Mass Bicycle Education Events that Work
Bike Coordinators

• Carolyn Hernandez
  • Bike Coordinator
  • League of American Bicyclists Certified Instructor
  • LEED Green Associate

• Ramon Zavala
  • Leader of Sustainable Transportation Group, Bike Coordinator
  • League of American Bicyclists Certified Instructor
  • OC Bike Coalition
League of American Bicyclists

5 E’s of Bicycle Friendliness

EDUCATION
- 1-Hour Lunch Meetings
- After-Hours Dorm Education
- 9-Hour LAB Smart Cycling Course
- Bike Festivals

ENCOURAGEMENT
- Bike Festivals
- Give-Aways
- Marketing
- Used Bike Sale

ENFORCEMENT
- BAIT Bike
- Bicycle Tagging/Impounding
- Bicycle Registration

ENGINEERING
- Bike Racks
- Bike Lanes
- Off-Street Paths
- Racks on Campus Shuttles

EVALUATION
- SCAQMD Survey
- Post-Event Surveys
The Festivals & Branding

October: uciRIDEtoberfest

May (National Bike Month): May BikeFest / WhimCycle
Bike Festivals – High Level Overview

**Clustered Booths**
- Poster Presentations
- Hands-On Demos
- Bike Sale/Reg.

**Attractive Activities**
- Trike Races
- Fun Bikes (Chopper, Low-Rider, Swing Bikes)

**Valuable Bicycle-Relevant Prizes**
- Purchased through on-campus bike shop
Bike Festivals – Major Aspects

The Educators
- LCIs and Regional Stakeholders. They bring expertise and credibility.

The Prizes
- Bicycle-relevant necessities.

Education as Currency
- Enticement for education.

Post-Event Survey
- Validates the expense by showing influence of the event.
The Prizes
The Prizes: High-Value Prizes via Opportunity Drawings

- Visibility:
  - Front/Rear Lights
  - Reflective Stickers
  - Reflective Water Bottle
  - Bottle Cage
  - Spoke Lights

- Security:
  - Kryptonite Evo 4 U-Lock
  - Kryptoflex Cable

- Utility:
  - Rear Rack
  - Panniers
  - Bell

- Maintenance:
  - Floor Pump
  - Mini-Pump
  - Multi-Tool
  - Patch Kit
  - Tire Levers
  - Bell
The Prizes:
High-Value Prizes via Opportunity Drawings

- **Safety**
  - Lazer Helmet
  - Bike Bell
  - Floor Pump

- **Transit Pack**
  - 2x Round-Trip Metrolink Tickets
  - 2x OCTA 5-Rides Passes

- **Beach Cruiser**
  - UCI Cruiser
  - Bell

- **Tune Up**
  - Plus $50 in Parts

- **$75 Bike Shop Credit**
  - Just like a Gift Card

UCI Transportation
The Prizes:
Instant Gratification Prizes

- Hi-Vis & Reflective Wicking Shirt – 5 Tickets
- Spin the Wheel of Prizes – 1 Ticket
  - UCI Spirit Folder
  - UCI Spirit Pinwheel
  - Tire Valve Lights
  - Knog-Style Bike Lights
  - Bicycle Pin

Food

- Lunch – 3 Tickets
- Ice Cream – 1 Ticket
Education as Currency

Custom Tickets

How to earn a Ticket

- Listen to a Poster Talk
- Ask a relevant question
- Answer a relevant question
- Participate in hands-on demo

Name: __________________________
_________________________@uci.edu
Phone: __________________________
What We Get from Tickets

- Every ticket represents a “point of education”
- Every properly filled out ticket contributes to a conservative count of unique participants
- Participant email address used for the post-event survey.
The Attractions
Bike Sale & Bike Registration
Trike Races & Unusual Bikes
The Booths
The Booths: Smart Cycling

- Staffed by: League Cycling Instructors
- Hands-On Demo: Hand Signals

**BE PREDICTABLE**

Safety comes with predictability.

**RIDE RIGHT**

Never ride against traffic, this puts you in a position where drivers don’t expect you to be if you are not riding right.
- Always be visible.
- You may end up in a head-on collision, the most common cause.

**OBEY SIGNS & LIGHTS**

Obedience to the same signs and ingveness rules as motorized traffic are subject to the same rules and regulations. Stop at a yellow, a red light, or at an intersection.

**BE PREDICTABLE**

Things change quickly on the road, so it’s best to check twice before making your move, just like the driver of a car.

**SCAN**

- Stop
- Right Turn
- Left Turn

**SIGNAL**

- Stop
- Right Turn
- Left Turn

**SCAN AGAIN**
The Booths: Smart Cycling

- Staffed by: League Cycling Instructors
- Hands-On Demo: Shifting Bicycle Gears
The Booths: Preserve Your Ride

- Staffed by: Orange County Bicycle Coalition
- Hands-On Demo: Tire Inflation
- Hands-On Demo: Change a Flat
- Hands-On Demo: Lube Your Chain

BIKE MAINTENANCE
An easy way to make sure your bike is in good working order

ABC QUICK CHECK

TIRE CARE

AIR
Be sure you have enough air in your tires.

Why should you inflate?
Low tire pressure can make your ride less enjoyable and can cause the tire to tear. Make sure your tire pressure is at the correct level.

When would you inflate?
Every time you need to adjust the tire pressure of your bicycle.

How do you inflate?
Use a bike pump to increase the tire pressure to the correct level.

BRAKES
Look to see that your brake pads are not worn.

CHAIN & CRANKS
Put your chain to the test to see if it is free of dirt and grease.

QUICK QUICK RELEASE
Make sure all quick releases are closed.

CHECK
Take a short ride to check if your bike is working properly.

VALVE TYPES

PRESTA
SCHRADER
The Booths: Fit and Secure

- Staffed by: B.E.E.P - UCI PD & Enforcement
- Hands-On Demo: Helmet Fitting
- Hands-On Demo: Bicycle Fitting
- Hands-On Demo: Bike Locking Best Practice
The Booths: Fit and Secure

- Staffed by: B.E.E.P - UCI PD & Enforcement
- Hands-On Demo: Bike Locking Best Practice
The Booths: Metrolink/Sustainable Transportation

- Staffed by: Metrolink/Anyone trainable
- Poster: Sustainable Modes
- Incentive Programs
The Booths: Orange County Transportation Authority

- Staffed by: Orange County Transportation Authority
- Maps: OC Bikeway Guides
- Flyers: Route Changes
- Flyers: OC Loop
- Flyers: Bikes on Buses
The Booths: V-Ride Vanpooling

- Staffed by: vRide
- Flyer: Vanpool Fees
- Hands-On Demo: Check out the Van!
The Booths: Anteater Express (Campus Shuttle)

- Staffed by: Anteater Express (Campus Shuttle) Drivers
- Flyer: Routing
- Hands-On Demo: Use a Bus Bike Rack
The Aftermath
Results

- 2015 uciRIDEtoberfest
  - Total Points of Education: 4,847

- 2016 WhimCycle
  - Total Points of Education: 3,406

- 2015/2016 Total: 8,253
After Event Survey via SurveyMonkey

- Goes to all UCI email addresses submitted on tickets.
- Info Collected:
  - Demographics (Age, Gender, UCI Affiliation, Years @ UCI)
  - Bicycle Ownership
  - Personal Transportation Identification
  - Prize Preferences
  - Education Effects
  - Requests for Additional Education
Survey Results

Which of the following best describes your affiliation with UC Irvine? (Optional)

- Undergraduate Student
- Graduate Student
- Faculty/Lecturer
- Staff
- Other (please specify)

How long have you been with UC Irvine (in any capacity)? (Optional)

- Less than 1 year
- 2 - 5 years
- 6 - 10 years
- More than 10 years

How old are you? (Optional)

- Under 10 years old
- 10 - 24 years old
- 25 - 29 years old
- 30 - 34 years old
- 35 - 40 years old
- 40 - 50 years old
- Over 50 years old

With what gender do you identify? (Optional)

- Woman
- Man
- Transgender
- Genderqueer
- Other (please specify)
Survey Results

How did you learn about WhimCycle? (Check all that apply)

- New University Advertisement
- UCI email [ Zotmail]
- Banner or Poster
- Transportation and...
- Passing by the Event
- Word of Mouth
- UCI Bike Shop
- Other [please specify]

I consider myself a... (Optional)

- Motorist
- Cyclist
- Pedestrian
- Transit User

[Bar charts showing responses to different categories]
Survey Results

How relevant to your needs were each of the following presentations, demonstrations, and services offered at the 2016 WhimCycle?

<table>
<thead>
<tr>
<th>Event</th>
<th>Not Relevant</th>
<th>Somewhat Relevant</th>
<th>Moderately Relevant</th>
<th>Very Relevant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster: Where to Ride - Lanes, Sharrow, and Triggering Traffic Signals</td>
<td>3%</td>
<td>15%</td>
<td>30%</td>
<td>51%</td>
</tr>
<tr>
<td>Booth: UCI Sustainable Transportation</td>
<td>2%</td>
<td>22%</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>Demo: Secure Your Bike</td>
<td>0%</td>
<td>27%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>Poster: Where to Ride - Avoiding Hazard Zones</td>
<td>8%</td>
<td>20%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Poster: Be Predictable - Ride Right</td>
<td>2%</td>
<td>26%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Booth: OCTA</td>
<td>7%</td>
<td>34%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Poster: Be Predictable - Hand Signals</td>
<td>2%</td>
<td>25%</td>
<td>28%</td>
<td>46%</td>
</tr>
<tr>
<td>Booth: Metrolink</td>
<td>7%</td>
<td>26%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>Demo: How to Use the Bus Bike Rack - Anteater Express</td>
<td>8%</td>
<td>25%</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>Demo: Bike Maintenance by OCBC &amp; the UCI Bike Shop</td>
<td>8%</td>
<td>36%</td>
<td>28%</td>
<td>54%</td>
</tr>
<tr>
<td>Service: Bicycle Registration</td>
<td>89%</td>
<td>33%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Service: Helmet Fitting</td>
<td>11%</td>
<td>57%</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Service: Shifting Gears</td>
<td>9%</td>
<td>33%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Service: Bee Cycle Vanpooling</td>
<td>24%</td>
<td>28%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>Service: rCyclist Bike Fair</td>
<td>21%</td>
<td>25%</td>
<td>38%</td>
<td>25%</td>
</tr>
<tr>
<td>Demo: Bike Fitting</td>
<td>9%</td>
<td>41%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Service: Complimentary Bike Valet</td>
<td>17%</td>
<td>33%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Evaluate the following statements. After attending the 2106 WhimCycle ...

<table>
<thead>
<tr>
<th>All Responses</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Disagree Nor Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know more about sustainable transportation options for my commute.</td>
<td>0%</td>
<td>2%</td>
<td>18%</td>
<td>47%</td>
<td>36%</td>
</tr>
<tr>
<td>I will be a more considerate driver around bicyclists.</td>
<td>0%</td>
<td>2%</td>
<td>20%</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td>I feel more confident riding on a bike path separated from the road.</td>
<td>0%</td>
<td>6%</td>
<td>20%</td>
<td>43%</td>
<td>32%</td>
</tr>
<tr>
<td>I feel more confident riding on the road in a bike lane.</td>
<td>0%</td>
<td>4%</td>
<td>25%</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>I have improved my bike locking habits.</td>
<td>1%</td>
<td>5%</td>
<td>30%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>I feel more confident riding on the road without a bike lane.</td>
<td>4%</td>
<td>10%</td>
<td>34%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>I feel more confident making turns on a bike.</td>
<td>0%</td>
<td>4%</td>
<td>29%</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>I feel more confident loading my bike onto a rack mounted on the front of a bus.</td>
<td>4%</td>
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<td>37%</td>
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<tr>
<td>I feel more confident properly fitting a bicycle helmet.</td>
<td>0%</td>
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<td>I know how to check my bike for problems.</td>
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<tr>
<td>I feel more confident negotiating an intersection on a bike.</td>
<td>1%</td>
<td>9%</td>
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</tr>
<tr>
<td>I feel more confident using the gears on my bicycle.</td>
<td>1%</td>
<td>4%</td>
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<td>I am more likely to ride my bicycle more frequently after attending this event.</td>
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<td>42%</td>
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<tr>
<td>I feel more confident in choosing a bicycle that fits me.</td>
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Booths w/ Posters staffed by well-informed educators/stakeholders.

In high-traffic area.

Relevant prizes (things people know they need, but don’t bother to purchase).

Fun/Silly Attractions

Food & Music

Ticket Control

Post-Event Survey

Focus on Confidence, Competence, and Capability (Not “Safety”)

Call us. Email us. Let us help.

- Carolyn Hernandez (CJLH@uci.edu)
- Ramon Zavala (ZavalaR@uci.edu)
Thank you!