

ATLANTA BIKE CHALLENGE

EXPERIENCE THE FREEDOM OF TWO WHEELS



www.atlbikechallenge.com





- A month-long workplace-based challenge
- Companies compete with other companies within their size category
- Based on a point system that rewards all experience levels, but focuses on recruiting new riders.
- Can compete internally, amongst divisions within a single company
- Individuals can earn badges for certain achievements

1 mile	=	1 point
1 day	=	20 points
1 existing rider	=	100 points
1 new rider	=	400 points



[Settings](#)

RIDER PROFILE

Casey Sloan

Works at [Atlanta Regional Commission](#) and [Mobility Services Division](#)

"I ride because It's quicker, cheaper, healthier, and less stressful than driving." [Edit reason](#)

My goal: make 10 trips within 1 week

Stats: **All Time** ▾



My Badges



[See more](#)



ADD A RIDE



ADD A PHOTO



ADD A GOAL



INVITE FRIENDS



BADGES



Log a Ride



Rider



Champ



Legend



25 in a day



1



5



20



100



200



2012

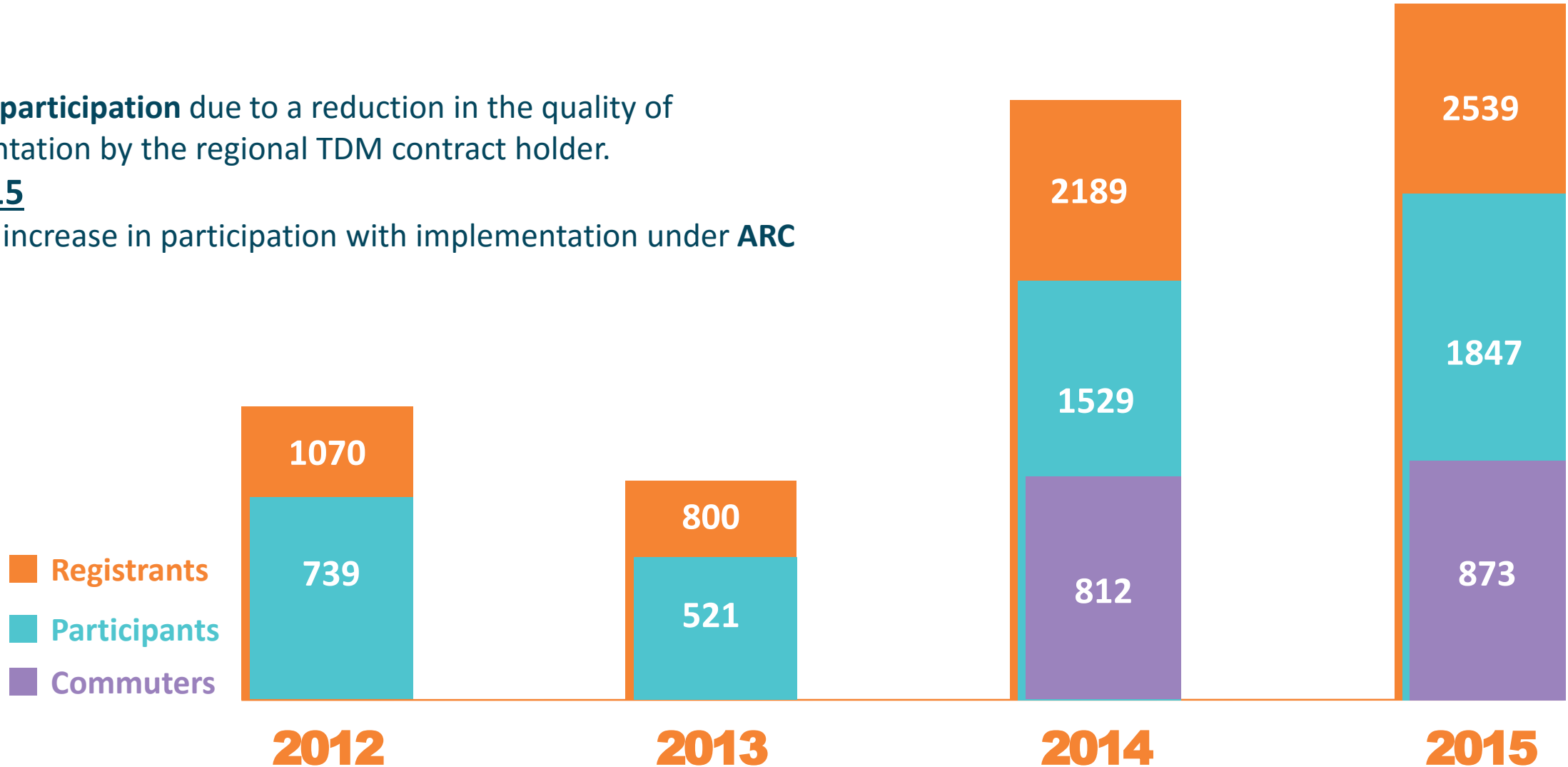
- Participation **exceeds the goal** of 500 participants logging at least one ride.

2013

- **Reduced participation** due to a reduction in the quality of implementation by the regional TDM contract holder.

2014 & 2015

- Dramatic increase in participation with implementation under **ARC**



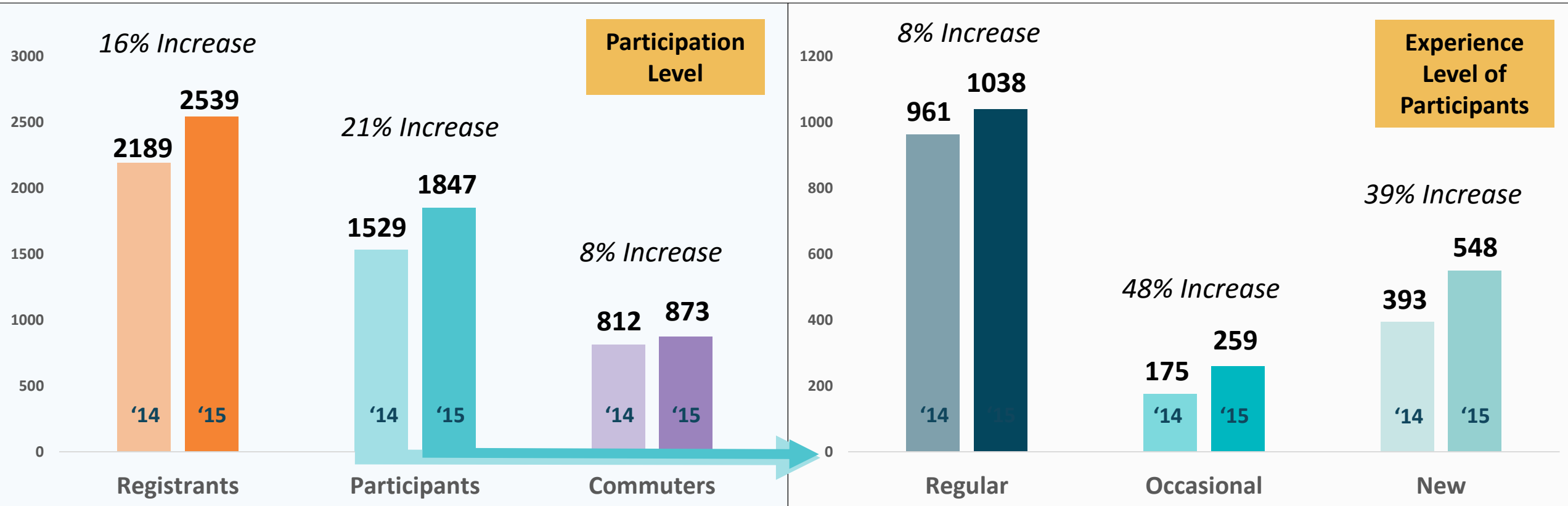


Increase in all levels of participation in 2015:

- **Registration:** 16% increase
- **Participation:** 21% increase
- **Commuting:** 8% increase

Increase in all levels of experience in 2015:

- **Regular:** 8% increase
- **Occasional:** 48% increase
- **New:** 39% increase





Increase in % of Participants and Commuters who are New or Occasional riders

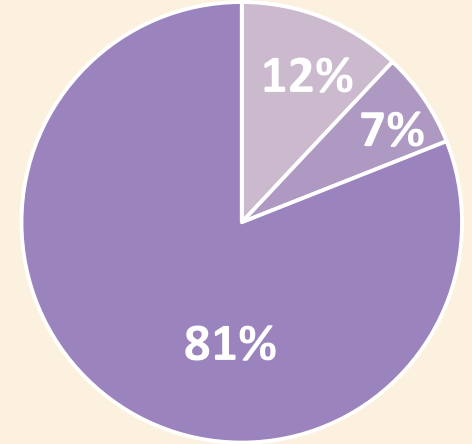
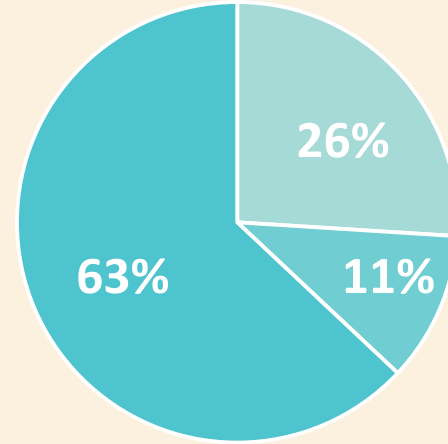
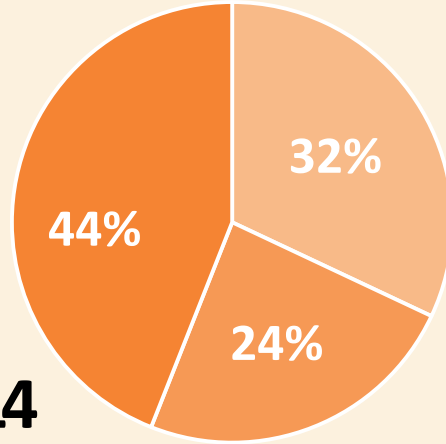
- Moving more people through the behavior change cycle

Registrants

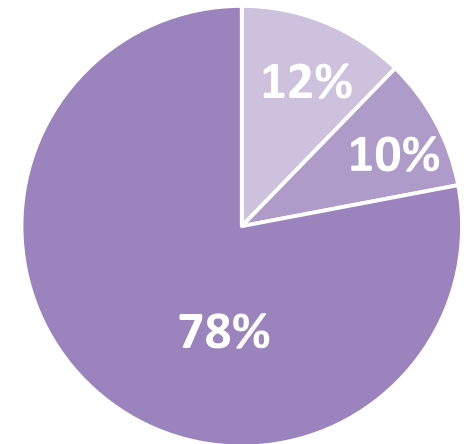
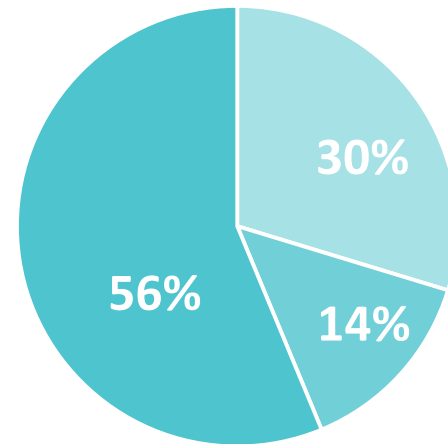
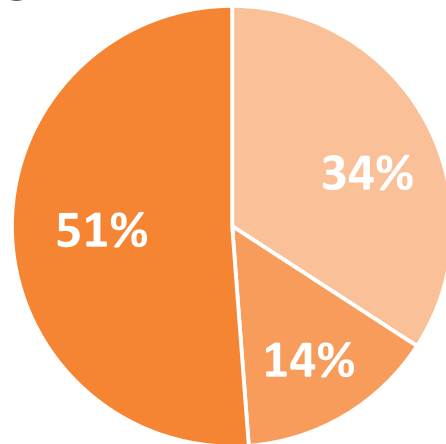
Participants

Commuters

2014



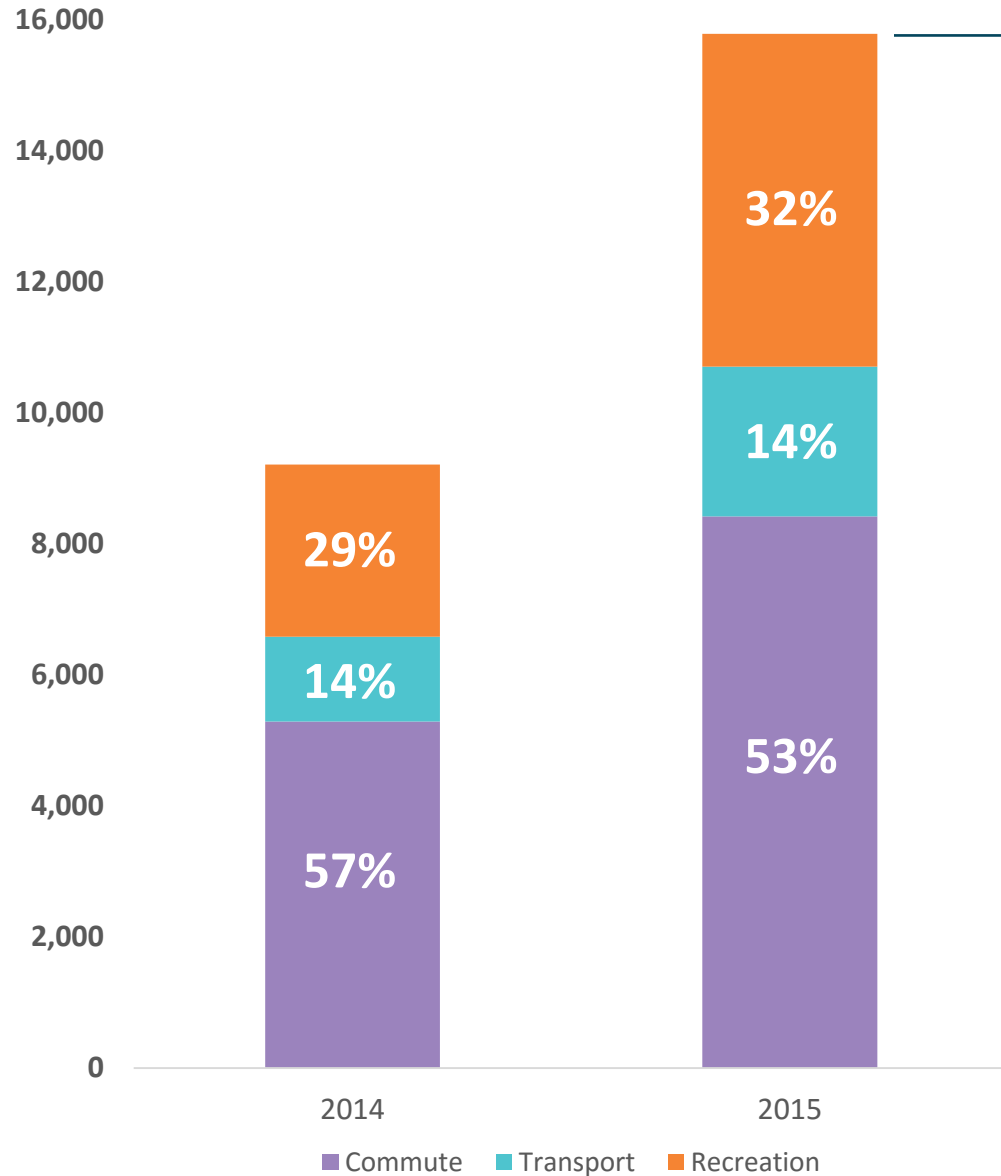
2015



Regular Occasional New

Regular Occasional New

Regular Occasional New



15,805 total trips logged in 2015

- 72% increase over 2014

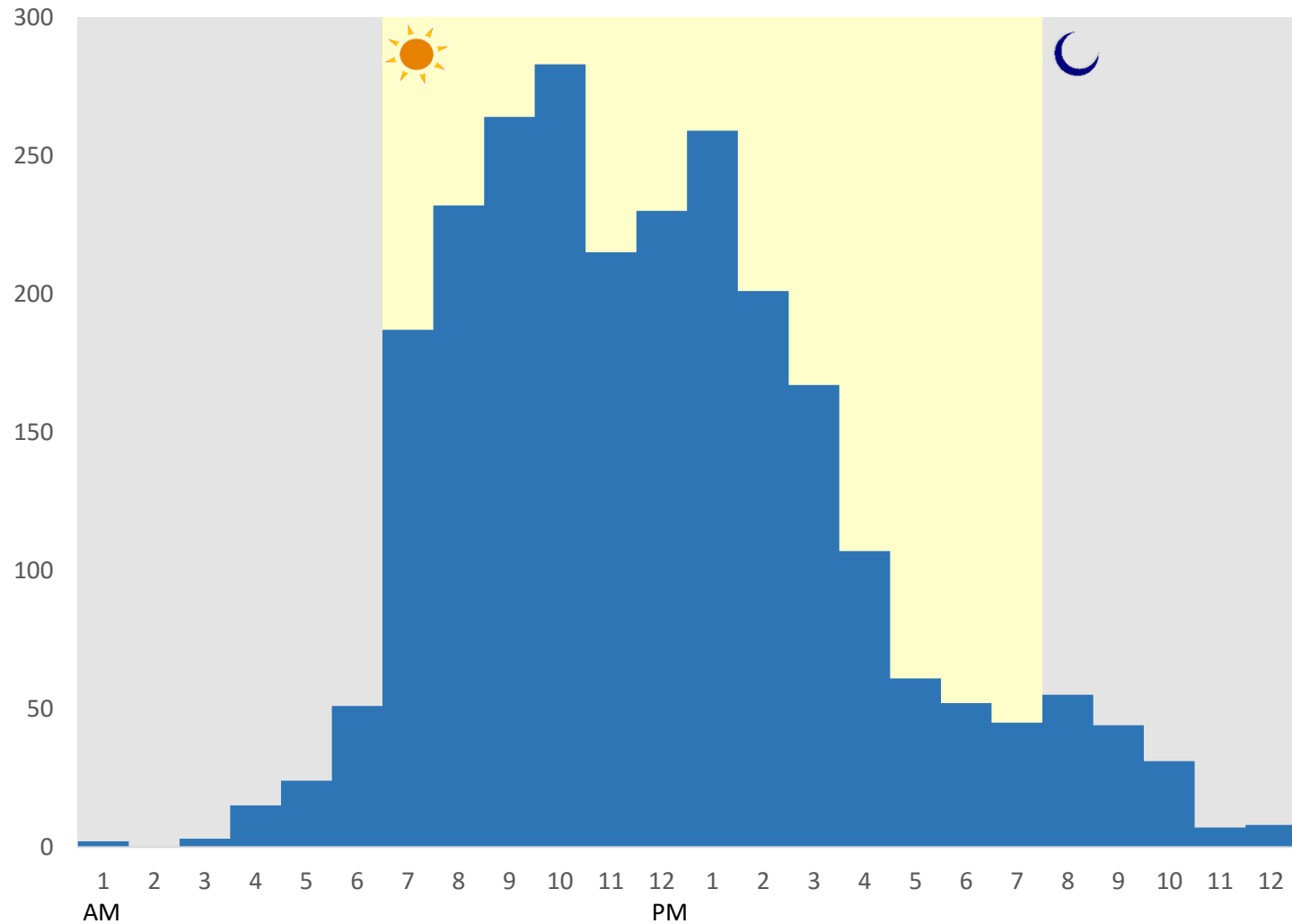
Changes in 2015 to **more fully engage participants** throughout the entirety of the challenge proved successful.

- Further changes in this direction planned for 2016



People tend to register for the challenge while they are at work

- Peaks at 10:00 AM and 1:00 PM, on either side of lunch
- Suggests that a workplace-based challenge with outreach at employer sites has been successful





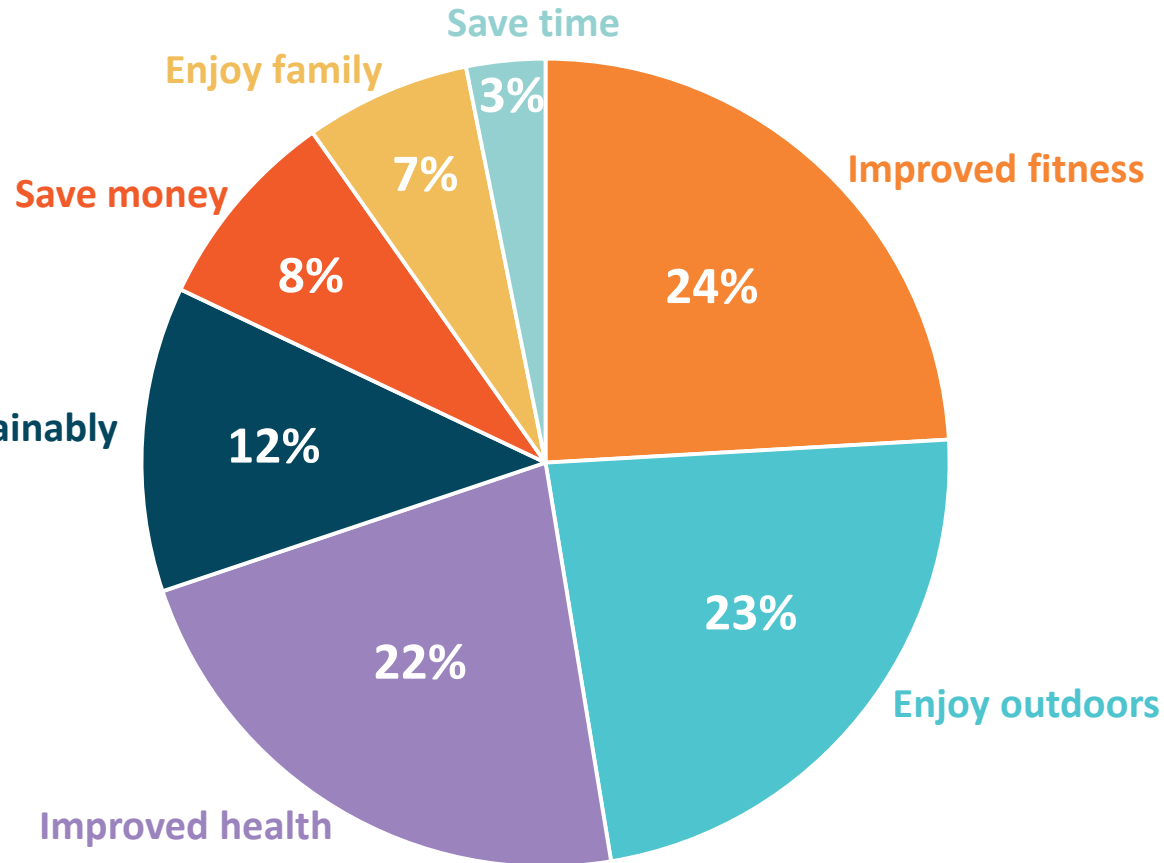
Three strongest motivating factors:

- Improved fitness
- Enjoying the outdoors
- Improved health

This was the case regardless of experience level.

Two takeaways:

- Incentives remain the same throughout the behavior change process
- Cyclists are a unique group, requiring targeted messaging





Barriers change with experience level

- **New cyclists:**
 - Equipment (“don’t own a bike”)
 - Attitude/Knowledge (“don’t know a safe route”)
- **Occasional cyclists:**
 - Attitude/Knowledge (“don’t make time”)
- **Regular cyclists:**
 - Environmental (“bad weather”)

Targeted messaging helps participants overcome their specific barriers

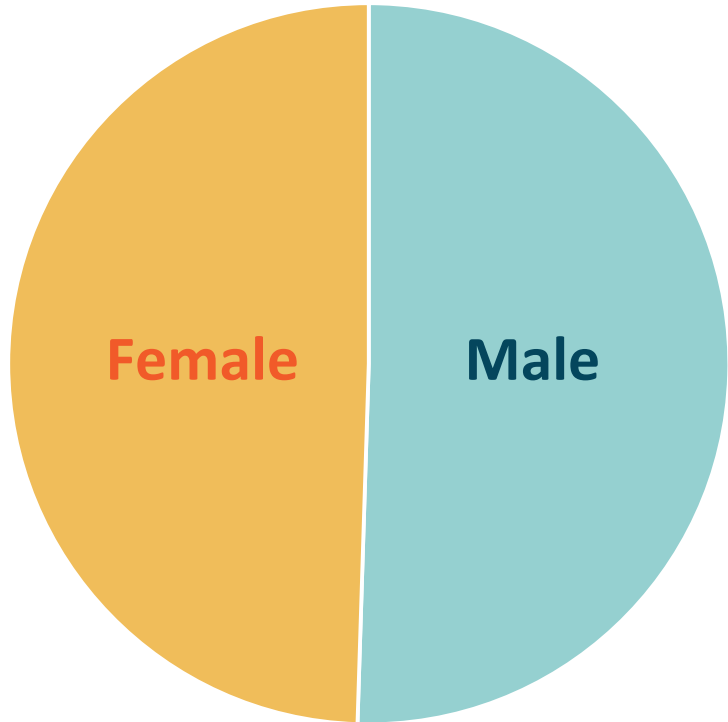
- How to:
 - Find bike classes
 - Fix your bike/find a mechanic
 - Buy a starter bike
 - Prepare and pack for commute cycling
 - Find someone to ride with
 - Find your route

Attitude/Knowledge

Equipment

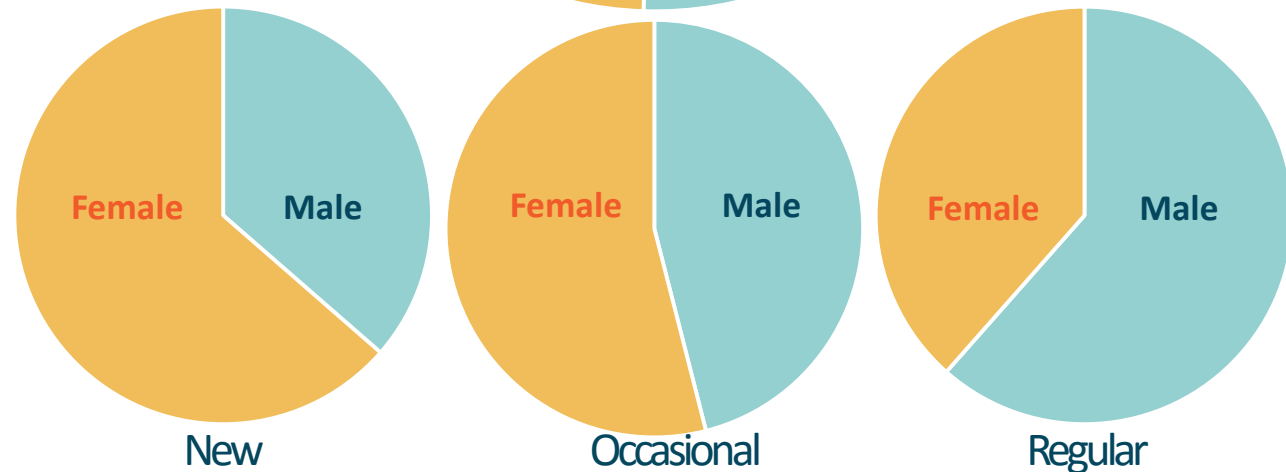
Environment

Office



In terms of **gender**, the breakdown for all registrants is **almost exactly 50/50**.

- Nationally, **females make up only 25%** of cycle trips
 - This is reflected in breakdown of regular cyclists from the Atlanta Bike Challenge
 - By targeting new and occasional cyclists, the challenge helps close the gender gap within the Atlanta cycling community

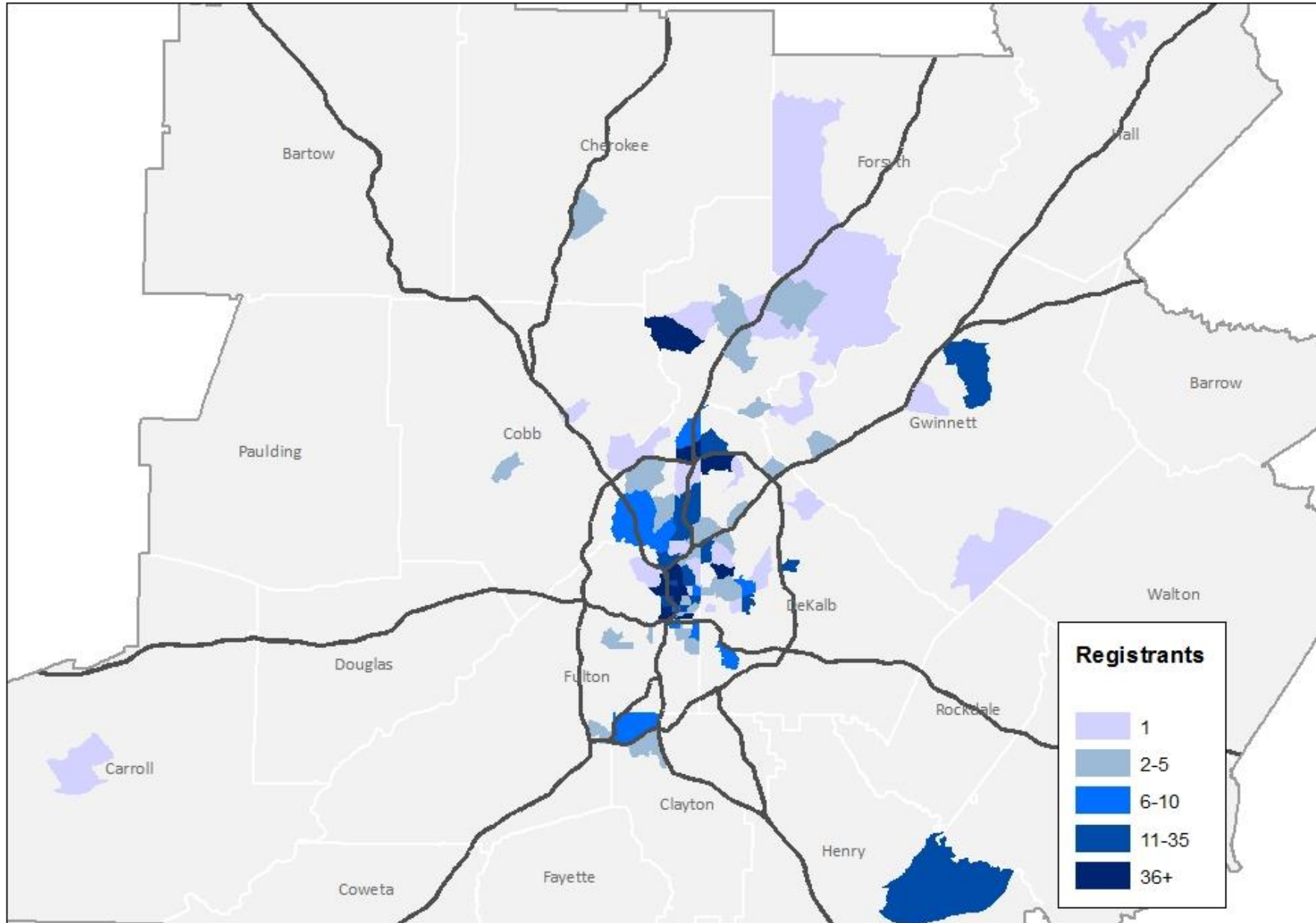


REGIONAL
PARTICIPATION

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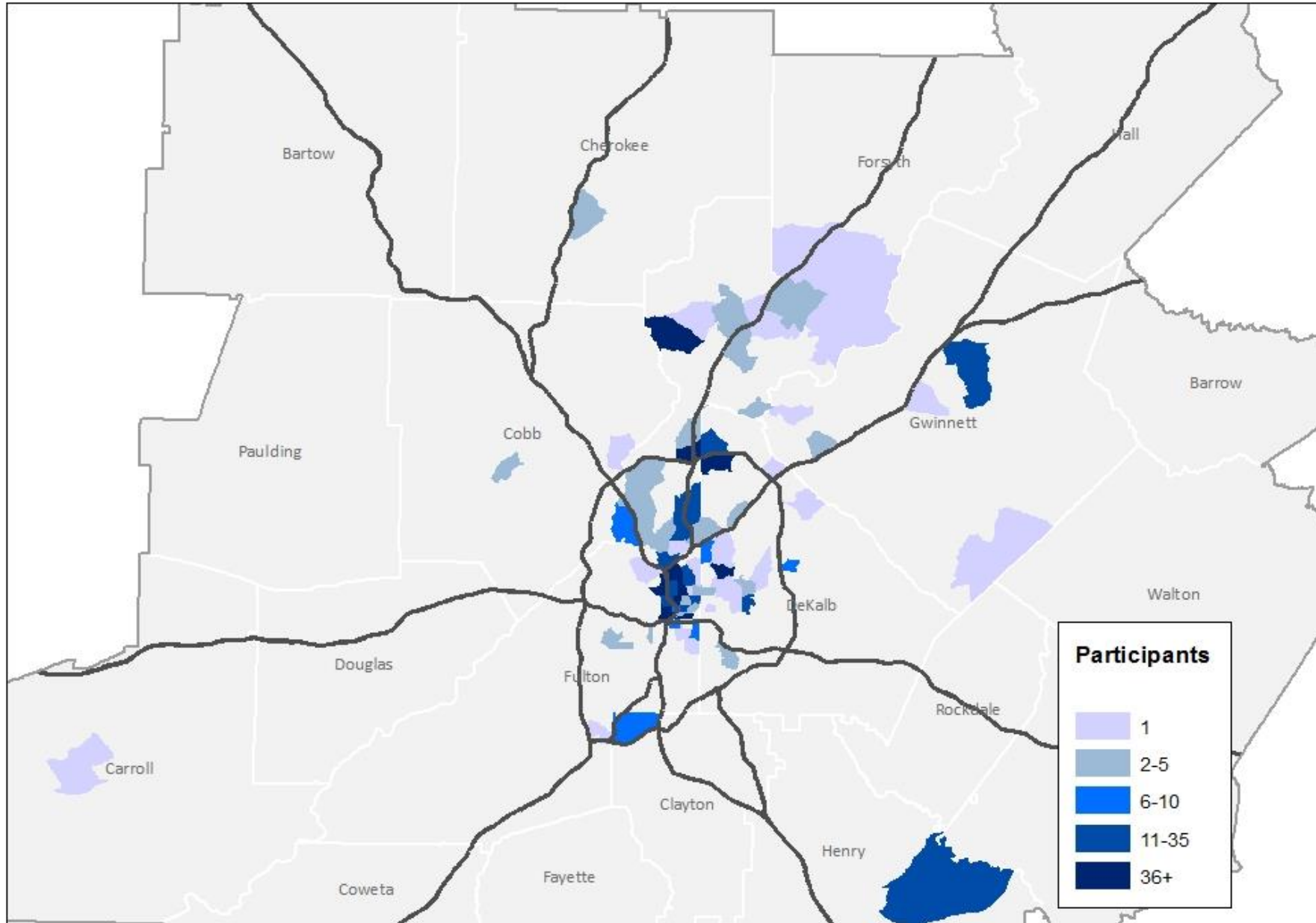


Registrants



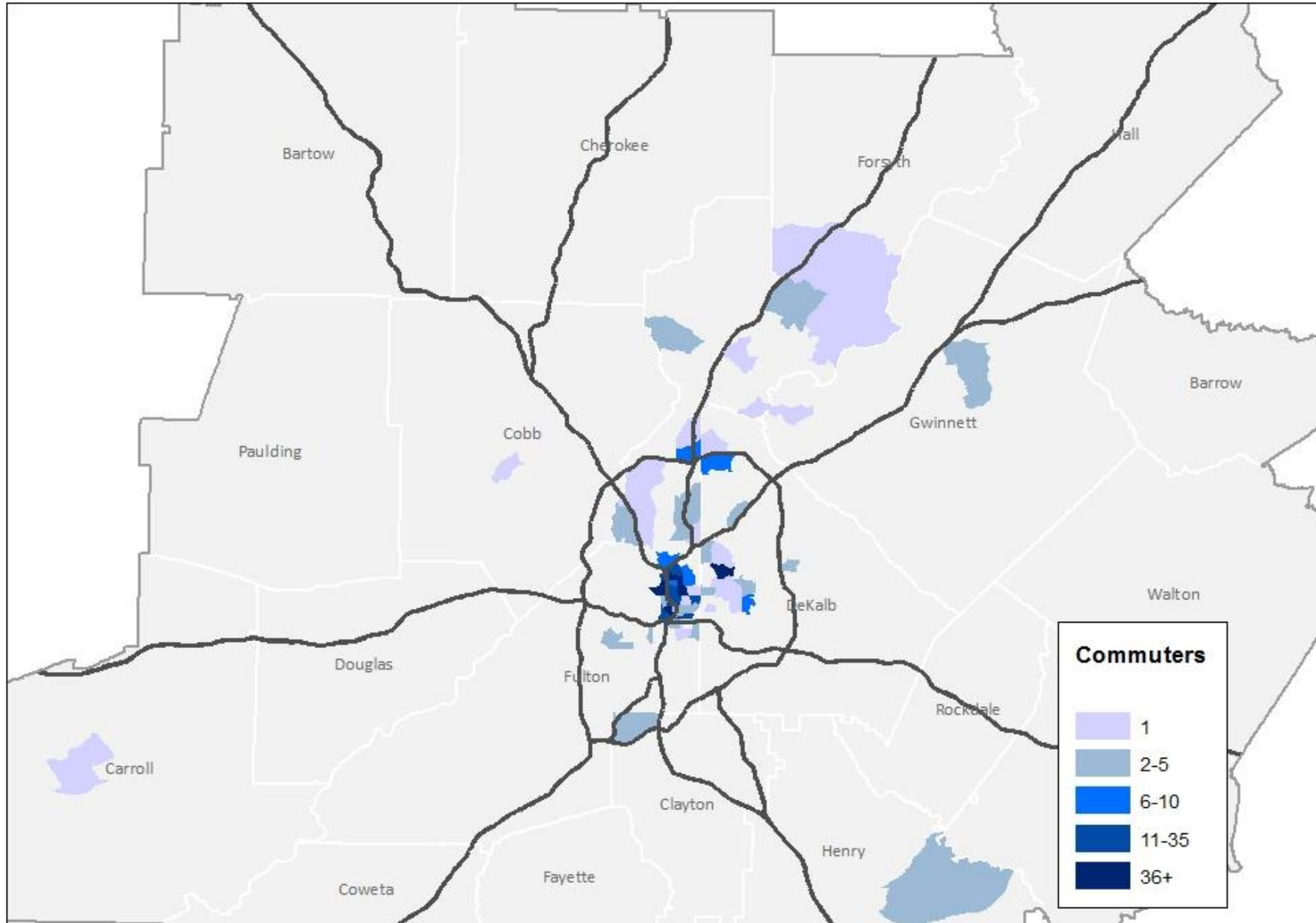


Participants





Commuters



ACTIVITY CENTERS

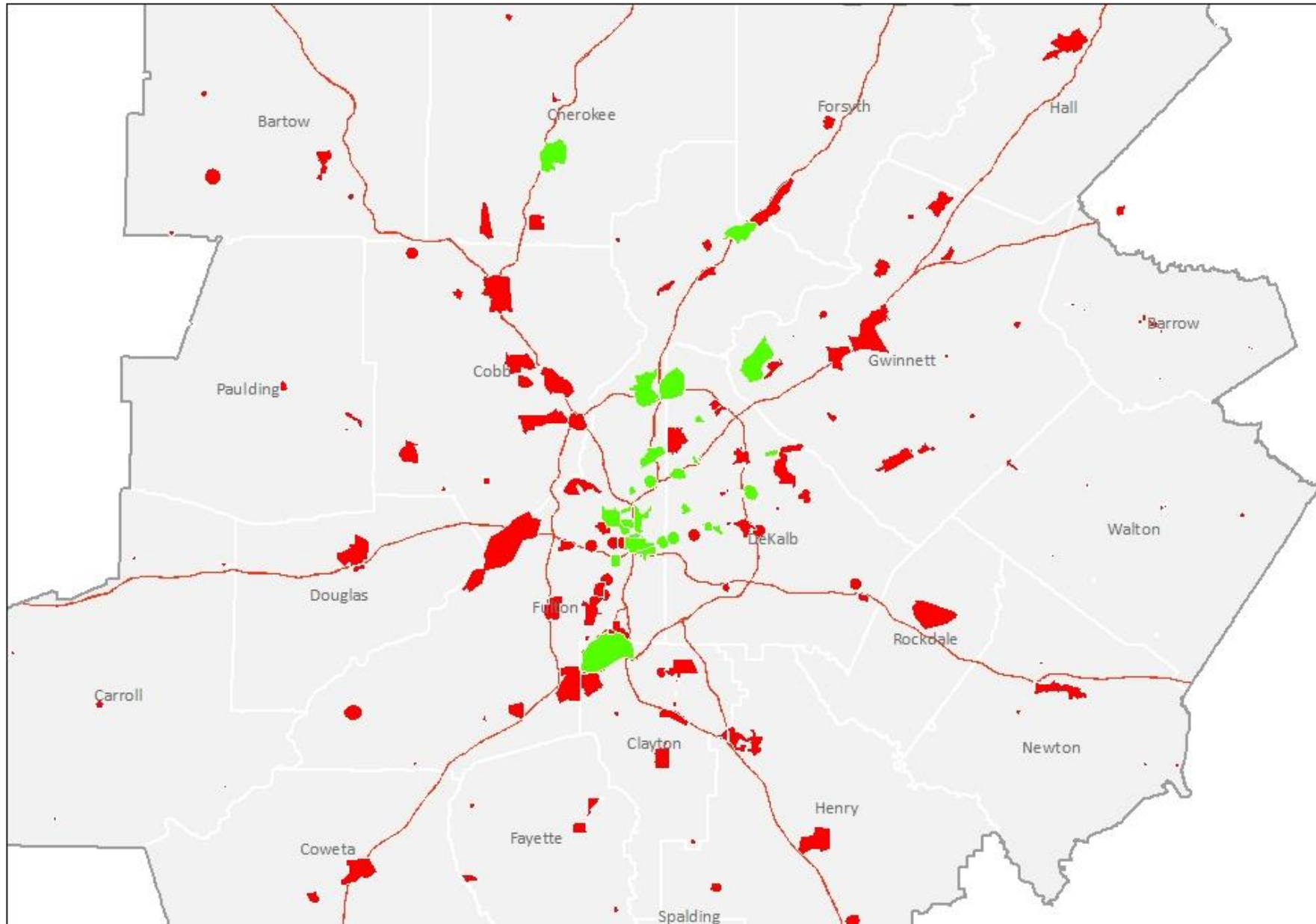
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The Activity Centers **highlighted in green** contain at least one workplace where someone registered for the 2016 Atlanta Bike Challenge.

Those **highlighted in red** contain zero.

Activity centers with Bike Challenge participation tend to be located **along MARTA rail lines**.

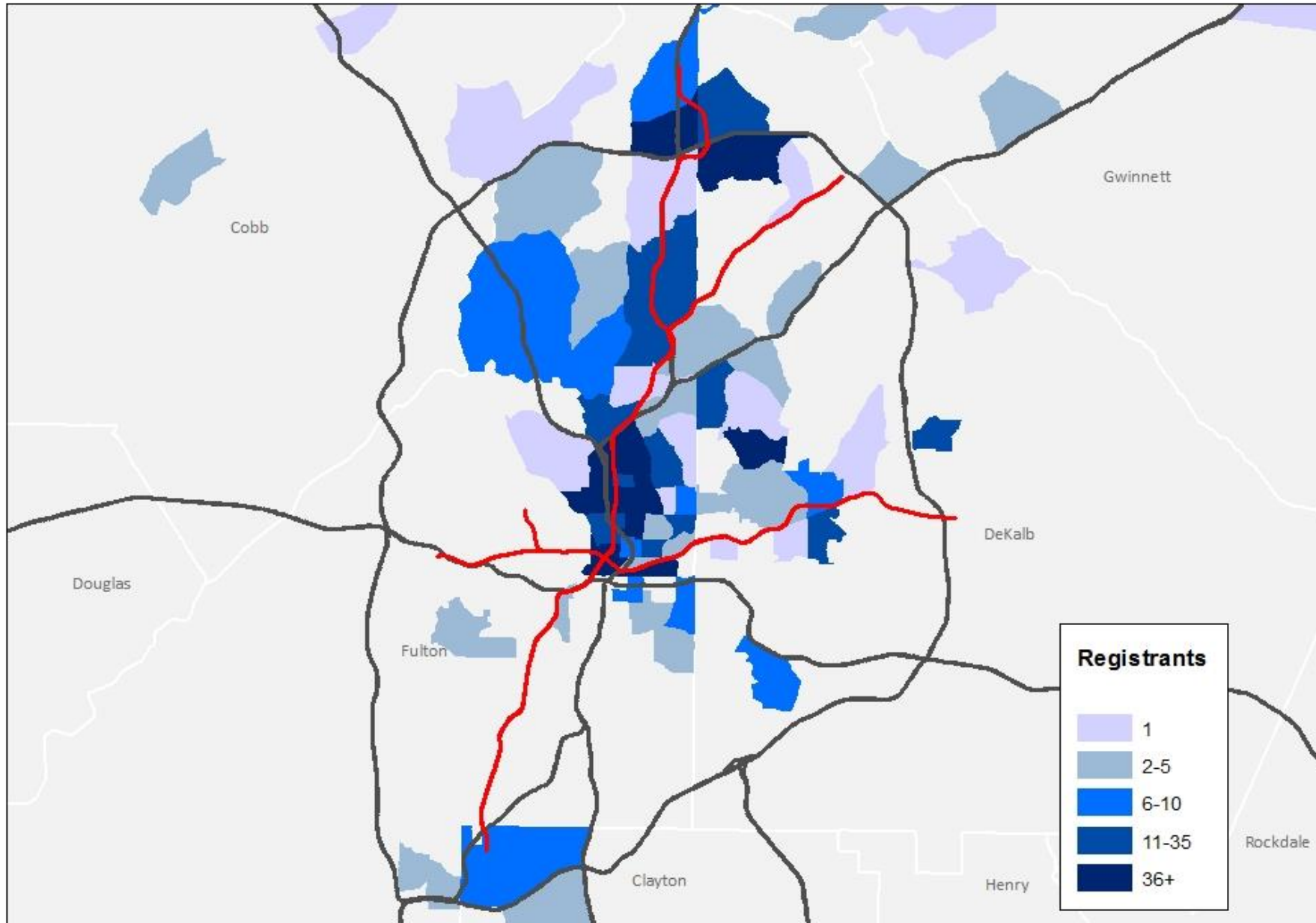




Registrants

62% of registrants work **within 1 mile** of a MARTA rail station.

58% work **within ½ mile** of MARTA rail station.

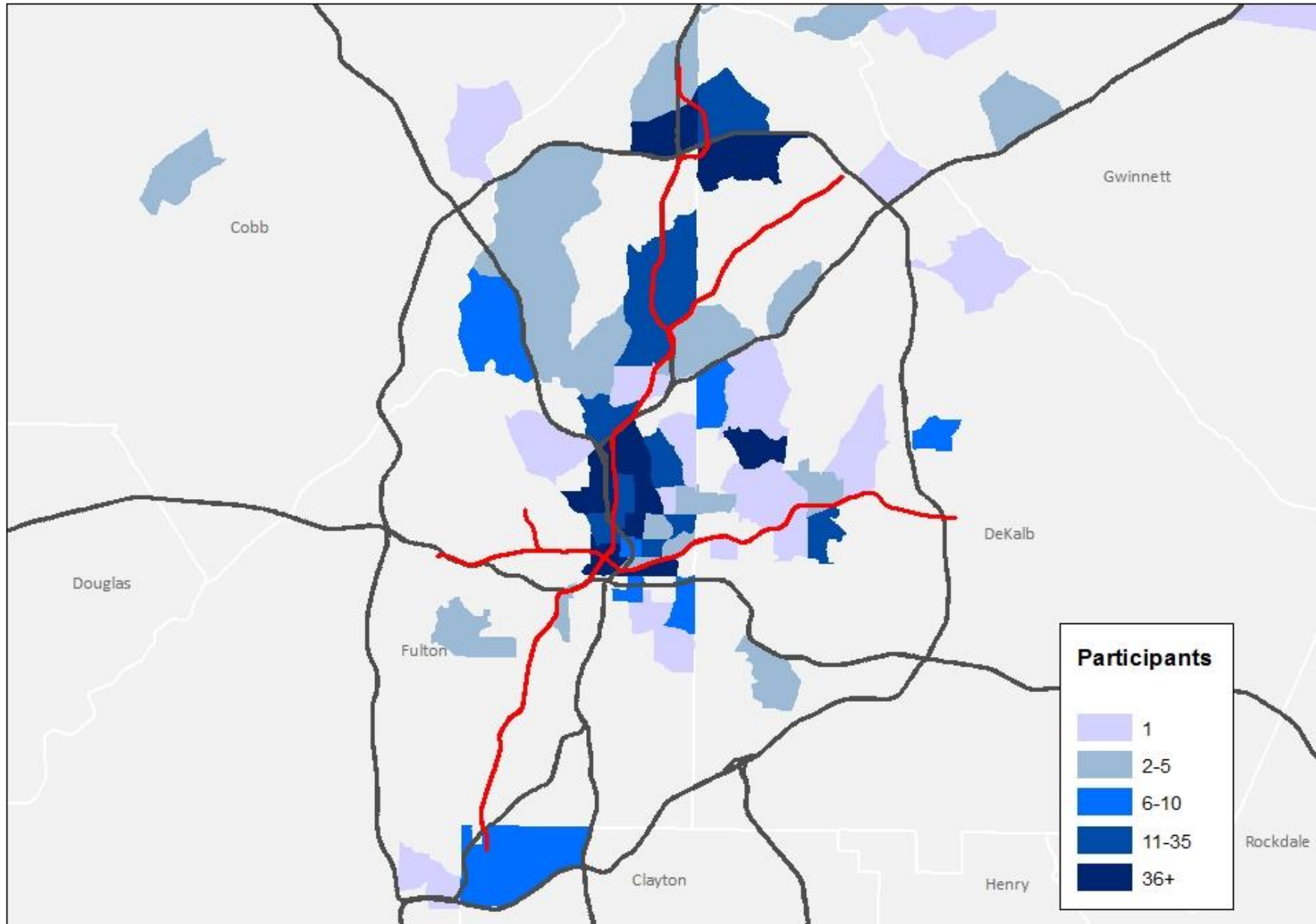




Participants

62% of participants work **within 1 mile** of a MARTA rail station.

53% work **within ½ mile** of MARTA rail station.

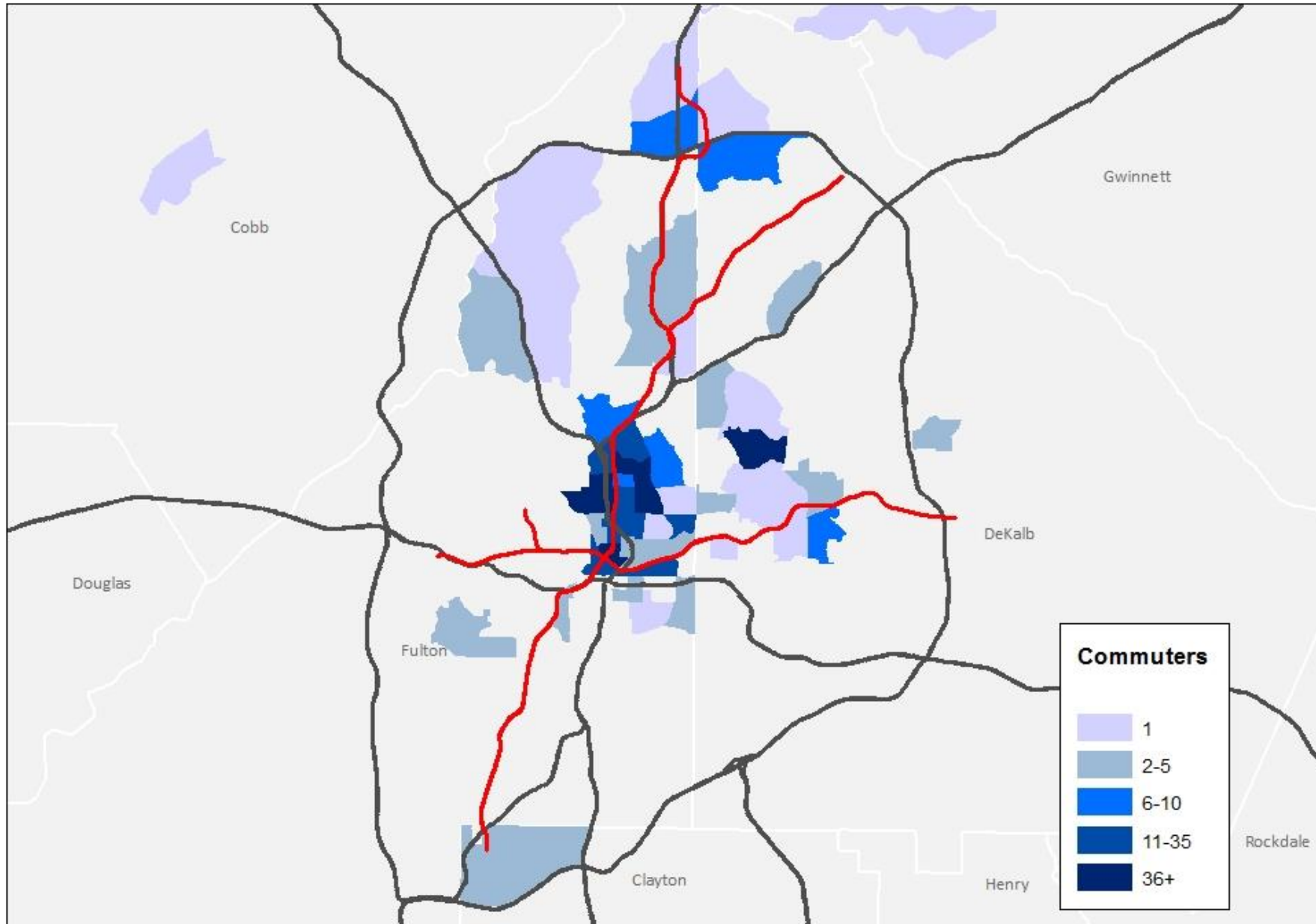




Commuters

58% of commuters work **within 1 mile** of a MARTA rail station.

50% work **within ½ mile** of MARTA rail station.

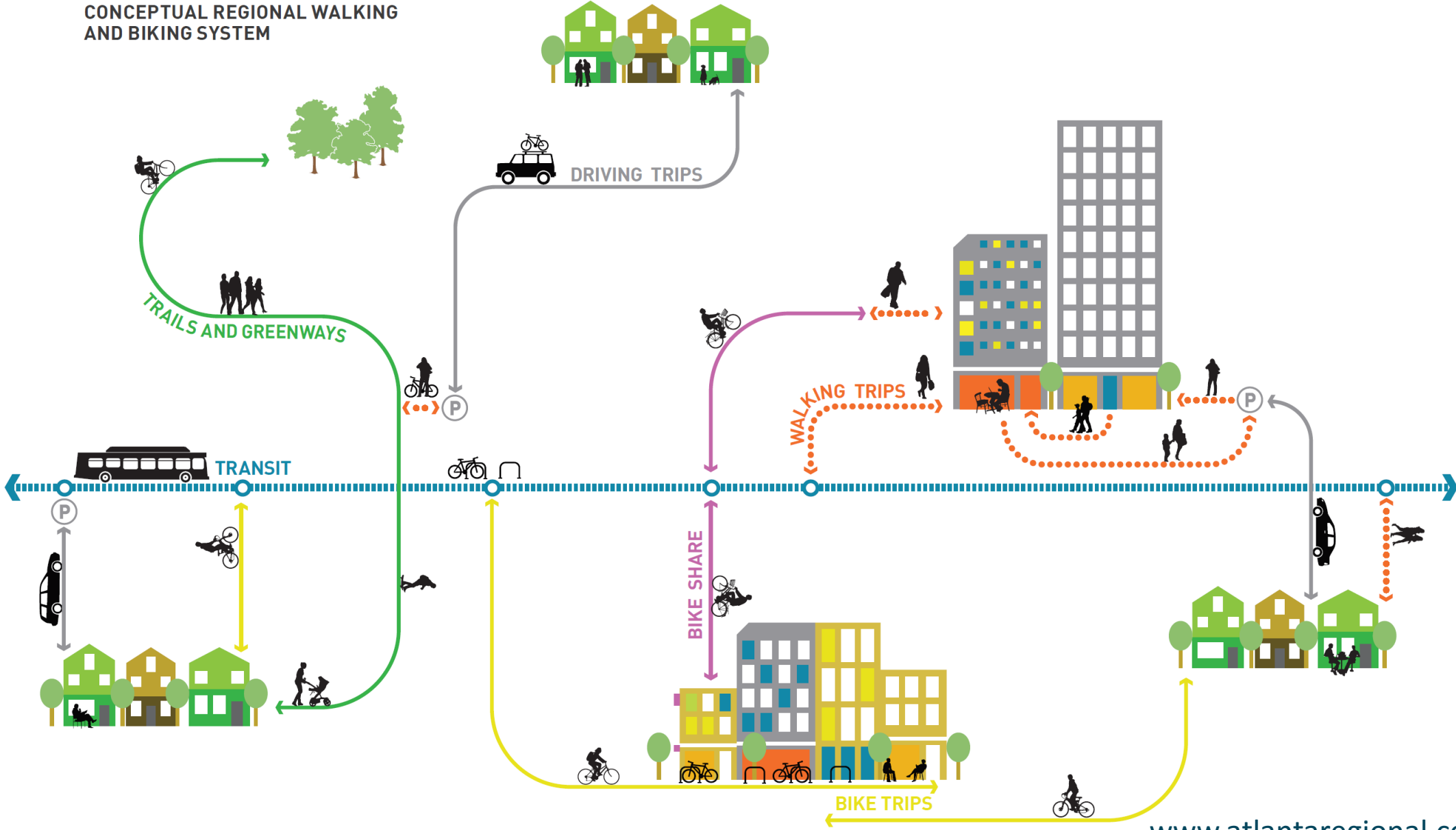


MULTI-MODALITY

ATLANTA BIKE CHALLENGE



CONCEPTUAL REGIONAL WALKING AND BIKING SYSTEM

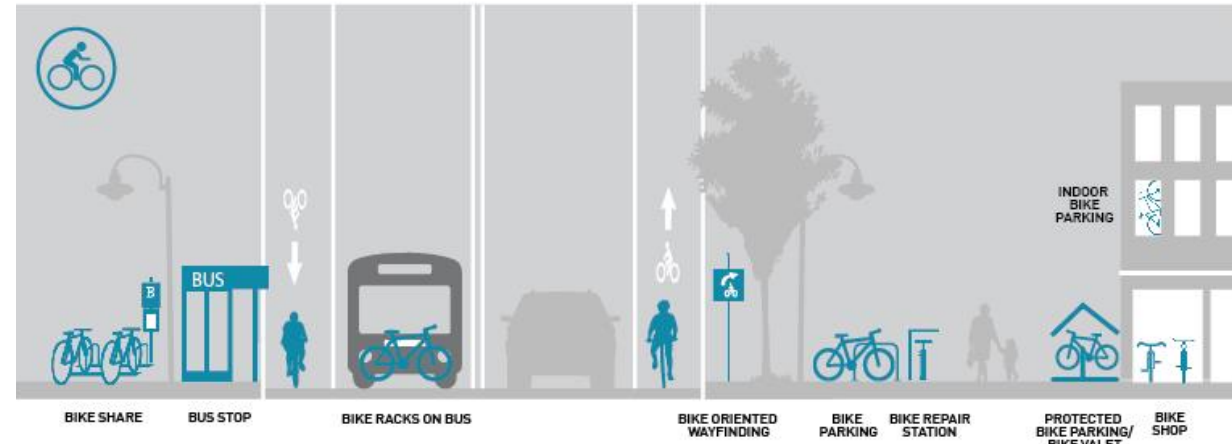
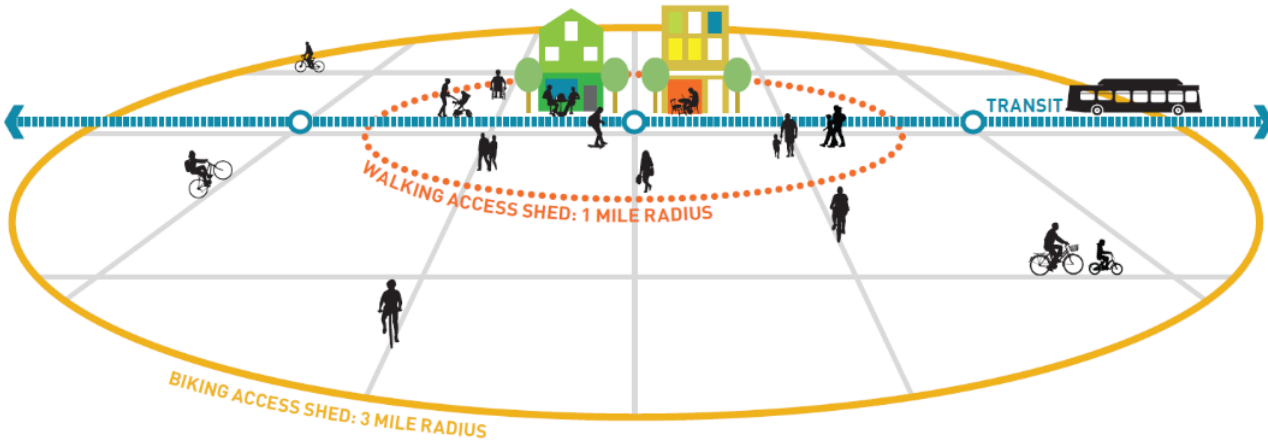


MULTI-MODALITY

ATLANTA BIKE CHALLENGE



TRAVEL SHEDS:
AN ORGANIZING PRINCIPLE





- **Changes:**
 - **More individualized**
 - **Choose the grand prize you want to pursue**
 - **Badges:**



- **Dates: September 25th — October 23rd**
 - **Bookended by Atlanta Streets Alive**
 - **Sept 25: Highlands**
 - **Oct 23: Peachtree (Downtown-Midtown)**