprised themselves:** Many people volunteered that they were surprised by how “not-scary” the experience was, how cooperative motorists were, how comfortable they were after only a few minutes—and that they could do it at all.





Ohio Department of Transportation employees. Photo by: Meredith Reed

# THE CHALLENGE

To create workplace cultures within several State of Ohio agencies that support physical activity—specifically, bicycle commuting.



Adult Ohioans spend a significant amount of the day in the worksite, making it difficult for many to achieve recommended amounts of physical activity. Bicycle commuting provides an opportunity to incorporate physical activity into the daily routine, offering a full range of health benefits including improved fitness, reduced stress, increased energy levels, and improved health outcomes. Employers that encourage physical activity can also benefit from decreases in absenteeism, higher productivity, and reduced incidence of illness, injury, and chronic disease. The *Ride Buddy* program was introduced to State of Ohio employees to increase skills and confidence using bicycles for transportation, whether commuting to and/or from work, or on lunchtime outings with colleagues.



Riders visit a Park & Pedal location at the Scioto Audubon Center to learn how they can park there free and ride into work using a CoGo bike. Photo by: Deo Martinez

*"My co-worker and I both went out at lunch and activated our CoGo memberships by phone from the CoGo station by City Hall...Then we rode to the North Market for lunch and Jenny's Ice Cream. We docked our bikes at the North Market and rode back to City Hall in time to get back to work before our lunch time was over. It was a sunny day and perfect for a downtown ride. I have plans to park for free on the street by the CoGo station near Land Grant and Strongwater and ride the rest of the way to work...Thanks again for showing me the rules of the road while cycling and giving us the opportunity to purchase the CoGo membership."*

— Ride participant

## Pre-program Commuting Attitudes & Behaviors Survey

Prior to the program, 10 state agencies surveyed employees seeking more information about their commutes to work, and how they feel about them. A total of 963 people responded. Of those:

- 79.1% drive alone to work and 4.0% ride a bicycle
- 19.4% live within 6 miles of work
- 31.3% of people who do not bike to work report concerns about safety being a major factor in that determination
- 7.3% said that instructor-led bike rides teaching them how to bike to work safely would make a difference in their ability to do so; other major barriers included distance from home to work (63.6%) and not owning a bike (22.3%)
- 47.2% already consider themselves to be cyclists (5.8%) or “someone who rides their bike from time to time, but is not really a cyclist” (41.4%)
- 9.8% consider themselves “‘Bike curious’—not yet a cyclist but interested in learning more”

Results suggested that while many state employees would be unable or unwilling to give up their car in favor of bicycle commuting, there is reason to believe that some would if provided the appropriate support. In particular, it seems that a number of employees live close enough to work to reasonably commute by bicycle, already ride or are curious about riding, and feel that an instructor-led riding experience would help them take it on. It also appeared that addressing distance and bicycle availability would provide additional support for bike commuting.

## Anticipated Program Outcomes

Based on previous programs conducted by Yay Bikes! with Downtown Columbus–area employers, it was expected that state employees who participated in an on-road, instructor-led bicycle ride would:

- Be more likely to replace car trips with bike trips
- Feel empowered to adopt a more active way of life
- Increase their knowledge of how to cycle safely
- Share what they learned with fellow employees, families and friends
- Participate in higher levels of physical activity





A ride with Wellness Ambassadors. Photo by: Ben Ko

# OUR SOLUTION

Experiential learning bike rides introduced participants to riding city streets, and to resources that support bicycle commuting.

Local bicycle advocacy organization Yay Bikes! was contracted to deliver *experiential learning rides*—on-road educational bike rides designed to introduce state employees to riding city streets—and amenities, such as CoGo bike share, that could support their bicycle commutes. The group had piloted a similar program through the Mid-Ohio Regional Planning Commission (MORPC) in 2015, with compelling results. The methodology was similar during this iteration of the program, but different ride options were offered, and State Agency Wellness Ambassadors (WAs) were engaged as program champions to encourage participation.

## Opportunities to Ride

The following types of rides were offered:

**Wellness Ambassador Rides:** *Rides with WAs through Downtown Columbus to showcase the opportunities available to their colleagues through the program*

Most state agencies in Ohio designate an HR staff member as a Wellness Ambassador to plan and promote wellness activities to employees. Before the program was launched to state employees, Ohio Department of Health staff reached to a group of WAs to gauge interest in promoting rides among their agencies' employees. Those who responded enthusiastically were invited to participate in a 2-hour ride to understand the opportunity and how to recruit participants for it. Two of these rides were budgeted, and 2 were delivered.

**Neighborhood Rides:** *Rides to a workplace in Downtown Columbus from anywhere, on a route customized to participants' specific needs and preferences*

During the MORPC pilot, the most popular offering was 1-on-1 rides from a participant's house to their workplace, on a route customized for them. Up to 8 of these rides were budgeted, but only 3 were delivered; Lunchtime Rides with colleagues proved more popular in this case.

**Park & Pedal Rides:** *Rides to a workplace in Downtown Columbus from one of several nearby parks designated Park & Pedal locations, and/or featuring a high number of potential bicycle commuters living nearby*

Rides from Park & Pedal locations were offered to highlight the opportunity people have to park free within 1–3 miles of Downtown Columbus and ride in to work. This was thought to be especially compelling since many state employees live more than 6 miles from their workplace. Up to 6 of these rides were budgeted, and 2 were delivered.

**Lunchtime Rides:** *Rides from a workplace in Downtown Columbus to a nearby destination and back along a pre-planned route*

Lunchtime rides (or rides immediately post-work) were offered to groups of employees from one agency who wanted to ride together. Up to 8 of these rides were budgeted, but 14 were ultimately delivered—these were by far the most popular ride option.



## Ride Elements & Curriculum

Each ride featured the following:

**CoGo Bike Share:** All riders had the option to use a CoGo Bike Share bicycle for free during their ride. Following their ride, all participants could receive a \$35 subsidy on the price of an annual CoGo Bike Share membership, bringing their price to just \$30 for the year.

**Free helmets:** All riders could borrow a helmet from Yay Bikes! for free to use during their ride.

**Eventbrite registration:** All riders registered individually for their ride using an Eventbrite page created by Yay Bikes! staff. Registration questions helped ride leaders prepare for the ride—for example, by alerting them if a rider needed to borrow a helmet—and also included a survey to document registrants' pre-ride levels of riding experience, knowledge, and confidence.

**Intimate groups:** Rides were kept to a maximum of 5 participants, to keep the group from splitting too often on the road and ensure that educational outcomes were met. Riders were single file so that everyone could be attuned to where they were riding relative to parked cars, moving traffic, and other obstacles, as if they were riding alone.

**Intensive curriculum:** All rides covered the same material:

**Bike law:** Participants were taught that bicyclists have the same rights to the road as any motor vehicle, regardless their speed or size, or traffic conditions.

**Lane positioning:** Participants were informed of the best road positioning for visibility and predictability, including why that might mean being farther from the righthand side of the road than feels comfortable or intuitive. Discussion further covered why bike lanes sometimes aren't the ideal place to ride, and how Ohio law does not require that cyclists ride in them.

**Park & Pedal locations:** Participants visited a Park & Pedal location, learned about the amenity, and discussed how it could be used in conjunction with a CoGo Bike Share membership to significantly reduce their parking expense.

**CoGo Bike Share:** Participants were introduced to the concept of bike share as a transportation option, and had their questions about CoGo answered.

**Route options:** Participants experienced roads with and without bicycle infrastructure, as well as a bike path, and discussed the pros and cons of each.



Several employees from the Departments of Education and Higher Education participated in a ride, joining 11 others from their agencies.

## Marketing efforts

Typically, the most challenging part of enacting a ride-based intervention is getting people to participate in a ride. The following methods of ride recruitment were employed:

**Wellness Ambassadors:** Before the program was introduced to state employees, WAs from several agencies participated in a ride that showcased the offering, provided useful information about the program, and taught them how to promote it. They were encouraged to schedule rides specifically for employees at their agencies, in ways that would maximize participation within their unique worksite context.

**Flyers:** Flyers promoting all Park & Pedal rides and agency-specific rides from each worksite were created and distributed to WAs for posting throughout their buildings. Branding for *Your Move Ohio*—a larger statewide campaign to encourage active transportation—was utilized. An example of this flyer is on the following page.

**Personal connections:** As much as possible, an effort was made to employ internal bike champions—who may or may not have been the WA—to get their colleagues on a ride.

**Lunch & Learn presentations:** Ohio Department of Health staff offered 7 presentations at 7 agencies about bicycle commuting and the opportunities available through this program.





Switch up your work commute...  
with a little help from some friends!

Looking to save money on parking?  
Have you thought about bike commuting!?

This fall, Yay Bikes! will help you gain the knowledge and  
confidence to ride city streets!

**All participants will receive a discounted CoGo bike share membership –  
Only \$30 for the whole year!**

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## OPPORTUNITIES TO RIDE: ODH RIDE TO SCIOTO AUDUBON METRO PARK!

*Join your colleagues on a quick lunchtime jaunt to the park and back.  
Learn more and register @ [odh-ridebuddies.eventbrite.com](https://odh-ridebuddies.eventbrite.com). Limit 5 participants.*

**TUESDAY, AUGUST 15, 11:30 AM – 12:30 PM  
SENSENBRENNER PARK COGO BIKE SHARE STATION**

## PARK & PEDAL INTO WORK

*Drive or bus with your bike to one of the following parks and enjoy a short, casual guided ride into work.  
Learn more and register @ [ridebuddies.eventbrite.com](https://ridebuddies.eventbrite.com). Limit 5 participants per ride.*

| CLINTONVILLE<br>Whetstone Park                             | UPPER ARLINGTON<br>Northam Park                            | WEST SIDE<br>Dodge Park             | SOUTH SIDE<br>Scioto Audubon Metro Park | EAST SIDE<br>Academy Park            |
|--|--|-------------------------------------|---|--------------------------------------|
| Weds, Aug 2, 7am<br>Weds, Aug 16, 7am<br>Weds, Aug 30, 7am | Weds, Aug 9, 7am<br>Weds, Aug 23, 7am<br>Weds, Sept 6, 7am | Fri, Aug 4, 7am<br>Fri, Aug 25, 7am | Fri, Aug 11, 7am<br>Fri, Sept 1, 7am    | Fri, Aug 18, 7am<br>Fri, Sept 8, 7am |

**#YourMoveOhio**

 /YourMoveOhio  @YourMoveOhio

**Yay  
Bikes!**





Ohio Department of Health employees. Photo by: Meredith Reed

# PROGRAM OUTCOMES

Participants significantly increased their levels of bicycling knowledge and confidence in just a 1-hour ride experience.



The 64 state employees who participated in a ride with Yay Bikes! enjoyed their experience, learned something new, gained confidence riding with traffic and understanding bike law, and reported behavior changes during the weeks following.



A group of riders pulls over to discuss features of the route, with the leader explaining why certain choices were made. Photo by: Deo Martinez

*"I relearned the joy of riding a bike with the wind in my face."*

*"This was a great experience! I don't think I would have felt confident enough to ride on the road without this. I hope more people take advantage of it."*

*"It's a lot less scary than I thought it would be."*

*"I learned the general rules of the road (i.e., how to signal and what rights bicyclists have on the road), how to ride a CoGo bike and a few of the available options if one wanted to drive to a CoGo station and ride the bike into work."*

— Ride participants

## Survey Instruments

**Pre-ride survey:** Participants were required to register for their rides by clicking a unique link to an Eventbrite page provided by Yay Bikes! to the ride organizer. Registration included a form with several questions to gauge registrants' levels of pre-ride experience, knowledge, and confidence. 100% of ride participants completed this pre-ride survey.

**Immediate post-ride survey:** Within a day of their ride, participants were invited to complete a post-ride survey sent by Yay Bikes! via a follow-up email including a Google Forms survey link. The survey again asked participants to report their levels of experience, knowledge, and confidence, to compare against what they had reported before the ride, and also asked about their experience of the ride. 68.8% of ride participants completed this post-ride survey.

**6-week follow-up survey:** At 6 weeks following their ride, participants were invited to complete a post-ride survey sent by Yay Bikes! via an email including a Google Forms survey link. This survey asked about any lasting impact from the experience, and whether participants had shared what they'd learned. 31.3% of participants completed this follow-up survey.

*Surveys can be found in their entirety within the Appendix.*

## Participation & Satisfaction

A total of 64 employees from 10 state agencies participated in one of the 21 rides provided. Given a 5-point scale, participants rated their experience 4.3, on average.

## Experience, Knowledge & Confidence

**Experience:** Of the 64 ride participants:

- 12 (18.8%) hadn't ridden since childhood
- 25 (39.0%) had ridden a bike, but not on roads
- 24 (37.5%) sometimes rode around town but felt they could improve
- 3 (4.7%) felt they could lead the ride

**Confidence:** Before the ride, participants' levels of riding confidence were 3.1 (on a 5-point scale), on average, while their bike law confidence was 2.9. After the ride, these levels raised to 3.6 and 3.8, respectively.

**Knowledge:** Before the ride, just 37.5% of registrants correctly answered a True/False question about whether bicyclists have the right to be in the center of a lane regardless of traffic conditions. After their ride, 95.7% of survey respondents answered the question correctly (it is true).

| Participation                |                |
|------------------------------|----------------|
| Agency                       | # Participants |
| Health                       | 23             |
| Education & Higher Education | 16             |
| Commerce                     | 6              |
| Transportation               | 5              |
| Development                  | 4              |
| Aging                        | 4              |
| Rehabilitation & Corrections | 3              |
| Budget & Management          | 2              |
| Medicaid                     | 1              |
| <b>Total</b>                 | 64             |



## Behavior Change & Viral Impact

**Mode shift:** Eleven ride participants reported replacing between 42 and 49 car trips with bicycle trips in the 6 weeks following their ride. They reported their level of preparation as 4.4 on a 5-point scale, on average, and their overall experience as 4.5.

**Sharing:** 95% of respondents (19) shared about their ride experience with 59 to 78 others—on average, each shared with 3–4 people. Respondents shared several types of information: in particular, bicycle traffic law (70%, 14 people), how it made them feel and how the experience was different than expected (65%, 13 people each), and proper lane position (60%, 12 people). They also shared information about routes (30%, 6 people); bicycle type, fit, and/or mechanics; local businesses or services that support cyclists and other (5%, 1 person each).

**Influence on riding habits:** Participants reported an average change of 4.0 on a 5-point scale in how they rode or planned to ride their bicycles. These changes included: being more likely to take the lane than before and not riding as far to the right (50%, 10 people each), riding streets instead of just paths (30%, 6 people) and not riding on the sidewalk (25%, 5 people). 3 people (15%) reported other changes, and 2 (10%) said there was no change.

## Qualitative Feedback

A sampling of responses to open-ended survey questions follows:

What was your favorite part of the ride?

- Riding down High Street during rush hour in the fog. I would not have felt comfortable doing that on my own, but Meredith was so reassuring.
- The ride itself. It was an invigorating way to start the workday.
- I enjoyed learning the bicycle 'rules of the road' and also finding out about the park and bike options.
- Getting out of the office and back on a bike; been too long.
- The exercise and seeing a little bit of the town I hadn't seen before.
- Riding down High Street confidently for the first time!
- Reflecting on how much more of the city you notice and feel connected to when you are biking.
- The exhilaration of the ride, having my heart rate up and riding in the streets; riding in a group.
- The route we took, just being able to get out and ride.
- Just being on a bicycle again.
- Finding out a bike rack was in front of the cultural arts center.
- First of all, I am old and did not know I could do it. Very informative.

What, if anything, were you surprised by?

- Riding in traffic is not as bad as I thought.
- I was pleasantly surprised at how much motorists were cooperating with us. Also, we rode on streets that I would have never ridden on because they look too 'busy'.
- Free parking by the CoGo station in Audubon parking lot!
- I was surprised at how at ease I felt riding on the street in the car lane.
- It's a lot less scary than I thought it would be.
- How far I was able to go!
- How comfortable I felt, I was nervous at first, but after a minute, really began to enjoy it.
- How easy it is to ride during lunch hour.
- A lot of the information about bike laws was not what I expected/thought I knew.

What did you learn?

- Bikes are as worthy as any other type of street-legal vehicle. I learned to feel less apologetic around cars.
- Ride away from the door zone, signaling, and that I have the right to be in the middle of the street for my safety.
- I learned the general rules of the road (i.e., how to signal and what rights bicyclists have on the road), how to ride a COGO bike and a few of the available options if one wanted to drive to a COGO station and ride the bike into work.
- I'm sadly way out of shape. I relearned the joy of riding a bike with the wind in my face.
- Now I know what I need to keep in mind when I see cyclists while I'm sharing the roads.
- The overall concept of CoGO as a transportation system.
- So much—that we can use the whole lane, how to signal that we're stopping, and park and pedal opportunities.

Other comments

- Ride leaders were great, very patient and confident. I came back and got another group of coworkers to take one! Planning to go with them or another group.
- I enjoyed learning about where more CoGo bikes are located and the location of the park where I can park for free and ride into work. :O))))
- This was a great experience! I don't think I would have felt confident enough to ride on the road without this. I hope more people take advantage of it.
- Thank you for organizing this! I'll be sure to recommend this to others who have street-riding hang-ups! :)
- My co-worker and I both went out at lunch and activated our CoGo memberships by phone from the CoGo station by City Hall. (We had already received the key fob in the mail.) Then we rode to the North Market for lunch and Jenny's Ice Cream. We docked our bikes at the North Market and rode back to City Hall in time to get back to work before our lunch time was over. It was a sunny day and perfect for a downtown ride. I have plans to park for free on the street by the CoGo station near Land Grant and Strongwater and ride the rest of the way to work but it has been rainy the past two days. Thanks again for showing me the rules of the road while cycling and giving us the opportunity to purchase the CoGo membership.





Photo by: Ben Ko

# LESSONS & SUSTAINABILITY

Program outcomes were impressive enough that “forever funding” should be sought to offer rides consistently and maximize results.

This pilot program yielded many valuable lessons in terms of program design and, more critically, participant recruitment. Indeed, those who participated in an educational ride had a great experience, but getting them to ride presented challenges. An appreciation of these challenges and how they were resolved within the context of this program will be essential for anyone attempting to successfully replicate it. As well, several new program elements could advance even more substantive outcomes.

## What Worked: Rides

Rides that ultimately worked best for our target audience had the following attributes:

**One hour, over lunch, with colleagues:** While a variety of ride options were offered, the majority of participants chose to ride with close colleagues over their lunch hour.

**A short, set route with 2 stops:** Unique routes were developed for 6 of the 21 rides and used a set 4-mile route for the remaining 15. This dramatically reduced the time required to create and vet routes, and standardized the learning experience.

**A mix of traffic scenarios:** The route used for most rides featured urban traffic from different perspectives: “taking” a narrow lane (i.e., riding in the center of a lane), being in a bike lane, riding in a wide lane alongside parked cars, and experiencing a bike path. Each scenario generated opportunities for conversation about lane positioning, and opened participants’ eyes to their many options for comfortable bike routes.

**Free bikes and helmets to borrow:** Providing free CoGo Bike Share bicycles and Yay Bikes! helmets to participants during the ride made it possible for people without access to these items to participate. It was also a good way to introduce people to the bike share system.

**Demonstrated a Park and Pedal option:** Showcasing a place where employees could park for free and take a CoGo bike (or their own bike) to work was an appealing option for those who live far from their office and/or have to pay for parking.

## What Worked: Participant Recruiting

Again, recruiting riders was the most challenging part of the program. Many people were reluctant for reasons reported (by champions) to include busy schedules; indifference to bicycling and/or not thinking it relevant to their lives; and fear—of riding in traffic, of not being able to physically accomplish the ride, and of embarrassing themselves in front of colleagues. When these hurdles were cleared and a person did go on a ride, it was not exposure to mass communications that made the difference. They rode because someone within a workplace made them feel like they could do it, and they would be supported in doing it by their team. Interpersonal relationships were the key to making this work, and it took work to cultivate them. But once a handful of people from a workplace had ridden—including some that would not have been expected—their colleagues became more easily convinced.



## What Worked: Participant Recruiting, continued

The following tactics were helpful in recruiting people to ride:

**Champions:** The workplaces in which large numbers of people participated were those in which self-identified bicycle champions recruited their colleagues for rides. Effective champions were everyday bicycle commuters themselves who employed persistent, enthusiastic email and in-person communications to motivate their peers.

**Workplace Wellness:** Wellness Ambassadors were engaged as potential champions, or at least program coordinators who could easily access a department's employees to inform them of the program. Levels of support from WAs in terms of coordinating rides and encouraging participation varied, but regardless they were critical institutional partners; when partnered with an effective bike champion in a workplace, excellent synergies can be created.

**Peer Pressure + Time:** Recruitment became much easier as more people participated in rides; after a critical threshold within an agency had done so, it became a “thing we do here”. People who had ridden began organizing rides for their colleagues, and even repeating the experience to share it with them.

**Presentations:** The Lunch & Learn presentations on bicycle commuting made it possible to inform large numbers of people at 7 agencies, in person, about the opportunities available through the program. Several people in attendance ended up participating in a ride.

**Incentives:** The \$35 CoGo Bike Share annual membership subsidy was appealing to many who shared with ride leaders that it was a reason for their participation.

## Next Steps for the Program

A source of frustration as the program wound down in November 2017 was that there would be nothing to offer those who hadn't been able to join a ride during the short window in which they were offered. With so much effort put into recruitment and so much momentum generated for the rides— and such exciting results—it was disappointing not to have funding for a Spring offering. To maximize results and significantly increase the number of people who get daily physical activity through bicycling for transportation, the following is recommended:

- Offer Ride Buddy programming annually, at least May through November, but ideally throughout the year
- Designate a staff person to coordinate rides and recruit participants as part of their job duties
- Integrate Ride Buddy into the employer's wellness program
- Organize wellness and bike champions into a formal network of mentors to support new champions in fostering a workplace bike culture
- Provide participation incentives such as discounts on bike share, bike gear, and/or bike maintenance
- Secure a reliable and consistent funding source



Hello, Columbus! Photo by: Ben Ko

# APPENDIX

- > Pre-ride Survey
- > Immediate Post-ride Survey
- > 6-week Followup Survey



## Pre-ride Survey

The following questions were asked of each participant during their ride registration process (questions with a \* were required):

### Contact information\*

First & last name  
Email address & cell phone number  
Company/organization/agency

### Which of the following most closely matches your level of bicycling experience?\*

I haven't ridden since I was 11.  
I occasionally ride up and down the trails.  
I ride around town but could improve.  
I could lead this ride.

### What is your level of confidence riding a bicycle on the road?\*

### What is your level of confidence understanding bicycle-related traffic law?\*

5-point scale: None / .. / Some / .... / Lots

### Bicyclists can always choose to ride in the center of a lane, regardless of traffic conditions.\*

This statement is true.  
This statement is false.  
I am unsure whether this statement is true or false.

### Will you need to borrow a helmet for this ride (helmets are required)?\*

### Will you need to use a CoGo bike for this ride (free)?\*

### Is there anything you'd like us to know about you before the ride (e.g., health conditions, concerns, etc.)?

## Immediate Post-ride Survey

The following questions were asked of each participant in a survey emailed to them in the day following their ride:

How would you rate your overall ride experience?

5-point scale: Poor / Fair / Good / Great / Excellent

What was your favorite part of the ride?

What, if anything, were you surprised by?

What did you learn?

Is there anything about the ride you would change?

What is your level of confidence riding a bicycle on the road?

What is your level of confidence understanding bicycle-related traffic law?

5-point scale: None / .. / Some / .... / Lots

Bicyclists can always choose to ride in the center of a lane, regardless of traffic conditions.

This statement is true.

This statement is false.

I am unsure whether this statement is true or false.

Other comments



## 6-week Followup Survey

The following questions were asked of each participant in a survey emailed to them 6 weeks following their ride (questions with a \* were required):

Upon reflection, what stands out most about your ride experience?\*

Since your ride, have you used a bicycle for ANY trips you would normally take by car?\*

Yes / No

IF YES—Approximately how many cars trips have you replaced with bicycle trips since your ride?

0 / 1 / 2–3 / 4–5 / 6–7 / 8+

IF YES—How prepared did you feel for what you encountered on your ride(s)?\*

5-point scale: “Not at all!”–“Completely!”

IF YES—Considering all the car trips you have replaced with bicycle trips since your ride, how would you rate your overall experience of bicycling for transportation?

5-point scale: “Disaster”–“Fantastic!”

IF YES—Please share anything that came up for you when you rode a bicycle instead of driving a car.

Have you shared what you learned from your ride with others?

Yes / No

IF YES—What type(s) of information did you share?

Routes  
Bicycle traffic law  
Transportation riding tips, e.g., how to carry things, dress, freshen up  
Proper lane positioning  
Bicycle type, fit and/or mechanics  
Local businesses or services that support cyclists  
How the experience was different than expected  
How it made you feel  
Other

## 6-week Followup Survey, continued

IF YES—With approximately how many people have you shared?

1–2 / 3–4 / 5–6 / 7+

What is your level of confidence riding a bicycle on the road?

What is your level of confidence understanding bicycle-related traffic law?

5-point scale: None / .. / Some / .... / Lots

Bicyclists can always choose to ride in the center of a lane, regardless of traffic conditions.\*

This statement is true.

This statement is false.

I am unsure whether this statement is true or false.

To what extent did your ride influence the way you ride a bicycle (or plan to)?\*

5-point scale: “Not at all!”–“Completely!”

In what way(s) did your ride influence the way you ride a bicycle (or plan to)?\*

I don't ride as far to the right

I am more likely to take the lane than before

I have stopped riding on the sidewalk

I actually ride streets now (instead of just paths)

None of the above

Other

Please share anything additional about this change and/or its impact.

With what gender do you identify?

Male / Female

What is your age?

Under 25 / 25–29 / 30–34 / 35–39 / 40–44 / 45–49 / 50–54 / 55–59 / 60–64 / 65+

What is your race/ethnicity?

White / Black or African American / Asian / Hispanic or Latin American / Native Hawaiian or Pacific Islander / Other