



CBSM for Active Transportation: Potential Program Activities

The role of partners is to provide access to their community, participate in program design and support program participants so that the program meets the needs and abilities of their community and their organization. Resources will be available for program delivery including two experienced CBSM cycling specialists and funds for materials. Combining an AT program within an established program would leverage partner resources as well. Using multiple partners can leverage strength of differing organizations-such as combining mentors from a cycling club/association with mentees from a settlement services agency or resources from a BIA and another type of community group. These are some program options and activities that partners and their participants may be involved in.

1. Intake activities:

- Launch events with an emphasis on easy everyday cycling for cyclists who lack specialized clothing and equipment
- Speed matching for mentoring programs: host event to match program participants with cycle mentors

2. Commitment Activities:

- Foot in the door strategies -short ten minute rides on provided bikes; or participation in bike to work days/weeks
- Free bike tune ups/pop up tune ups
- Public pledge: use posters or websites to have participants publicly pledge their commitment to the program
- Wallet pledge: use wallet cards where participants sign a private pledge and keep it in their wallet as a reminder of their commitment

3. Prompts

- Simple, fun and usable items such as water bottles, fridge magnets, key chains
- Community based prompts such as posters and signage

4. Knowledge activities: focus on short trips and differentiating perception from reality

- Mentor Training workshops
- Fun & safe cycling workshop-includes information and short ride-important to construct confidence and not fear in this process
- How to choose the right bike workshop including how to buy a good second hand bike
- Community rides for new cyclists
- How to commute with your bike workshop
- How to carry your stuff workshop
- Route planning workshop/Neighbourhood navigation/route planning tools
- Personal route rides-i.e. how to get to work or the store
- Neighbourhood navigation
- Care for your bike-basic maintenance and community maintenance resources (bike shops and hubs)

5. Community bonding activities:

Includes all knowledge activities as well as:

- Group rides with a destination and a community meal/picnic
- Participation in established mass rides and open streets with presence of program staff
- Connect with other established cycling activities in the community
- Fun rides including themed rides
- Biker breakfasts at destinations such as transit hubs
- ‘pimp your ride’ event-clean and tune up older bikes as a group activity with mechanics available
- Partnering with other community resources/businesses
- Celebration activities-program completion, wrap up bash
- Establishment of a small repair hub in a pre-existing community space