

# Bike Host

Building mobility and community through cycling mentorship

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*Report of a Major Project submitted to the Faculty of Environmental Studies in partial fulfillment of the requirements for the degree of Master in Environmental Studies.*

*York University, Ontario, Canada*

*July 31, 2014*

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*The Bike Host project is a collaborate effort of many organizations working together with a common vision to help new Canadian immigrants explore the benefits of cycling in the wonderful city of Toronto. These are a few among the many hard-working people who make this program possible:*

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# Foreword

The Toronto Cycling Think and Do Tank conducts research on cycling for transport, or “utilitarian cycling” in order to promote cycling as an alternative to the automobile, and as a practical travel mode that is complimentary to transit and walking. Cycling for transport improves the natural environment, human health and prosperity, and strengthens community well-being. Bicycles can glue a community together; they are powerful tools that can transform alienating or fragmented urban spaces into vibrant accessible and active neighbourhoods. Whereas traditional cycling advocacy has focused on physical infrastructure, this project seeks to increase active transportation participation through social infrastructure, community building and peer mentorship. In my plan of study, learning component (2.1) states:

*[I will] learn about the role of active transportation in the context of TDM measures so that I may explore the social, cultural, and physical conditions that lead to increased levels of walking and cycling. Furthermore, I would like to explore the best practices for designing complete streets and creating safe environments for cyclists and pedestrians.*

This Major Project supports the above learning component by providing a specific framework for evaluating behaviour change among a focused population group. The results of this project will highlight the barriers to social change for its participants, and will provide feedback about cycling in Toronto that can be incorporated into sustainable transportation planning practices. As stated in my Area of Concentration, “[t]he transportation sector is a major cause of injury, illness, congestion, premature death, and environmental pollution in our society, but vehicular traffic plays an integral part in the functioning of most communities.” This project is

supports to my Plan of Study because it specifically aims at exploring alternatives to automobile use and at reducing the aforementioned problems of the automobile society.

By completing this Major Project, I will add practical knowledge to my theoretical understanding of the relationship between urban transportation planning and travel behaviour. Whereas the courses offered at the Faculty of Environmental studies cover a wide range of planning issues such as law, politics, and policies, there can be a lack of connection between these theoretical topics and the everyday reality of how lives can be affected and behaviour modified. This Major Project offers me an end-to-end experience in developing and executing behavioural change programming, as well as giving me the responsibility of collecting and analyzing the data that directly measure the effectiveness of this program. Given my interest in transportation planning, this research and program development experience also gives me exposure to key actors, policies and relevant legislation in this field. Moreover, I have gained a bottom-up understanding of the grassroots organizations and advocacy groups that are successful in working together to make cycling a fun, cool, and popular activity in the City of Toronto.

Bike Host is affiliated both with the Community Connections Mentorship Program of CultureLink Settlement Services, and the Bike to School Project offered by CultureLink in collaboration with Cycle Toronto, the Toronto Cycling Think and Do Tank, and Evergreen. It is funded by Citizenship and Immigration Canada, the Ontario Trillium Foundation, and (in 2014) by the Metcalf Foundation.



**FIGURE 1 – PICTURE OF 40 BRAND-NEW LINUS BIKES. CREDIT: CULTURELINK 2013**



# Introduction

*This section is derived from Yiyang (George) Liu's Summer 2014 Mitacs application, containing sections slightly modified by Trudy Ledsham in the Metcalf application for this project entitled "Bike Host: Building mobility and community through cycling mentorship".*

## The Context of Cycling in Toronto

In urban communities, active transportation and bicycle use in particular, is a linchpin solution at the centre of several intersecting spheres of urban life.<sup>1</sup> Positive impacts include reductions in GHG emissions, increased air quality, reductions in traffic congestion and commuting times, improved revenues for local businesses and property tax revenues, increased physical activity, all of which impact individual and public health as well as community well-being. Clear evidence points to the health benefits of cycling for transportation, which reduces obesity associated with sedentary lifestyles and extends lifespan.<sup>2</sup>

Evidence from around the world, particularly the Netherlands, Denmark and Germany, indicates that three crucial elements interact, in a powerful way, to foster cycling as a healthy, clean, efficient transport mode. These are: urban design, as it favours or limits cycling trips by diverse users;<sup>3</sup> urban rules and policies, ranging from responsibility in the event of accidents through traffic calming and requirements for short-and long-term cycle parking;<sup>4</sup> and accepted norms of

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<sup>1</sup> Toronto Public Health. (2012). Road to Health: Improving Walking and Cycling. Toronto, Ontario, Canada, Toronto Public Health. [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>2</sup> Gordon-Larsen P, Boone-Heinonen J, Sidney S, Sternfeld B, Jacobs DR, Jr., Lewis CE. (2009). Active commuting and cardiovascular disease risk: the CARDIA study. Archives of internal medicine; 169(13):1216-23. [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>3</sup> Pucher, John, and Ralph Buehler. "At the frontiers of cycling: policy innovations in the Netherlands, Denmark, and Germany." World Transport Policy and Practice 13.3 (2007): 8-57.

<sup>4</sup> Ibid.

behaviour, including the social infrastructure that supports cycling.<sup>5</sup> To date, most attempts to encourage modal shift towards active transportation and cycling have focused on physical infrastructure, particularly visually or physically separated cycle lanes and cycle parking.

Transportation is a key environmental issue; in 2011, the sector accounted for 24% of Canada's greenhouse gas emissions (GHG). In 2008, traffic congestion in the Greater Toronto & Hamilton Area cost commuters \$3.3 billion and reduced gross domestic product by \$2.7 billion.<sup>6</sup> It is estimated this cost will rise to \$15 billion by 2031.<sup>7</sup> Additionally, lack of affordable mobility isolates populations, and sedentary travel behaviour causes serious health problems particularly in marginalized communities.

Toronto is anomalous in that, despite the lack of both physical infrastructure and policy, the share of trips taken by bike is relatively high, reaching 10% or more in some downtown locations.<sup>8</sup> Clearly, social factors have caused the recent dramatic increase in cycling; the standard measure for cyclability<sup>9</sup> shows that the areas most conducive to cycling based on infrastructure and topography,

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<sup>5</sup> Pucher, John, and Ralph Buehler. "Making cycling irresistible: lessons from the Netherlands, Denmark and Germany." *Transport Reviews* 28.4 (2008): 495-528.

<sup>6</sup> Greater Toronto Transportation Authority. (2008). *Costs of Road Congestion in the Greater Toronto and Hamilton Area: Impact and Cost benefit Analysis of the Metrolinx Draft Regional Transportation Plan*. Toronto, Ontario, Canada. [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>7</sup> Toronto Board of Trade. (2013). *Discussion Paper: A Green Light to Moving the Toronto Region: Paying for Public Transportation Expansion*. Toronto, Ontario, Canada. [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>8</sup> Toronto City Planning Division. (2012). *Living in Downtown and the Centres*. Toronto, Ontario, Canada. Policy and Research Dept. Retrieved September 1st, from: [http://www.toronto.ca/planning/living\\_downtown\\_2011.htm](http://www.toronto.ca/planning/living_downtown_2011.htm) [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>9</sup> Winters M, Brauer M, Setton EM, Teschke K. (2013). *Mapping bikeability: a spatial tool to support sustainable travel*. *Environment and Planning B: Planning and Design* advance online publication, doi:10.1068/b38185 [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

as well as connectivity and destination density, do not coincide with the locations where cycling is most popular.<sup>10</sup>

## Research Objectives

The project goal is to evaluate cycling mentorship as a cost-effective method of encouraging more people to cycle as their primary means of transportation, particularly over the short distances that make up a high proportion of daily trips. To reach this goal, Bike Host will enable 60 new Canadians with no bicycle access to become regular commuting cyclists who are willing to invest in the purchase of their own bicycles. Along the way, Bike Host will provide social support and community resources to help participants establish a network of knowledgeable cyclists who are able to offer advice on topics such as bicycle repair, theft prevention, and road safety. The success of the 2014 Bike Host program will be measured by survey materials that are developed by the Toronto Think and Do Tank, and the participant responses will be analyzed by research assistants at the University of Toronto, organized by myself as Research Manager under the direction of Dr. Beth Savan.

Community-based social marketing has been instrumental in detailing the specific processes and tools that leverage social environments to foster sustainable behaviours relating to individual energy-use and waste diversion, but these principles have only begun to be employed to alter the much more complicated behaviours that affect our transportation habits.<sup>11,12</sup> The Bike

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<sup>10</sup> Toronto Cycling Think and Do Tank. (2013). Mapping Cycling Behaviour in Toronto. Toronto, Ontario, Canada. Retrieved September 1st from: [http://www.torontocycling.org/uploads/1/3/1/3/13138411/mapping\\_cycling\\_behaviour\\_in\\_toronto\\_final\\_23\\_may\\_printer\\_tl.pdf](http://www.torontocycling.org/uploads/1/3/1/3/13138411/mapping_cycling_behaviour_in_toronto_final_23_may_printer_tl.pdf) [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>11</sup> Mohr, D., & Smith, W. A. (2011). Fostering sustainable behaviour: an introduction to community-based social marketing. Gabriola Island, BC: New Society Publishers. [Originally cited by T. Ledsham in Metcalf Green Prosperity Fund Application, November 2013]

<sup>12</sup> Cohlmeier, E. (2012). A Tool Kit to Accelerate the Adoption of Cycling for Transportation. Retrieved September 1st from: <http://www.torontocycling.org/atool-kit-to-accelerate-the-adoption-of-cycling-for-transport.html>

Host research project builds on our previous work promoting behaviour change and bicycle use to new immigrants and secondary school-aged children, and tailors this approach directly to local populations in St. Jamestown and Regent Park. These communities host large cohorts of new Canadians, who have recently changed their lives through immigrating. Evidence is clear that those experiencing life transitions are much more likely to make changes to long-held habits, making these communities ideal targets for travel behaviour change programs.<sup>13</sup> Our program creates new social norms for these new Canadians, engaging them through social interaction, community based activities and public statements of commitment to cycling. My research will evaluate this program to identify its success and shortcomings as well as the most important factors in facilitating cycling adoption in this community. The end goal is to use our evaluation data to help refine and modify our behaviour change toolkit by analyzing the results of entry and exit surveys and observing patterns of cycling behaviour in participant trip logs.

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<sup>13</sup> Chatterjee, K., Sherwin, H., Jain, J. (2011). A Conceptual Model to Explain Turning Points in Travel Behaviour: Application to Bicycle Use. Center for Transport & Society, Department of Planning and Architecture, University of the West of England.

## Funding: Metcalf Green Prosperity Challenge

In late 2013, the Toronto Cycling Think and Do Tank applied for funding from the Metcalf Foundation Green Prosperity Challenge to carefully document the success of Bike Host as an example of an effective behavioural change program. Funding for the 2014 Bike Host program was subsequently confirmed in February 2014, and the Toronto Cycling Think and Do Tank set out to perform rigorous measurement of behaviour change during the summer of 2014.

### Metcalf Foundation Profile

<http://metcalffoundation.com/who-we-are/mission/>

*The goal of the George Cedric Metcalf Charitable Foundation is to enhance the effectiveness of people and organizations working together to help Canadians imagine and build a just, healthy, and creative society.*

### The Green Prosperity Challenge

<http://metcalffoundation.com/what-we-fund/environment-program/#green-prosperity-challenge>

*The primary objective of the Metcalf Green Prosperity Challenge is to support creative, practical activities that reduce pressure on the natural environment in southern Ontario while also fostering economic and social well-being.*

*Metcalf believes there is a pressing need to identify ways in which we can address environmental challenges, in tandem with creating economic and social benefits. We are interested in understanding new ways of defining and realizing prosperity. We want to identify and support those doing new and innovative work to tackle the challenge of harmonizing environmental health and stability with economic health and stability.*

*Metcalf is launching a challenge to Ontario universities to propose research-based projects that demonstrate ways in which we can significantly reduce pressure on the natural environment in tandem with creating economic and social benefits. The program will award funding to innovative projects that meet the terms of this challenge. Metcalf anticipates awarding \$10,000 to \$40,000 to successful applicants.*

*Over time, Metcalf hopes to compile, document, and share proven examples of ways of synthesizing environmental and economic interests. We hope to communicate how these examples can translate into stronger communities.<sup>14</sup>*

## Expected Outcomes

*The following points are modified from Toronto Cycling Think and Do Tank's Metcalf Green Prosperity Challenge grant application. In the summer of 2014, the Toronto Cycling Think and Do Tank partnered with CultureLink's Bike Host program to accomplish the following tasks:*

- Creation of a set of tools, including pledges, recruitment techniques for mentors and mentees, matching protocols, mentorship activities including group rides and destinations, mentor training modules and evaluation templates that promote and support local cycling. This will include community-tailored and replicable program guidelines as well as physical materials for the individual participants and mentors.
- Rigorous research and analysis to allow community partners to ensure long-term delivery of the Bike Host program.
- Quantification of all economic, social and environmental benefits produced by studying the community program delivered by CultureLink.

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<sup>14</sup> "Environment Program | Metcalf Foundation." *Metcalf Foundation*. N.p., n.d. Web. 27 July 2014. <<http://metcalfoundation.com/what-we-fund/environment-program/#green-prosperity-challenge>>.

- Establishment of **15-30 new volunteer** bicycle mentors within existing community hubs - including the pop up community bike repair run by Evergreen.
- Increased cycling and behaviour change: the program will engage **30-60 bicycle mentees** and support them in becoming regular cyclists.
- Attitudinal change towards transportation options. This will be measured with survey instruments to document increased receptiveness to cycling.
- Addition of community bike resources in the form of tools, repair stands and safe route planning protocols to support local bicycle repair and community knowledge sharing.
- Addition of new bikes to the community to attract new cyclists. Initial users will be provided with access to several new and second-hand bikes provided through partners.

## Project Timeline

*The following points are modified from Toronto Cycling Think and Do Tank's Metcalf Green Prosperity Challenge grant application. As part of Yiyang (George) Liu's MES Major Project, he is responsible for the following tasks:*

<b>Timeline of Project Phases by Months</b>		<b>George's Tasking</b>
<b>0 to 2: Launch</b>		<b>X = Complete</b>
<b>Task #</b>		
<b>1</b>	Convene with partners and local community, establish detailed timeline and begin strategic analysis and program design	X
<b>2</b>	Work with Cycle Toronto, CultureLink and Evergreen to recruit local mentors.	X
<b>3</b>	Establish detailed timetable for mentorship activities.	X
<b>4</b>	Establish community connections with local hubs facilitated by Evergreen and other agencies in St. Jamestown/Regent Park	X
<b>5</b>	Establish focus groups and perform community mapping and barrier analysis.	X

6	Link bicycle positive spaces, (including, but not limited to Charlie's freewheels), with local mentors to provide supportive locations.	X
7	Identify a specific community space to act as a hub for Bike Host	
<b>2 to 4: Incorporation of Research Design Into Program</b>		
1	Train volunteer mentors with established strategies to support new cyclists through weekly activities.	X
2	Identify and recruit volunteer bike mechanics for kick off event	
3	Obtain 10+ bikes for mentees from Curbside, BikeChain, Evergreen and secure storage for winter. Plan free bike repair kick-off event to attract participants already owning bikes	X
4	Work with local partners in schools, community groups, health centres and youth groups to recruit additional mentees	X
5	Match mentors and mentees. Focus to include mentees active in local service provision/businesses to provide strong local models	X
6	Develop communication tools including website, posters, flyers and email	X
<b>4 to 11: Data collection Coupled with Program Execution</b>		
1	Purchase 2 bike repair stands, pop up tents and mechanic tools for Bike Host Community Hub	
2	Kick off event and public commitment: ensure all mentees have access to a bicycle	X
3	Develop and distribute calendar of bike-events in the city, or rides that are possible near to the neighborhood.	X
4	Facilitate effective mentorship through presence and attendance at these events and the use of community space.	X
5	Ongoing communication with mentees, mentors and partners	In progress
	<b>*Major Project report submitted 31 JULY 2014*</b>	<b>X</b>
6	Collect data and metrics at culmination of the mentorship.	To be completed
<b>11 to 14: Evaluation, analysis and initiation of knowledge mobilization:</b>		
1	Evaluate through rigorous statistical analysis program outcomes including behaviour change and community impact.	To be completed



<p><b>2</b> Write an academic and also a popular article on transportation behaviour change and community programming; prepare a series of blogs for <i>Spacing</i>.</p>	<p>To be completed</p>
<p><b>3</b> Present results to academic and practitioner conferences</p>	<p>To be completed</p>
<p><b>4</b> Publish a report on the program outcomes and practices – released through our website.</p>	<p>To be completed</p>
<p><b>5</b> Create stakeholder workshop delivered in conjunction with the report release to train others in delivering bicycling mentorship programs.</p>	<p>To be completed</p>
<p><b>6</b> Identify legacy organization for mentorship program</p>	<p>To be completed</p>
<p><b>14 to 16: Plan for Legacy Program within Communities</b></p>	
<p><b>1</b> Revise program with knowledge from evaluation and analysis.</p>	<p>To be completed</p>
<p><b>2</b> Scale program to accommodate available resources and community assets to increase the likelihood of its continuation and facilitate knowledge transfer.</p>	<p>To be completed</p>

# Partner Organization Profiles

## Toronto Cycling Think and Do Tank

[www.torontocycling.org](http://www.torontocycling.org)

*The Toronto Cycling Think and Do Tank combines expert practitioners and academics to address an important gap in knowledge about building more sustainable cities: how experience from the behavioural change field (applied extensively to building occupants) can be transferred to the field of active transportation. The project goal is to encourage more people to cycle as their primary means of transportation, particularly over the short distances that make up a high proportion of daily trips. The relationship between physical infrastructure (parking, on-road lanes, separated bike expressways, etc.) and more and safer commuter cycling has long nourished a “build and they will come” approach. Although effective, even world leaders in the Netherlands and Denmark are increasingly pressed to push modal shares up over their current levels, to meet greenhouse gas emission, health, and other critically important policy goals.<sup>15</sup>*

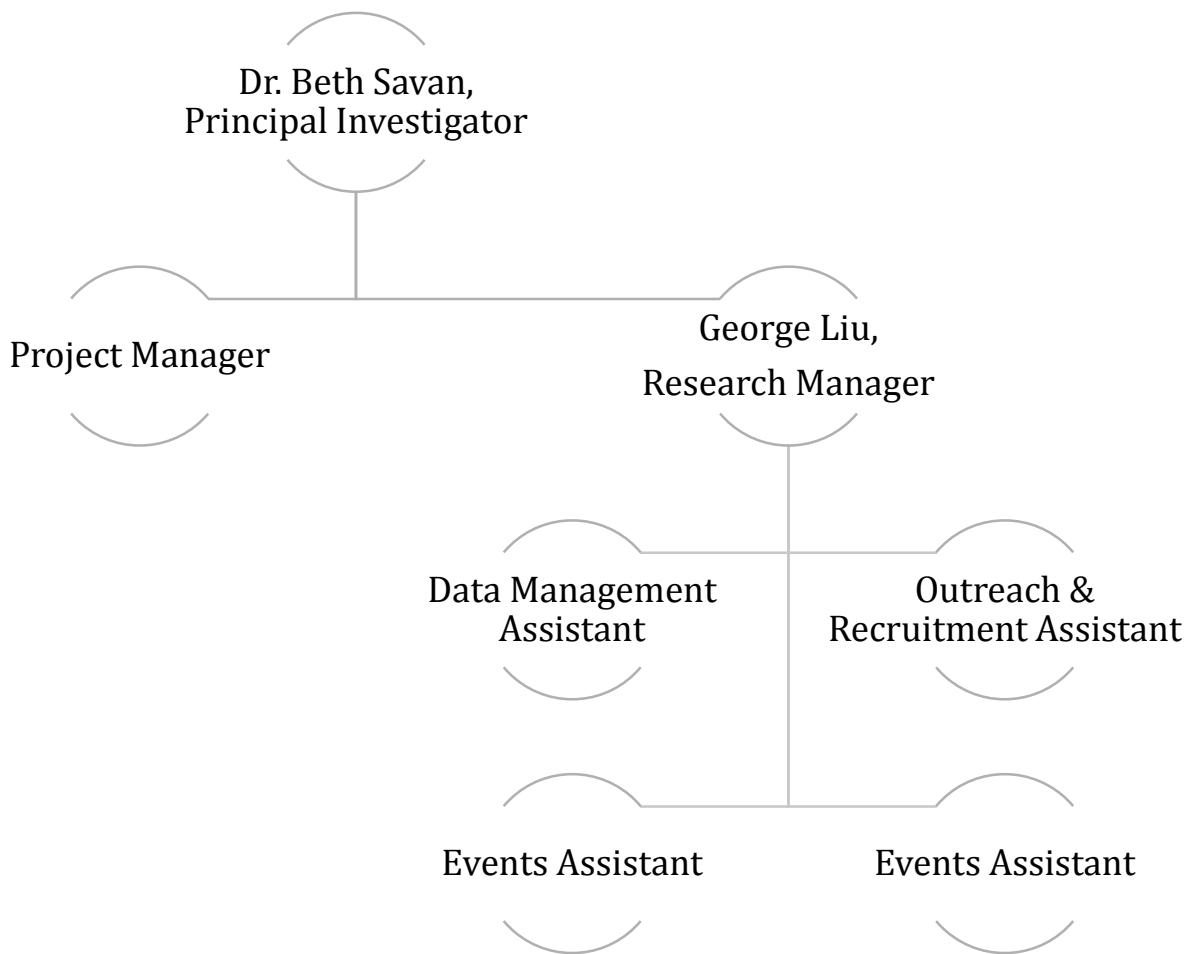
George Liu began his research position with the Toronto Cycling Think and Do Tank in May 2012, working on a partnership development grant from the Social Science and Humanities Research Council (SSHRC) to produce the report “Mapping Cycling in Toronto”.<sup>16</sup> This report maps cycling uptake by political wards to help our partners understand the geographic mode share of cycling within the City of Toronto. In October 2013, George assisted in the analysis of data collected from the 2013 Bike Host program.

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<sup>15</sup> "Toronto Cycling Think and Do Tank." Cycling Savan. Cities Centre, n.d. Web. 02 July 2014.

<sup>16</sup> Toronto Cycling Think and Do Tank. (2013). Mapping Cycling Behaviour in Toronto. Toronto, Ontario, Canada. Retrieved September 1st from: [http://www.torontocycling.org/uploads/1/3/1/3/13138411/mapping\\_cycling\\_behaviour\\_in\\_toronto\\_final\\_23\\_may\\_printer\\_tl.pdf](http://www.torontocycling.org/uploads/1/3/1/3/13138411/mapping_cycling_behaviour_in_toronto_final_23_may_printer_tl.pdf)

In the context of the 2014 Bike Host project, George Liu works under the direction of Principal Investigator Dr. Beth Savan and Project Manager Trudy Ledsham to plan and execute the research component of the 2014 Bike Host program. In turn, George manages a team of 4 research assistants who provide support for tasks such as data entry, event planning, and mentee recruitment. The organizational structure is illustrated below:



## CultureLink

<http://www.culturelink.ca/about-us/>

*CultureLink is a settlement organization that is both old and new. We have over 25 years' experience in developing and delivering settlement services to meet the needs of diverse communities. Passionate about providing innovative services to newcomers, we adapt to changes and create new programs that best respond to and address our clients' specific needs. Our team of 50 staff members, speaking more than 30 languages, is dedicated, knowledgeable, and multicultural.*

*Our services connect cultures to build welcoming communities. We assist newcomers looking for employment, help families navigate the school system, and provide newcomer youth with the skills necessary for bright and successful futures. We support refugees and bring together new and established Canadians. In everything we do, we are committed to embracing differences and linking the new with the old.<sup>17</sup>*

Working in parallel with the Toronto Cycling Think and Do Tank team is the staff at CultureLink, who provide administrative support to manage the participant database and additional staffing support at our major events. The staff at CultureLink speak a variety of languages, and serve a vital role in facilitating the initial communication with Bike Host mentees. For example, CultureLink staff are able to verbally translate English survey material into other languages to ensure all questions are accurately understood by all participants. Moreover, CultureLink staff ensure all participants meet funding & eligibility requirements for the Bike Host program, and are able to book space at the CultureLink office to host many Bike Host events over the summer.

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<sup>17</sup> "Learn About Us." CultureLink. N.p., n.d. Web. 27 July 2014. <<http://www.culturelink.ca/about-us/>>.

## Evergreen Brickworks

<http://www.evergreen.ca/news-media/media-kit/backgrounder-evergreen/>

*Evergreen is a national not-for-profit that has been working since 1991 to restore the connection between Canada's cities and the natural environment. Focusing on four program areas—Greenspace, Children, Food and CityWorks—Evergreen builds partnerships with diverse groups and engages key influencers and the public to inspire local action and create sustainable urban development. Our work is driven by a belief in the power of people to enact positive change to restore the natural health of their communities.<sup>18</sup>*

Located just west of the Don Valley Parkway and easily accessible by bicycle, Evergreen Brick Works offers key programs and services that makes Evergreen a perfect partner for the Bike Host program. There is a do-it-yourself bicycle repair shop on site, and they generously offer the “Bike Works Learn to Ride” program free to Bike Host participants. In the summer of 2014, Evergreen is arranging a guided bicycle tour of their facilities to educate Bike Host participants about their various facilities and services.

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<sup>18</sup> "Backgrounder: Evergreen." *Media Kit*. Evergreen, n.d. Web. 27 July 2014. <<http://www.evergreen.ca/news-media/media-kit/backgrounder-evergreen/>>.

# Applying a Theory of Behaviour Change

In 2012, the Toronto Cycling Think and Do Tank released a document entitled “A Tool Kit to Accelerate the Adoption of Cycling for Transportation.”<sup>19</sup> This literature review authored by Emma Cohlmeier focuses on the intersection of urban cycling and behaviour change. Cohlmeier summarized research from a variety of academic fields, and indicated options for applying behaviour change techniques at each stage of her proposed process to increase cycling uptake. Cohlmeier’s four-stage model is summarized in the following diagram:

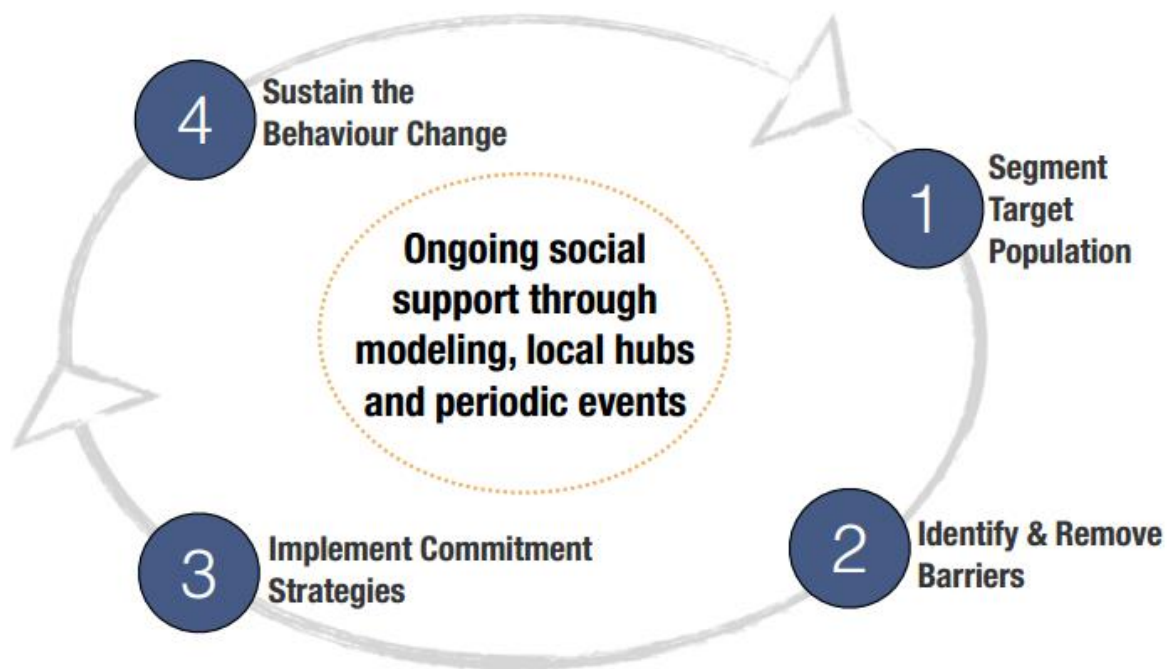


FIGURE 2 - COHLMAYER'S MODEL OF EFFECTIVE CYCLING BEHAVIOUR CHANGE

After this model was developed, the Toronto Cycling Think and Do Tank sought partners to apply these behaviour change techniques and to measure and their effectiveness through a rigorous

<sup>19</sup> Cohlmeier, E. (2012). A Tool Kit to Accelerate the Adoption of Cycling for Transportation. Retrieved September 1st from: <http://www.torontocycling.org/atool-kit-to-accelerate-the-adoption-of-cycling-for-transport.html>

research process. CultureLink’s Bike Host program is the ideal candidate for our research, and Cohlmeier’s model assisted the Toronto Cycling Think and Do Tank and CultureLink in developing key programming for the summer of 2014. Cohlmeier’s model will be the key to delivering a cost-effective bicycle mentorship program while encouraging interactions between mentors and mentees to form a strong Bike Host community.

This diagram below shows how Bike Host is aligned with the Cohlmeier model for cycling:

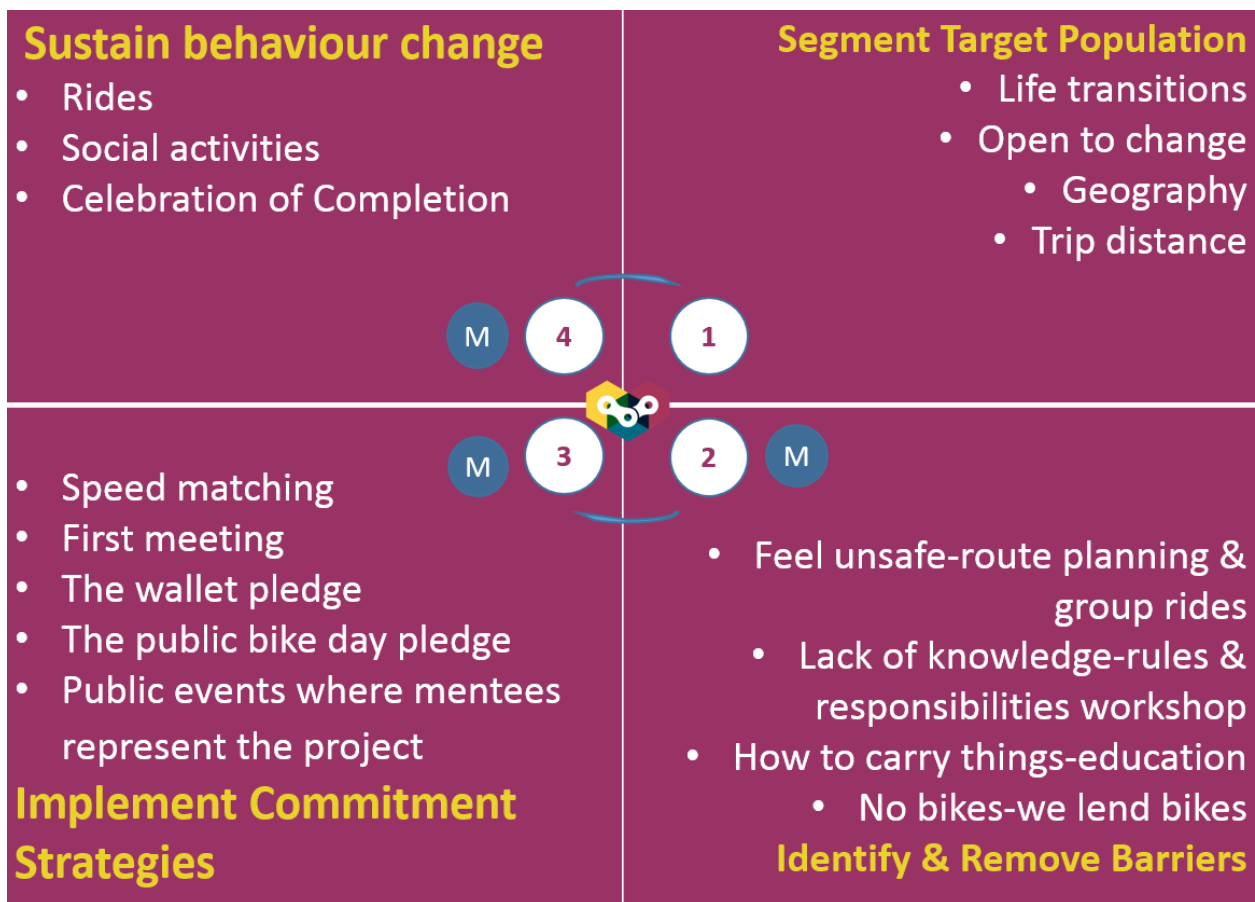


FIGURE 3 - COHLMAYER'S TOOLKIT APPLIED TO BIKE HOST. DIAGRAM BY TRUDY LEDSHAM

## Step One – Segment Target Population

The first part of the process, segmenting the target population, is critical and is achieved through the Bike Host recruitment process. The Toronto Cycling Think and Do Tank has segmented the target population in a number of ways during our program development:

1. New Canadians are in transition – behavioural research shows people in transition are open to other changes;
2. Mentees have expressed an interest in cycling by joining the program – self-identification is a key factor in change but insufficient in itself to create change; and,
3. Focused recruitment of mentees from the St. James Town neighbourhood – large numbers of people taking trips less than 4km long in an area with excellent cycling infrastructure and lower than normal cycling mode share. This area also has higher than average transit and walking and is lower than the surrounding wards in terms of car ownership. Therefore, many trips suitable for cycling are being taken by people who may not be aware of the practicality of riding a bike.

## Step Two – Identify and Remove Barriers

Some barriers, such as access to bicycles and road safety, are addressed by the Bike Host program. The Bike Host program provides bikes for the duration of the program and recruits experienced cyclists as mentors through its partner organization Cycle Toronto to guide mentees on safe street riding and how to securely lock their bicycles to prevent theft. Other physical barriers, such as safe bicycle parking, are challenging. To address this issue, we have approached the City of Toronto's Tower Renewal staff about improving parking for St. James Town cyclists.

Mentors help address other barriers that are less visible but just as significant. Each mentee will work through a route planning exercise with their mentor in order to feel safe. It is important




to remember that if mentees only take transit or walk as their two modes of transportation, they may avoid suitable bike paths, and may not realize there are quiet side streets that are best for cycling. In addition, mentees will learn how to carry things safely and mentors will give practical guidance on following the rules of the road in Toronto.

## Step Three – Implement Commitment Strategies

Behaviour change is a social process and mentees make their commitments to their mentors, to the group, and to themselves to reinforce the change:

1. Through the speed matching process, mentees make their first commitment by identifying the mentors they'd like to work with for the duration of the Bike Host program.
2. The next commitment is for mentees to attend an initial meeting with their matched mentor.
3. Mentees must name, date, and sign their wallet pledge card. (see Figure 4)
4. There is a sense of community when the mentees receive their loaned bicycle for the summer on Bike Day. At the same time they receive their bicycles, mentees sign a public pledge board and have their picture taken in front of the board. (see Figure 5)
5. Mentees participate in public events such as Kensington Pedestrian Sundays and public school outreaches where they represent the Bike Host program.



**bike host**

I, (first name, last name), pledge to **ride my bicycle** during my Bike Host journey.

*In addition, I pledge to be an active participant by completing all **surveys, trip logs,** and attending **all core** activities, with at least **4 choice** activities.*

Signature \_\_\_\_\_ Date \_\_\_\_\_




FIGURE 4 - WALLET PLEDGE CARD



FIGURE 5 - PLEDGE BOARD & BICYCLE SIGN-OUT ON 13 JUNE 2014!

## Step Four – Sustain the Behaviour Change

All of these behaviour change methods only work when the mentee is supported by modelling (seeing mentors riding bikes); community hubs (project partners); and periodic social events (such as the Centre Island Picnic and Celebration of Completion) so that the mentorship process is one of fun, celebration and enjoyment.

At the end of the Bike Host program, mentors will be encouraged to give mentees practical advice on the purchase of a new or used bicycle for their use beyond the Bike Host program. Mentees are only allowed to participate in Bike Host once, so ownership or membership in a bike share program is critical to sustaining their behaviour change for subsequent months, years, or even decades following the conclusion of the 2014 Bike Host program.

# Planning and Recruitment

## Partner Objectives and Funding Considerations

Planning for the 2014 Bike Host program began in February 2014, when all project partners were invited to discuss their goals for the upcoming summer. At this meeting, the Toronto Cycling Think and Do Tank presented the results of the 2013 Bike Host survey data, which revealed an astonishing increase (500%) in bicycle trips between the June 2013 entry survey and the September 2013 exit survey. The results of the previous year's survey assisted our partners in setting tangible objectives for the 2014 summer, and responses to the attitudinal questions gave context to the social environment of Bike Host participants. CultureLink welcomed the Toronto Cycling Think and Do Tank to perform further research in 2014, and this is when I was invited to lead the research component of this project.

Towards the end of February 2014, the Toronto Cycling Think and Do Tank received approval of Metcalf funding to create a toolkit with the goal of helping other organizations replicate Bike Host's cycling mentorship model. In order to fulfill the requirements of this grant, a more rigorous survey and documentation process is required, including better accounting of GHG substitution from avoided automobile trips and a greater emphasis on measuring participants' utilitarian cycling trips. To ensure participants are fully aware of how their bicycles can be used for everyday travel, a new trip-planning component is added to the 2014 Bike Host program.

Knowing the measurement objectives of the 2014 program, there remains a partnership challenge in finding activities that will maximize participants' uptake of cycling while fulfilling CultureLink's objective of encouraging civic engagement among Canadian newcomers. Since this is an action project that embeds additional research methods in a pre-existing CultureLink project, we have to merge divergent agendas into a common research framework. Hence, we had to creatively

seek the ideal combination of activities that encourages civic engagement (to satisfy CultureLink's criteria) while promoting bicycle use (to measure travel behaviour change). The civic engagement component actually suited our research purposes quite well, as a greater understanding of the political setting of cycling in Toronto arguably leads to a better understanding of the social context of bicycles for the mentees, which is important for fully embracing both a cause and action for cycling in Toronto.

Two other organizations continue to support Bike Host in 2014: Evergreen and Cycle Toronto. Evergreen has invited Bike Host mentees on tours of the Brickworks, and is offering workshops to improve the riding skills of Bike Host mentees. Conveniently, Evergreen Brickworks has a do-it-yourself bike shop on premises, which will empower Bike Host mentees to learn basic mechanical skills while providing the tools and knowledge resources for participants to fix their own bikes. Cycle Toronto is the ideal organization to compliment the civic engagement aspect of the Bike Host program, and they explain road safety to mentees by offering cycling handbooks in multiple languages. Jared Kolb, the Executive Director of Cycle Toronto, was one of the many speakers showcased at the "How Change Happens" event held on June 23<sup>rd</sup>, 2014.

## Materials Design and Branding

The Bike Host staff believes that consistent branding and careful design for all our marketing and informational materials is key to developing a sense of belonging for both the program mentors and mentees. A good brand lends legitimacy to the Bike Host program, and serves as a visual demonstration of our staff's firm commitment to detail during the planning stages of Bike Host 2014. There is special attention paid to the aesthetic appeal of all survey materials, as our participants' willingness to share their attitudes and opinions is key to a successful research program.

The Bike Host logo is displayed prominently on all material headers, and our partner logos are embedded in all marketing posters. To avoid confusion among the similar print materials, we sought to differentiate mentees and mentors by colour: materials targeted at mentees are primarily yellow in colour, while materials targeted at mentors are primarily purple in colour. Keeping in mind that this program is directed at many new English speakers, the emphasis on colour and design adds a non-textual cue to aid in participant understanding of the materials provided.

Above all, the Bike Host brand wants to demonstrate two key themes of cycling: **fun** and **practical!** A bright and vivid colour palate gives an appealing presence on every page, and the dotted lines around the page remind our participants that bicycles are a useful mode of transportation. PowerPoint presentations are also kept simple and thematic, and master slides are created to mimic the feel of print materials.

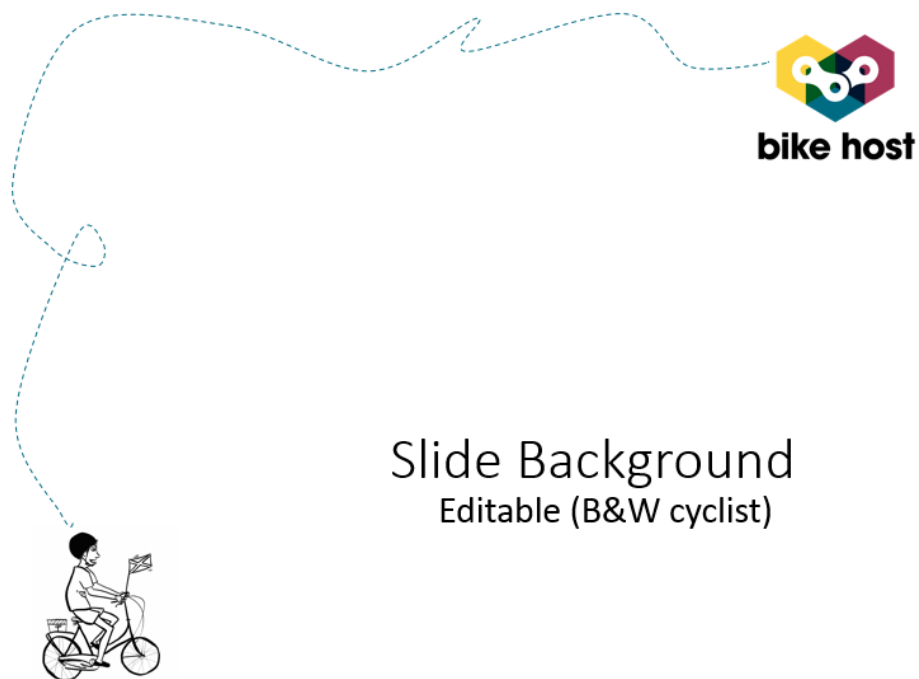


FIGURE 6- SAMPLE SLIDE BACKGROUND WITH LOGO

## The Bicycle Fleet

The core Bike Host fleet consists of 40 Linus Dutchi bicycles acquired in the spring of 2013 for the Bike Host and Bike to School programs. The fleet is used year-round, and minor repairs are completed by volunteer students from Central Commerce Collegiate's bike repair course. During the summer, bicycles are loaned out to mentees in the Bike Host program at no charge. During the rest of the year, the bicycles are distributed to various schools in the Bike to School program for use by their students for physical education classes or for school field trips.

In anticipation of recruiting 60 newcomer mentees to fulfill the Metcalf research goals, a team of mechanics repaired 20 additional bicycle donated by Africycle to full working condition, and these additional bikes were matched to shorter or taller mentees who did not fit the standard Linus Dutchi bicycles.

## Recruiting the Mentors

Mentors were recruited through posters, electronic advertisements, word-of-mouth, and email. In addition, reaching out to past mentors and mentees is particularly important, as mentors may return to participate in Bike Host for more than one summer. Having a large number of returning mentors yields the additional benefit of bringing more experience to the mentorship team.

Starting in March 2014, mentor recruitment posters (Appendix A) were posted at key recruitment locations, targeting cyclists residing close to the St. James Town and Regent Park neighbourhoods. I attended an outreach event with Cycle Toronto at Centre for Social Innovation Regent Park, which was held at a key geographical location. Kristin Schwartz at CultureLink sent emails reaching out to past program participants, and Cycle Toronto posted an electronic advertisement on their website asking for volunteer mentors. Above all, we felt the key to

successful mentor recruitment is a strong word-of-mouth presence in the cycling community, as mentors recruited through word-of-mouth are likely to enter the Bike Host program with pre-existing social connections with past and present participants and basic knowledge about the program.

## Recruiting the Mentees

Outreach to potential mentees occur primarily through CultureLink's Social Workers in Schools (SWIS) program, targeting the parents of new immigrant children. Since the Citizenship and Immigration Canada funding for the Bike Host program is limited to participants who are Permanent Residents of Canada, Bike Host's recruitment channels had to target audiences who are likely to be new to Canada, speaks basic English, and are not Canadian Citizens.

In 2013, the Bike Host program had less than 40 mentees, so extra recruiting effort was needed to recruit 60 mentees for the 2014 Bike Host program. The extra 20 mentees for 2014 were to be recruited from the Regent Park and St. James Town neighbourhoods, in addition to the baseline recruiting efforts by SWIS workers in other Toronto schools. To support this extra recruitment effort, an outreach assistant student, Ivy Lu, was specifically hired to help achieve our goal in the St. James Town neighbourhood.

Critical to our recruiting efforts in the St. James Town neighbourhood are community organizations within the neighbourhood: St. James Town Community Corners assisted us with the distribution of mentee recruitment posters (Appendix B) to their members, and the Wellesley Community Centre displayed our recruitment posters in the St. James Town library after we booked their room for our June 5<sup>th</sup>, 2014 Speedmatching session. Furthermore, our outreach assistant, Ivy Lu, reached out to the apartment buildings within the St. James Town neighbourhood asking permission to pin some posters by their front entrances.



Overall, our recruitment efforts were very successful. Over 25 mentors and 70 mentees initially signed up for the Bike Host program, and only a few mentees dropped out before receiving their bicycles and signing the pledges. The “Geographic Analysis” section of this report maps the home location of all final 2014 Bike Host participants who completed our survey.

# Survey Methodology

The surveys are key research tools for evaluating the effectiveness of the program, and understanding the reasons for its success or failure. All survey materials received ethics approval at both York University and at the University of Toronto. With the results of the surveys, our team will be able to improve the program for long term delivery by partner organizations. The 2014 Bike Host mentee survey is based on survey materials developed for the 2013 Bike Host program. Over the course of the Bike Host program, mentees will receive the following survey materials:

- Entry Survey & Exit Survey
- Trip Tracking Calendar (June, July, August)
- Trip Log (x3)

New for 2014, Bike Host mentors also receive a shorter entry survey asking about their reasons for participating in the Bike Host program, and an exit survey asking about their experience in the program.

## Mentee Entry & Exit Surveys

*Mentee entry survey enclosed in **Appendix C***

The first section (Q1-Q4) of the survey covers basic information of the mentee, including age, gender, family size, and ethnic group. This will allow researchers to cross-tabulate all other variables based on the above categories. Ethnic groups are self-identified, and mentees are instructed to use their judgment when deciding their ethnic group.

The second section (Q5) asks for the postal code of the respondent. This information will allow researchers to verify how many respondents reside in the St. James Town neighbourhood to fulfill the Metcalf funding objectives, and give researchers a sense of the geographic relationship

between mentees and their mentors. Postal code data are also used to determine the success of various recruiting efforts across the City of Toronto.

The third section (Q6-Q11) is a series of YES/NO questions directed at different research goals. Asking about access to landline telephone (Q6) and cell phone (Q7) attempts to measure the representation of this particular mentee group in the Transportation Tomorrow Survey, which randomly surveys via landline telephone only. Computer access (Q8) approximates how many mentees have access to electronic route planning tools, such as Google Maps. Computer access, together with cell phone access, also shapes the Bike Host communication plan with mentees. For mentees who do not have computer (email) access or cell phone access, special care must be taken by mentors and staff to ensure mass emails and postings on Meetup are communicated verbally by landline. Bicycle ownership (Q9) and access to a car (Q11) explores the mobility options available to the respondent, and initial knowledge of how to ride a bicycle (Q10) is necessary to participate in the Bike Host program.

The survey asks the respondent how many children they have (Q12) so Bike Host staff can arrange donations of children's bikes to families with kids. Next, the survey asks the respondent about usual travel modes for shopping (Q13) and for work/school (Q14). This data will be combined with the trip tracking calendars and trip logs to approximate weekly cycling distances and greenhouse gas emissions avoided as per the Metcalf research objectives. Willingness to spend on bicycles (Q15) and bicycle accessories (Q16) attempts to gauge participants' change in valuation of cycling between entry and exit surveys. Where willingness to spend is too low, participants are unlikely to acquire a decent bicycle after the end of the Bike Host program.

Attitudinal questions (Q17-Q32) form the bulk of the mentee survey, and participant responses will be statistically analyzed to evaluate differences between the entry and exit surveys.

Since the objective of the research is to evaluate behaviour change, answers to these attitudinal questions will clearly identify what aspects of behaviour the bicycle mentorship model is able to address. Unfortunately, attitudinal questions will not be analyzed in this report, pending the completion of exit surveys in September 2014.

Finally, (Q33) asks for three top reasons why the mentee wants to participate in Bike Host, and (Q34) asks if the mentee foresees any difficulties in participating in Bike Host. The last two questions will guide programming and accommodations for the Bike Host 2014 mentees.

## Trip Tracking Calendar

*Trip Tracking Calendar (June, July, August) enclosed as **Appendix E***

Trip tracking calendars are conceived as a simple method of tracking the **number of bicycle trips** taken by mentees, and are intended to be attached to a fridge by magnet. The trip tracking calendars are also prominently labelled with all major Bike Host activities marked in their appropriate dates. The trip tracking calendar is used to record weekly bicycle trips by participants, separated into two utilitarian categories (School/Work and Shopping/Visiting) and one recreational category (Fun and Parks). Upon conclusion of Bike Host 2014, the cycling trip frequency recorded on the trip tracking calendars will be combined with the cycling trip distances estimated on the entry surveys to determine the total distance travelled by participants during every week of the 2014 Bike Host program.

## Trip Log

*Trip Log (x3) enclosed as **Appendix E***

The trip log is a detailed recording of a person's movement in a 24 hour period, with the goal of determining the typical day's mobility patterns for the respondent. Mentees are asked to fill

in three trip logs over the course of the summer: one log before receiving their bicycles, one log in the middle of the Bike Host program, and one log immediately before returning their bicycles. The completed trip logs will give researchers a time-series snapshot of how participants' mobility patterns change over the Bike Host program. The trip logs contain one box for each trip segment, and asks for the following details:

1. Start time
2. Origin
3. Destination
4. Mode (Explain if different modes were used)

With the increasing ease of searching for locations on the internet, participants are not required to have full recall of their stopovers during their day. Participants are instructed to fill in their best approximation of Origin/Destination, and student researchers from the Toronto Cycling Think and Do Tank will manually map trips to fill in a complete address. Given the ease of determining location with Google Maps, we can encourage participants to write locations in the form "Starbucks at Yonge and Bloor" or "Wal-Mart near my home."

## Mentor Entry & Exit Surveys

*Mentor entry survey enclosed in **Appendix D***

The first section (Q1-Q4) of this survey covers basic information of the mentor, including age, gender, family size, and ethnic group. This will allow researchers to cross-tabulate all other variables based on the above categories. Ethnic groups are self-identified, and mentors are instructed to use their judgment when deciding their ethnic group.

The second section asks about the languages that the mentor speak (Q5) so we can request mentor assistance to help mentees with oral communication and with verbally translating surveys. Then, the survey asks mentors about their motivation for joining Bike Host (Q6), which is used to assist with programming decisions.

The third section (Q7) asks for the postal code of the respondent. This information will give researchers a sense of the geographic relationship between mentees and their mentors and the distribution of mentors across the city.

The fourth section (Q8-Q10) is a series of YES/NO questions asking about technological and communication resources available to mentors, and attempts to measure the representation of this particular mentor group in the Transportation Tomorrow Survey, which randomly surveys via landline telephone only.

The fifth section (Q11-Q15) asks mentors about their qualifications and experiences as both mentors and cyclists. From this information, Bike Host verifies that all mentors have sufficient competencies to safely lead mentees through the Bike Host program. If mentors have participated in Bike Host before, they are asked to indicate their experience here. The mentors are then asked to choose “bicycles” or “mentorship” as their primary motivation for joining Bike Host (Q16), and to identify how many children they have (Q17).

The rest of the survey asks mentors about their cycling frequency (Q18-Q19) and average cycling trip distance (Q20-Q22). This data will give researchers an indication of how the act of “doing” and of mentees seeing mentors who are utilitarian cyclists, encourages mentees to follow others in behavioural change.

# Community Profile: St. James Town

## Social Profile (Census)

The City of Toronto offers social profile summaries for the North St. James Town (74) neighbourhood, bordered by Bloor St. E. to the north, Wellesley St. to the south, Jarvis St. to the west, and Parliament St. to the East. These profiles are based on the 2011 Canadian Census data, and cover **Age and Gender**, **Language**, and **Family and Dwellings**. This community bears particular significance for the 2014 Bike Host program because of the high percentage of new immigrants residing in the area, and easy access to physically separated bike infrastructure along Sherbourne St. and Wellesley St.

According to the City of Toronto Neighbourhood Profile for North St. James Town (74), there is an abundance of 25-64 year-olds living in the area and very few aged 65 and older.<sup>20</sup> Age distributions for North St. James Town compared to the equivalent City of Toronto Age Groups are as follows:<sup>21</sup>

- Children 0-14 -15.2%
- Youth 15-24 5.7%
- Working Age 25-64 14.4%
- Seniors 65+ -46.1%

Among the Youth age group are those who could potentially cycle to high school, the University of Toronto, Ryerson University, and other colleges in the area. Working Age 25-64 comprise 66% of the population in North St. James Town. For those aged 25-64 who live closer than 5km to their

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<sup>20</sup> City of Toronto. Social Development, Finance and Administration. Social Policy Analysis and Research. N.p., 2011. Web. 16 July 2014. <<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=411db3d0122c1410VgnVCM10000071d60f89RCRD&vgnextchannel=1e68f40f9aae0410VgnVCM10000071d60f89RCRD>>.

<sup>21</sup> *ibid*

primary destinations, cycling has the potential of saving time and money, even for trips across the Don Valley via the bike lanes on the Bloor Viaduct.

Almost everyone in the North St. James Town (74) Neighbourhood Profile lives in apartments over 5 storeys. This living arrangement is a barrier for cycling because there are no secure bicycle parking facilities in most buildings. It is inconvenient for cyclists to bring their bikes on the elevator, yet risky to leave their bikes outside. To address this issue, we have approached the City of Toronto's Tower Renewal staff about improving parking for St. James Town cyclists.

As a target population, the Toronto Cycling Think and Do Tank chose the St. James Town neighbourhood because of the large proportion of immigrants residing in the area. The City of Toronto Neighbourhood Profile shows that 53% of the population speak a non-English or French mother tongues. This fact makes it especially important for the Bike Host program to support our mentees with staff who are fluent in many foreign languages.

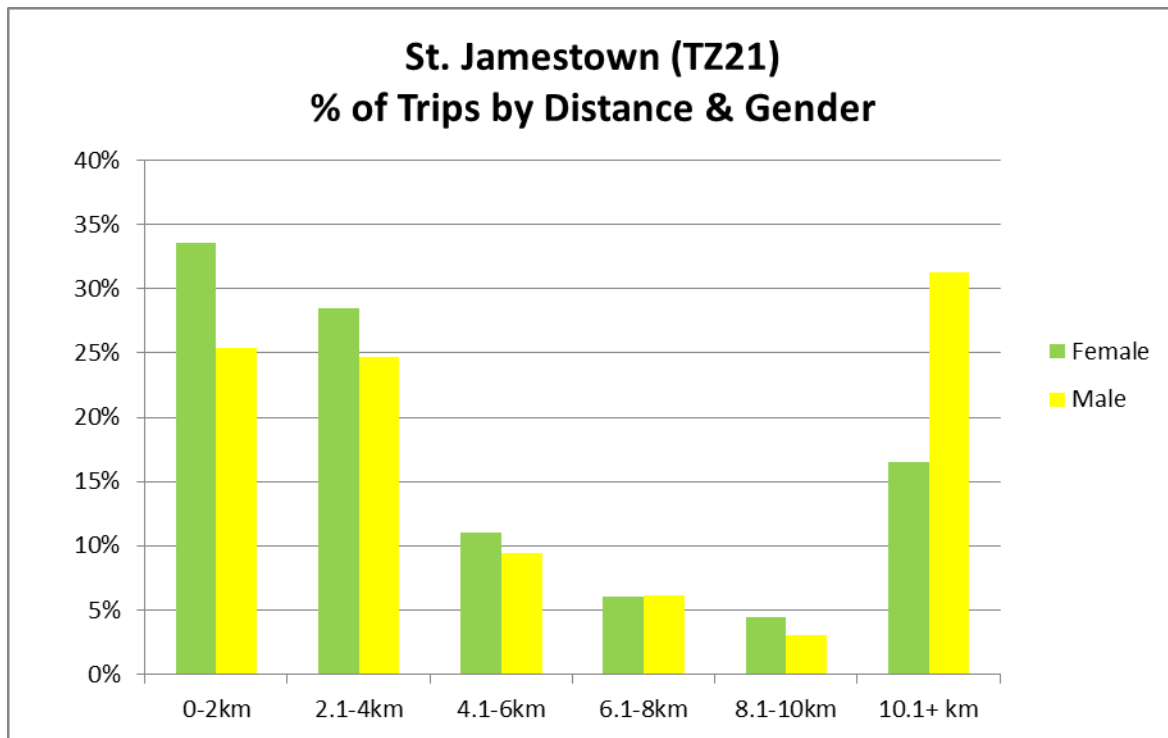
## Travel profile (Transportation Tomorrow Survey)

Traffic Zone 21 from the Transportation Tomorrow Survey shares the exact same boundaries as the North St. James Town Neighbourhood Profile above. This presents an interesting opportunity to merge demographic knowledge from the 2011 Census with travel data from the 2011 Transportation Tomorrow Survey. Within the traditional "build it and they will come" approach to transportation planning, we expect to see a very high cycling mode share in the North St. James Town (Traffic Zone 21) neighbourhood, yet the data from the 2011 Transportation Tomorrow Survey shows the cycling mode share at only 3.4% (See Figure 8), which is much lower than many neighbourhoods in west Toronto with relatively poorer cycling infrastructure. Therefore, behavioural change techniques are ideally applied in this neighbourhood because it is far more cost-effective to encourage people to use existing under-utilized infrastructure than to



expand physical infrastructure capacity through building more bike facilities in more congested parts of Toronto.

The chart below compiled by Trudy Ledsham using data from the 2011 Transportation Tomorrow Survey (Data Management Group) illustrates the differing travel patterns between males and females living in St. James Town. 73% of female trips were under 6km, while 60% of male trips are under 6km (Based on this data, cycling seems to be a very practical choice for the many shorter trips taken by both women and men).



**FIGURE 7 – GENDER-DISTANCE CHART USING DATA FROM THE 2011 TRANSPORTATION TOMORROW SURVEY (DMG) COMPILED BY TRUDY LEDSHAM**

Interestingly, however, the cycling rate for males (4.4%) is significantly higher than the cycling rate for females (2.4%) living in St. James Town. The total cycling mode share for the St. James Town neighbourhood is 3.4%. The table below shows females drive less but walk more and are more likely to take transit to get around.

USER : Trudy Ledsham - U of T											
DATE : Apr 8 2014 (10:05:21)											
DATA : 2011 TTS V1.0 Trips											
TABLE : gta06_hhld (21)											
FILTER 1 : gta06_hhld => 21											
ROW : sex											
	<b>Transit</b>	<b>Mode %</b>	<b>Auto</b>	<b>Mode %</b>	<b>Walk</b>	<b>Mode %</b>	<b>Cycle</b>	<b>Mode %</b>	<b>Other</b>	<b>Mode %</b>	<b>Total</b>
Female	7337	56.7%	2343	18.1%	2922	22.6%	313	2.4%	30	0.2%	12945
Male	6379	44.7%	4579	32.1%	2701	18.9%	622	4.4%	0	0.0%	14281
<b>Total</b>	<b>13716</b>	<b>50.4%</b>	<b>6922</b>	<b>25.4%</b>	<b>5623</b>	<b>20.7%</b>	<b>935</b>	<b>3.4%</b>	<b>30</b>	<b>0.1%</b>	<b>27226</b>

**FIGURE 8 - MODE SHARE DATA IN TRAFFIC ZONE 21 (ST. JAMES TOWN) FROM THE 2011 TRANSPORTATION TOMORROW SURVEY (DMG) COMPILED BY TRUDY LEDSHAM**

# Work in Progress: Observations to Date

## Mentee Attributes

### Attitudes and Social Perception of Cycling

Entry survey responses provided by mentees indicate that this year’s participants suggest very favourable social and attitudinal perceptions of bicycle users. For example, most participants disagree with the statement “My peers would find it strange if I started biking to get around”, while most participants agree with the statement “I believe that biking is a fast and convenient way to get around Toronto”. Despite the lack of dedicated bicycle infrastructure in Toronto, participants mostly agree with the statement “There are safe streets to ride your bike in Toronto”, indicating that physical infrastructure may not be the biggest barrier to cycling uptake.

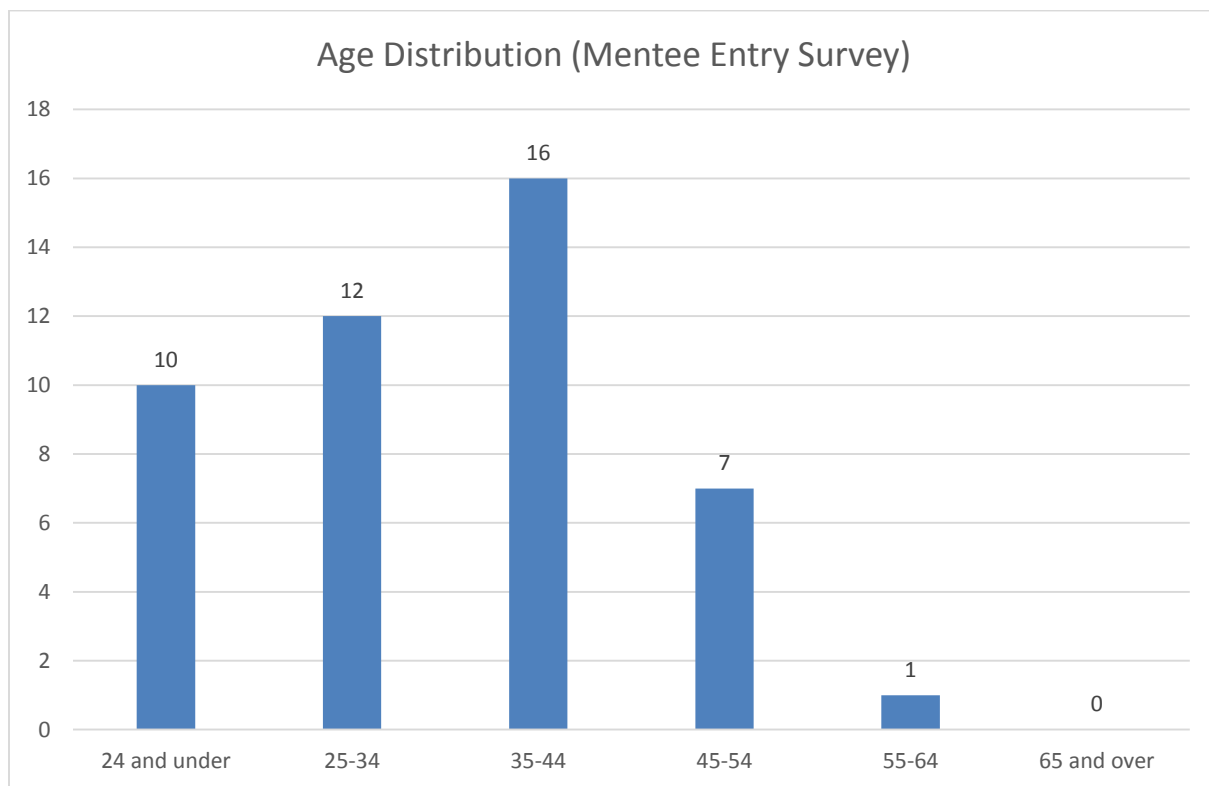
Question	Avg Response
Only low-income people ride bikes for transportation.	2.0
My peers would think it is strange if I started biking to get around.	2.0
There are not many women or girls who ride bikes in Toronto.	2.3
People in my family think it is dangerous to ride a bike in Toronto.	2.3
I believe it is dangerous to ride a bike in Toronto.	2.4
People in my immediate family think that it is important to drive a car if you are Canadian.	2.7
In Toronto, wealthy people ride bikes for transportation.	2.9
I do most of my shopping within my immediate neighbourhood.	3.5
I’m afraid my bike will get stolen if I lock it up outside.	3.7
People I admire ride bikes to get around in the city.	3.8
It is possible to visit my friends and go to my appointments using a bicycle	3.9
My peers see bikes as fun or cool.	4.0
I feel comfortable riding a bike on the street in Toronto.	4.0
It is possible to perform some of my daily errands using a bicycle.	4.1
There are safe streets to ride your bike in Toronto.	4.1
I believe that biking is a fast and convenient way to get around Toronto.	4.1

Attitudes toward Cycling	Code
Strongly Disagree	1
Disagree	2
Neither agree or disagree	3
Agree	4
Strongly agree	5

*Above: The agreement scale, as a coded response.*

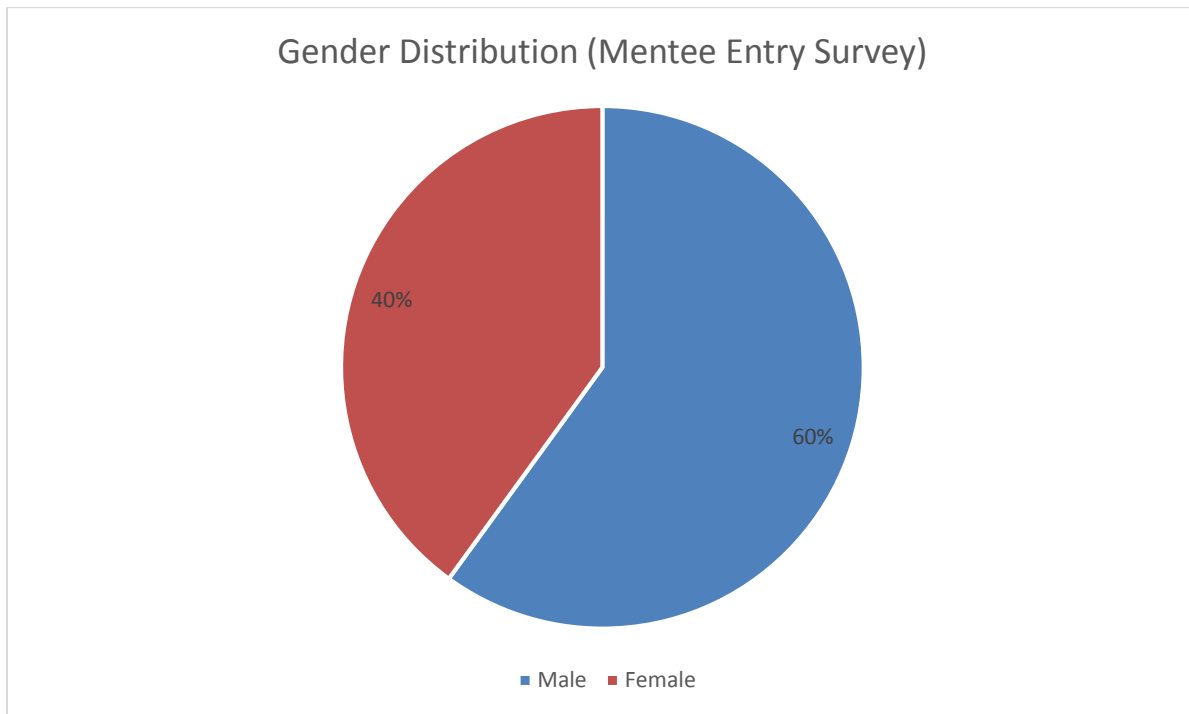
## Age

There are 46 responses to this question. Please note that the Bike Host program is only open to participants aged 18 and older. Close to half of respondents are aged 34 and under, and half are aged 35 and older. It will be interesting to explore whether age relates to mentees' willingness to change behaviour upon analysis of the exit survey.



## Gender

Of 45 responses to this question, there are 27 males and 18 females. It will be interesting to explore how gender relates to how attitudes towards cycling change over time, as measured as change between the entry and exit surveys.



## Access to Computer

Of 47 responses, only one respondent indicated they do not have access to a computer. However, access to a computer does not guarantee access to route planning tools, as Google Maps require an internet connection. A more directed question in the form "Do you have access to an internet-enabled computer or smartphone?" should be asked in the exit survey.

## **Bicycle Ownership**

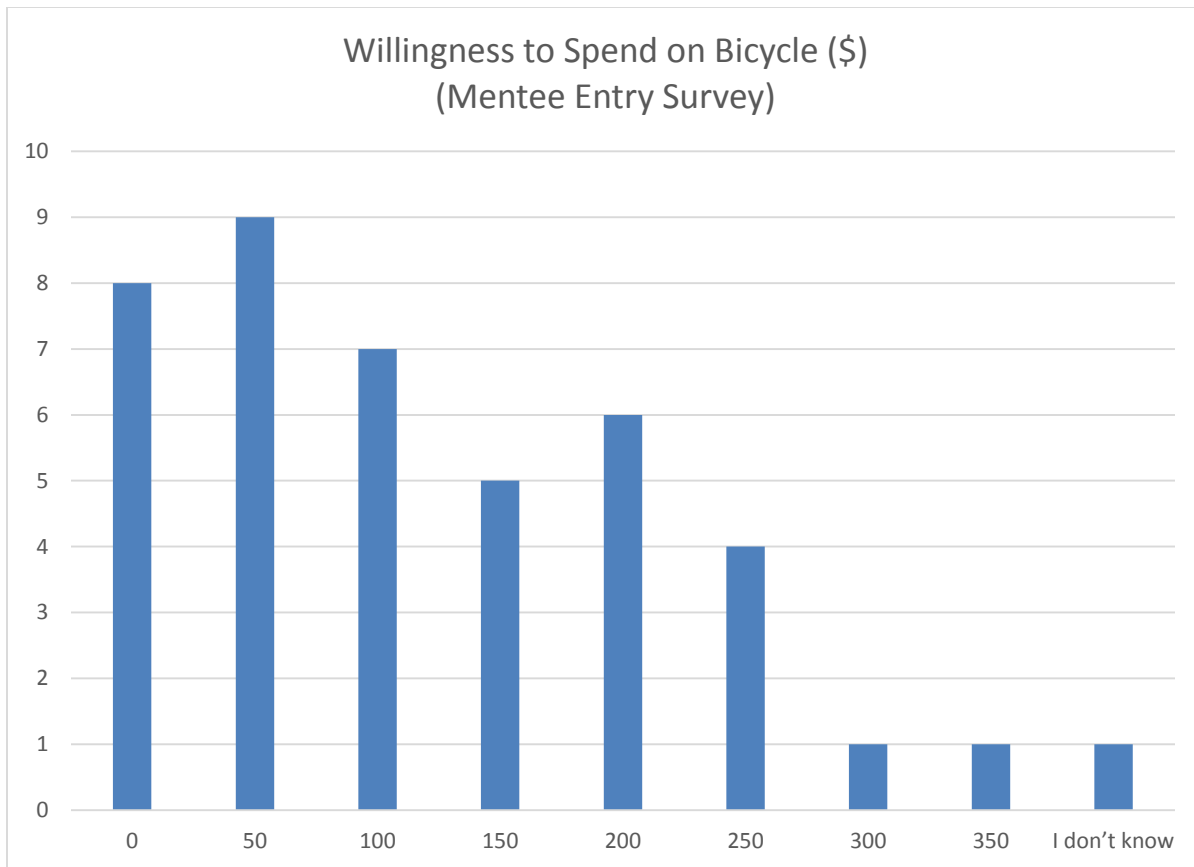
Of 46 responses, only 5 respondents indicated they have access to a working bicycle, suggesting that receiving a free bicycle for the summer may be one of the primary motivations for mentees to join Bike Host. This fact alone constrains bicycle mode share to under 10% in the “Travel Choices” section below. The exit survey should ask about a Bike Share Toronto membership to cover participants who have access to working bicycles, but do not own a bicycle.

## **Access to Car**

Of 46 responses, only 6 respondents indicated they have access to a car in the household. This question asks about *access* and not *ownership*, so respondents may be restricted in their use of the car when other household members also desire access. Hence, automobile travel is not an option for most Bike Host participants. Car sharing in the household, where there is someone else who commutes by car, may explain why no respondents commute by automobile in the “Travel Choices” section below.

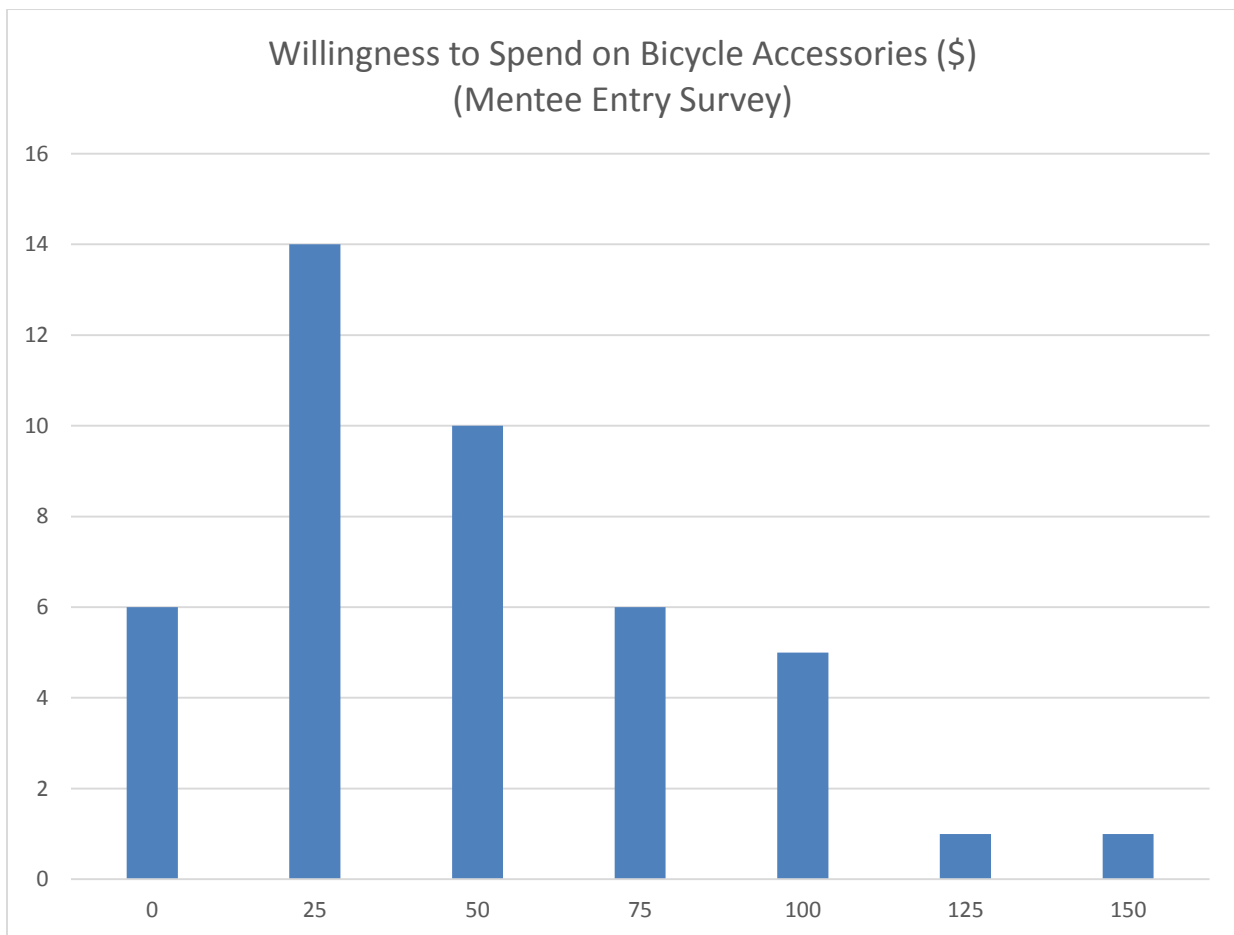
## Willingness to Spend on Bicycles

Of 42 responses, only 12 respondents are willing to spend \$200 or more on a bicycle. 8 respondents are not willing to spend money on bicycles. We expect to see these numbers increase dramatically on the exit surveys, especially for mentees who see the value of investing in a decent quality bike for everyday commuting and as a public transit substitute.



## Willingness to Spend on Bicycle Accessories

Of 43 responses, almost none of the participants are willing to spend more than \$100 on bicycle accessories. From personal experience, a well-equipped commuter bicycle can easily run over \$100 in accessories. Necessary accessories include panniers, fenders, racks, lights, and a high quality lock. Add to this a pump and some basic tools, and \$100 becomes a restrictive budget. Over the 2014 Bike Host program, I hope participants will come to understand the benefits of having quality accessories that transform their bicycles into practical transportation tools for everyday use.





## Geographic Analysis

The map below use postal code data from entry surveys to map the home location of 24 mentors (pins) and 51 mentees (dots), with a different colour assigned to each mentorship group. By looking at the geographic map of where mentors live, it is immediately apparent that most mentors live west of Yonge St., within a reasonable cycling distance from downtown Toronto. In the 2014 Bike Host program, mentors and mentees are encouraged to form mentorship groups that are geographically close to minimize their travel time for small group activities.

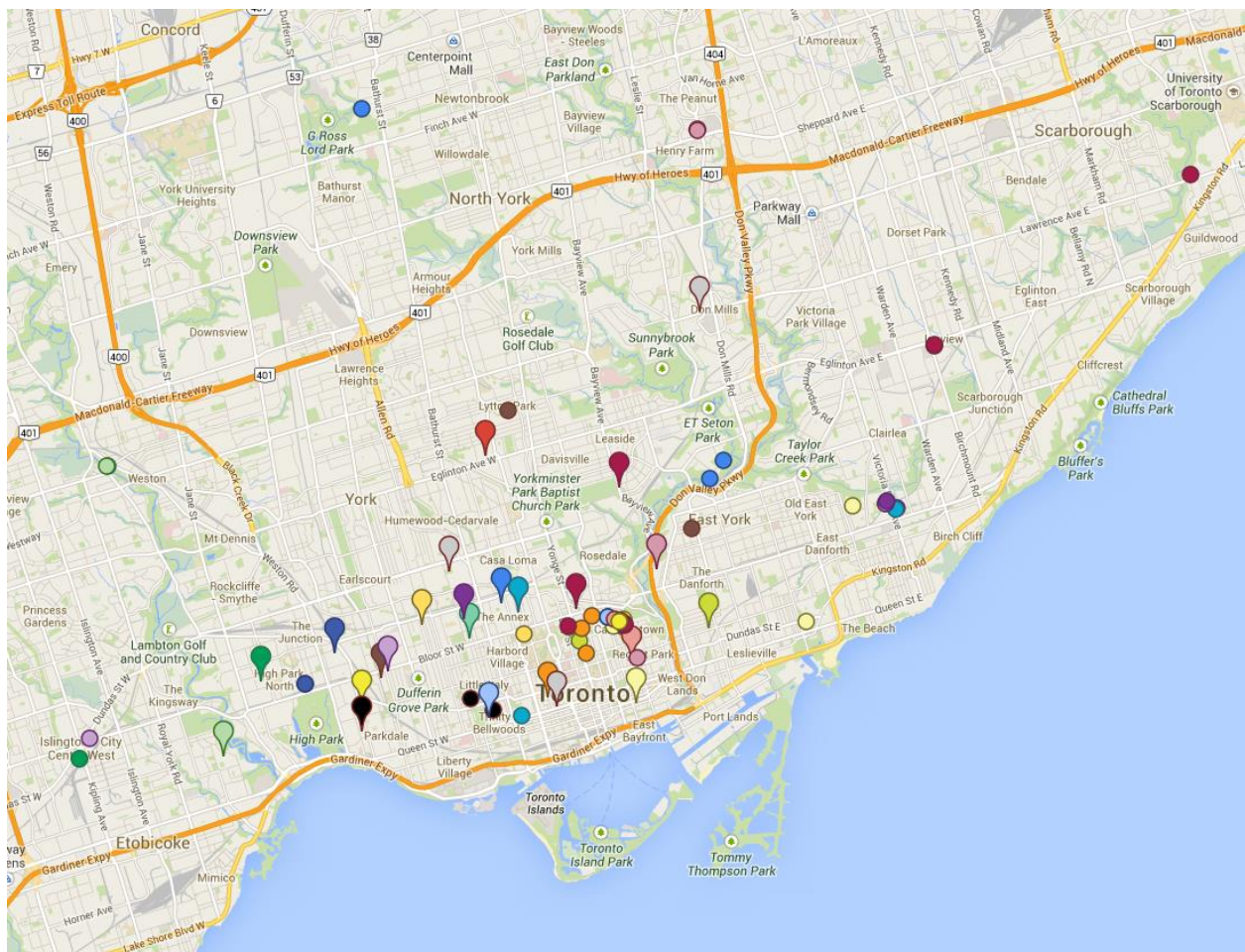
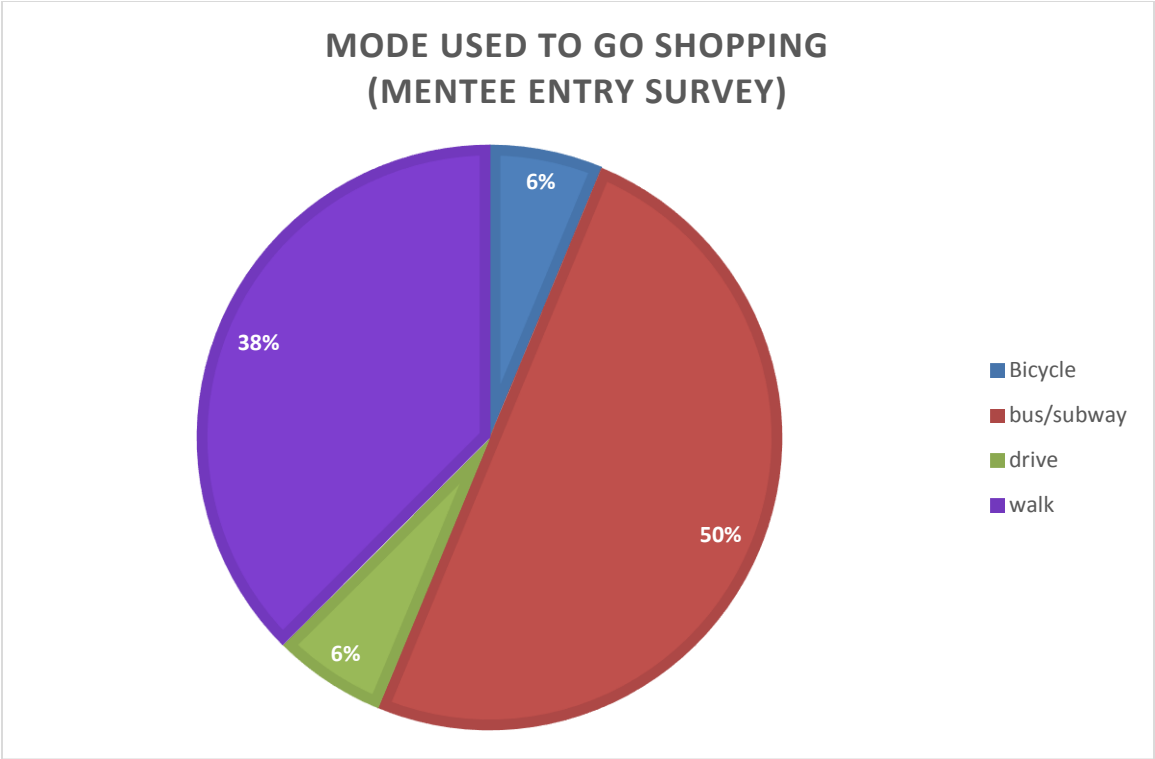


FIGURE 9 - GEOGRAPHIC CLUSTERS OF MENTORSHIP GROUPS, MAPPED BY RESEARCH ASSISTANT JOHN KEMP

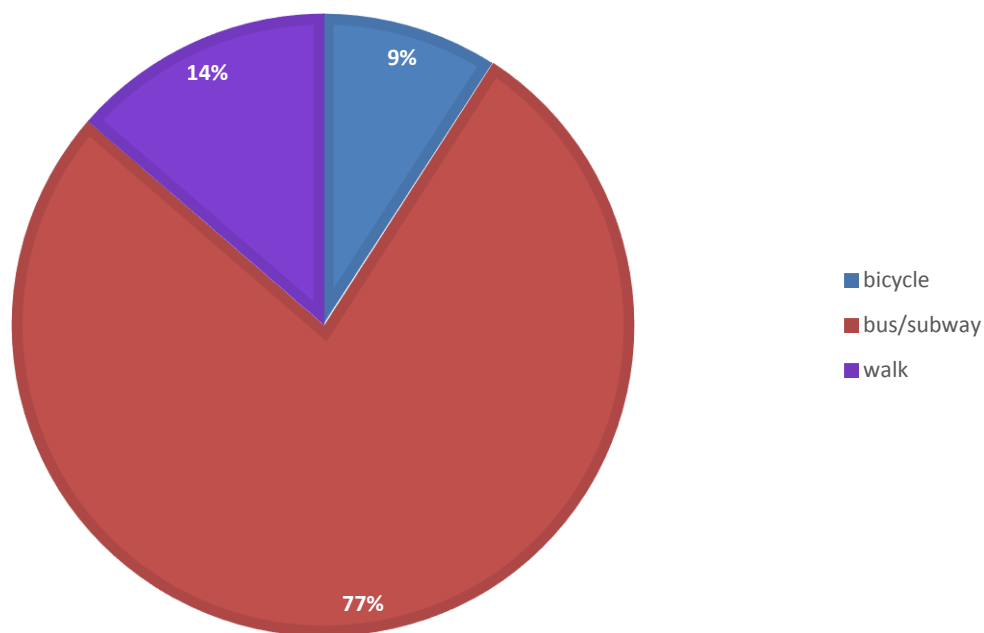
FACT: For 2014 Bike Host participants, **80% of mentees** live within **10km** of their mentor.

# Travel Choices

The charts below outline the travel choices of mentees before they started the Bike Host program, as recorded in their entry surveys. There was a total of 48 respondents. Multiple responses are all recorded where respondents checked more than one mode for their transportation choice, and all responses are included in the charts below.



### MODE USED TO GO TO WORK/SCHOOL (MENTEE ENTRY SURVEY)



Mode choice differs significantly between shopping trips and work/school trips. Trip distances were not included in the entry survey, but we expect to find in the trip planning module that mentees take shorter trips to go shopping, which explains the higher mode share of walking for shopping journeys. The key observation here is that the majority of both shopping and work/school trips are taken by public transit, representing high potential for mentees to make faster and cheaper trips by bicycle instead.

## Questions for Future Measurement with Current Research Tools

There are few pieces of key data missing from the analysis to date. Exit survey data, available in late September, will add information about the changes wrought by our program, and trip logs will give us a good idea of the attendant environmental impacts. The most eagerly awaited metric for the researchers at the Toronto Cycling Think and Do Tank is how exit survey social attitudes differ from the entry survey social attitudes for mentees, as well as the actual change in cycling trip frequency. In addition, our results will permit:

- Rigorous research and analysis to allow community partners to ensure long-term delivery of Bike Host program run by CultureLink;
- Quantification of all economic, social and environmental benefits produced by studying community program delivered by CultureLink; and,
- Measurement of attitudinal change towards transportation options. The comparison of entry and exit surveys will allow us to measure increased receptiveness to cycling.

Specifically related to the field of transportation planning and my learning objectives as outlined in my MES Plan of Study is this project's goal to evaluate cycling mentorship as a cost-effective method of encouraging more people to cycle as their primary means of transportation, particularly over the short distances that make up a high proportion of daily trips. While physical infrastructure has created a favourable environment for cycling in the St. James Town neighbourhood, data from the 2011 Transportation Tomorrow Survey has shown that cycling mode share (3.4%) is still very low compared to downtown Toronto and many neighbourhoods in west Toronto.

Behavioural change research approaches utilitarian cycling not as daily mode choice decisions based on direct calculations of travel time, reliability, safety, and comfort. Rather, transportation behaviour is seen as a long-term habit relating to factors such as culture, peer acceptance, social norms, and role modeling. As an undergraduate student in economics, this behavioural perspective initially appeared to me as incompatible with the utilitarian calculus of the homo-economics. However, even economists are quickly realizing the explanatory powers of psychology in the emerging field of behavioural economics, where the study of human decisions is no longer based on the rules of strict logic. This new paradigm is yielding to the recognition that choices are made based on patterns and familiar past actions, rather than the rational evaluation of every new situation. Aghast at the failure of conventional economics in relation to road pricing, I quoted the following passage from Peters and Gordon in my Plan of Study:

It has been a commonplace event for transportation economists to put the conventional congestion theory diagram on the board, note the self-evident optimality of pricing solutions, and then sit down waiting for the world to adopt this obviously correct solution. Well, we have been waiting for seventy years now, and it's worth asking what are the facets of the problem we have been missing. Why is the world reluctant to do the obvious?<sup>22</sup>

Since I quoted the above passage, I now realize that what is true for road pricing is equally true for changing transportation behaviour. Transportation planners must realize that changing people's existing mobility habits requires the successful integration of economic and policy tools, combined with great infrastructure, in order to achieve the socially optimal solution to reduce auto

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<sup>22</sup> Peters, Jonathan, and Cameron Gordon. "Results Not Guaranteed: A Tale of Road Pricing in New York and London." *Journal of Urban Technology* 16.1 (2009): 113-31. Print. [Quoted in Plan of Study #4, Y. Liu, November 2013]

dependence. In relation to bicycling as a mode of transportation, it is obvious to cyclists that cycling is a cheap and efficient urban transportation mode, yet the mere *fact* that cycling is cheap and efficient is insufficient for changing transportation behaviour. The missing facet of changing transportation behaviour lies not in studying the “obviously correct solution”. Rather, it lies in studying why the “obviously correct solution” has not yet been implemented. Through this Major Project, I am studying how social and peer support through cycling mentorship can quickly and effectively change people’s long-term transportation behaviour.

Preliminary findings from the 2014 Bike Host entry surveys reveal a diverse group of participants with limited access to automobile transportation. Sometimes, it is an obvious choice to walk down the block, to get groceries, or to take public transit for a long commute. However, for trips that are between 1km and 6km, especially through the denser parts of Toronto, cycling is a clear winner in both saving time and money. Often, cycling as a transportation mode is simply unexplored. Other times, people are afraid to try cycling because it is perceived as dangerous, or they overlook cycling as a transportation tool by force of habit.

Bike Host’s cycling mentorship model goes beyond a single journey, a single day, or even a week of cycling. Through the mentorship model, mentees in Bike Host program receive a bicycle and active support from their mentors over a full three month period. During this time, new Canadian mentees in the Bike Host program will have the opportunity to try cycling as an integral part of their lifestyle, and will be able to judge for themselves whether bicycles are a winning transportation tool to help them make faster and convenient trips as part of their daily routine. I am excited to see the final research results that will rigorously measure the effectiveness of Bike Host as a mentorship model, and to expand the delivery of this mentorship model at other organizations beyond Bike Host.

# Appendices

## Appendix A: Mentor Recruitment Poster



**VOLUNTEER TO  
SHARE YOUR LOVE  
OF CYCLING  
WITH NEWCOMERS  
TO TORONTO**

# BIKE HOST

Bike Host volunteer mentors are matched with people new to Canada who are open to cycling. Together, mentors and newcomer participants explore Toronto by bike while learning about civic engagement.



As a mentor, you'll meet new people from around the world, enhance your leadership and facilitation skills, and help build a stronger and more welcoming city. Time commitment is 35 hours, including training, from May through October 2014.

### **MENTOR TRAINING: MONDAY MAY 5, 6:30PM—9PM**

A second team-building session is tentatively scheduled for Sat. May 24, 10am—1pm

**TO REGISTER, PLEASE CALL OR EMAIL Kristin at 416-588-6288 x229 or email [cycling@culturelink.ca](mailto:cycling@culturelink.ca)**

Bike Host is a **FREE** program affiliated with The Bike to School Project: [www.cycleto.ca/schools](http://www.cycleto.ca/schools)

Please call to register or for more information >>>>>>>>>

**CultureLink  
Settlement Services**



CultureLink is a not-for-profit agency offering innovative programs to new immigrants. Bike Host is offered in collaboration with Cycle Toronto, the Toronto Cycling Think and Do Tank, and Evergreen.

**416-588-6288**  
<http://www.culturelink.ca>



Citizenship and Immigration Canada



Citoyenneté et Immigration Canada

Appendix B: Mentee Recruitment Poster



*A program for newcomers. Learn to save time, save money and enjoy Toronto more... by bike! Start your Bike Host journey with us this summer!*

- Be matched with a **mentor** and **meet** people
- Gain meaningful **Canadian experience**
- Enjoy **fun** activities with the **whole family**
- Gain **confidence** riding in traffic  
Having a bike is **not necessary!**



<p><b>SPEEDMATCHING I</b></p> <p>Thu JUNE 5, 6:30-8:30PM</p> <p>Wellesley Community Centre, 495 Sherbourne St. (at Wellesley)</p>	<p><b>OR</b></p>	<p><b>SPEEDMATCHING II</b></p> <p>Sat JUNE 7, 10AM-1PM</p> <p>Lillian H. Smith Library 239 College Street (at Spadina) lower level</p>
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To register contact Victor Gomes at:  
416-588-6288 x208 | [vgomes@culturelink.ca](mailto:vgomes@culturelink.ca)  
<http://www.culturelink.ca/bike-host>



You can join Bike Host if you are a newcomer to Canada, 18 years or older, can commit to 30 volunteer hours, speak English (LINC 4 or above), ride a bicycle, and pass a group interview.



An agency of the Government of Ontario  
Région de gouvernement de l'Ontario





# Appendix C: Mentee Entry Survey

**BIKE HOST 2014**



**bike host**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

## BIKE HOST MENTEE SURVEY

1. Please circle an age-range that applies to you:

24 and under    25-34    35-44    45-54    55-64    65 and over

2. Please write your gender: \_\_\_\_\_

3. How many people are in your immediate family? \_\_\_\_\_

4. What cultural/ethnic group do you identify with? \_\_\_\_\_

5. Please write your Postal Code:

□ □ □ □ □ □ □

*For the questions below, please circle either yes or no as it applies to you.*

- 6. Does your home have a landline telephone?                      yes / no
- 7. Do you own a cell phone?    yes / no
- 8. Do you have access to a computer at home?                      yes / no
- 9. I own a bicycle that is currently in working order                      yes / no
- 10. I know how to ride a bicycle    yes / no
- 11. I have access to a car in the household                                      yes / no



# BIKE HOST 2014



**bike host**

12. How many children aged **18 or under** do you have?

Zero 1 2 3 4 5+

13. How do you usually go shopping?

Bus/Subway Drive Carpool Bicycle Walk Other

14. How do you usually travel to work?

Bus/Subway Drive Carpool Bicycle Walk Other

15. The absolute **MOST** money I would spend on a bike is:

\$0 \$50 \$100 \$150 \$200 \$250 \$300 \$350 \$400 \$450 \$500 \$600 \$700 \$800+

16. The absolute **MOST** money I would spend on bicycle **accessories** (such helmets, locks, fenders, and racks) combined is:

\$0 \$25 \$50 \$75 \$100 \$125 \$150 \$200 \$250 \$300 \$350 \$400+





### (Personal Attitudes)

The following questions will ask about your attitudes towards cycling. Please circle a number to indicate how much you agree or disagree with each statement. . Please circle N/A, if you choose not to answer:

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Choose not to answer
17. I feel comfortable riding a bike on the street in Toronto.	1	2	3	4	5	N/A
18. I'm afraid my bike will get stolen if I lock it up outside.	1	2	3	4	5	N/A
19. I do most of my shopping within my immediate neighbourhood.	1	2	3	4	5	N/A
20. It is possible to visit my friends and go to my appointments using a bicycle	1	2	3	4	5	N/A
21. It is possible to perform some of my daily errands using a bicycle.	1	2	3	4	5	N/A
22. I believe that biking is a fast and convenient way to get around Toronto.	1	2	3	4	5	N/A
23. I believe it is dangerous to ride a bike in Toronto.	1	2	3	4	5	N/A
24. There are not many women or girls who ride bikes in Toronto.	1	2	3	4	5	N/A
25. Only low-income people ride bikes for transportation.	1	2	3	4	5	N/A
26. In Toronto, wealthy people ride bikes for transportation.	1	2	3	4	5	N/A
27. There are safe streets to ride your bike in Toronto.	1	2	3	4	5	N/A





**(Social Groups)**

*The following questions will ask about the attitudes your friends and family have towards cycling. Please circle a number to indicate how much you agree with the following statements. Please circle N/A, if you choose not to answer:*

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Choose not to answer
28. My peers see bikes as fun or cool.	1	2	3	4	5	N/A
29. People in my immediate family think that it is important to drive a car if you are Canadian.	1	2	3	4	5	N/A
30. People I admire ride bikes to get around in the city.	1	2	3	4	5	N/A
31. People in my family think it is dangerous to ride a bike in Toronto.	1	2	3	4	5	N/A
32. My peers would think it is strange if I started biking to get around.	1	2	3	4	5	N/A



**BIKE HOST 2014**



**bike host**

33. Below is a list of benefits you may receive from this program. Please place up to THREE checkmarks next to the most important benefits of the Bike Host Program.

- |   |  |
|---|--|
| <input type="checkbox"/> Cross-cultural interaction | <input type="checkbox"/> Understand Toronto's government |
| <input type="checkbox"/> Canadian experience        | <input type="checkbox"/> Safe cycling skills             |
| <input type="checkbox"/> Meet new people            | <input type="checkbox"/> English-language skills         |
| <input type="checkbox"/> Knowledge of Toronto       | <input type="checkbox"/> Mentorship                      |

34. Do you think you will find it difficult to participate in the program? Please explain.

*Thank you for helping us by participating in our survey.*



**BIKE HOST 2014**



**bike host**

### Informed Consent for Bike Host Mentees

As part of the Bike Host program this year, we have partnered with a research study at the University of Toronto and the Faculty of Environmental Studies (FES) at York University that examines the perceptions of cycling and barriers to using a bike in Toronto. This research will take place from May to October of 2014, and results from this survey will be used for academic research including electronic and print publication. This research has been approved by the Office of Research Ethics on behalf of York University and by the Office of Research Ethics on behalf of the University of Toronto. Because you are participating in Bike Host, we would like to ask you if you are willing to fill out this voluntary survey now, at the beginning of the program and then again at the end of the program in a few months. Your refusal to answer any particular questions or withdrawal from the study will not affect your relationship with the researcher, York University, the University of Toronto, or any other group associated with this project. The survey will only take approximately 15 minutes to complete and staff from the Toronto Cycling Think and Do Tank will be here to help you answer any questions should you have concerns.

If you agree to participate in the survey your name will not appear on any future documents and your answers will be kept confidential. Your personal information will be securely stored on record for 3 years. We will protect the confidentiality of your answers in this survey by storing one physical copy of this survey in a locked office until all personally identifiable survey data are destroyed before 1 May 2017. If you would like to withdraw from the survey at any point after you have started, you will only have to inform a staff member and we will stop. If you do withdraw, your entries into the survey will not be recorded. If you have any questions about the research or want to clarify your role as a participant in this research, you can email Yiyang (George) Liu, research assistant in the Master in Environmental Studies Program at York University at [liug@yorku.ca](mailto:liug@yorku.ca), or Dr. Beth Savan, Principal Investigator of this project at the University of Toronto at [b.savan@utoronto.ca](mailto:b.savan@utoronto.ca) – with the subject line: Bike Host Participant.

If you have any questions about this process, or about your rights as a participant in the study, please contact the Sr. Manager & Policy Advisor for the Office of Research Ethics, 5<sup>th</sup> Floor, York Research Tower, York University (telephone 416-736-5914 or e-mail [ore@yorku.ca](mailto:ore@yorku.ca)). You may contact the University of Toronto Office of Research Ethics: [ethics.review@utoronto.ca](mailto:ethics.review@utoronto.ca), 416-946-3273. A summary of this research will be available at [www.torontocycling.org](http://www.torontocycling.org) by early 2015.

Legal Rights and Signatures:

I, (fill in your name here), consent to participate in *Bike Host 2014 cycling behaviour study*, conducted by the *Toronto Cycling Think and Do Tank*. I have understood the nature of this project and wish to participate. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

Signature \_\_\_\_\_  
Participant

Date \_\_\_\_\_

Signature \_\_\_\_\_  
Researcher, Toronto Cycling Think and Do Tank

Date \_\_\_\_\_

**\*Please staple this form to the completed survey**



# Appendix D: Mentor Entry Survey

**BIKE HOST 2014**



**bike host**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

## BIKE HOST MENTOR SURVEY

---

1. Please circle an age-range that applies to you:

24 and under    25-34    35-44    45-54    55-64    65 and over

2. Please write your gender: \_\_\_\_\_

3. How many people are in your immediate family? \_\_\_\_\_

4. What cultural/ethnic group do you identify with? \_\_\_\_\_

5. What languages do you speak? (write in space below)

6. What is your primary **motivation** for being a mentor in the Bike Host program? (write in space below)

---

7. In the boxes, please write your Postal Code:

--	--	--	--	--	--



## BIKE HOST 2014



**bike host**

*For the questions below, please circle either yes or no as it applies to you.*

8. Does your home have a landline telephone?                      yes / no
9. Do you own a cell phone?    yes / no
10. Do you have access to a computer at home?                      yes / no
- 

Please answer the following questions in the space below. You may write on the back of this page if you need more space.

11. What do you expect to **gain** from the experience of mentoring?

12. How **long** have you been riding in urban settings?

13. Are you **comfortable** riding on Toronto streets?





**BIKE HOST 2014**



**bike host**

14. Have you mentored people to take up cycling previously? Please explain.

15. Do you foresee any **difficulties** participating in the Bike Host program as a mentor? Please explain.

---

16. What is your primary motivation for joining the BikeHost program?

Bicycles   Mentorship   Both   Other \_\_\_\_\_

17. How many children aged **18 or under** do you have?

Zero   1   2   3   4   5+



# BIKE HOST 2014



**bike host**

18. During an average week, I usually ride my bike approximately this many times to get to work or school, or to do errands and shopping:

Zero 1 2 3 4 5 6 7 8 9 10+

19. During an average week, I usually ride my bike approximately this many times for fitness, recreation or fun without the intent of getting to school, work or doing errands:

Zero 1 2 3 4 5 6 7 8 9 10+

20. It would takes me  minutes (one-way) to bike to work or school.  
or  I don't know

21. How far do you travel to work or school?

1km 2km 3km 4km 5km 6km 7km 8km+

22. How far do you travel to buy groceries and do other regular household shopping?

1km 2km 3km 4km 5km 6km 7km 8km+

*Thank you for helping us by participating in our survey.*



**BIKE HOST 2014**



**bike host**

### Informed Consent for Bike Host Mentors

As part of the Bike Host program this year, we have partnered with a research study at the University of Toronto and the Faculty of Environmental Studies (FES) at York University that examines the perceptions of cycling and barriers to using a bike in Toronto. This research will take place from May to October of 2014, and results from this survey will be used for academic research including electronic and print publication. This research has been approved by the FES Participants Research committee on behalf of York University and by the Office of Research Ethics on behalf of the University of Toronto. Because you are participating in Bike Host, we would like to ask you if you are willing to fill out a survey now, at the beginning of the program and then again at the end of the program in a few months. The survey will only take approximately 15 minutes to complete and staff from the Toronto Cycling Think and Do Tank will be here to help you answer any questions should you have concerns.

If you agree to participate in the survey your name will not appear on any future documents and your answers will be kept confidential. We will protect the confidentiality of your answers in this survey by keeping them in a locked office until all personally identifiable survey data are destroyed before 1 May 2017. If you would like to withdraw from the survey at any point after you have started, you will only have to inform a staff member and we will stop. If you do withdraw, your entries into the survey will not be recorded. If you have any questions about the research or want to clarify your role as a participant in this research, you can email Yiyang (George) Liu, research assistant in the Master in Environmental Studies Program at York University at [liug@yorku.ca](mailto:liug@yorku.ca), or Dr. Beth Savan, Principal Investigator of this project at the University of Toronto at [b.savan@utoronto.ca](mailto:b.savan@utoronto.ca) – with the subject line: Bike Host Participant.

If you have any questions about this process, or about your rights as a participant in the study, please contact the Sr. Manager & Policy Advisor for the Office of Research Ethics, 5<sup>th</sup> Floor, York Research Tower, York University (telephone 416-736-5914 or e-mail [ore@yorku.ca](mailto:ore@yorku.ca)). You may contact the University of Toronto Office of Research Ethics: [ethics.review@utoronto.ca](mailto:ethics.review@utoronto.ca), 416-946-3273. A summary of this research will be available at [www.torontocycling.org](http://www.torontocycling.org) by early 2015.

#### Legal Rights and Signatures:

I, *(fill in your name here)*, consent to participate in *Bike Host 2014 cycling behaviour study*, conducted by the *Toronto Cycling Think and Do Tank*. I have understood the nature of this project and wish to participate. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

Signature \_\_\_\_\_  
Participant

Date \_\_\_\_\_

Signature \_\_\_\_\_  
Researcher, Toronto Cycling Think and Do Tank

Date \_\_\_\_\_

**\*Please staple this form to the completed survey**



## Appendix E: Trip Tracking Logs & Calendars

### Metcalfe Objectives Summary

1. “Mentors will track the **distance travelled by bike** for each participant. Through weekly meetings with mentees, these trips will be logged and converted into an environmental indicator for reduced transportation emissions.”
2. “Participants will record how they would have **otherwise travelled**: by car, transit, or a joint trip, to calculate based on trip distances, the amount of GHG emissions they prevented by travelling on their bike using averaged emissions factors.”
3. “The **weekly recording** of participant’s cycling-trips and their distance, will determine the individual economic benefit of increased cycling using the above figures.”

Given the above objectives, **three** separate methods will be used to measure travel behaviour:

1. Entry and Exit surveys will track habitual travel modes to determine **mode substitution**;
2. Trip logs will track specific travel patterns in **three** 24hr periods for each participant; and,
3. Trip calendar will measure change in habitual cycling patterns on a weekly basis.
- 4.

### Proposal for Trip Log

Whereas,

1. Trip logging should seek to minimize the level of input required from participants;
2. Trip logging should seek to maximize the amount of inferential data available to the researcher, (through inference by GIS, Google Maps, etc...); and,
3. Trip logging should ensure high accuracy of data by deliberately reminding participants to track their travel in real-time.

Trip logs should have the following fields, for each trip:

1. Start time
2. Origin
3. Destination
4. Mode (Explain if different modes were used)

The idea is our participants can fill in their best approximation of Origin/Destination, and we will get researchers to manually map trips to infer all other characteristics. Given Google Maps, we can encourage participants to write “Starbucks at Yonge and Bloor” or “Wal-Mart near my home.” Something easy enough for people without a computer.

For those who have access to a computer, they will have the option of completing this survey online.

### Trip Log completion

1. The first trip log will be completed for **Fri 20 JUN 2014** prior to bicycle sign-out. Participants will not receive their bicycle if trip log is incomplete.
2. Second trip log will be completed for **Fri 1 AUG 2014**. Mentees will receive this log by mail with self-addressed, postage-paid envelope. Mentees will mail back trip log with July trip calendar.

3. Third trip log will be mailed to participants in time for **Friday before bike return**. Participants will be asked to bring trip log to bike return day. Certificate will not be issued until all trip logs have been complete.

### **Proposal for Trip Calendar**

Whereas,

1. Trip calendars aims to demonstrate the consistency of cycling trips on a week-by-week basis for mentees in the program
2. Trip calendars should satisfy the Metcalf criteria “**weekly recording** of participant’s cycling-trips and their distance”, where distance is inferred from the trip planning exercise.
3. Trip calendars should require the absolute minimum of inputs from user. No more than a “tick” from participants as they recall their daily cycling trips.
4. The design for trip calendars must be aimed at easy accessibility on a daily basis. (Fridge?)

Trip calendars should have the following fields, for each week:

1. “School & Work”(Util)
2. “Shopping & visiting places” (Util)
3. “Fun rides & Parks”(Rec)

### **Trip Calendar completion**

1. Trip calendar for July, August, and September will be printed on separate sheets of heavyweight paper, with fridge magnets (BikeHost brand?) included.
2. Trip calendars will be distributed with an “orientation package” on Bike Day!
3. Recording period will be 1 JUL 2014 – (?) SEP 2014 (Bike return day).
4. July trip calendar to be mailed using return envelope for 1 AUG 2014 trip log.
5. August and September trip logs will be returned with bicycles on bicycle return day.
6. Certificates will not be issued unless calendars are returned.

### **Calendar contest!**

Entry of top 20 mentees with the most trips in the month of August & September into a draw!

1. This contest will be self-policing. No verification of trips would be required. We only request that the logs reflect “reasonable achievement”.
2. Mentees only qualify for this draw if they obtain their certificate by completing all surveys, trip logs, and Bike Host activities.
3. Perhaps we can give out bikes or (good quality) helmets as prizes? This would partially alleviate the anxiety of people who want to keep their bikes or helmets for riding?
4. This contest will give extra incentive for people to be super invested in the program!
5. Should we give our participants a goal for each week?

Sample Calendar (incomplete)

How much are YOU cycling?

Bike Host Trip Tracking Calendar

JULY 2014

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1 30 JUNE To 6 JULY	Shopping and visiting						
	School and work						
	Fun and parks						
WEEK 2	7	8	9	10	11	12	13
WEEK 3	14	15	16	17	18	19	20
WEEK 4	21	22	23	24	25	26	27
WEEK 5	28	29	30				



**bike host**

YOUR NAME: \_\_\_\_\_

**JUNE 2014**

# Bike Host Trip Tracking Calendar

## How much are you cycling?

Mall in postage paid envelope by Monday, August 4th, 2014 when complete.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>EXAMPLE</b> MONDAY to SUNDAY		Shopping and visiting by bike (red)	School and work by bike (yellow)	Fun and parks by bike (blue)	EXAMPLE	EXAMPLE	EXAMPLE
<b>NO TRACK</b> 2 JUNE to 8 JUNE	<b>WELCOME TO BIKE HOST 2014!!!</b>						
<b>NO TRACK</b> 9 JUNE to 15 JUNE	9	10	11	12	13	14	15
<b>WEEK 1</b> 16 JUNE to 22 JUNE	<b>START TRIP TRACKING TODAY!</b>						
<b>WEEK 2</b> 23 JUNE to 29 JUNE	16	17	18	19	20	21	22
	23	24	25	26	27	28	29

**Speed-matching I**

**Speed-matching II**

**Trip Log #1**

**Bike Day I**

**Bike Day II**

**How Change Happens**

**JULY 2014**

# Bike Host Trip Tracking Calendar

Mall in postage paid envelope by Monday, August 4th, 2014 when complete.



**bike host**

## How much are you cycling?

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>EXAMPLE</b> MONDAY to SUNDAY	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)	Shopping and visiting by bike (red)
	School and work by bike (yellow)	School and work by bike (yellow)	School and work by bike (yellow)	School and work by bike (yellow)	School and work by bike (yellow)	School and work by bike (yellow)	School and work by bike (yellow)
	Fun and parks by bike (blue)	Fun and parks by bike (blue)	Fun and parks by bike (blue)	Fun and parks by bike (blue)	Fun and parks by bike (blue)	Fun and parks by bike (blue)	Fun and parks by bike (blue)
	EXAMPLE	EXAMPLE	EXAMPLE	EXAMPLE	EXAMPLE	EXAMPLE	EXAMPLE
<b>WEEK 3</b> 30 JUNE to 6 JULY	JUNE 30	JULY 1	JULY 2	JULY 3	JULY 4	JULY 5	JULY 6
<b>WEEK 4</b> 7 JULY to 13 JULY	7	8	9	10	11	12	13
<b>WEEK 5</b> 14 JULY to 20 JULY	14	15	16	17	18	19	20
<b>WEEK 6</b> 21 JULY to 27 JULY	21	22	23	24	25	26	27

Curbside Ride

Kensington Pedestrian Sunday





**bike host**

YOUR NAME: \_\_\_\_\_

# AUGUST 2014 Bike Host Trip Tracking Calendar

## How much are you cycling?

Return to staff at BIKE RETURN DAY on September 15<sup>th</sup> or 16<sup>th</sup> when complete.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>WEEK 7</b> 28 JULY to 3 AUGUST		Shopping and visiting					
		School and work					
		Fun and parks					
<b>WEEK 8</b> 4 AUGUST to 10 AUGUST	4	5	6	7	8	9	10
<b>WEEK 9</b> 11 AUGUST to 17 AUGUST	11	12	13	14	15	16	17
<b>WEEK 10</b> 18 AUGUST to 24 AUGUST	18	19	20	21	22	23	24
<b>WEEK 11</b> 25 AUGUST to 31 AUGUST	25	26	27	28	29	30	31

Trip Log #2

Curbside Ride

Mail-in Calendar & Trip Log

Toronto Island Ride & Picnic

Kensington Pedestrian Sunday

\*Important dates in SEPTEMBER\*    SEPTEMBER 12<sup>th</sup> – Trip Log #3    SEPTEMBER 15<sup>th</sup> – Bike Return Day I    SEPTEMBER 16<sup>th</sup> – Bike Return Day II

# BIKE HOST 2014



**bike host**

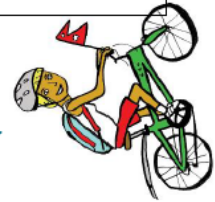
YOUR NAME: \_\_\_\_\_

## MENTEE TRIP LOG #1 – Wednesday 11 JUNE 2014

Please record all your travel between 00:00 and 23:59 on 11 JUNE 2014

<p>TRIP SEGMENT #1</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>	<p>TRIP SEGMENT #2</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #1</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>
<p>TRIP SEGMENT #3</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #2</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>	<p>TRIP SEGMENT #4</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #3</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>

**Return to staff at BIKE DAY on June 12<sup>th</sup> or 13<sup>th</sup> when complete.**



# BIKE HOST 2014



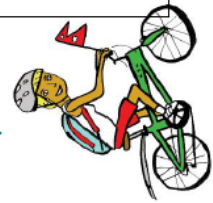
**bike host**

## MENTEE TRIP LOG #1 – Wednesday 11 JUNE 2014

Please record all your travel between 00:00 and 23:59 on 11 JUNE 2014

<p>TRIP SEGMENT #5</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #4</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>	<p>TRIP SEGMENT #6</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #5</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>
<p>TRIP SEGMENT #7</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #6</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>	<p>TRIP SEGMENT #8</p> <p>Start time _____:_____</p> <p><b>START location</b></p> <p><i>This trip starts at "END location" of TRIP SEGMENT #7</i></p> <p><b>END location</b></p> <p><b>How did you travel?</b></p> <p><input type="checkbox"/> Bike                      <input type="checkbox"/> Car driver</p> <p><input type="checkbox"/> Walk                        <input type="checkbox"/> Car passenger</p> <p><input type="checkbox"/> Bus/Subway              <input type="checkbox"/> Taxi</p> <p><input type="checkbox"/> Other? _____</p>

**Return to staff at BIKE DAY on June 12<sup>th</sup> or 13<sup>th</sup> when complete.**



**BIKE HOST 2014**



**bike host**

**CORE ACTIVITIES CHECKLIST**

- |                                     |  |  |
|-------------------------------------|--|--|
| <input checked="" type="checkbox"/> | Speedmatching  | <b>Your journey begins here!</b>   |
| <input type="checkbox"/>            | Registration tasks   | <b>Complete BEFORE Bike Day!</b>   |
|                                     | <ul style="list-style-type: none"> <li>➤ join <a href="http://meetup.com/bikehost">meetup.com/bikehost</a></li> <li>➤ complete 1<sup>st</sup> trip log on <b>JUNE 11<sup>th</sup>, 2014</b> (bring to Bike Day)</li> <li>➤ complete survey, pledge, release, and waiver forms (at Bike Day)</li> </ul> |  |
| <input type="checkbox"/>            | Bike Day I   | } <b>3:00pm-8:00pm Thu 12 JUNE 2014</b> at Central Commerce Collegiate, 570 Shaw St. |
|                                     | ----OR----   |  |
| <input type="checkbox"/>            | Bike Day II  | } <b>3:00pm-8:00pm Fri 13 JUNE 2014</b> at Central Commerce Collegiate, 570 Shaw St. |
|                                     | First meeting with mentors   |  |
| <input type="checkbox"/>            | Go on a route-planning ride with your mentor   | <b>JUNE (anytime)</b>  |
| <input type="checkbox"/>            | Complete Bike Trip Tracking Calendars  | <b>JULY (anytime)</b>  |
| <input type="checkbox"/>            | Complete 2 <sup>nd</sup> and 3 <sup>rd</sup> Trip Logs   | <b>JULY &amp; AUGUST (everyday)</b>  |
| <input type="checkbox"/>            | Bike Return Day I  | } <b>AUGUST 1<sup>st</sup> &amp; SEPTEMBER 12<sup>th</sup></b>                       |
|                                     | ----OR----   |  |
| <input type="checkbox"/>            | Bike Return Day II   | } <b>3:00pm-8:00pm Mon 15 SEP 2014</b> at Central Commerce Collegiate, 570 Shaw St.  |
|                                     | <b>3:00pm-8:00pm Tue 16 Sep 2014</b> at Central Commerce Collegiate, 570 Shaw St.  |  |



\*Updated 29 MAY 2014. FUTURE DATES TBD\*

PLEASE TURN OVER ➡

# BIKE HOST 2014



**bike host**

## CHOICE ACTIVITIES OPTIONS



Pick 4 from below

"How Change Happens" event at Lillian Smith, 239 College St.	6:30pm-8:30pm Mon 23 JUNE 2014
City Hall ride and visit	TBD
Kensington Pedestrian Sundays	Sun 27 JULY 2014 & Sun 31 AUG 2014
Curbside Ride	Sat 19 JULY 2014 & Sat 9 AUG 2014
Toronto Island ride and picnic (or similar kid-friendly destination)	Sat 23 AUG 2014
1 small group ride, aside from rides described above	Anytime
Story telling workshop	TBD
School outreach and civic engagement activity	SEPTEMBER
Closing event	OCTOBER



\*Updated 29 MAY 2014. FUTURE DATES TBD\*

PLEASE TURN OVER >