Peer Engagement in Promoting TDM

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Engage VCH staff already walking, cycling & using public transit to respond:

How we can make it easier for you to encourage a colleague to also walk/bike/transit to work?
Findings were independent of worksite & infrastructure.
Are you willing to volunteer an hour of time to support a colleague in making a change away from car commuting?

- Yes: 62%
- No: 28%
- Did not answer: 10%
Can you think of a VCH work colleague who - with a bit of support - might switch towards a more sustainable mode of transportation?
Of those who did respond positively to that question (28%), six fewer actually provided an email address (Question #15a) that would allow for a 5-minute follow-up telephone conversation.

In total, 11 interviews were conducted representing approximately 10% of the 115 participants. The findings from the telephone interview will be discussed in the next section.

Question #16 asked respondents to identify whether they could “think of a VCH work colleague who—with a bit of support—might switch towards a more sustainable mode of transport?” The responses are shown in Figure 15. While over half (55%) could not think of anyone, 40% of the participants said that they could think of at least one colleague or that they have already tried to convince/support a colleague.

Recommendations for VCH Questions (and) asked for the participant’s recommendations for VCH. Sixty-two percent of participants responded to Question #17 (54% response rate) giving 76 comments to the questionnaire with without volunteering to support a colleague.

Fig. 14: Q#15 Respondents’ interest in Supporting a Colleague

- expressed interest but did not follow up on interview
- expressed interest without providing email address
- completed questionnaire without volunteering to support a colleague

- 72%
- 5%
- 13%
- 10%
- 0%

combined yes, I can think of someone and/or I’ve already tried
no, I can’t think of anyone

Fig. 15: Can you think of a VCH work colleague who—with a bit of support—might switch towards a more sustainable mode of transportation?
How can VCH make it easier for you to encourage a colleague to BIKE to work?

There were a total of 60 comments which were categorized into three topic areas:

• Connecting with colleagues (35 comments)
• Requests for cycling infrastructure/spending (23 comments)
• Safety concerns (2 comments)

Each of these topic areas was further categorized. Figure 19 shows the relative importance of the three topic areas, and a more specific identification of the subcategories are listed below.

1. Connecting with colleagues (Communicate strategies to mentor new cyclists) (18 comments)
2. Requests for cycling infrastructure/spending (Bike storage facilities) (11 comments)
3. Connecting with colleagues (Start introductory discussions) (8 comments)
4. Connecting with colleagues (Offer to ride with someone) (5 comments)
5. Requests for cycling infrastructure/spending (Shower facilities) (5 comments)
6. Requests for cycling infrastructure/spending (Other spending) (2 comments)
7. Safety concerns (Signage & visibility around VGH) (2 comments)
8. Connecting with colleagues (Offer more specific advice and training) (7 comments)

These comments include the following comments from participants.

VCH TDM Assessment Final Report pg 27
Give me the authority credibility opportunity to nag certain colleagues.
demonstrate my association with an employer-wide initiative
supply institutional credibility
Wednesday WALK

Every Week. Every type of weather.
Meet at VGH Commuter Centre
12:15 to 12:45pm.

name ____________________________________________

opportunities where “bringing a friend” yields greater benefit
Learn to WALK
FREE inter-active seminar

Come see, feel, smell & walk the complex world of footwear.

Sharpen-up your tech talk with a full range of trial walking, running and cross-training shoes to make sense of the marketing around equipment choices.

Join our active test-walk and facilitated discussion: gather information and offer advice to expand the Social Network of Walking across the VGH community.

The session will be led by Phil Moore, a 30-year veteran on specialty footwear, and Arthur Orsini, Active Transportation Facilitator for VCH—in partnership with “Taking Care of Me”.

Wed Dec 10th 12noon – 1pm
DHCC 9299 – 9th floor Diamond Centre beside VGH

Sign-up with Arthur.Orsini@vch.ca Active Transportation Facilitator, VCH or directly at http://vgh-learntowalk.eventbrite.ca
We want to help you;

MOVE More. Sit Less.

supply planning, tools, support and a Launch
seek to make your initiatives fun and inviting
seek to make your initiatives fun and inviting
I joined the VGH Cycling Centre because it makes me feel like a kid again...

- exercise
- commuting distance: 5 km
- commuting time: 15-20 min

rely on current ambassadors to self-select their ‘targets’
beware of ENTROPY - facilitate events for follow-through
SWAG with a plan!
SWAG
with a plan!
Does this item suit one or more modes?
What opportunity for interaction?
...the Launch Point?
...hoped-for next Step(s)?