



USING A RIDE TO WORK DAY EVENT TO PROMOTE TRAVEL BEHAVIOUR CHANGE

A/Prof. Geoff Rose	Institute of Transport Studies, Department of Civil Engineering, Monash University
Heidi Marfurt	Bicycle Victoria
Phil Harbutt	Department of Infrastructure, Victoria

ABSTRACT

Ride to Work Day is an annual Bicycle Victoria event which actively promotes riding to and from work. The event attracts thousands of participants with many riding to work for the first time as part of the event. This suggests that the event has a potentially valuable role to play in stimulating travel behaviour change.

The Ride to Work and Beyond! project is being undertaken by the Victorian Department of Infrastructure and Bicycle Victoria in conjunction with the Institute of Transport Studies at Monash University. The project aims to maximise the behaviour change impacts of the Ride to Work Day event and facilitate the embedment of those behaviours into habits. In this way it forms a logical component of the Victorian TravelSMART program which aims to reduce the negative impacts of car travel through a reduction in vehicle trips and kilometres travelled, achieved through voluntary changes by individuals, households and organisations towards more sustainable travel choices.

The travel behaviour change potential of events is explored through a literature review. This paper then reports results from a travel survey administered to participants in the Ride to Work Day 2002 event. A response rate of 32 per cent was achieved with 12 per cent of respondents never having ridden to work prior to the event and 15% riding only once or twice per month. One in five of those who had never ridden to work prior to the event reported riding to work two months after the event. This highlights the potential of events like this to promote travel behaviour change. Focus group discussions have been used to test reactions to a range of potential interventions that will be tested as part of the 2003 Ride to Work Day event.

1. INTRODUCTION

Australia has been a pioneer in the development and application of travel behaviour change programs. These can be broadly defined as 'Public engagement campaigns designed to enable individuals to become more aware of their travel options and where possible exercise choices which reduce use of the private motor vehicle' (Rose and Ampt, forthcoming). Travel behaviour change programs move from awareness-raising through to delivery of sustainable change in an individual's travel behaviour. Two community-based travel behaviour change programs, Travel Blending (Rose and Ampt, 2001) and Individualised Marketing (Brog and Schadler; 1998, 1999), have been the focus of much of the research and development effort in this field in Australia.

Consistent with initiatives underway in a number of Australian states, the Victorian Department of Infrastructure (DoI) has initiated a TravelSMART program that aims to:

reduce the negative impacts of car travel through a reduction in vehicle trips and kilometres travelled, achieved through voluntary changes by individuals, households and organisations towards more sustainable travel choices.

The Victorian TravelSMART program does not rely on or require the provision of additional transport or other infrastructure, or improvements in the level of service of public transport services. Instead, the program facilitates change within the existing urban transport and land-use systems. Travel behaviour change programs use sophisticated and intensive targeted marketing and communication techniques to produce a customised approach to achieving travel behaviour change. The Victorian TravelSMART program enables each participant to review and adjust their own travel behaviour to achieve reductions in vehicle travel within the context of their lifestyle and transport needs.

This project fits within the context of the Victorian TravelSMART program and seeks to develop the travel behaviour change potential of a major travel-related event, specifically, Ride to Work Day (RTWD). Event-based travel behaviour change represents a new frontier for research in this field. Event-based behaviour change activities are based on an assumption that the new behaviour on the event day will continue after the event.

The annual RTWD event run by Bicycle Victoria (Australia's largest cycling membership organisation), actively promotes riding to and from work, informs participants about the existing cycling infrastructure, and encourages employers to make their workplaces more 'cycling friendly'. The highlight of the event is the RTWD free breakfast held in the Melbourne CBD. The breakfast attracts over 1000 riders each year and receives extensive radio, print and television coverage.

Under funding from the Australian Greenhouse Office and the Victorian Department of Infrastructure, Bicycle Victoria and The Institute of Transport Studies at Monash University are collaborating on a project called 'Ride to Work and Beyond!' which seeks to maximise the travel behaviour change impacts of the RTWD event and embed those behaviours into habits. In broad terms the project will endeavour to learn from the RTWD 2002 event (held last October), design and test interventions in the RTWD 2003 event, then fine tune those interventions and test them throughout

the urban area (inner city and outer suburban) as well as regional centres as part of the RTWD 2004 and 2005.

This paper covers progress on the project to date and is structured as follows. The following section focuses on a review of the literature covering event-based behaviour change. Results from a survey of participants in the RTWD 2002 in Melbourne, Australia are then presented to provide insight into the travel behaviour change potential of the event. The approach being taken in the design of the field trial, which will be conducted as part of the RTWD 2003, is then explained. The final section presents conclusions and outlines the current project directions.

2. EVENT-BASED BEHAVIOUR CHANGE: A REVIEW

On the surface there would appear to be a number of events in the health field where there is the potential to learn about the impact of behaviour change events. Examples of health behaviour change events include Quit Week, World No Tobacco Day, AIDS Day, Heart Health Day, Falls Awareness Week and Active Australia Day. Importantly, examples from the health sector, particularly the growing area of health promotion, are being used as a reference point for behaviour change initiatives in the transport sector (eg Fergusson et al 1999).

The foundation of much of the behaviour change work in the health sector is the often cited work of Prochaska and DiClemente (1983) who developed a model of behaviour change (called a transtheoretical model) in the context of smoking campaigns. Their work, which is now used extensively in the health promotion field and increasingly in a transport context, emphasised the successive stages in behaviour change from pre-contemplation to contemplation then preparation, action and finally maintenance.

In the 1980's and early 1990's single initiatives were often introduced in isolation in the health promotion field. Examples include advertising in Sun Smart campaigns, information or exercise in falls prevention campaigns, and strong social marketing or scare campaigns covering HIV/Aids. Over time the health promotion field has matured and now the behaviour change process is imbedded within a Health Promotion Framework (cited in Dept of Human Services, 2000) which emphasises a range of initiatives covering medical, behavioural and socio-environmental approaches.

Within the health promotion framework, health promotion events are no longer viewed as one-off initiatives that will alone produce behavioural change. Campaigns such as Quit, SunSmart and Falls Prevention now have multiple strategies and initiatives applied across the whole health promotion framework. This approach is now influencing the development of programs to address obesity as well as breast and cervical cancer. Clearly, this has important implications in the context of RTWD.

The experience in the health promotion sector would suggest that RTWD will have most effect when imbedded within a broader program. This is clearly the message from the 'Promoting Active Transport' report of the National Public Health Partnership (2001) which states that:

“comprehensive, long-term strategies are essential when attempting to change transport modes across all settings, and to achieve behavioural change there is a need to focus on policy and environmental changes in addition to individual change strategies”.

While this project aims to maximise the behaviour change potential of the RTWD event, the natural synergy of that event with the TravelSMART campaign, and in particular with the Cycle Instead campaign run in West Australia (Greig, 2001) suggests that the benefits of the event will be maximised where it is imbedded as part of a broader strategy aimed at encouraging cycling.

In the field of travel mode choice change there has been limited consideration given to how behaviour change can be focussed on particular target groups in the population to bring about change. For example, Sissons Joshi and Senior (1998) undertook a study focussed on active transport modes, specifically the uptake of walking and cycling to work in Oxford, UK. They suggest that people at different stages in the behaviour change process tend to focus on different perceived barriers, and may therefore present a series of problems that will need to be overcome to achieve behavioural change. This implies that a need to develop initiatives for target market segments in the different stages of behavioural change. Defining and focussing initiatives on particular target market segments receives scant attention in the field of event-based, travel behaviour change initiatives. Fergusson et al (1999) also emphasise that maintenance of behaviour change is important but that it is often overlooked. While the maintenance phase is clearly an explicit component of the model of behaviour change proposed by Prochaska and DiClemente (1983) it needs greater attention in the travel behaviour change area. This is clearly relevant to event based behaviour change, particularly where one objective is to habitualise the behaviour change stimulated by the event.

In the transport context there are a variety of events that are potentially of relevance to this project including commuter challenges, smog alerts, rideshare weeks, bike2work days and CarFree days. All of those events are considered in this section with experience drawn from case studies in Australia, Canada, USA and Europe.

A distinction can be drawn between date-fixed and date-flexible events. Bike to work events are a classic example of an event where the date of the event is fixed, usually well in advance. Smog Alert days typify date-flexible events where strategies and initiatives may be pre-planned but the 'event' will only be called if air quality levels fall below a pre-determined threshold. In the Australian context there appears to be little if any evaluation of Smog Alert days. The perceived limited impact of these sometimes widely publicised events is probably a contributing factor to the reduced emphasis placed on this type of initiative by environment protection authorities (Millard, 2003). The San Francisco Bay area runs a 'Spare the Air' program when ground-level ozone reaches unhealthy levels (Tools for Change, 2003d). The

program's main objective is to promote voluntary measures to reduce polluting activities, especially car use, in favour of less polluting alternatives when poor air quality is forecast. The number of Spare the Air days declared each summer (roughly June to October) has ranged from 3 to 25 over the last decade. Individuals are able to register to receive email notification of Spare the Air days and the print and electronic media are also used to make the announcements. Positive results were achieved for those who chose to participate with trip reductions reported in email, web and hardcopy surveys (Tools for Change, 2003d). Results from random public phone surveys are less positive and tend to highlight that the advertising and media coverage raises awareness but do not result in much behaviour change (Tools for Change, 2003d).

Involvement in the event can be maximised through pre-event and event related initiatives while the habituation of the behaviour change is likely to rely on post-event initiatives. The following discussion therefore briefly considers pre-event, event and post-event initiatives. A more comprehensive discussion of the initiatives is provided by Rose (2003).

2.1 PRE-EVENT INITIATIVES

Publicity is a common pre-event initiative even when it is not explicitly described in the event documentation accessed for this study. The range of publicity is broad and can include emails to cyclists on Cycling Association contact lists, links to information from various web sites, radio and print media advertising through to direct email marketing to human resource professionals, newsletters aimed at employers and direct recruitment of employers (Commuter Connections, 2002). The California RideShare week (which promotes commute alternatives such as carpooling and public transport as well as riding a bike) prepares:

- employer promotion packs,
- a 'Save the Date' postcard mailed to employers in advance of the employer packs and designed to announce the Ride Share Week dates and the special website address for the event,
- participation in health, safety and transportation fairs held throughout the Bay Area during the two and a half months prior to the event,
- an incentive gift voucher offered to employee transportation coordinators, human resource personnel and transportation program managers who book a Rideshare Week promotion,
- roadside billboards
- bus placards and
- posters displayed at outdoor public locations (Beroldo, 2002).

Commuter Challenges have been pioneered in Canada (e.g. in Calgary and the National Capital Region around Ottawa) (Tools of Change, 2003a and 2003b). These week long events, which have grown from 'cycle to work' days, are designed to encourage commuters to explore alternative transport options and are usually held in

conjunction with National Environment week. These can involve arranging a team captain/champion working in an individual employment site/building. These champions within each organisation also aim to create an atmosphere of friendly competition. The notion of the competition apparently had more effect within Environment Canada (one of the major participants in the National Capital Region) when they were inter-departmental rather than purely internal to one department. Given the employer focus, the Commuter Challenge uses poster campaigns and lobby displays to promote the event in addition to emails and personal contact and hands-on events where individuals register in advance and therefore make a commitment to the event. This latter initiative is important because obtaining a commitment can be an effective mechanism for increasing involvement (Tools of Change, 2003c).

Consistent with the commitment theme, it has been suggested in the context of the Californian RideShare Week that sending a reminder email to registrants prior to the event, could reduce the number of people who forget about their pledge or commitment to try another commuter mode (Rides for Bay Area Commuters, Inc., 2001).

2.2 EVENT INITIATIVES

There are a number of initiatives, or features of the event, which may encourage participation on the day, or alternatively reward those who do participate. A common initiative is some form of RTWD function or breakfast. This is not only a feature of Ride to Work days in Australia but is also used in Washington DC (Commuter Connections, 2002) where it included prize draws (including bikes and bike equipment), speeches and opportunities to talk to elected officials, bike on bus/van demonstrations and entertainment (live bands). The Washington event also included 15 convoy bicycling routes, designed to assist new and existing cyclists. The notion of 'pit stops' is also employed in Denver, Colorado where during the Bike to Work Day over 60 bike stops are set up largely in conjunction with individual sponsors (Mouton, 2003).

The rewards for participation, which may be given away to all participants (depending on sponsorship) or offered as prize draws include everything from bikes and bike equipment to gift certificates and books. In the Commuter Challenges in Canada (Tools of Change, 2003a and 2003b), T-shirts are given away as prizes, certificates are given to recognise participation, but an emphasis is placed on being "green" rather than winning a prize.

2.3 POST-EVENT INITIATIVES

There is little attention given to post-event initiatives that would support the habitualisation of the behaviour change motivated by the event. Monash University, for example, arranges a regular cyclists' breakfast that could be regarded as a follow-up initiative to build on the RTWD event held on campus. The questionnaire distributed to participants in the Bikewest 2003 Ride to Work Breakfast (Greig, 2002) identified that nearly 40 percent of respondents would like access to a bicycle

breakdown service. This could be taken as a possible indication of a post-event initiative that might encourage regular cycling to work. In Vancouver, British Columbia, the Bike to Work Society (BTWS) organised Greater Victoria's annual Bike to Work Week. The BTWS also runs a Traffic Skills Course, which they regard as an adjunct to further behaviour change (Cubberley, 2003). Clearly a Traffic Skills Course could also be used as a pre-event initiative.

Of particular relevance to this project, however, is a 1996 pilot project conducted subsequent to the Toronto/Ottawa regions' Clean Air Commute campaign (Tools for Change, 2003e). This pilot tested an initiative designed to build on the one-day commitment and encourage lasting, measurable changes in commuting behaviour. Companies that had participated in the 1996 one day challenge event were targeted and the coordinators in those companies were sent a package about three weeks after the Clean Air Commute Event. The package included a poster for display and a questionnaire for distribution. The companies were asked to display the poster for a few days before handing out letters and questionnaires designed to stimulate interest in the project. The letters signed by a company executive commended employees for the results achieved in the challenge and informed them of a further opportunity to participate. The questionnaire collected information on past actions and included an option for the respondent to agree to participate in a three month pilot. This is potentially an important initiative designed to build commitment. The names and signatures of those who agreed to participate were displayed at the worksites and each month results were collected and marked on the display. The public display therefore served as a motivation for individuals to maintain their commitment.

2.4 EVALUATION

While there have been major travel behaviour change events run in many cities round the world, it appears that the vast majority of the resources goes into running the event rather than conducting or reporting on the results of any evaluations of these initiatives. Of the evaluations that have been done, there tends to be an emphasis on process evaluation, or at best measurement of participation levels, rather than outcome evaluation. Where participant surveys are sometimes undertaken at travel behaviour change based events, they tend to focus on measuring participation and establishing the socio-demographic profile of participants (Greig, 2002) rather than exploring issues of behavioural change per se. In many cases, limitations in survey methodology (possibly due to lack of resources) means that sample design is often largely ignored, even to the extent of being unable to establish response rates because no records are maintained of the number of questionnaires distributed (Greig, 2002). Despite the above shortcomings, there is some valuable insight provided by the somewhat limited number of evaluations for which results have been able to be obtained.

The Queensland Ride to Work Day has been evaluated with a questionnaire distributed to participants (Mellifont, 2001 and 2002). About 270 responses are analysed in the 2001 survey, and about 380 in 2002, however no indication of response rate is provided. Interestingly in both years, about 8 per cent of respondents indicated that they had ridden to work for the first time as part of the event. However, the bulk of respondents (74 per cent) reported already riding to work

daily or very regularly (2 to 4 times per week). Many respondents indicated that they usually rode to work however other factors that were influential included the free breakfast, the exercise and friends/workmates encouragement (Mellifont, 2001 and 2002). Roughly three quarters of respondents to the Queensland survey indicated that they were motivated to continue riding to work because of participation in the event and that figure remained fairly constant in 2001 and 2002. However the question is a hypothetical one as no follow up data is reported to establish whether that motivation to continue riding translated into action to ride to work.

An evaluation reported by LDA Consulting (2002) of Metropolitan Washington Council of Governments' 2001 Ride to Work (RTW) Day is rigorously structured but the poor response rate (12 per cent corresponding to only 133 completed questionnaires) cautions against generalising the results. At least a response rate is reported for that Washington study. The response rates in the surveys discussed earlier may be no better. Like in Queensland, the event attracts a number of participants who are already cycling regularly to work (nearly 50 per cent of respondents indicated cycling at least 3 days per week). About 16 percent of respondents indicated that they did not commute by bike before they participated in the event. This is about twice the percentage from the Queensland survey mentioned above. From that 16 percent, about 10 percent did not ride to work after the event while the other 6 per cent started to ride to work after the event. This suggests that the event was successful in stimulating travel behaviour change with some people picking up a new mode. Importantly, about 14 per cent of respondents who were riding before, indicated that they were riding more often after the event. In this case the event was successful in increasing the rate of participation of those who were already riding to work. The event was also successful in stimulating greater use of the bike for non-work trips with a small percentage of respondents (2 per cent) indicating that they started to ride their bikes for non-work trips after participating in the RTW day while about a third said they used their bikes more often for non-work trips after RTW day than before the event. These latter results are important and indicate that the travel behaviour change impacts extend beyond the context of the RTW event itself to other travel decisions. In terms of the mode used on non-bike commute days, nearly a half used public transport while roughly one third drove alone.

The evaluation of the California RideShare Week 2001 provides evidence of the potentially valuable role of asking registrants to pledge or commit to make a travel behaviour change on the day of the event. Just over 8000 people participated in the week long promotion and were entered into a draw for a number of prizes (Rides for Bay Area Commuters, Inc., 2001). The majority of participants became aware of the RideShare Week through their employer or the Internet. Importantly, the prize draw was cited as the reason for participating by almost 45 per cent of the participants (Rides for Bay Area Commuters, Inc., 2001).

A major focus of the promotion appears to be encouraging individuals who travel in single occupant vehicles to try alternative commuting modes. These individuals were asked to pledge to try a commute alternative before the end of the week. Of participants who were driving alone when they registered, 57 per cent followed through on their pledge to try another commute mode (Rides for Bay Area Commuters, Inc., 2001). About 12 per cent of them tried commuting by bicycle while the most popular alternative modes for these commuters were carpool and public

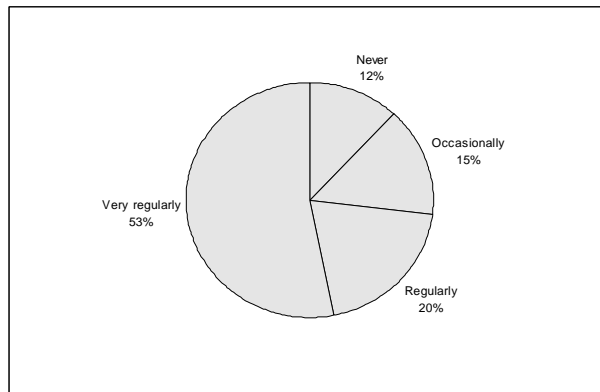
transport. Even those commuting by high occupancy vehicle rode a bike to work at a rate eight times higher than the average Bay Area resident. The results also suggest a residual benefit of the promotion with 37 per cent of participants who tried an alternative continuing to use that mode more frequently than before the promotion. Importantly, 30 per cent of the original single occupant vehicle commuters were found to be still using an alternative regularly (Rides for Bay Area Commuters, Inc., 2001).

Of particular relevance to this project is a 1996 pilot project conducted subsequent to the Toronto/Ottawa regions' Clean Air Commute campaign (Tools for Change, 2003e). As described in the previous section, this pilot tested an initiative designed to build on the one-day commitment and encourage lasting, measurable changes in commuting behaviour. The initiative involved asking employees of companies that had participated in the event to agree to commit to a three month pilot designed to encourage continued use of alternative transport modes. Limited information is available from the evaluation. According to Tools for Change (2003e) pilot study participants were significantly more likely than the control groups to have taken public transport (four times more often), rode a bike (five times more often) or walked or ran to work (seven times more often). Importantly, similar differences emerged in terms of the commuting intentions for the following summer. There also appeared to be an osmosis or carry over effect on co-workers at the pilot sites who had not agreed to participate in the pilot – that is those co-workers reported similar shifts in clean air commuting. The results from the Canadian pilot provide strong evidence of the scope for post-event activities to build longer term commitment to alternative commuting modes.

3. TRAVEL BEHAVIOUR CHANGE POTENTIAL OF THE RIDE TO WORK EVENT IN VICTORIA

To provide insight into the travel behaviour change potential of the RTWD event, a travel survey is being undertaken. While the survey is on-going, initial results are presented here.

Participants in the 2002 RTWD event were invited to register at the time of the event. This provided a sampling frame of 1409 individuals who were known to have ridden to work on Wednesday 2 October 2002 (RTWD). A brief travel survey was distributed to all of those registered participants and a 32 per cent response rate was achieved. Respondents were asked to indicate how regularly they rode to work prior to the 2002 RTWD event. Figure 1 highlights that roughly one in eight participants had never ridden to work prior to the event. A similar proportion were occasional riders defined as 1 to 2 times per month. These two groups represent important target segments for behaviour change – the first to try riding for the first time and the second to increase the frequency of their riding to work. Figure 1 also highlights that roughly half of the participants were riding to work very regularly.



Key: Occasionally = 1-2 times per month, Regularly = 1-2 times per week, Very regularly = > 2 times per week

Figure 1: Ride to Work frequency prior to the RTWD 2002 event

The survey sought information on mode choice to work on Wednesday 4 December 2002. This follow up survey date was selected to coincide with the same day of week as the RTWD event, to account for day of week travel constraints. Participants did not know in advance that the follow up survey would be conducted on that day. Figure 2 shows the mode choice on the day of the RTWD event (100 per cent by bicycle) and on the survey day two months after the event when over 50 per cent of respondents were still riding. Importantly only about 20 per cent of those known to ride to work on the day of the RTWD event commuted by car on the survey day two months later.

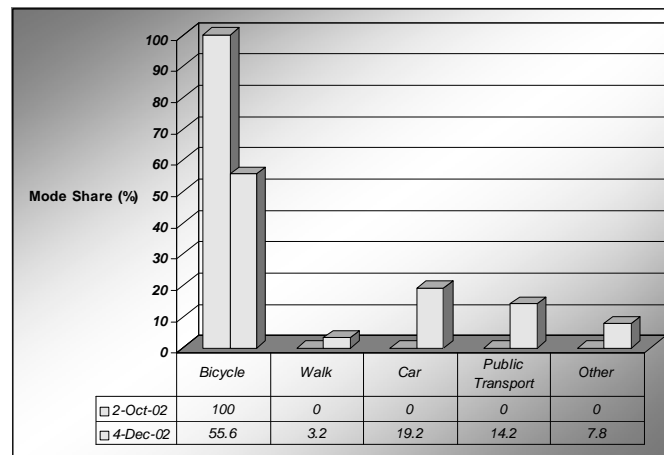


Figure 2: Mode choice on the day of the RTW event and two months after the event

Importantly, one of five of the riders, who had never ridden to work prior to the RTWD event, rode to work on the survey day two months after the event. Clearly the RTWD event has the potential to encourage people to ride to work for the first time and also to stimulate longer term travel behaviour change.

4. RIDE TO WORK AND BEYOND! – PREPARATIONS FOR THE 2003 FIELD TRIAL

As noted in the introduction, the intention is to conduct a field trial of selected interventions as part of RTWD 2003 in Melbourne. The insight from that trial will influence the broader roll out of the program to outer Metropolitan and regional areas in subsequent years.

The literature described earlier is providing input into the intervention design. Candidate interventions identified from the literature review were explored in a series of focus groups. Participants in the 2002 Ride to Work event were recruited for the focus groups. Based on the feedback from the focus group participants a series of interventions have been selected. The standard interventions are termed 'Ride to Work Day' while the enhanced interventions are packaged as 'Ride to Work Plus'. Ride to Work Plus includes a range of pre- and post-event interventions that will not be delivered as part of the general RTWD event. Those additional interventions are being designed with the aims of increasing participation and habitualising that behaviour after the event.

The focus group research provided valuable insight into motivators to encourage participation in the event and also initiatives that could help to habitualise that behaviour. Five focus group sessions were held involving a total of 27 individuals (15 males and 12 females) who ranged in age from their 20s to 50s. Recruitment focussed on participants who had registered as part of RTWD 2002 and who had either never ridden to work prior to that event or had only ridden occasionally (defined as no more than two times per month). The focus groups all began with a general discussion of riding to work and then participants were invited to nominate initiatives that could help to maximise involvement on the day of the event and habitualise riding to work behaviour after the event. Following that general discussion, participants were presented with a list of pre- and post-event initiatives and they were discussed with less attention being given to initiatives already covered in the general discussion. The emphasis was on identifying motivating factors and gauging reactions to candidate interventions.

Key issues identified from the focus groups are summarised below:

- Fitness/exercise/health were identified as the main benefits of riding to work while concerns about safety of riding on the road were often cited as the main barrier to riding to work.
- Perceived benefits
 - 'I'm getting something out of getting to work'
 - 'To lose weight'
 - 'training, important later in the year, (in preparation for) some of the big bike rides'
 - 'regular exercise...you can get into a cycle of doing it'
- Perceived barriers
 - 'Melbourne drivers aren't that clued into looking for bicycles on the road'

- 'I have been hit by a car, down on the Nepean Highway, so in the back of my mind I'm always worrying about that'
- 'there's an attitude thing here. I don't know what it is but I remember cycling in Holland years ago and I was amazed by the respect the motorists showed for cyclists'
- 'I feel it's quite dangerous to ride to work'
- 'Safety is a very big issue for me'
- The main reasons for participating in RTWD 2002 were social, namely:
 - 'peer group pressure' (perceived as positive) in the lead-up to the event
 - 'someone who rides his bike quite a lot...nagged me...and I said 'right-o, give it a go'
 - 'basically, it was peer group pressure'
 - 'mainly through work people saying why don't you ride to work...giving me a bit of pressure and that and I thought, alright, I'll show you'
 - getting together at breakfast with colleagues and/or others who rode to work. There was a strong feeling that active (or maybe even passive) company endorsement would help participation levels in RTWD 2003
- In discussing motivation for regular riding after the event, no single response stood out. Some key discussion points were:
 - need to overcome safety problems or show how these are outweighed by benefits (especially health benefits)
 - endorsement by company
 - improvements to end-of-trip facilities
 - recreational follow-up rides
- The pre-event initiatives with the most positive response were journey planning information and targeted event publicity (e.g. scripted emails).
- The event initiatives with the most positive response were:
 - Reward within the organisation for participating on the day (breakfast etc)
 - Formal riding support: assigned buddies, riding groups etc
- Post event initiatives that received the most positive response were:
 - continued relationship with local sponsors
 - toolkit for regular workplace breakfasts
 - toolkit for campaigning for better facilities in the workplace
- Obtaining a commitment/pledge was the only distinctly unpopular pre- and post-event suggestion. While pledges appeared to be unpopular, a post-event diary system, where individuals could record how often they rode to work, was discussed by two of the focus groups.
 - 'Number 7 (commitment/pledge) sounds a bit dodgy. It's either you're going to or you don't sort of thing'

- o 'I would find number 7 a bit spooky.' 'Yeah, pledges are no good.' 'I wouldn't have thought you should need to do that.' 'Your word should do.' 'But it's also, you know, this is something that I'm undertaking on my own volition. Why on earth should I have to commit to it?' 'And what happens if I don't?' 'Yeah, do I get punished if I don't.'

4. CONCLUSIONS AND PROJECT DIRECTIONS

While the field of travel behaviour change is relatively new, even less attention has been given to the travel behaviour change potential of major events such as RTWD. The limited evidence that is available suggests that these events have the potential to bring about travel behaviour change and that the experience of trialing utilitarian cycling can increase cycle use, both for riding to work and for other trips.

As part of RTWD 2003 a package of measures, termed Ride to Work Plus, will be implemented and evaluated in selected workplaces within Melbourne. Ride to Work Plus includes a range of initiatives to be delivered before and after the event and designed to maximise involvement on the day and habitualise the behaviour after the event.

The field experiment will employ an experimental design including a 'control' group of workplaces where employees will only be exposed to the basic RTWD event and a 'treatment' group of workplaces where employees will receive the Ride to Work Plus program. Consideration of the growing experience with evaluation of travel behaviour change programs is influencing the design of the evaluation process for this project. The design of the quantitative component is currently being finalised. It will involve a panel survey, incorporating surveys before the RTWD event, at the time of the event, and two follow up surveys. The evaluation will also utilize qualitative measures including focus groups exploring reactions to particular initiatives that make up the Ride to Work Plus program. Results of that evaluation will be available in the second quarter of 2004 and those results should provide for improved understanding of the travel behaviour change potential of this major ride to work event.

5. REFERENCES

- Beroldo, S. (2002) California Ride Share Week October 1-5, 2001. Final Report. 6pp.
- Brog, W. and Schadler, M. (1998) 'Marketing in Public Transport is an Investment, Not a Cost', proceedings 22nd Australian Transport Research Forum, Sydney.
- Brog, W. and Schadler, M. (1999) "More Passengers, Higher Profits for Public Transport – (im)Possible Expectation!?", proceedings 53rd UITP Congress, Toronto, Canada.
- Climate Alliance (2002) European Mobility Week and In Town Without my car!: Results of the 2002 Initiatives in Germany. Available from www.22september.org/documents/rf02-de-en.pdf/ (Accessed: 21/1/03).

Commuter Connections (2002) Bike to Work 2002 Final Report. Metropolitan Council of Governments, Washington DC. 14pp.

Cubberley, D. (2003) Personal Communication from the President of the Bike to Work Society in Victoria, British Columbia, Canada.

Department of Human Services (Victoria) (2000) Primary Care Partnerships: Draft Health Promotion Guidelines. 31pp.

Fergusson, M., Davis, A. and Skinner, I. (1999) Delivering changes in travel behaviour: lessons from health promotion. Institute of Environmental Policy, London. 48pp.

Greig, R. (2001) Cycling Promotion in Western Australia. Health Promotion Journal of Australia. 12(3), 250-253.

Greig, R. (2002) Evaluation of the Department of Transport – Bikewest 'Bike to Work Breakfast'. WA Department of Transport. 8pp.

Harvey, N. (2003) Personal Communication from the National Co-ordinator of Bike Week in the UK.

LDA Consulting (2002) Bike-to-Work Day Survey Results. Report prepared for the Metropolitan Washington Council of Governments. 11pp.

Mellifont, D. (2001) Appendix A: Results of Bike Week Ride to Work Survey, Queensland Department of Transport. 3 pp.

Mellifont, D. (2002) 2002 Ride to Work Survey Report, Queensland Department of Transport. 6 pp.

Millard, B. (2003) Private communication from Victorian Environment Protection Authority Policy Adviser.

Mouton, J. (2003) Personal communication from Transportation Demand Management Program Manager, Denver Regional Council of Governments.

National Public Health Partnership. (2001) Promoting Active Transport: an intervention portfolio to increase physical activity as a means of transport. National Public Health Partnership Secretariat, Melbourne. 75pp.

Prochaska and DiClemente (1983) 'Stages and processes of self-change of smoking: Towards an integrative model of change'. Journal of Consulting and Clinical Psychology. 51, 390-395.

Rides for Bay Area Commuters, Inc. (2001) California Rideshare Week 2001 Participant Survey Report. 15 pp.

Rose, G and Ampt, E. (2001) 'Travel Blending: an Australian travel awareness initiative', Transportation Research, Part D 6, 95-110.

Rose, G. and Ampt, E. (forthcoming) 'Travel Behaviour Change through Individual Engagement', Handbooks in Transport, edited by D. Hensher and K. Button, Elsevier, 15pp.

Rose, G. (2003) Event Based Behaviour Change: A Literature Review focussing on Transport Applications. Research Report. Institute of Transport Studies, Department of Civil Engineering, Monash University. 18pp.

Sissons Joshi, M. and Senior, V., (1998) 'Journey to work: the potential for modal shift?' Health Education Journal, 57, 212-223.

Tools of Change (2003a) Case Study - Calgary Commuter Challenge. Available from <http://www.toolsofchange.com> (Accessed: 7/1/03).

Tools of Change (2003b) Case Study - Commuter Challenge: Environment Canada's Participation. Available from <http://www.toolsofchange.com> (Accessed: 7/1/03).

Tools of Change (2003c) Tools Used. Available from <http://www.toolsofchange.com> (Accessed: 7/1/03).

Tools of Change (2003d) Case Study – Spare the Air. Available from <http://www.toolsofchange.com> (Accessed: 7/1/03).

Tools of Change (2003e) Case Study – The Clean Air Commute. Available from <http://www.toolsofchange.com> (Accessed: 7/1/03).

Victorian Department of Infrastructure, (2002) Ride to Work and Beyond! Moving from an Event to a Habit. Funding submission to the Australian Greenhouse Office. 9pp.