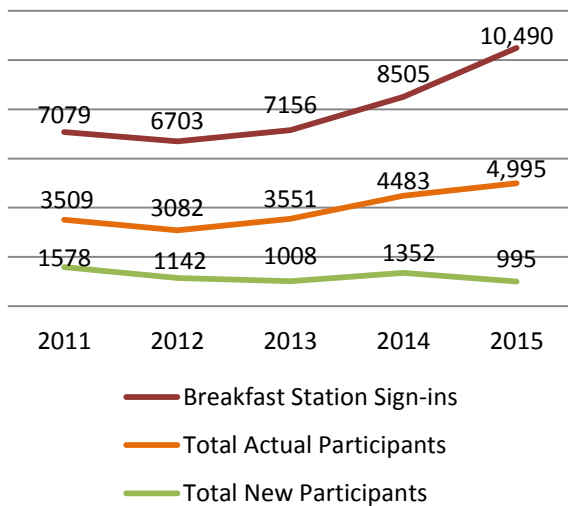




Event Overview

The 28th annual Bike to Work Day, the City of Fort Collins' longest continually planned bicycling event, follows past trends and grew even larger on Wednesday, June 24, 2015. An estimated **4,995 individual participants**, an increase of 11.4% from 2014, **visited 42 breakfast stations** located throughout the city. Seventeen new businesses participated as station hosts or co-hosts, for a total of 120 participating businesses and organizations, evidence that business and community members continue to be interested in supporting Fort Collins bicycling culture.

Annual BTWD Participation



In 2014, individual participants visited an average of 1.9 stations throughout the morning. In 2015, a total of 10,490 station visits were recorded, for an

Bike to Work Day 2015

average of 3.5 station visits per individual participant. This increase is largely unsurprising, however. City staff implemented a new evaluation methodology during Winter Bike to Work Day 2014. The results were positive, and City staff implemented a similar evaluation method for 2015 Summer Bike to Work Day.

Participants are no longer asked to sign in at each station they visit, allowing them to visit more stations throughout the morning. A volunteer present at each breakfast station counted all individual participants that stop at a given station while passing out online survey fliers to be completed after the event. This method yielded **956 total surveys**, a substantial amount of data for future event planning.



Figure 1: Participants wait for free breakfast on Spring Creek Trail.

Survey Results

The 2015 Bike to Work Day survey was designed to collect data to compare to results from previous Bike to Work Day events, such as average one-way mileage of participants and the number of stations each participant visited. In addition, new data were collected such as rider typology/ability, more complete demographic data, and participant-suggested station locations.

Event participants ranked Bike to Work Day goals, providing useful information for future Bike to Work Day planning. The five event goals were ranked by surveyed participants as follows:

1. Encourage the habit of bicycling to work.
2. Encourage new bicycle commuters.
3. Celebrate existing bicycle commuters.
4. Strengthen Fort Collins' bicycling community.
5. Highlight local business that support cycling.

Participants agree that Bike to Work Day should focus on recruiting new bicycle commuters and encourage more people to integrate bicycling into their daily routines more often.



Figure 2: City staff engage Bike to Work Day participants at Oak Street Plaza.

In general, participants continue to find the event enjoyable and a highlight to the summer cycling season. Survey results indicate that the number of stations and locations are generally satisfactory, though suggestions for additional stations around the city are common. Other suggested station locations mentioned with high frequency include:

- Campus West area.

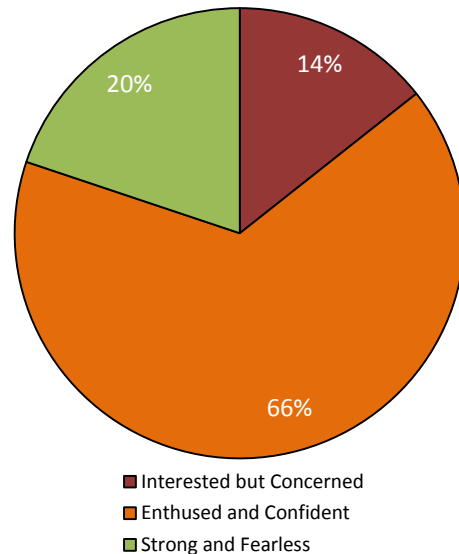
- Colorado State University main and south campuses.
- City Park and the intersection of Mountain Ave. and Shields St.
- The intersection of Drake Rd. and Lemay Ave.
- Spring Canyon Park.
- Southeast Fort Collins in general, also including several specific locations.

Demographic Results

United States Census data estimates that approximately 10% of the Fort Collins population is of Hispanic, Spanish, or Latino origin. However, only about 4.7% of 2015 Bike to Work Day participants identify as Hispanic. Furthermore, 95% of participants identified as white, thus racial diversity is relatively low among Bike to Work Day participants.

Males represent a majority of participants; approximately 53% of participants identify as male. Existing modal share data suggests that males represent a larger proportion of typical bicycle commuters compared to females. However, Bike to Work Day seems to be appealing for female bicyclists, as the proportion of female bicyclists at Bike to Work Day is greater

Rider typology



than the estimated proportion of females commuting by bike typically.

For the first time, estimating the riding abilities of participants was possible with the online survey. Approximately 66% of survey respondents self-identified as "Enthusied and Confident" riders, and another 20% as "Strong and Fearless". The City of Fort Collins is interested in encouraging another group, the "Interested, but Concerned", to choose bicycling more often, yet this group of riders comprises just 14% of Bike to Work Day participants. Participant age, however, is very well distributed, with nearly all participants ranging from 18 to 69 years of age.

Recommendations

Some participants have described Bike to Work Day as an integral component to Fort Collins bicycling culture. The event in Fort Collins is organized

I LOVE THIS. It's the best non-holiday, holiday. It is so fun and positive. One more reason why FoCo is the best town to live in.

somewhat differently than those in other communities, such as Denver or Boulder, and positive comments outnumber the

suggestions for improvement. Regardless of the types of comments received, a methodology that yields a large quantity of data is useful to help continually improve Bike to Work Day into the future.

Participation

Individual participation continues to increase each year. However, the increase in participation between 2014 and 2015 was less than expected. Evaluation of the marketing mix could

yield helpful recommendations for future event promotion and other City of Fort Collins resources may help evolve the marketing strategy for Bike to Work Day to continue growing participation.

Participants are largely white, non-Hispanic people. More than half of participants are estimated to be males, and with an average household size of 2.49 and 75% of reported household incomes ranging from \$50,000 to \$200,000 (nearly half reported are between \$50,000 and \$99,999), it is likely that most participants are of relatively high socioeconomic status.



Figure 3: Bicycle mechanics inspect Bike to Work Day participants' equipment.

It is recommended that marketing materials be reviewed to ensure that the appropriate languages are used as well as select distribution channels to ensure a diverse representation ages, incomes, abilities, racial, and ethnic constituents of the population are encouraged to attend Bike to Work Day. Evaluation methodology could include questions similar to June 2015

Open Streets to determine which marketing streams the community is exposed to most frequently and which marketing element is perceived as most effective.

Considering the relatively low proportion of "Interested but Concerned" bicyclists that participated in Bike to Work Day, certain adaptations could be considered to increase the number participants that are generally less comfortable commuting by bicycle. Strategically placing stations along the low-stress bicycling network or providing maps and other wayfinding before and during the event could encourage less confident riders to experience the excitement of Bike to Work Day.



Figure 4: Bike to Work Day participant, June 24, 2015.

Station Location and Incentives

Participants and organizers alike agree that Bike to Work Day should focus on attracting new bicycle commuters and encouraging more frequent use of bicycles for daily trips. Bike to Work Day is uniquely positioned to attain these goals. For example, an update to the Fort Collins Bike Map debuted at Bike to Work Day 2015 and similar activities

Bike to Work Day 2015

could be programmed at stations to drive excitement and maintain focus on the act and habit of biking to work in the future.

Bike to Work Day is likely to remain an important event for local business to showcase their efforts to contribute to the Fort Collins bicycling culture. Businesses can also adapt slightly to help the overall event remain aligned with the goals of encouraging new bicycle commuters and the habit of bicycling to work. Businesses could brand bicycle-specific materials to pass out at Bike to Work Day, such as reusable materials relevant to bicycle commuting. Printed literature could also integrate bicycling, reinforcing the business' role in the bicycling community. Businesses could be encouraged to experiment with the integration of bicycling into their concept either short term or for longer-term promotion.

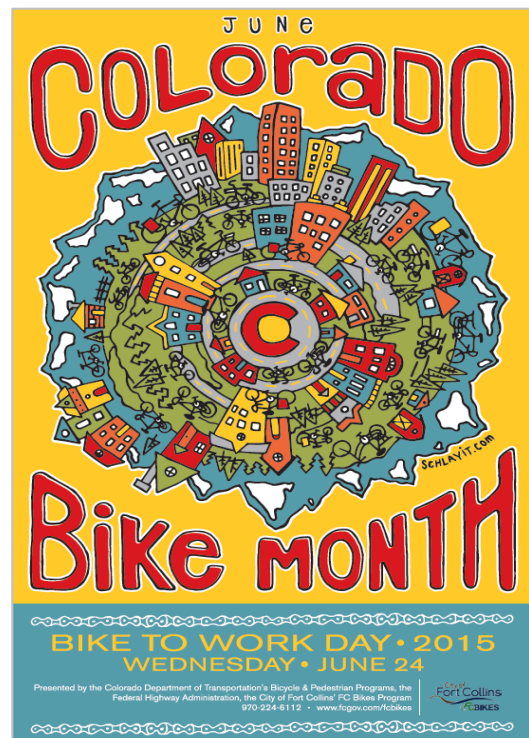


Figure 5: 2015 Colorado Bike Month and Fort Collins Bike to Work Day poster.