

# Community Cycling Challenge



Presented May 25, 2015

# Halton Hills Community Cycling Challenge

## Case Study / Background

- Halton Hills is a community of 59,000 residents NW of Toronto
- A “Bicycle Friendly Community” committee had been organized by Town Council
- The committee was comprised of Town staff and engaged citizens representing several different parts of the community



# Halton Hills Community Cycling Challenge

## Main Objectives

- To promote healthy-active living by getting local residents on their bikes
- To raise money for local healthcare



# Simple Idea

## What We Did

The Mayor and Council challenged citizens to collectively cycle 200,000 KM from late April until Labour Day 2013.



# Fundraising

## Celebrating the Community's Accomplishments

Two major benchmark goals were set to motivate the community:

- 100,000 KM
- 200,000 KM

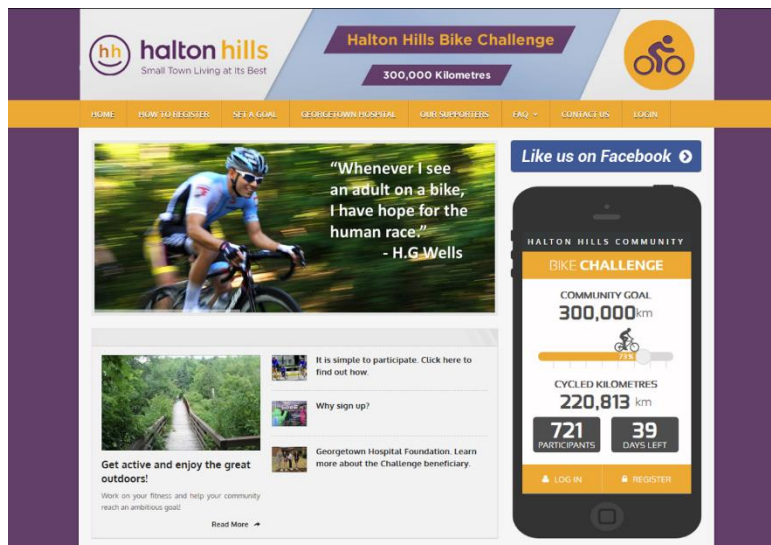
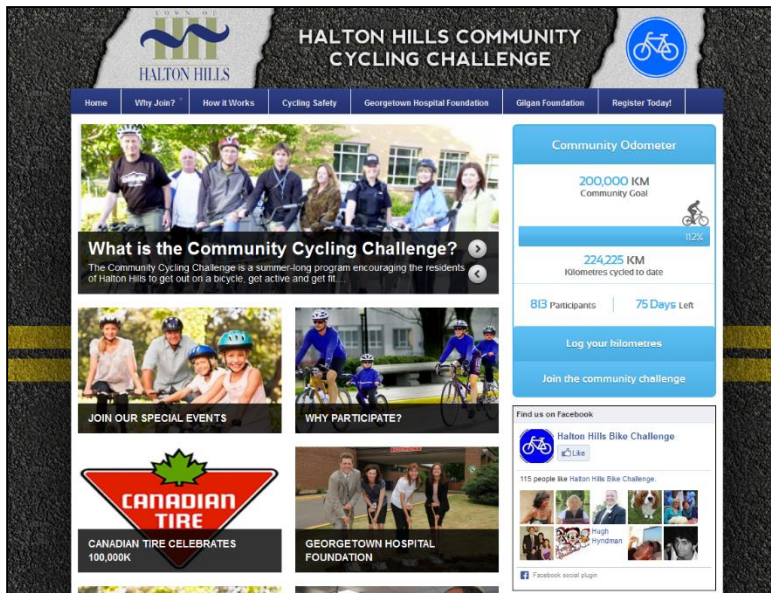


\$25,000



\$25,000

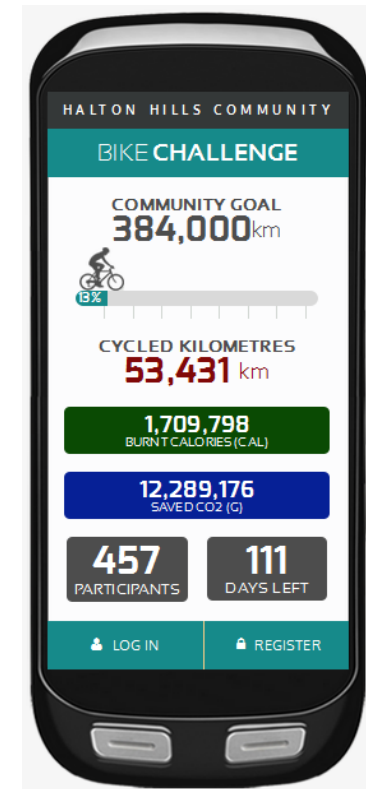
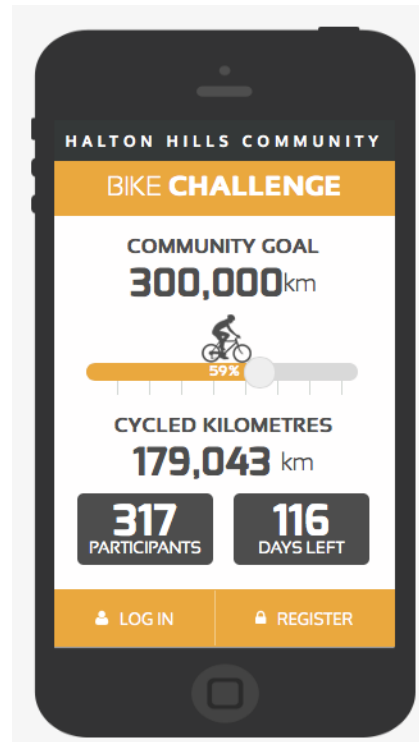
# Websites – 2013 to 2015



# Application Software

## Web Plug-In

- Customer designed software powered the program and tracked progress





# Simple Sign-Up

## Free, Fun & Easy to Participate



Home Why Join? How it Works Cycling Safety Georgetown Hospital Foundation

### Registration Page

First Name, Last Name:

Email:

Password:

Verify Password:

Postal Code:

Please select if you would like to log kilometers as an individual or Family

Family

3

Female  15

Male  13

Female  10

☐ I agree with terms and conditions

[Make Profile & Log Kilometers](#)

Home Why Join? How it Works Cycling Safety Georgetown Hospital Foundation

### Log Your Kilometers

Email Address:

Password:

Your Kilometers:

[SUBMIT](#)

[REGISTER](#)




# Set Your Own Goal

**My Odometer** - Personal and family goals are recorded on a personal log

Log In

Michael Merrall

Your Goal: 2000 km

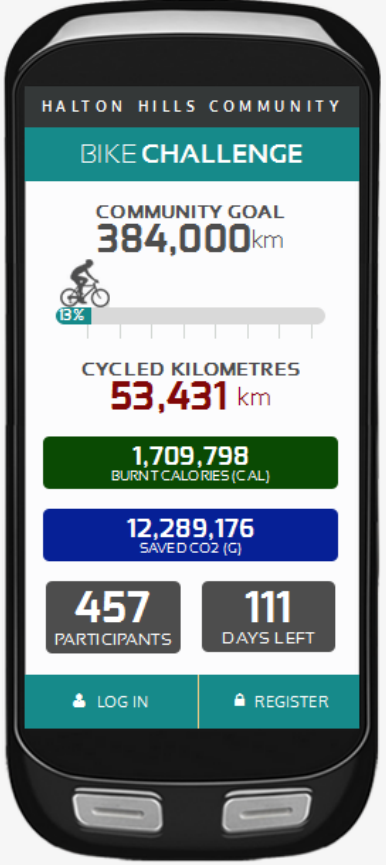
  
16%

[Set your goal](#) [Log your kilometres](#) [Reset Your Password](#) [Log out](#)

LOG	CYCLED KILOMETRES	TIME
1	30.00 km	2015-04-12 20:32:39
2	30.00 km	2015-04-17 22:57:42
3	32.00 km	2015-04-18 21:29:49
4	30.00 km	2015-04-29 17:48:07
5	62.00 km	2015-05-04 10:10:21
6	30.00 km	2015-05-11 06:25:19
7	2.00 km	2015-05-13 15:01:50
8	110.00 km	2015-05-18 19:31:00
Total	326 km	

Sign up

How it works



HALTON HILLS COMMUNITY

BIKE CHALLENGE

COMMUNITY GOAL  
384,000 km

8%

CYCLED KILOMETRES  
53,431 km

1,709,798  
BURNT CALORIES (CAL)

12,289,176  
SAVED CO2 (G)

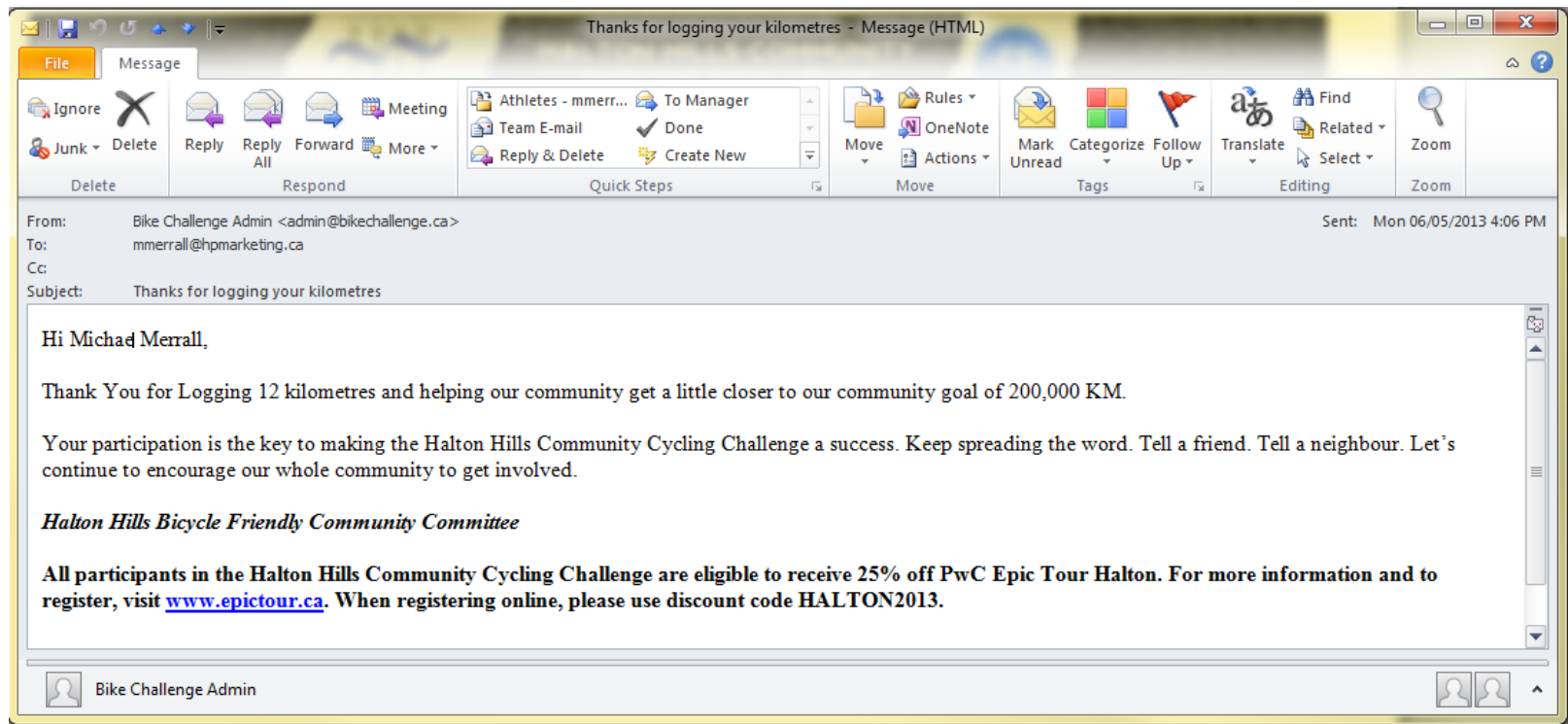
457  
PARTICIPANTS

111  
DAYS LEFT

LOG IN REGISTER

# Frequent Ongoing Communication

## Automated E-Mail with Each Time A Ride is Logged



# Local Promotion of the Challenge

## Printed Collateral & Local Press



the IFP.ca  
www.independentfreepress.ca

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HOT TOPICS BILL 115 RAIDERS HALTON HILLS ARENA

Home » News » Residents are challenged to cycle 100,000 to 200,000 km to aid Hospital

Wednesday, May, 01, 2013 - 12:12:30 PM

### Residents are challenged to cycle 100,000 to 200,000 km to aid Hospital

By Cynthia Gamble  
Staff writer

Regional Councillor Jane Fogal wants everyone in the community to hop on their bikes this spring and summer for some exercise and to raise funds for the Georgetown Hospital at the same time. Fogal announced the Halton Hills 200,000 KM Community Cycling Challenge at Halton Hills council meeting last week.

"We are looking to our residents, regardless of age, to ride their bicycles as much as possible during the 2013 cycling season and submit their achievements to a website designed especially for the Halton Hills Challenge, [www.bikechallenge.ca](http://www.bikechallenge.ca)," said Fogal, chair of the Halton Hills Bicycle Friendly Communities Committee, and an avid cyclist. "200,000 kilometres is a huge number and so we have arranged for some special community rewards when we reach the halfway point and again when we conquer the challenge."

At 100,000 km Georgetown Canadian Tire will donate \$20,000 to the Georgetown Hospital Foundation and at 200,000 km The Peter Gilgan Foundation and Mattamy Homes will donate an additional \$20,000 to the hospital. Every kilometre counts and every rider from infrequent to lycra-clad enthusiast can contribute to the success of the whole community.

Photo by Eamonn Maher

Last year members of the Town of Halton Hills Trails and Cycling Advisory committee (from left) Ollie Tuchel, Glenn Price-Jones, Allen Stehl, Ryan Carney, Belinda Quinlan, Halton Regional Police Sgt. Meg Williams, Councillor Jane Fogal and Romona Hendry were ready to put their wheels in motion for Bike to Work Day. This year's Bike to Work Day will be held on Monday, May 27.

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-Jennifer Hudson  
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# Initial Results

## Results

- 813 residents signed up (1.4% of the population)
- 224,225 KM cycled (112% of goal)
- \$50,000 raised for local healthcare
- Individual males accounted for 36% of participants
- Individual females accounted for 20% of participants
- Families comprised 44% of participants
- 152 children under the age of 18 participated
- 52% male children - average age of 9.8 years / age
- 48% female children – average age of 9.9 years / age



## Aggregate Totals

- 650,000 km cycled to date



- \$181,000 raised for charity





# New Behaviors Emerged

1. People were inspired to dust off their old bikes and get going.



## New Behaviors continued...

**2. Participants were inspired to ride further than ever before.**





## New Behaviors continued...

### 3. Families started riding together.



## New Behaviors continued...

**4. People chose bicycles instead of cars to get places.**





## New Behaviors continued...

5. Local bike shops started selling more equipment, especially odometers.



## New Behaviors continued...

### 6. Some participants upgraded their bikes



## New Behaviors continued...

### 7. People took great personal pride in their contributions to the total





## New Behaviors continued...

**8. People recruited their friends, neighbours and co-workers.**



## New Behaviors continued...

### 9. New community cycling activities were offered





## New Behaviors continued...

### 10. Many set more ambitious goals and registered for Epic Tour



## Net Benefit

**A very positive spin was added to the activity of cycling.**



# Vision for 2017

- **Celebrate Canada's 150<sup>th</sup> Birthday**
- **150 Challenge**
- **150 Communities**



# To Make A Challenge Happen in Brampton

## My Part

- **Donate a re-written, customized website**
- **Donate use of application software**
- **Host and administer the website**

## Your Part

- **Promote the Challenge locally to participants**
- **Raise money from local donors (your choice of charity)**

