



BEST PRACTICE RECOMMENDATIONS FOR IMPLEMENTATION OF BIKEMAPS.ORG



BikeMaps.org



The following factsheet describes the best practice recommendations for the implementation of BikeMaps.org. There are five sections: Stakeholder management; Implementation; Communication & marketing; Dissemination; and Evaluation. These sections provide step-by-step guidance on best practices to launch **BikeMaps.org** in your community.

STAKEHOLDER MANAGEMENT

Enlist the help of local organizations and groups. Make effective requests for partnerships that are consistent with the objectives of the organization and illustrate the value of the partnerships for the stakeholder. Requests should be tailored to their strengths and relevant skill sets, and clearly define the responsibilities and contributions of the stakeholder to manage workload.

Establish strategic partnerships. Strategic partnerships should be established with a cross section of local stakeholders to create ownership, empower residents and local businesses, as well as build a community. However, there should be a local champion that is responsible for guiding the efforts and leading stakeholders towards achieving the objectives of the project. Without this, efforts may be duplicated, and impact may be weakened due to the lack of direction.

Keep stakeholders engaged. Stakeholders should be provided with clear objectives as well as timelines, and tasks should be broken down to help stakeholders visualize progress and ensure that they remain engaged. Feedback based on progress monitoring should be provided regularly.

IMPLEMENTATION

Be sensitive to local conditions. Your implementation strategy should be sensitive to the local conditions, as every community has their respective set of considerations. What may be possible in one city may not be feasible based on the current conditions in your community¹. Local attitudes and perceptions about cycling should be measured to gauge the receptivity of residents to the technology before implementing BikeMaps.org. This will help you ensure the goals of the implementation strategy are best suited to the community climate and potential.

Use effective language. When communicating with the public about BikeMaps.org, effective language should be used to generate an appropriate conversation around the topic of safe cycling. An example of this is the use of the term “collision” rather than “accident”². Moreover, the conversation about safe cycling and the use of the BikeMaps.org technology should focus on positive aspects of cycling by highlighting the benefits rather than solely focusing on associated risks of the activity. Finally, divisive terms, such as cyclists and non-cyclists, should not be used as they place the community into separate categories that may be perceived as opposite or adversarial; it is not conducive to fostering a cohesive community.

Effective language should be used when implementing BikeMaps.org in your community such as the use of the term “collision” rather than “accident”.



COMMUNICATION & MARKETING

Tailor outreach to the event. Promotion and outreach should be conducted at local events to increase awareness and use of BikeMaps.org. Signing up for a booth at a local event is a great way to circulate the word about BikeMaps.org³. If partnering with another organization, it is important to share a booth with only one or two other like-minded organizations. Sharing a booth with too many other sponsors may limit your ability to reach the public and convey key messages about BikeMaps.org. For events with a specific emphasis on cycling, key messages should focus on how BikeMaps.org can be used to make cycling safer. For events with a more general focus, it should be highlighted that BikeMaps.org can help make cycling safer and more accessible for all Canadians.

Tailor promotional material to the audience. The promotional material that is distributed at outreach events should be tailored to the audience. Promotional material, such as seat covers

and water bottles should be distributed at bike-specific events. Promotional material that would be of interest to all citizens, especially those who are just starting to cycle, such as hotspot maps or BikeMaps.org stickers, are best suited to general community events.

Tailor promotional material to the time of year. The promotional material should also be distributed with seasonal considerations in mind. For example, if the event is scheduled at the beginning of the rainy season, waterproof seat covers could be distributed. On the other hand, if the event occurs during the winter months, distributing bike lights and reflective gear would be more appropriate⁴. Furthermore, festive swag can be created to celebrate specific holidays, such as Valentine's Day spoke cards.

Use guerilla marketing strategies. Aside from formal events, promotion and outreach should also include guerilla marketing strategies. An example of a guerilla marketing technique is leaving BikeMaps.org branded seat covers or water bottles on parked bikes⁵, so that when the rider returns,



Distribution of BikeMaps.org promotional material is an effective way to increase awareness.

they are greeted with some new swag and a quick note about BikeMaps.org. This type of marketing strategy also generates a lot of activity on social media, as riders often return to their bike and post a picture of the new swag they have received.



Educational products are important to give back to the users who took the time to provide their data and report incidents on BikeMaps.org.

Consider the communications landscape. The use of media to increase awareness and use of BikeMaps.org is essential, but it is important to consider the specific communication landscape of the community. Some communities may depend more on local radio to receive their news⁶, whereas other communities may favour non-traditional means⁷ of receiving their news. Therefore, the communications approach should be tailored to the community in which BikeMaps.org is being promoted.

Present to local interest groups. Finally, presentations to local interest groups should be included in the BikeMaps.org communication strategy⁸. Presentations should be concise, informative and clearly convey the objectives of the technology. Presentations should be tailored to the specific audience. For example, an academic audience may be more interested in the data analyses and visualizations, whereas a local cycling advocacy group may be interested in how the data can help inform change in their community.

DISSEMINATION

Give back to the users. The dissemination strategy should include the development of educational products for citizens (e.g., hotspot maps, dooring caution zones) because it is important to give back to the users who took the time to provide their data and report incidents on BikeMaps.org. Celebrating milestones, such as reaching a certain number of reports, or the one-year anniversary of the project are also important to thank users for their efforts. Celebrations can also help retain engagement and interest from citizens because they are able to follow the progress achieved in their community as a result of their efforts.

Use knowledge to create change. Hotspot maps and other data products provide the local government with the ability to make evidence-based recommendations for infrastructure change. Hotspot maps have already been used to update dangerous infrastructure in the district of Saanich, British Columbia⁹ and to prioritize infrastructure projects in Ottawa.

EVALUATION

Measure the impact of BikeMaps.org promotion. By choosing the area of interest, the number of incidents reported on BikeMaps.org can be measured for a specific period of time. This can help gauge response after an outreach event and allow you to monitor the timeline surrounding your event to watch for an increase in the number of reports submitted.

Measure the BikeMaps.org outputs. The outputs should be evaluated for the number of incidents reported to measure the reach of BikeMaps.org.

Measure the impact through social media. Evaluate the social media discussions about bike safety and infrastructure in communities and understand community themes¹⁰.



About

At BikeMaps we love biking as much as we love maps! Our goal is to map your cycling experience to make biking safer. You know your local cycling trouble spots and we want you to map them. Your knowledge of cycling safety, hazards, and even bike thefts will be analyzed using GIS and statistics to identify hot spots of cycling safety, risk, and crime. We are constantly updating our maps and technology, so send us feedback. And stay tuned for updated safety maps generated from YOUR biking experience.

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¹ <https://bikemaps.org/blog/post/promoting-bicycling-in-leth-bridge-one-revolution-at-a-time>
<http://bicyclenl.com/resources/>
<https://www.cbc.ca/news/canada/newfoundland-labrador/bike-maps-app-cycling-safety-1.4137811>

² <https://tirf.ca/wp-content/uploads/2017/12/Lets-Talk-About-Crashes-9.pdf>

³ <https://www.instagram.com/p/ByJR5CAhByi/>

⁴ <https://bikebridge.ca/blog/2019/01/24/winter-bike-to-work-day/>

⁵ <https://www.instagram.com/p/Blpvn7FjPP4/>
<https://bikemaps.org/blog/post/bikemapsorg-promotion-in-metro-van>

⁶ <https://www.cbc.ca/player/play/1530500163678>

⁷ https://www.youtube.com/watch?v=S_1ciifoCNI&feature=youtu.be

⁸ <https://bikemaps.org/blog/post/bikemapsorg-at-spoke-up-lets-talk-bikes>

⁹ <https://bikemaps.org/blog/post/10th-avenue-corridor-vancouver-bc-cycling-safety-trouble-spots>
http://www.mountviewcolquitz.ca/uploads/2/7/3/6/27368743/moving_saanich_forward_-_active_transportation_plan_draft_-_v2__rfs_.pdf

¹⁰ Ferster, Nelson, Laberee, Vanlaar, & Winters, 2017

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