

Pedal Together – Listen & Learn

MARCH 24, 2021



Listen & Learn agenda

12:00-12:05 **Welcome and introductions**

12:05-12:17 ***Pedal Together* overview and survey results**

12:17-12:25 **Toward pedaling more, with Debbie Balfanz**

12:25-12:30 **How will *Pedal Together* work?**

12:30-12:35 **Tips on getting started, with Maylyn Co**

12:35-12:45 **Q&A, Feedback, Suggestions**

Our Guest Speakers



Debbie Balfanz
Academic Research and Program Manager, BeWell

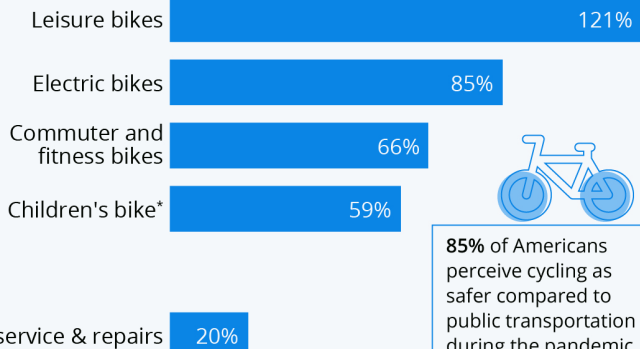


Maylyn Co
Program Coordinator, The Injury Prevention Program
Trauma Service, Stanford Health Care

Cycling during COVID-19

COVID-19 Pandemic Fuels Bicycle Boom

Year-over-year change in bicycle and bicycle service sales in the U.S. in March 2020



85% of Americans perceive cycling as safer compared to public transportation during the pandemic

* incl. BMX bikes

Sources: The NPD Group, Trek, Engine Insights



statista

More People Are Cycling During COVID-19. That Matters.

Cleaner air, quieter streets, more people riding—there's an opportunity here for cities and cycling advocates willing to grasp it

LOCAL

Bay Area bike shops see surge in business during coronavirus pandemic



Steve Rubenstein
May 29, 2020 | Updated: May 30, 2020 11:55 a.m.

Cycling 'explosion': coronavirus fuels surge in US bike ridership

The Pandemic Bike Boom Is Here to Stay

Activity and sales data suggest that there are still more cyclists than ever before

How the Bike Program Pivoted Under COVID

450+

BIKE ENTHUSIASTS ATTEND ONLINE WEBINARS

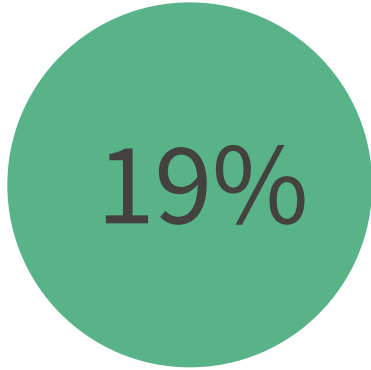
We offered 17 free, online webinars to help meet a renewed interest in biking and jumpstart rides during the pandemic.



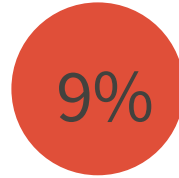
- Hosted 17 webinars with over 450+ participants
- This engagement sparked the idea of Pedal Together



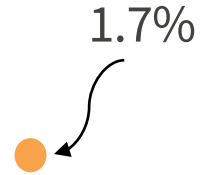
You're in good company!



Stanford staff and students commute by bike.



Palo Alto residents bike to work.



Bay Area residents bike to work.

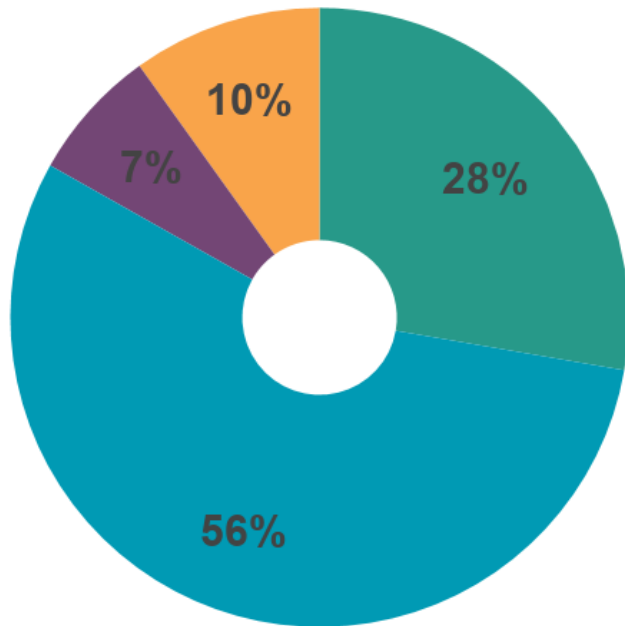
What is Pedal Together?

- 3-month pilot program
- Informed by Pedal Together survey data.
- Designed to engage, encourage, inform, and build community around cycling, whatever your level or stage.
- Support you in taking your next step.



Survey Results

Which of the following statements best applies to you?



- I am an experienced rider: I often bike and might consider helping newer riders.
- I have some experience riding, but I may want to start biking more often.
- I am planning to start biking. I have most of what I need, but I still have some questions.
- I am considering biking but am not sure how to get started.

Survey Results - Aspirations and Barriers



62%

said improving bike skills is one of your cycling goals.



51%

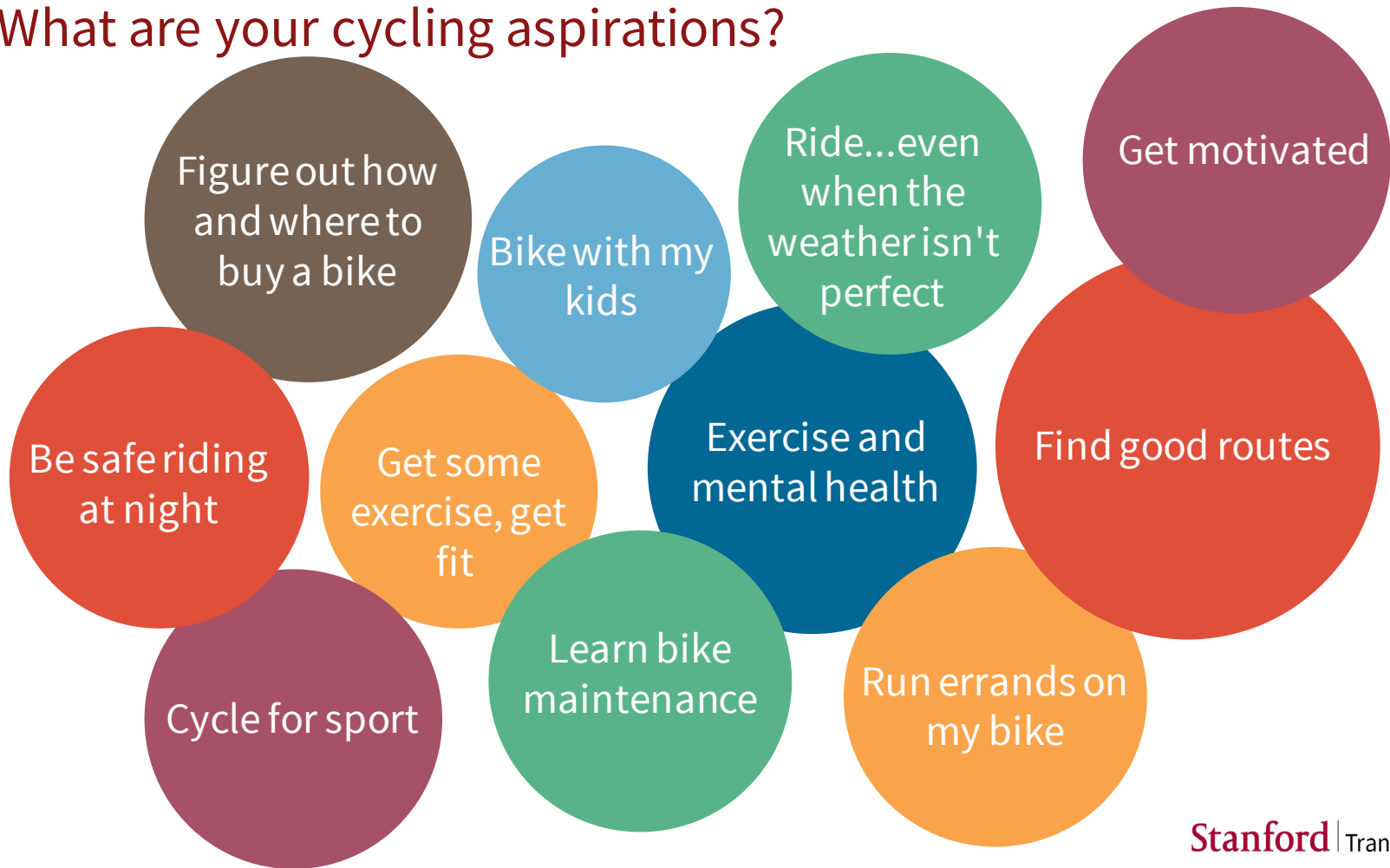
aspire to start riding for fun, errands, or commuting.



50%

identified time as a barrier to meeting cycling goals.

What are your cycling aspirations?



Stanford

Building Healthy Habits: Lessons from behavioral science

Deborah Balfanz





- **Biking skills**

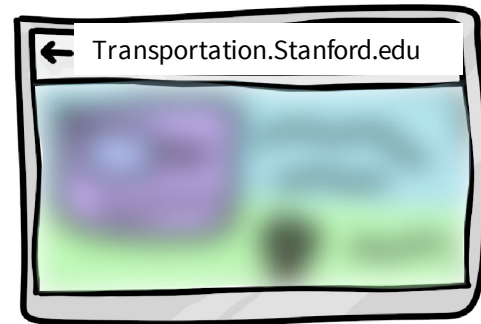
- How do I bike safely?
- What resources are available to me?

- **Assess baseline behavior**

- How much biking do I currently do?

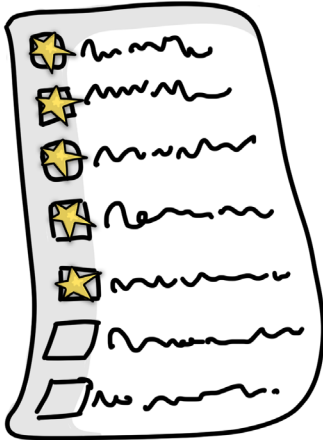
- **Assess baseline attitudes**

- Are your attitudes promotive of sustainable behavior change?
- How ready are you?
- Endorse gradual change
- Move away from all-or-nothing thinking
- React well to setbacks
- Believe you are a person of value who deserves to take care of herself



02

**Identify your why;
consider rewards**

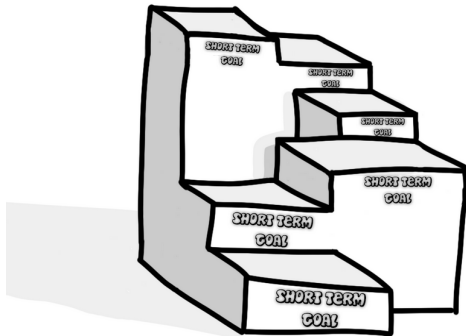


- **Identify intrinsic motivation**
 - Physical health
 - Mental/emotional health
 - Environment
 - Money saver
 - Time saver
- **Consider external rewards**
 - Reinforce behavior
 - Not at odds with the behavior
 - Reward behavior, not result
 - When to give?
 - Before
 - During
 - After

03

Set long term and short term goals

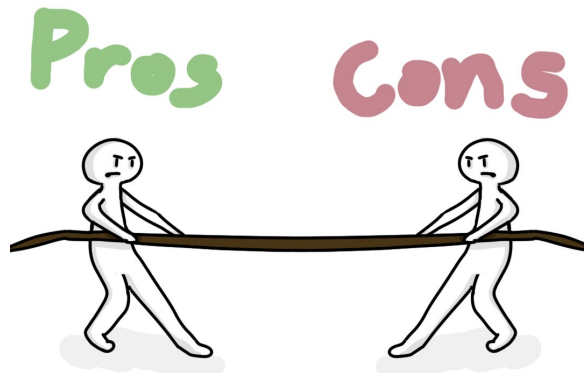
Long Term Goal



- **Long term goal**
 - Can be ambitious, but must be realistic
 - Sustainable
- **Short term goals**
 - Small step beyond current behavior
 - Work with your personality
 - Take into account your current obligations
 - Expressed in behavioral terms
 - Specific as to the when, how, where you'll achieve that goal
 - Why do you want to do this goal?
 - Needs to be measurable
 - Identify possible barriers and strategies
 - Re-evaluate the goals – are you excited to work on it?
 - *Want to 100% meet your goals to build self-efficacy*

04

**Conduct internal cost:
benefit analysis;
recognize
ambivalence**



- **Conduct internal cost: benefit analysis**
 - Only makes sense to do behavior if *perceived* benefits outweigh *perceived* costs
- **Acknowledge and overcome ambivalence**
 - Ambivalence: Having strong positive and negative feelings towards a behavior
 - Major drain on motivation
 - To reduce ambivalence, you can either reduce the perceived costs, or increase the perceived benefits.

05

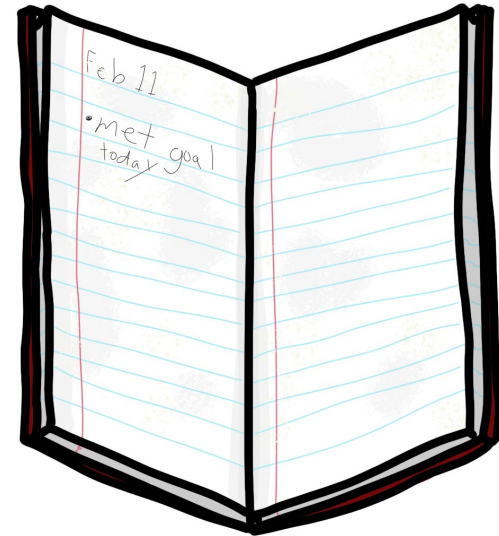
Construct a supportive physical and social environment



- **Social environment (support network)**
 - Teammates
 - Cheerleaders
 - Mentor
 - Have best interests in heart
- **Physical environment**
 - Remove barriers to biking
 - Visual reminders



- Essential for sustainable behavior change
- Use a method that fits your personality
- Did you meet the spirit of the goal?
- Use to boost self-efficacy



Creating your biking plan

01

Gather information

02

**Identify your why;
consider rewards**

03

**Set long term and
short term goals**

04

**Conduct internal cost:
benefit analysis;
recognize ambivalence**

05

**Construct a supportive
physical and social
environment**

06

Monitor your progress

Q & A

dbalfanz@stanford.edu

How will Pedal Together work?



Monthly emails with activity suggestions

- Bike Safety Webinars
- Bike Tech Talks
- 15-minute Bike Check-Ins
- Create your own!

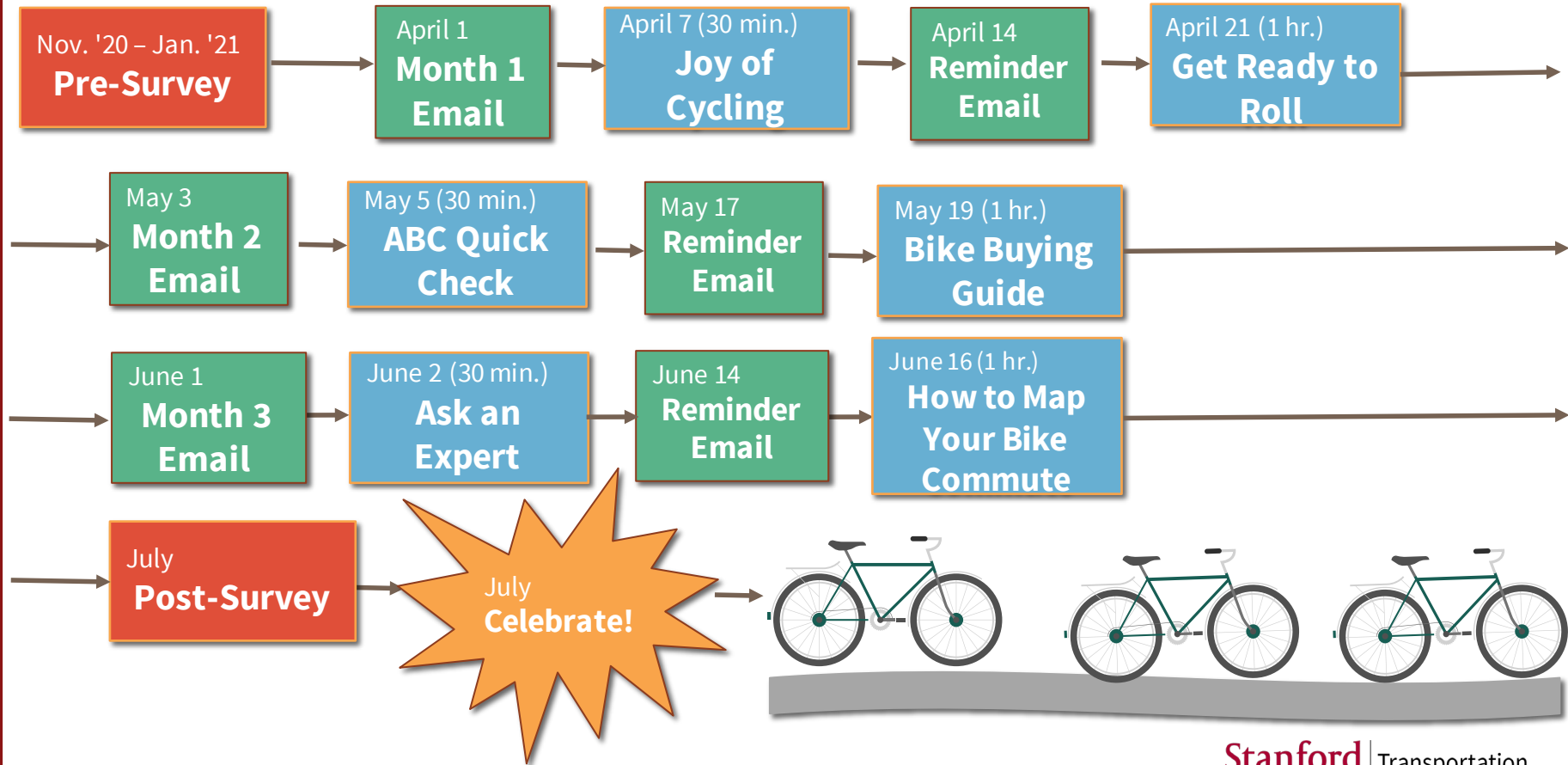
Ways to engage with other participants

- Pedal Together Slack Channel
- Participation Tracking Form
- Ask an Expert

Approach

- Be kind to yourself and celebrate success!
- Feedback is welcome
- We're in it together

Pedal Together Timeline



Tracking Your Engagement

Pedal Together Tracker Instructions: Complete your name and for each month check off activity completed with brief description, sample below. Did you celebrate? Reply Yes or No in pulldown menu.

Name	April activity completed?	What activity did you complete in April?	Did you celebrate your success?	May activity completed?	What activity did you complete in May?	Did you celebrate your success?	June activity completed?	What activity did you complete in June?	Did you celebrate your success?
Ariadne Scott (sample)	<input checked="" type="checkbox"/>	attended Joy of Cycling Webinar on 4-7	Yes	<input type="checkbox"/>			<input type="checkbox"/>		

Tips on getting started, with special guest Maylyn Co



"I took classes with Maylyn. She is an amazing instructor with great energy and is really easy to work with. She taught the steps to ride clearly and organically and I was able to get past my fear of riding very quickly. She gives great detailed instructions to help get comfortable with riding while being very safe. She's also such a cheerleader!"

Feedback, Suggestions, Q&A



Additional Bicycle Resources



Ready to Head Outside? Here are Tips to Get Rolling —Safely!

Thankfully, bikes are still a healthy option to get outside for some exercise and fresh air. Get out and ride, but do it safely, with individual responsibility, to flatten the curve.



Good Reads and Bike Flicks: Explore the World of Cycling from Home

Bicycle-themed books and movies can provide a great escape. Enjoy these favorites from Ariadne Delon Scott, our assistant director of active mobility, which include fun for the whole family and some must-watch bike classics!



Virtual Classroom: Bicycle Education Online

Webinars and other online resources to brush up on all things bikes.



Questions?

Is there still more you'd like to learn or comments about any of the resources on this page? Contact our bicycle program for additional information.



- Online resources
 - › bike.stanford.edu
- On-campus resources:
 - › Campus Bike Shop
 - › Bike Safety Repair Stations
- Off-campus bike repair:
 - › Beeline Bikes
- More:
 - › Your local bike shop
 - › Contact us!
Adscott@stanford.edu or the #pedal-together slack channel

Comments from March 25 Listen & Learn Session

1. It seems like the Slack channel will be the primary way of communicating adhoc with participants.

Yes, we will use the Slack channel to stay connected with our group. If you need assistance with using Slack, please let us know. Stanford IT also has a very informative [webpage](#) on how to use Slack.

2. I would appreciate the link to the TED talk.

Please enjoy this IDEAS.TED.COM presentation by Stanford Professor BJ Fogg on [How to Make New Habits Stick](#).

It doesn't take 21 days to wire in a habit, says psychologist BJ Fogg. Sometimes, all you need is a shot of positive feeling and emotion, a dose of celebration. Celebrating is a great way to reinforce small changes — and pave the way for big successes.

3. Thank you - this has been helpful and interesting. Looking forward to setting some goals and getting back in the saddle.

We thank you! We all are now part of the Pedal Together Team and look forward to supporting everyone on this magical ride of learning more about bicycling and how we can achieve success with our targeted aspirations.

4. My biggest hesitation is that I live so far from campus and have no idea how long it will take to get to/from work. It takes about 25-30 min by car.

We can help and assist you with step-by-step instructions or a one-on-one session on how to map a bike route specifically for you from your home to work location. One of our webinars will specially address [How to Map Your Bike Commute](#). We use Google Maps, but will look at the suggested new apps that was mentioned during the webinar too (thank you for the tip!)

Comments from Pedal Together participants:

- 1. There is a great tool that's a bit more accurate than Google maps called Komoot. It takes into account fitness level and routes are based on what other cyclists take.*
- 2. You can also consider combining public transportation (like caltrain) and biking if you live far.*
- 3. I ride with GPS and I really like its route planning and being able to use others who have publish their routes.*

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Comments from March 25 Listen & Learn Session

5. Will there be any webinars on security? Like what to do if your bike is stolen? And how to choose effective anti-theft gear, from locks to GPS trackers to alarms, etc.

Our [Ready to Roll, Bike Safety 101 webinar](#) in April, will cover locking up your bike. While we do not have a webinar dedicated to security, we can plan this for after Pedal Together and invite Stanford Public Safety who manages bike theft and abandoned bikes on campus and use of alarms, Our “Ask an Expert” sessions can also directly answer your questions live. In the interim, our bike safety webpage features information on [how to lock a bike securely](#) and this [bike infographic](#) covers more details on using a u-shaped lock and cable to lock up your bike to deter theft.

6. Do any of the webinars teach bike maintenance like tune-ups etc?

Yes, we do have a webinar on bike [How to Do an ABC Quick Check](#) on Wednesday, May 5, 2021, 12:00 p.m. to 12:30 p.m.

Robert Alverson, operations/logistics manager with Bikes Make Life Better will host the 30-minute webinar on How to Do an ABC Quick Check before every bike ride. We will cover A—Air, B—Brakes and C—Crank & Chain, so you are road ready and safe to ride.

For other video instructions on bike tech, Park Tool, experts in bike tools and education, offers [extensive video instruction](#) on bike maintenance from fixing a flat to tuning up your bike.

7. Will you be doing any in person sessions? For example, my biggest hesitation is flat tires! I did a previous webinar you offered on fixing flat tires, but I feel like this is something easier to learn in person. Will you offer any bike fixing related workshops in person?

Thank you for the great question, which is especially pertinent due to COVID-19 guidelines. At this time, we are following the guidelines from the University and EH&S which means that we are unable to host in-person group events. As soon as restrictions are lifted, we anticipate returning to in-person and hands on training. And we can't wait!

8. I cannot find a Slack channel. Is it possible to send invitations to it instead?

Of course! We are planning to add all users automatically to the Slack channel in the next few days and will also post an invite to all users.