

2016 11 09 Social Media Survey Results Report by Kevin Montgomery

- The Social Media Survey has collected 15 responses, the average score of each question is listed below.
- On a rating between 1-5, **3+ is considered a pass for "useful"**.
- The only service considered useful the survey were 'high speed wind alerts'.
- With this data, I'll refer to the decision of what the volunteers make at the next meeting. But it seems to me that perhaps these automated alerts aren't as useful as I might have thought -- yet.
- I'll keep the survey up and review it once in a while. If I see a change in opinion, I'll let you know.

How helpful are sunrise and sunset alerts, reminding riders to turn their lights on or off?

2.20

How helpful are alerts to expect rain?

2.53

How helpful are extreme heat alerts (29C)?

2.57

How helpful are high wind alerts (70 kph)?

3.07

How helpful are high UV alerts?

2.29

How helpful are freezing temperature alerts (0C)?

2.46

How helpful are alerts to expect snow?

2.27

How helpful are extreme cold alerts (-20C)?

2.60

EXTREME WEATHER EVENTS: 2.64

WINTER CYCLING: 2.44

SOCIAL MEDIA SERVICES: 2.50

Comments:

- Lots of weather forecasts and alerts already, don't need another. Keep the updates and info specific to Bike Brampton - alerts on upcoming rides
- Information on trail/road construction or closures
- Cycling specific information
- Possible to add automated motivational reminder once per day to ride bike, according to weekly themes like health or stress relief or helping local businesses (can repeat)?
- Please keep more to cycling related i.e.: local rides, new trails/construction and cycling news
- alerts about upcoming rides