

**3
FEET
PLEASE**



**Hunterdon County
Bike to Work Week
May 11-15, 2009**



Jim S., Merck & Co., Inc.

EVENT REPORT



**Thank you to
our Sponsors!**



HART Commuter Information Services
Serving commuters, business and community

Event Theme

Safety was again the main focus of Bike to Work Week. HART adopted the “3 Feet Please” message for the event, to raise awareness of providing cyclists adequate room on the road.



Event Premium



HART has regularly provided t-shirts participants with a message printed on the back of the shirt. Previous messages have included “Going Green”, “Saving Green” and “Bike to Work”.

This year, we chose to offer “hi-viz” safety reflective vests with the message “3 Feet Please” printed on the back.

The vests were purchased using the funds provided by the event co-sponsors:

AAA Mid Atlantic
Clinton Bicycle Shop, LLC
Cycle Corner of Frenchtown
Pete’s Bike & Fitness Shop
Pure Energy Cycling & Java House

Event Outreach and Marketing

Event announced: March 26, 2009

Early Bird deadline: April 23, 2009

Final Deadline: May 1, 2009

“Save the Date” emails along with the opportunity to register now were sent to all past participants, carpoolers, vanpooler, bike commuters and transit riders in March. Commuters registered online. The first 100 participants were guaranteed their size preference for the vest.

Press releases were sent out on April 6, 2009 announcing the upcoming event to local newspapers and organizations.

Early Bird registration closed on April 23, 2009 with 116 registrants.

Each participant received an event packet in advance of the event. The packet included a vest (for first 100 registrants), a bicycle tip sheet with sponsor information, promotional materials given to us by the sponsors, a waterproof Hunterdon County Bike trail maps, 2 bicycle safety brochures, and a NJDOT bike manual.

A total of 138 individuals were registered as of the deadline of May 1, 2009.

Participant Documentation

Registrants were asked to verify each of their rides for the week of May 11-15 through an online verification form. For each day a participant bicycled to work, they received a ticket to enter them in the event raffle. Prizes were \$25 gift vouchers to sponsoring bike shops. Raffle winners were drawn on June 1, 2009, and notified by email. Winners print their voucher and present it to the bike shop for redemption. All vouchers expire June 26, 2009.

The participant verification form also offered cyclists the opportunity to report on their ride, road conditions, motorist behavior, and motivations for participation.

Make up Week

Any registrants who was unable to cycle to work May 11-15, 2009, was allowed to make up their rides before May 29, 2009.

Follow Up

Participation Certificate

Each cyclists who verified their ride(s) received a thank you letter and certificate of participation. In addition, any participant that was not registered in HART's Bike Care Program was provided an enrollment form and encouraged to register.

Event Results

The weather cooperated and was beautiful for 4 out of the 5 days/ Participants experienced clear skies and temperatures in the mid 60's to low 70's. The make up week was also beautiful.

A total of **85** participants confirmed that they cycled to **46** Hunterdon County worksites over the course of the event.

Participating Worksites

Aegis Lightwave, Inc.	John Morgan Thomas Landscape Architects
Bemis Company, Inc.	Kingwood Township School (2)
cbaX.us Inc.	Kotite Media Group
Chubb Insurance – Personal Lined	Law offices of Timothy D Barrow
Chubb Insurance – Commercial Lines	Maurice & Needleman, P.C.
Copper Hill Elementary School (3)	MEL Chemicals, Inc. (2)
Cozze Brothers, LLC	Merck & Co., Inc. (12)
Delaware Township School (2)	Pete's Bike & Fitness Shoppe (3)
Drs. Schiabile & Bonner	Preston & Company
East Amwell Township	Readington Middle School
Energy Kinetics, Inc.	Readington Township (2)
ExxonMobil Research & Engineering (6)	RobinHill
Greenman- Pedersen, Inc.	Round Valley Recreation Area
HART Commuter Information Services (2)	Stoneking Wellness Center
Haynes Corporation	Stop & Shop
Hunterdon County Parks & Recreation	The Doctor is In
Hunterdon County Division of Social Services	Thomas B Conley School (2)
Hunterdon Central Regional High School (7)	Union Township Elementary School

Hunterdon Developmental Center (2)
 Hunterdon Healthcare- Emergency Department
 J.A.R Engineering, Inc.

Voorhees High School
 Willis HRH
 Woodglen Elementary School (2)

Bicycle Miles Traveled



Meg Slutter and Karin Parker

The total number of miles participants biked for the week was **4001**, and average of **47 miles** per participant. This year's longest trip was taken by James Watson. He bicycled from Doylestown, Pa to Chubb Insurance in Whitehouse Station. He biked 4 days for a total of **256 miles!** Tom Bruno came in second with a total of **170** miles, traveling from Raritan Boro to Annandale.

NOx & VOCs Impact Summary-



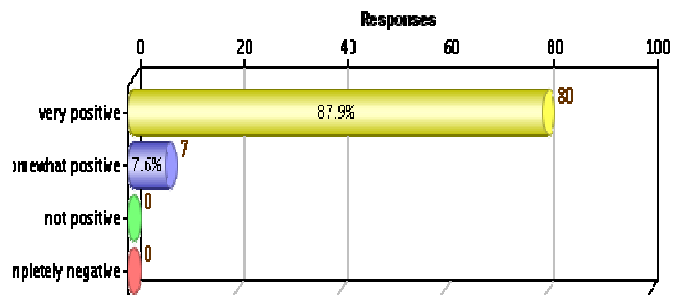
You do the math.

Registered Walker/Biker		Impact - <i>Daily</i> Reduction			
	# W/B	Vehicle Trips	VMT (mi.)	NOx. (lbs)	VOC (lbs)
All Transit	84	91.6	917	1.63	1.09

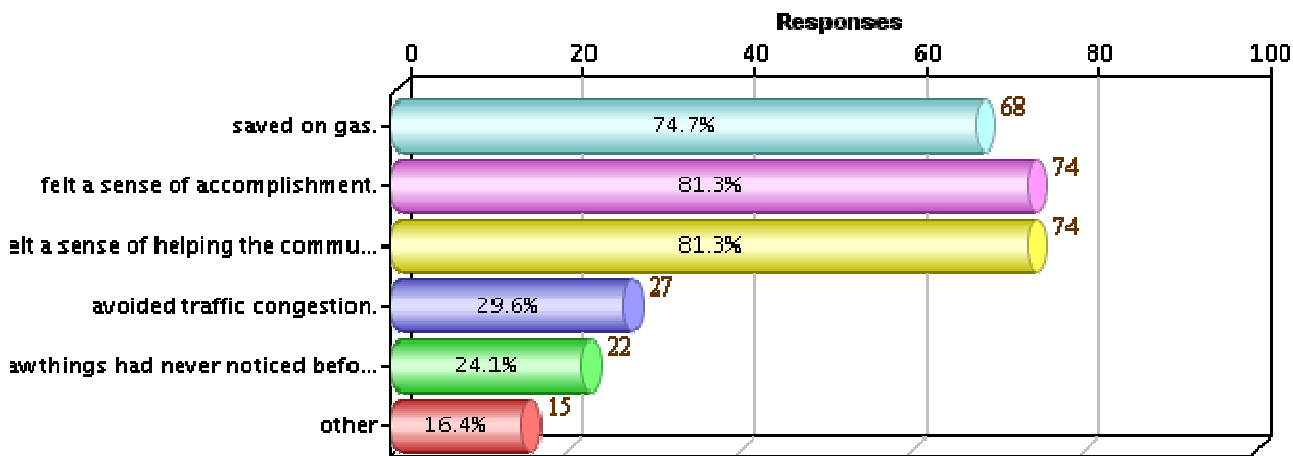
Participant Feedback

This was the best turnout for registered participants in the event's history. Of the 139 people who registered, 84 verified their rides. When asked why a registrant did not participate, the reasons ranged from "unexpected work assignments", "illness and injury", "did not read the email reminders", to "just plain forgot".

80 participants (88%) indicated that their overall experience with the event was "Very Positive", 7 participants (8%) indicated it was a "Somewhat Positive" experience. No one indicated a negative response.



The number one benefit participants listed for participating in **Bike to Work Week** was a tie between **'felt a sense of accomplishment'** and **'helping the community'**. With gas prices significantly lower this year as compared to last year, **"Saved on gas"** came in at a distant third.



Other Participant Feedback

Publicity:	<u>2008</u>
Very Good-- 64.8%	57%
Good-- 27.4%	35%
Needs Improvement-- 7.6%	8%
Registration Process:	
Very Good – 90.1%	88%
Good – 9.8%	11%
Need Improvement— 0	>1%
Event Vest:	<i>t-shirt</i>
Very Good— 60.4%	75%
Good – 15.3%	19%
Needs Improvement – 24.1%	6%
Event Packet:	
Very Good – 71.4%	69%
Good – 26.3%	27%
Needs Improvement – >1%	>1%

The category that we received the biggest “Needs Improvement” was on the vests. Although a majority of the participants liked the idea of the vests, they were discouraged by the sizing (especially women as it was men’s sizing) and the fact that you could not read the message on the back - which was the purpose of putting in there:

- vest is a parachute - not very conducive to aerodynamics
- I wore the vest, but most people I talked to (and I have the opportunity to talk to a lot of cyclists) thought the vest was a bit bulky in the way it fit and the message was unreadable at any distance. Sorry

- The font on the vest needs to be LARGER so motorists can see it from a fair distance away
- Vest sizing was for a man. Too long and it hits a woman's hips where the waist is.

Event Summary

Perhaps the best indicator of how successful this event is that **77** participants indicated that they would continue to bike to work~ 8 participants more than last year (69)!

Participant Comments:

Doing a good job, keep up the good work!

...Thanks for this program.

... I do wish there was more emphasis on cycling to work.

Thank you for organizing this great event. I love participating and this year is no exception. Thanks also for the make-up week. I was very sick during the official bike to work week; I missed work and I was not well enough to ride. I felt much better about being able to bike this week and make up for my time. The vest this year is EXCELLENT! Thank you! This event gives me the push I need to bike to work and I know I will bike to work more before the school year ends.

I hope bicycling will continue to be promoted.

Offer a bike to work week in the fall (around late September) in addition to the one in May

... I'm going to keep wearing my vest (more for night riding), that was a great idea!

Please keep up the good work making motorists aware of sharing the road with others. The message seems to have reached most.

Christina, Yes I do receive updates and incentives. I met two other riders with yellow jerseys during the first week of bike week. One man worked at Hunterdon Developmental Center and the other at Exxon. I shared part of the ride in with one man and stopped and said hi to the other. It was a fun and challenging experience...

THANK YOU SO MUCH for running this program. I loved it and used it as an incentive to send to friends to try to encourage them to bike to work. I think it is a really important direction for us to find alternate commuting methods to help the environment and so appreciate your support - especially bringing the packet over to me! I've seen the brochures for the bicycle commuter program before, but I haven't registered yet. My kids are really active in school programs and I can't pick them up at the times required when I ride my bike. So I can typically do only 1 day/ week. This summer I hope to do more, but won't be able to log 3 months of 2 days/week. Meanwhile, I'll keep promoting the info to friends. Thank you so much again!

This is a great program to promote cycling and raise awareness. You might encourage on-going cycling commuting with email bulletins or notices in the newspaper, with reports on roads, weather, offers from vendors, etc.

Already am a "full-time" bike commuter. The added incentives provided by HART and the local bike shops are "icing on the cake." Although not required I'll be riding "make-up" commutes all this week, as well.

The raffle is a great idea but it would be good if they had a larger prize, maybe a bike, not just a gift certificate.

Thanks for another great week... Can't wait till next year!

I love participating in this...

It was a great week to bike to work, but I'll continue biking weather permitting.

...thanks for the program and the vest.

This event is always a nice, gentle way to get people back on their bikes.

It gave me some time with my son, who went along for the ride and then rode back home. The ride across some of the back roads (i.e. Old Franklin Schoolhouse) was very enjoyable and relaxing (until you hit a hill).

This one excellent program, thank you so much for promoting cycling in Hunterdon county.

I was pleasantly surprised when a package arrived with vest, water bottle and event information along with other cycling information. I thought this was very well organized. It is great exercise and I hope to do this more often over the summer as my schedule, weather permits.

... THANK YOU, CHRISTINA AND HART, FOR ALL YOUR EFFORTS IN MEETING HC'S TRANSPORTATION NEEDS.

Overall, I had a very positive experience. Thank you.

The vest was a great idea. Thank you in advance for contacting local road entities about poor conditions.

Love it! ...

HART did an absolutely terrific job of promoting this wonderful program. Having all of the helpful information and information about cycling safety, made me better prepared for the 12 mile trip to work. As a result of the experience, I'm planning to outfit my bicycle with a water bottle holder, and considering a rear-view mirror for improved safety! Although my immediate work schedule doesn't permit cycling in the next few days, I will definitely try cycling to work again in the future.