

Smart Commute's Bike to Work Day May 28, 2012

DRAFT 4: April 12, 2012

Situation

Bike to Work Day is an annual, one-day campaign to encourage commuters in the Greater Toronto & Hamilton Area (GTHA) to try riding a bike to work, and to show appreciation to those who already do. This year, Bike to Work Day will occur on Monday, May 28.

Since 2008, Metrolinx and Smart Commute's Transportation Management Associations (TMAs) across the GTHA have teamed up to facilitate and promote Bike to Work Day events to the Smart Commute network of employers. In 2009, 2010 and 2011, Metrolinx partnered with the City of Toronto to align Bike to Work Day with the Group Commute, a successful 20-year-old event held in downtown Toronto, to increase awareness and support for cycling as a reasonable option for commuters across the region. The partnership will continue for 2012.

In 2011, 3,150 people took part in Bike to Work Day events organized by Smart Commute across the region.

Goals

- To increase the number of participants at TMA events around the GTHA by promoting cycling as a viable choice for commuters.
- To raise the profile of the Smart Commute brand as a Metrolinx program encouraging multi-modal forms of transportation in the region.

Strategy

Bike to Work Day materials and communications will be targeted to those who currently do not bike to work, and may not think of cycling as a viable mode of commuting. We will leverage the "I Bike" message to communicate to audiences that "*people like me bike, and so can I*", even if it is just once a week, or for one segment of their journey.

Objectives

- Increase the level of awareness about Smart Commute and Bike to Work Day
- Increase the number of cyclists who sign up and take the Bike to Work Day Pledge
- Increase the number of workplace events and participants from 2011
- Increase the level of social media participation over 2011 results (e.g. event-day Twitter activity)

Audiences

- Current and potential cyclist commuters in the GTHA
- Current Smart Commute members (employers and employees)
- GO Transit passengers
- General public
- Media

Key Messages:

Core

- Cycling can be a fast and effective way to get to work.
- Cycling has many benefits as a form of active transportation: improves health, contributes to fitness, and reduces personal environmental impact, traffic congestion and commuting costs. And it is fun!

- Smartcommute.ca is the online source for information about commuting by bicycle in the GTHA.

Bike to Work Day Pledge

- Visit BikeToWorkDay.ca and take the Bike to Work Day Pledge! You will have a chance to win one of two great prizes: a trip to Quebec City courtesy of VIA Rail, or a weekend cycling getaway to St. Catharines courtesy of Welcome Cyclists.
- VIA Rail and Welcome Cyclists are proud sponsors of Bike to Work Day 2012.

Social Media

- Share your Bike to Work Day experiences and photos on Flickr, Facebook and Twitter! #biketoworkday

Evaluation

Quantitative and qualitative measures to determine whether communication objectives were achieved:

- increased number of Bike to Work Day pledges from 2011
- increased number of workplace events and event participants from 2011
- increase in visitor traffic to the website over 2011 levels
- increased use/mentions of the #biketoworkday on social media platforms
- Positive media coverage and impressions about Bike to Work Day, Smart Commute and bicycle commuting in the GTHA

Proposed Tactics:

<i>Medium</i>	<i>Details</i>	<i>Responsibility</i>	<i>Timing</i>
COMMUNICATIONS & PR			
Earned Media	News Release • Focus on benefits of cycling – cost savings, stress reduction, fun – and share “I Bike” stories that illustrate how everyone can make biking part of their commute	Metrolinx & Smart Commute	Mon. May 28
	Media Advisory re: Interview Opportunity • Interview opportunity with Metrolinx CEO Bruce McCuaig on May 28 at Clarkson GO Station • On event-day morning as cyclists arrive and receive ‘recognition’ t-shirts	Metrolinx & Smart Commute	Fri. May 25
	• To support release and advisory distribution, TMAs may pitch story to local media in their vicinities	Smart Commute TMAs	Mon. May 26 - 28
Online Bike to Work Pledge	Through BikeToWorkDay.ca (which will direct to smartcommute.ca) commuters will visit to complete their Bike to Work Day pledge forms.	Smart Commute	April 30 - June 1

	Participants can also encourage friends and colleagues to take the pledge. Pledge entries are due by 11:59 p.m. on June 1, 2012. Two entrants will be drawn; one will receive a trip donated by VIA Rail and the other a trip donated by Welcome Cyclists.		
Other websites(s)	Metrolinx.com will be the secondary point of promotion with a banner feature on the homepage with link to smartcommute.ca	Metrolinx	May 21 – 29
	GOtransit.com – messaging around biking to the GO Train station and to GO Bus connections, and a link to BikeToWorkDay.ca	GO Transit	May 21 - 28
Social Media	Bike to Work Day cyclists and supporters will be encouraged to share their experiences and photos on Flickr, Facebook and Twitter . The hashtag #biketoworkday will mark each tweet and allow for conversation monitoring and measurement. In 2011, #biketoworkday was a top-trending Toronto Tweet on event day.	Smart Commute	Mon. May 28
GO Transit	Messaging on electronic PINS boards encouraging passengers to ride bikes to their GO stations.	GO Transit	May 20 – May 28
	On the GO e-mail and SMS messages encouraging passengers to ride bikes to their GO Train and GO Bus stations.	GO Transit	May 20 – May 28
MTO Hwy Boards	Bike to Work Day message on highway boards: “May 28 is BIKE TO WORK DAY. Consider alternative forms of transit. Take the Bike to Work Day Pledge”	Metrolinx, via MTO	May 17 - 28

COSTS			
Media Buy			
What	Description	Cost	Timing
Print Advertisement – Community newspapers	1/8 page B&W + 1-colour ads (1 insertion each): Newmarket-Aurora Era-Banner, Hamilton Spectator, Oshawa/Whitby This Week, Mississauga News, Richmond Hill/Thornhill Liberal, Oakville Beaver, Brampton Guardian	\$9,206.30	May 21 – 26 (TBC, pending final booking)
Online Advertisement	1 week banner ad on TheWeatherNetwork.ca, geo-targeted to GTHA	\$9,026.50	May 21 – 27 (TBC, pending final booking)
Contra Ad Space (No cost)	Metro, 24 Hours, and T.O. Night. The ad design for the Local Dailies will be repositioned pending final booking and confirmation on available space size.	FREE	May 21 – 27 (TBC, pending final booking)
Cyclist Commuter Recognition			
Participants' T-shirts	Eco-friendly, made-in-Canada T-shirts will be procured through competitive RFQ process. The majority of the 2,500 t-shirts will be distributed to the 11 Smart Commute TMA offices across the GTHA. A portion of the T-shirts will be used to support the event-day media opportunity at Clarkson GO Station and selected additional GO Stations that support substantial numbers of cyclists. The T-shirts will be offered to event coordinators and participants to recognize their commitment to sustainable commuting. The T-shirts will visually brand the event and create a brand awareness takeaway for Smart Commute and Metrolinx as people wear them throughout the year.	\$25,750 (\$10.30 / unit) (approximate costs; TBC pending completion of RFQ)	Mon. May 28

<i>What</i>	<i>Description</i>	<i>Cost</i>	<i>Timing</i>
Smart Commute branded Bike Repair Kits	Bike repair kits will be distributed to all 11 Smart Commute TMA offices. The intent is to support Smart Commute workplaces in their efforts to encourage cycling by providing basic supports that also promoting the Smart Commute and Metrolinx brands. Having a bike repair kit available for people reinforces the importance cycling safety and preparedness. Each kit includes: Allen keys, tire patch kit, hex wrench, tire levers.	132 kits (12 repair kit units x 11 offices) \$9 each (+ tax and shipping) = \$1,500 budgeted	May 7 – May 28