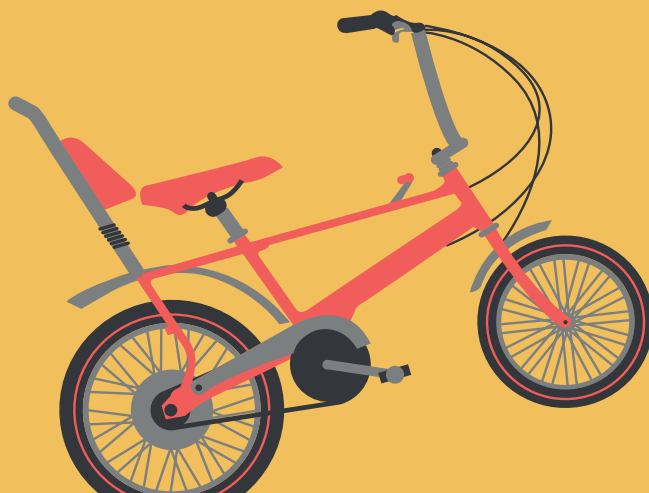


Love to Ride Hawaii

Hawaii Bike Challenge 2021
Interim Report



Introduction

This report summarises the initial results of the 2021 Hawaii Bike Challenge in Hawaii. It contains analysis of the baseline survey and the three-week follow up survey.

About the Programme

The Hawaii Bike Challenge was a month-long Social Team Bike Challenge, with teams of up to 10 members competing to earn the most points by riding and encouraging others to ride. The program was run online on the Love to Ride platform and involved a marketing campaign, encouragement, leaderboards, prizes and incentives.

The campaign was designed to encourage and support more Hawaiians to start riding, ride more often, and for transportation purposes; with one ten-minute ride confirming an individual's participation and entering them into prize drawings. Leaderboards facilitated friendly competition between participants to see who could log the most rides, ride the greatest distance, commute by bike on the most days, and encourage the most people to take part. The Love to Ride platform fostered a friendly, supportive local biking community by inviting participants to encourage each other by celebrating success, sharing stories and photos and setting and achieving goals.

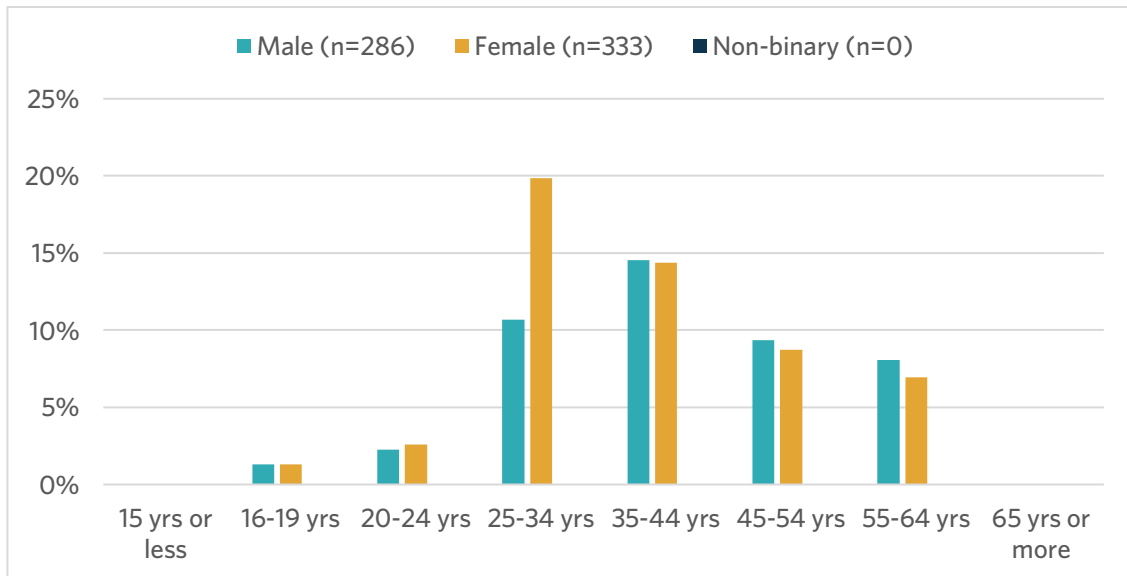
Summary of Results 2021

Table 1: Headline results summary for Hawaii Bike Challenge

Headline Results	Hawaii
Organizations (Participated)	46
Registrants	782
Participants	546
<ul style="list-style-type: none">New riders	147
<ul style="list-style-type: none">Occasional riders	156
<ul style="list-style-type: none">Regular riders	218
Distances (miles)	63,689
Total trips	5,571
% trips for recreation	69%
% trips for commuting	19%
% trips to other destinations	10%
CO ₂ saved (kg)	2363.48
Energy burnt (million kJ)	6.84

Registrants

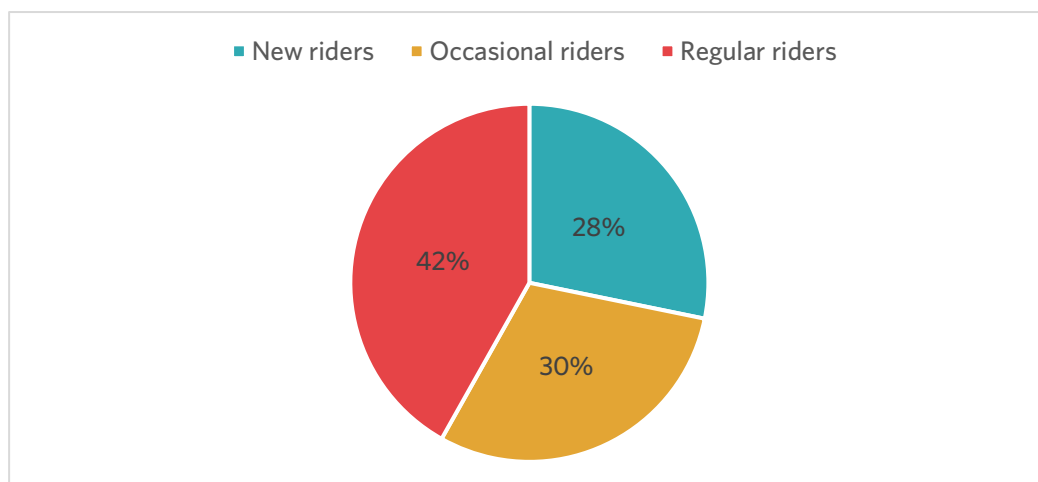
Figure 1: Age and gender of registrants (N=619)



- The largest group of registrants were aged 25-34 yrs (31%) followed by 35-44 yrs (29%) and 45-54 yrs (18%).
- 54% of registrants were female. This gender split is not usually demonstrated within the biking community and exceeds the Love to Ride US average of 45% female registrations.

Participation – Baseline Behaviour

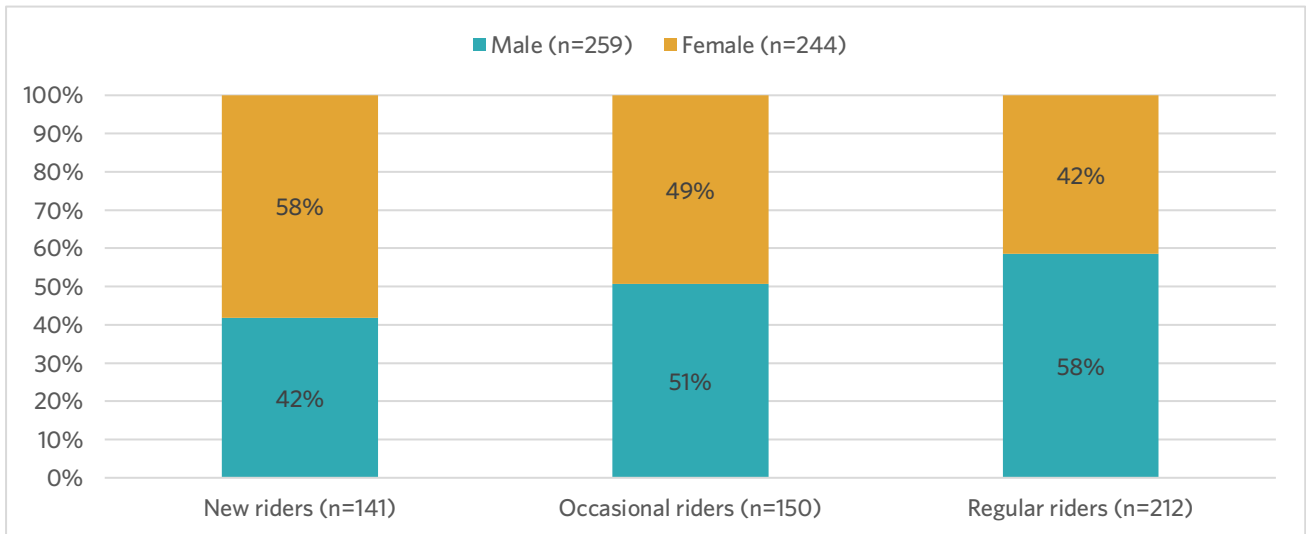
Figure 2: Before taking part in Hawaii Bike Challenge, registrants are asked, 'Approximately how often have you ridden a bike in the last 12 months?' All participants (N=521¹)



- 28% of participants were classed as new riders, 30% as occasional riders and 42% as regular riders.

¹ This number is lower than the overall number of participants (n=546) as rider type data were missing for 25 individuals

Figure 3: Approximately how often have you ridden a bike in the last 12 months? All participants (N=503²)



- The differences in gender across the participating audience typically follow the expected pattern found amongst riders; with a higher proportion of males as regular riders.

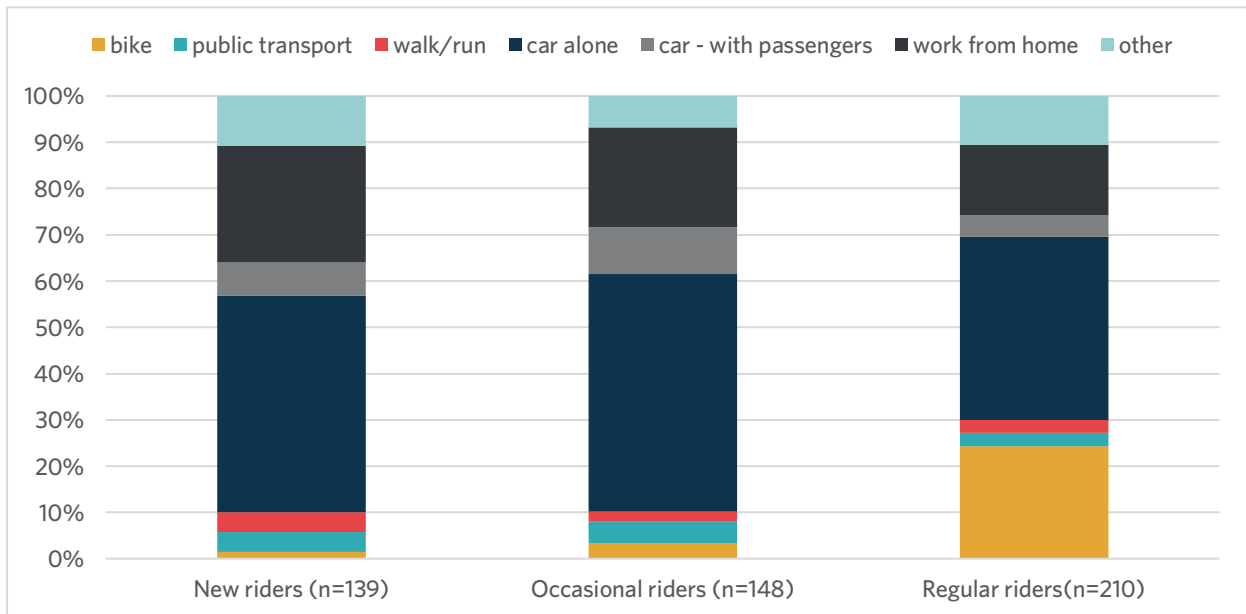
Table 2: How do you usually travel to work on most days? (N=497)

Mode of Transport	Audience
Bike	12%
Bus	3%
Train	0%
Train & Cycle	0%
Park & Ride	0%
Walk/Run	3%
Car alone	45%
Car - with passengers	7%
Work from home	20%
Do not work	5%
Other	4%

- Travelling by car alone was the most frequent method of commuting to work amongst participants (45%) followed by work from home (20%).

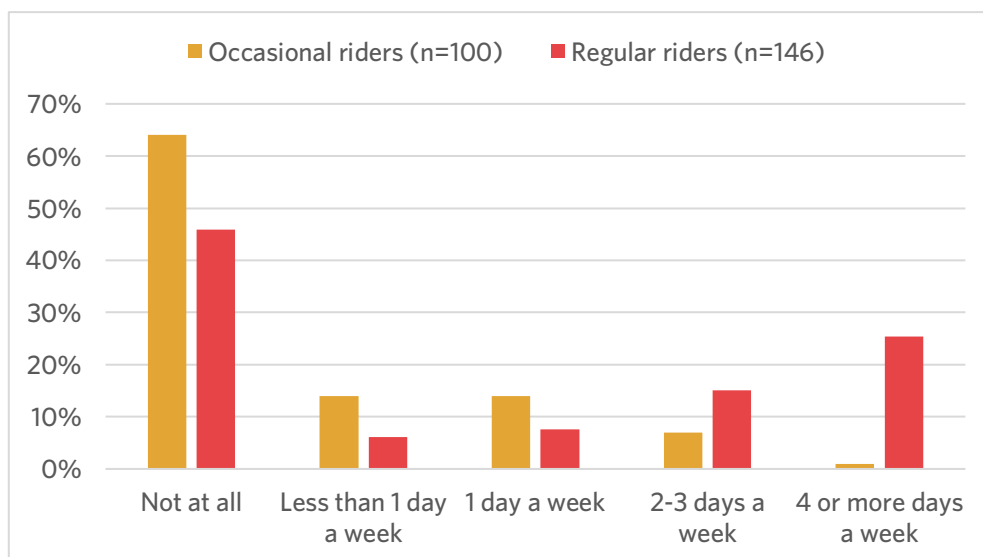
² The number is lower than the overall number of participants (n=546) as gender data were missing for 43 individuals.

Figure 4: Participation breakdown by frequency of riding a bike and main mode of travel (N=497)



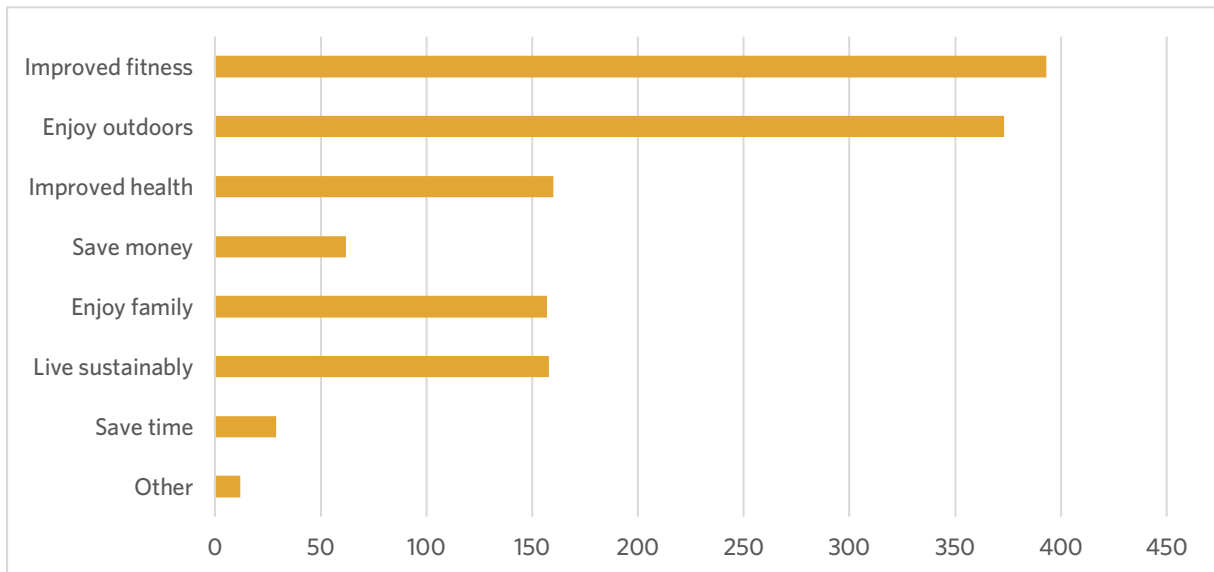
- Commuting by car alone was the most commonly cited method of transport to work amongst new riders (47%) occasional riders (51%) and regular riders (24%).

Figure 5: In the last 4 weeks, how often have you biked to work? (N=246)



- 8% of occasional riders reported riding to work 2 or more days a week, whilst 64% did not ride to work at all.
- 48% of regular riders reported riding to work at least 1 day a week, compared to 22% of occasional riders.

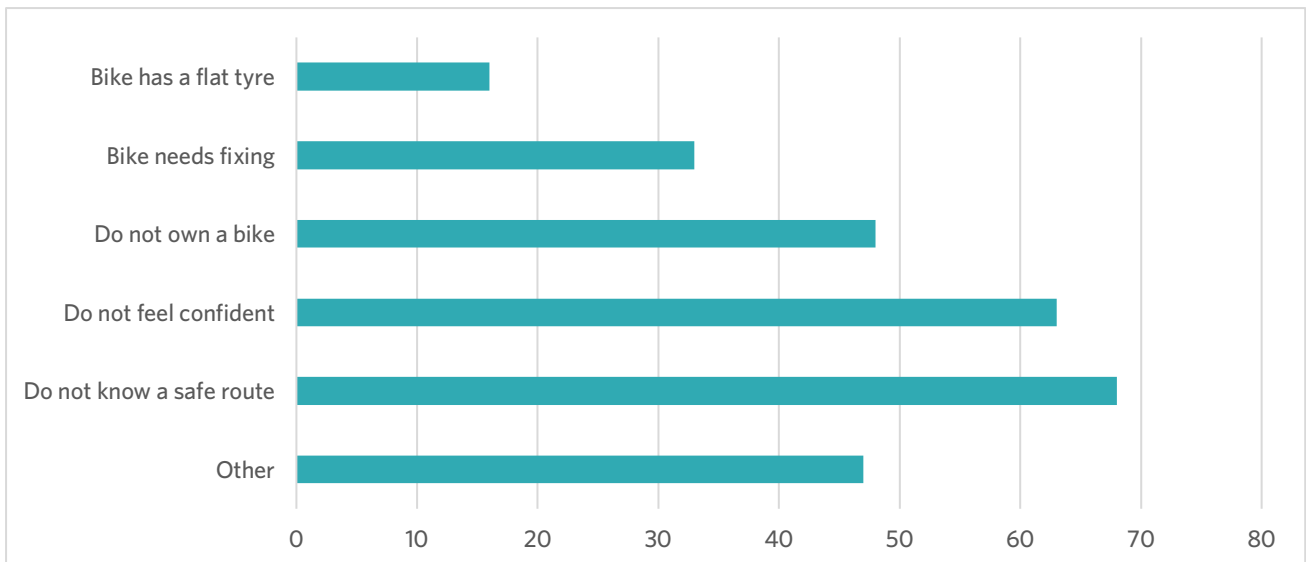
Figure 6: What are the main benefits you want to gain by riding a bike? (select up to 3) (N=538)



- The main benefits participants wanted to gain from riding a bike were improved fitness (73%), to enjoy the outdoors (69%) and improved health (30%).

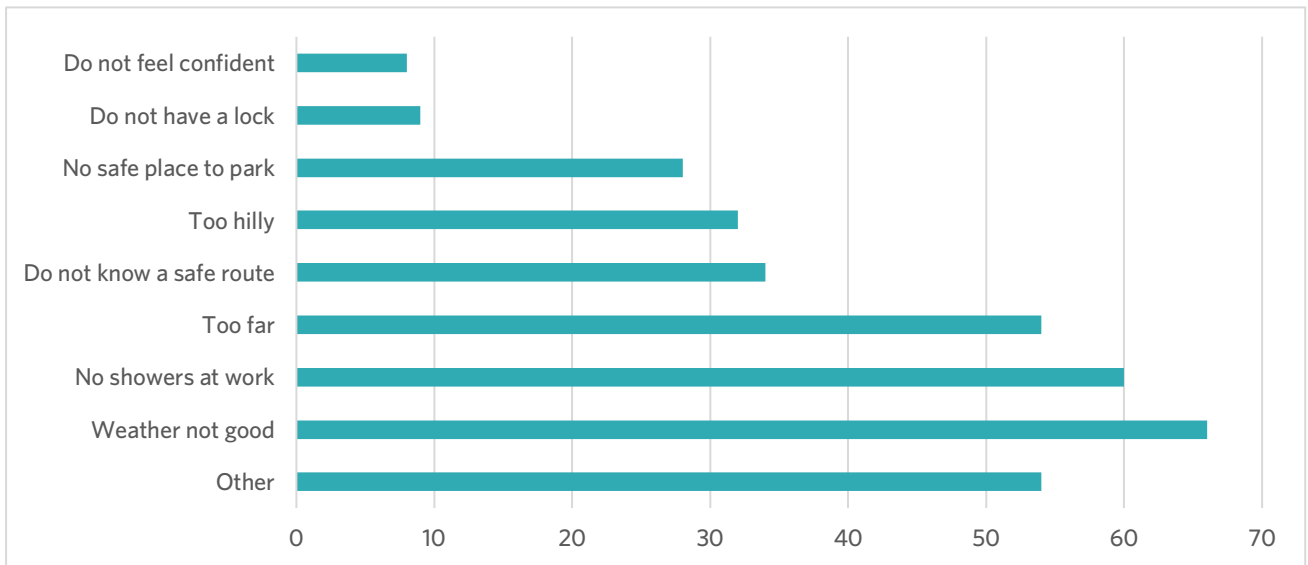
All registrants were asked about their barriers at baseline. Those who cycled less than once a week at baseline were asked about their barriers to riding more often, and those who cycled once a week or more were asked about their barriers to commuting by bike.

Figure 7: What barriers do you face to riding more often? (Less than once a week N=193)



- The main 3 barriers for riding more often cited prior to taking part in the challenge were do not know a safe route (35%), do not feel confident (33%) and do not own a bike (25%).

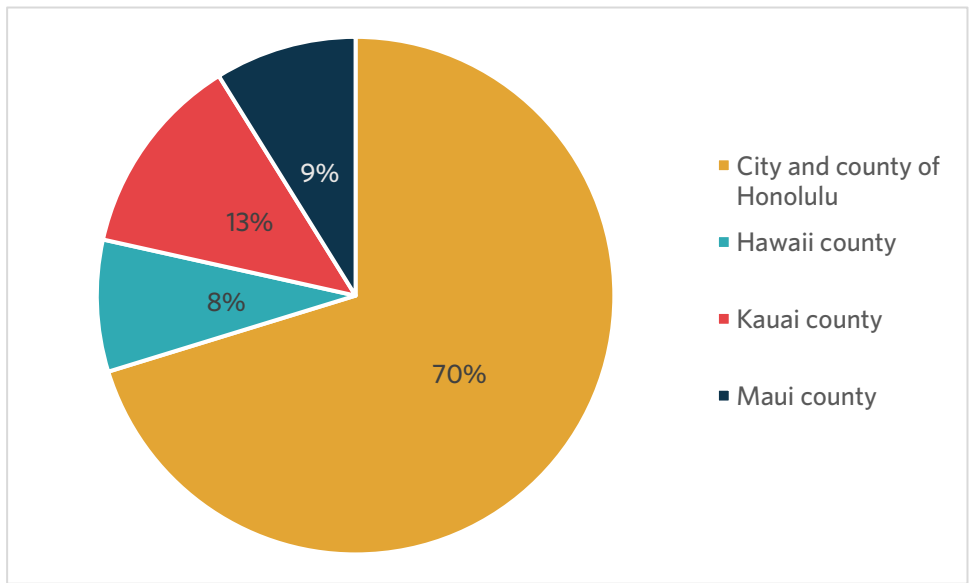
Figure 8: What barriers do you face to riding to work? (Once a week or more N=268)



- The main 3 barriers for commuting by bike cited prior to taking part in the challenge were the weather is not good (25%), no showers at work (22%) and the distance is too far (20%).

3-week Survey Findings

Figure 9: Please select which area of Hawaii you are in (n=158)



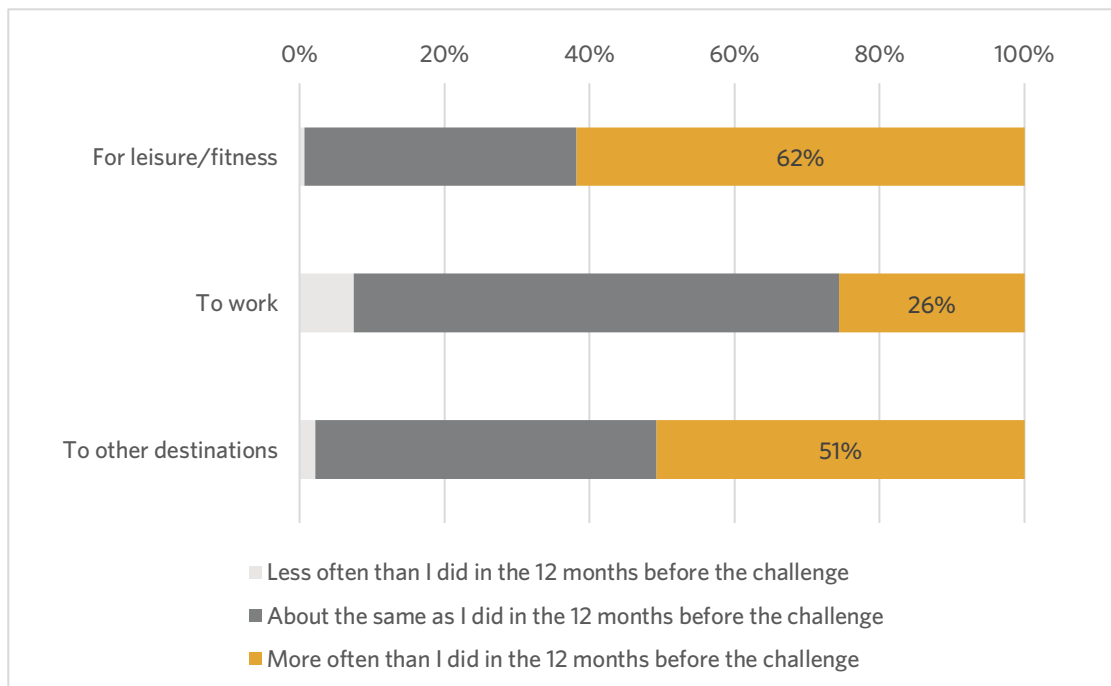
- 70% of respondents cited they were in City and County of Honolulu.

Table 3: How did the Challenge impact the amount you biked? (N=137)

Participant Segment	n	I biked a lot less often than I would normally	I biked less often than I would normally	I biked about the same as I would normally	I biked more often than I would normally	I biked a lot more often than I would normally
New rider	29	0%	0%	10%	45%	45%
Occasional rider	44	2%	2%	23%	48%	25%
Regular rider	64	2%	2%	39%	34%	23%
All riders	137	1%	1%	28%	41%	28%

- 90% of new riders, 73% of occasional riders and 58% of regular riders reported that the Challenge had positively impacted the amount they biked, noting they biked more often than they would normally.

Figure 10: Thinking ahead to the next 12 months, will you be riding your bike...? (N=158)



- 62% of all respondents intend to ride more often for recreation, 26% intend to ride more often to work and 51% intend to ride more often for other transportation purposes.
- The responses have also been analysed by rider type – see below.

Figure 11: New riders (N=33)

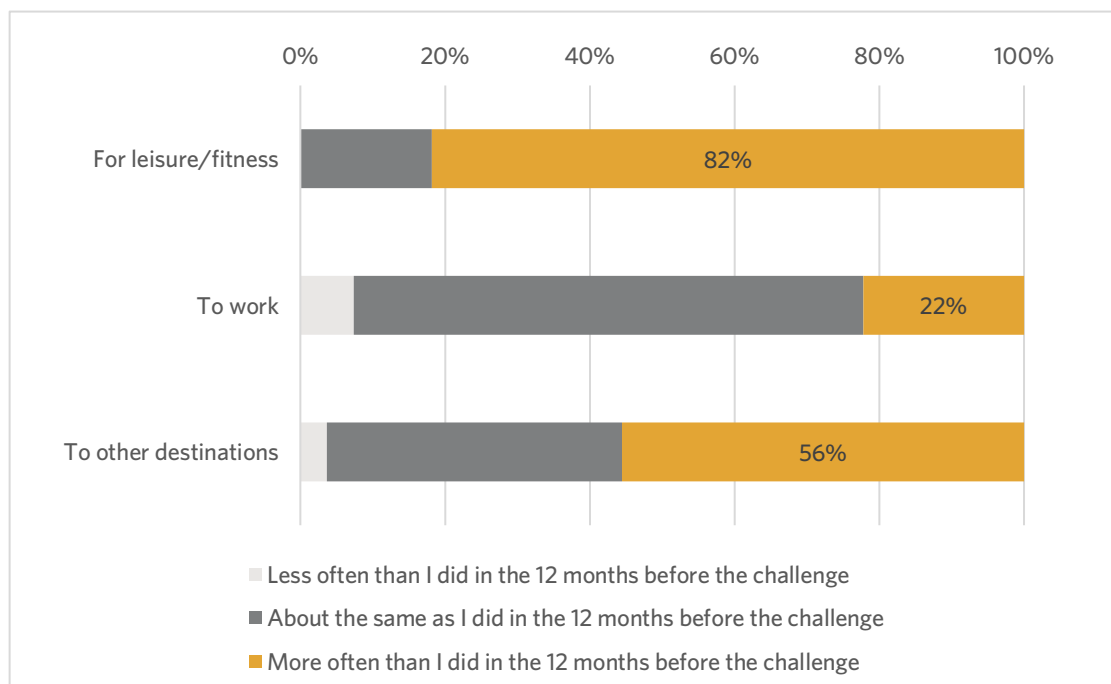


Figure 12: Occasional riders (N=49)

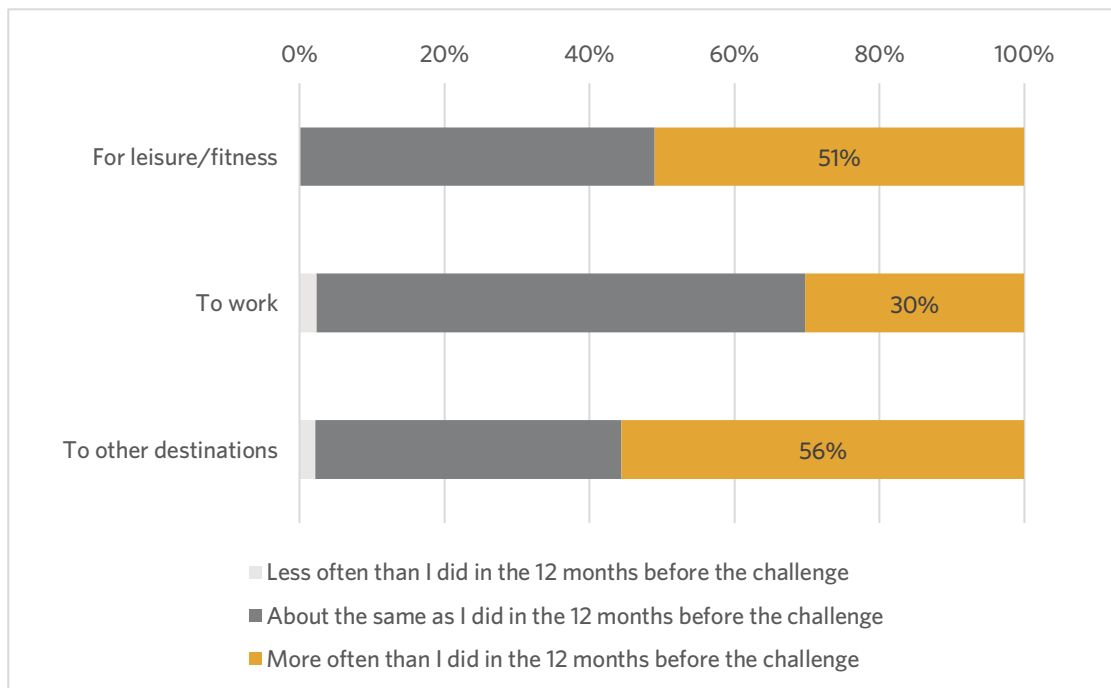
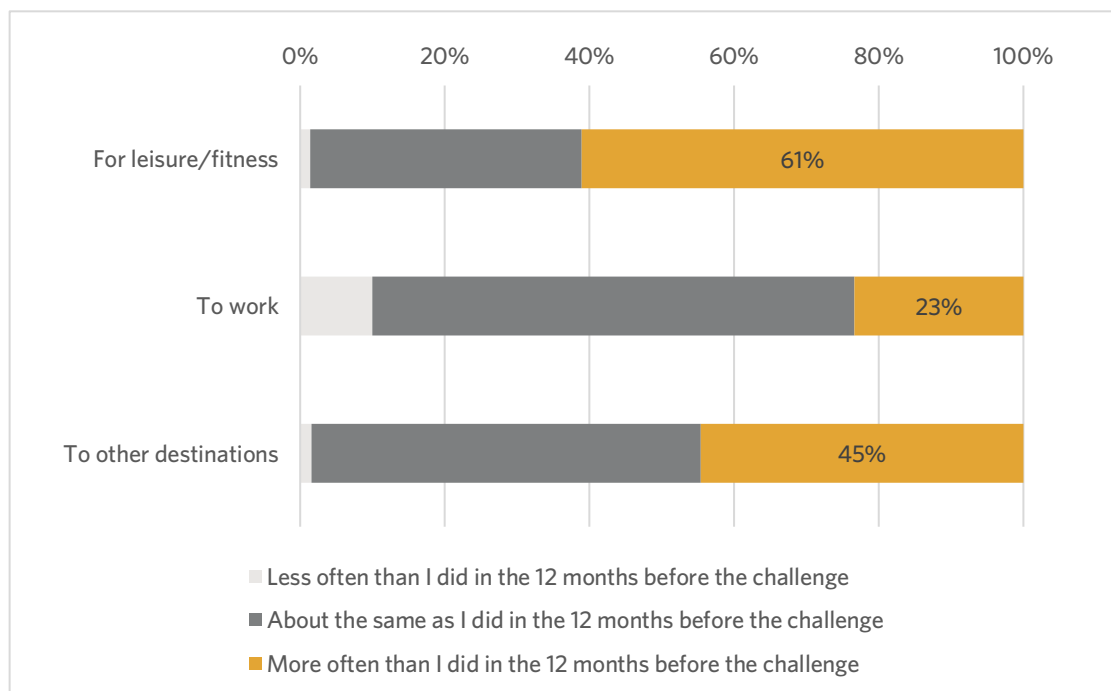
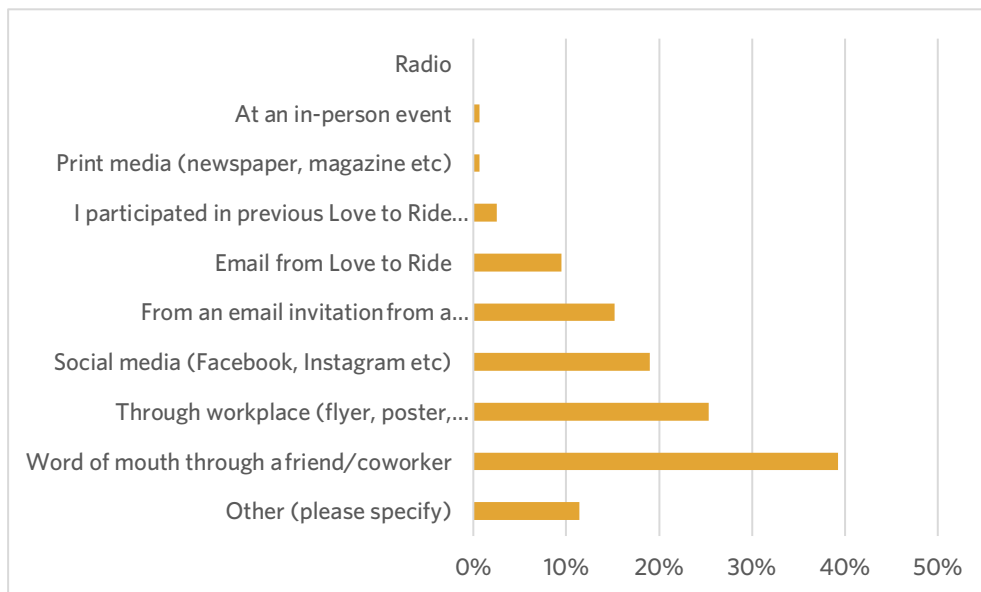


Figure 13: Regular riders (N=75)



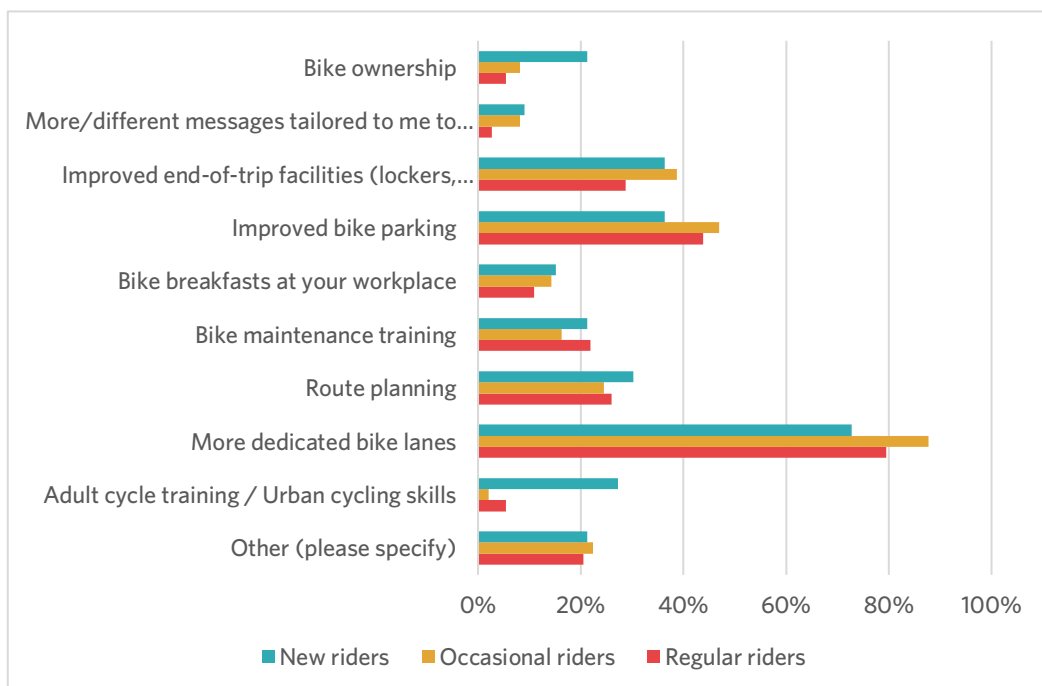
- The majority of new riders intend to ride more often for recreational purposes (82%).
- Riding more often for other transportation purposes was commonly noted across all rider types.

Figure 14: How did you hear about the Challenge? (N=158)



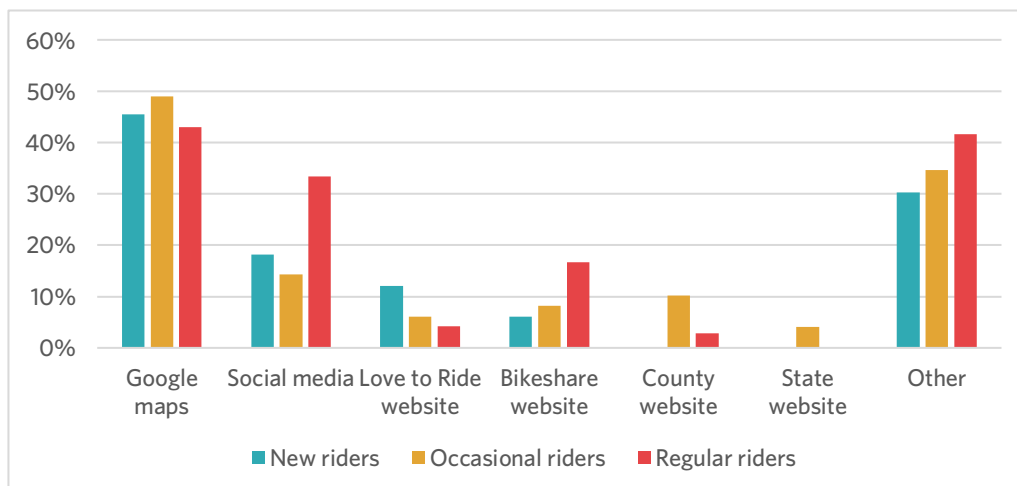
- 39% of participants heard about the Challenge through word of mouth through a friend/coworker.

Figure 15: Which of these services would enable you to ride more often or to work? (N=155)



- All riders most frequently cited 'more dedicated bike lanes' as something that would enable them to ride more often or to work followed by improved bike parking and end of trip facilities.
- The contact details of participants who would like to be contacted about these services locally can be found in Appendix 1.

Figure 16: Where do you go for bike-related information like how to plan your ride or where to find a bicycle? (n=154)



- Google maps was the most frequently cited website amongst all riders (46% average).
- Social media was the second most common website enabling individuals to plan rides or find a bike.
- Amongst new riders 12% cited the Love to Ride website.
- Friends and Strava were commonly cited within ‘other’.

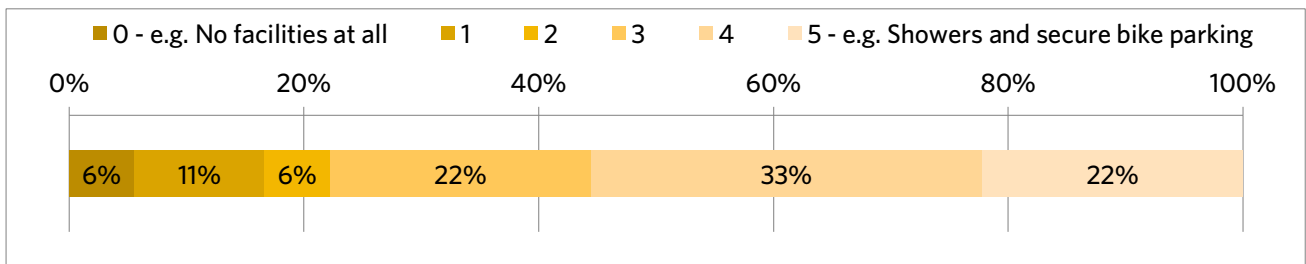
Table 4: How has participating in the Challenge impacted your levels of physical activity? (N=147)

Days of Physical Activity at baseline	Total	Decreased by 30 or more minutes a week	Decreased by 0-29 minutes a week	Remained the same	Increased by 0-29 minutes a week	Increased by 30 or more minutes a week	% increased
0	7	0%	0%	29%	43%	29%	71%
1	9	0%	0%	56%	33%	11%	44%
2	16	0%	0%	50%	31%	19%	50%
3	26	0%	0%	38%	38%	23%	62%
4	28	0%	0%	39%	29%	32%	61%
5	26	0%	0%	46%	35%	19%	54%
6	19	0%	0%	47%	21%	32%	53%
7	16	0%	0%	63%	19%	19%	38%
Total	147	0%	0%	46%	31%	24%	54%

- Of those who were not meeting the recommended levels of physical activity per week³ prior to taking part in the Challenge, 53% noted an increase in physical activity as a result of participating in the Challenge.
- 54% of all respondents noted they had been more active as a result of taking part in the Challenge.

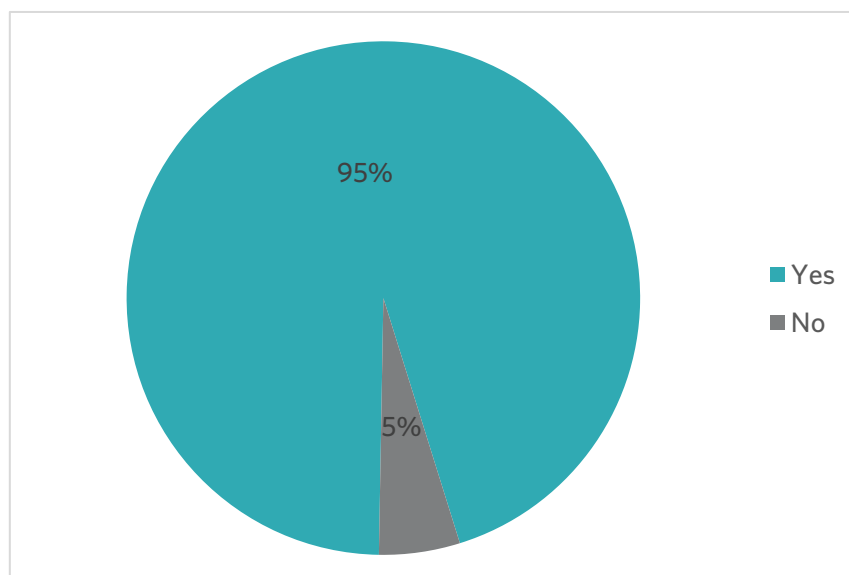
³ The WHO recommend 150 minutes of physical activity per week. This analysis reasonably assumes 150 minutes of exercise is unlikely to be met for those who are active on 2 days or less.

Figure 17: How bike-friendly would you rate your employer? (N=18) (Champs Only)



- 56% of participants rated their workplaces highly on end-of-trip facilities with a score of 4-5 out of 5.

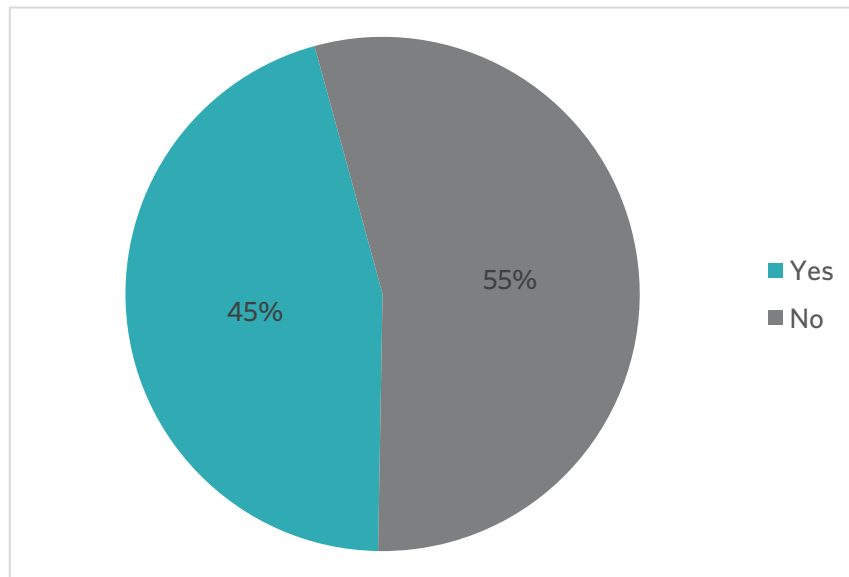
Figure 18: Would you take part in the Challenge again next year? (N=157)



- 95% of participants would take part again next year.

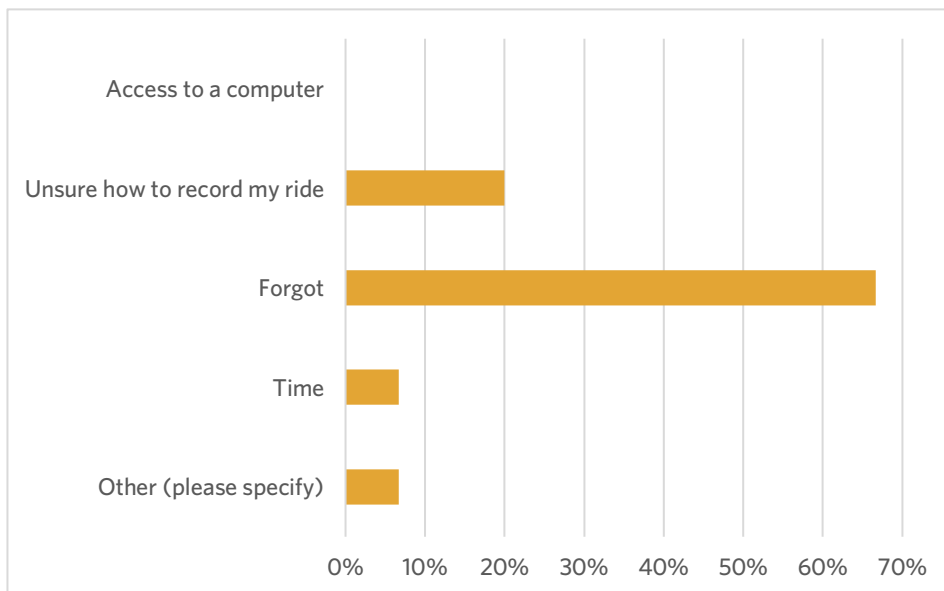
Non-Participants

Figure 19: Did you ride a bike over the Challenge period? (N=33)



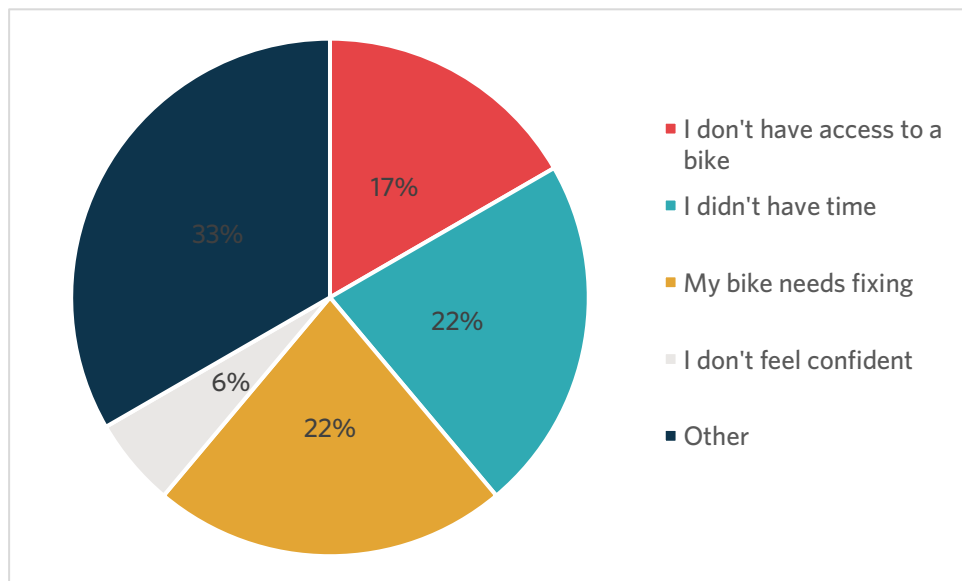
- 45% of non-participants rode a bike during Hawaii Bike Challenge.

Figure 20: What was the barrier to recording your ride on the Challenge website? (N=15)



- Forgetting to record a ride on the website was the main barrier cited by 67% of non-participants who biked during the challenge period.

Figure 21: What was the main reason you didn't ride a bike over the Challenge period? (N=18)



- Non-participants who did not ride a bike over the Challenge period, cited a lack of time (22%) as the main reason for not doing so, followed by their bike needing fixing (22%).
- Within 'other' responses included injury, lack of bike ownership and being on vacation.

Summary

The Hawaii Bike Challenge program was successful in engaging people and businesses to take part in to encourage riding. The interim results demonstrate the effectiveness of the program and establish a foundation to build a yearly program across the counties of Hawaii.

The programme engaged a large number of new riders to give riding a go and encouraged participants to ride more often than they would usually. The Hawaii Bike Challenge was successful in creating positive meaning around cycling and influencing individual's intention to ride more often in the future.

There is now a database of 836 people in Hawaii including 256 new riders. This database is a great resource which can be utilised to support those riders who have shown an intention to ride more frequently through the challenge by engaging them in future programs and incentivising them to ride more often.

Attracting new people and groups to take part in the Challenge programme and reengaging the existing teams that have taken part in 2021 would be the key focus of a repeat challenge, as well as reengaging and attracting new riders.

Given 95% of people said they would take part in a future program, and the positive outcomes of the Challenge, we anticipate a high percentage of re-engagement, as well as growth in new users for a repeat Hawaii Bike Challenge.