

Using Physical Activity Challenges to Increase Sustainable Commuting

smarter travel >>>
>>> workplaces

smarter travel >>>
>>> campus



What are Physical Activity Challenges?

- ❖ Behavioural change initiative using community-based social marketing methodology
- ❖ Aim to act as stimuli to encourage more active travel on the commute
- ❖ Can support broader organisational objectives; team-building and employee wellbeing
- ❖ Can encourage modal shift and longer term physical activity

Essential Principles of Smarter Travel Challenges



MAKE IT FUN

**Gamification
Leaderboards
Competitions
Prizes**



MAKE IT SOCIAL

**Team based
Events
Story telling
Social media**



MAKE IT EASY

**The right time
Supportive structures**



Cycle Challenge Specifics

- Fun & free annual event (three weeks in May)
- Teams of 3-6 people
- To get people cycling for three weeks (habit-forming)
- Recruiting new/lapsed cyclists



How does it work?

- Team members track number of trips (emphasis on trip frequency NOT distance)
- Weekly Leaderboards
- Prizes – emphasis on fun and inclusivity (not a race):
 - Photo/story competitions
 - Best Workplaces/Campus (participation rate)
 - Top new cyclists
 - Weekly spot prizes

Smarter Travel Cycle Challenge 2018

- 47 workplaces and campus
- 617 participants across 149 teams
- Recorded over 16,400 trips by bike during the three week challenge in May 2018
- 14% of participants were 'new cyclists' (people who had not cycled before, or in the previous six months)
- 39% of participants were female and 60% were male

Post Challenge Survey 2018

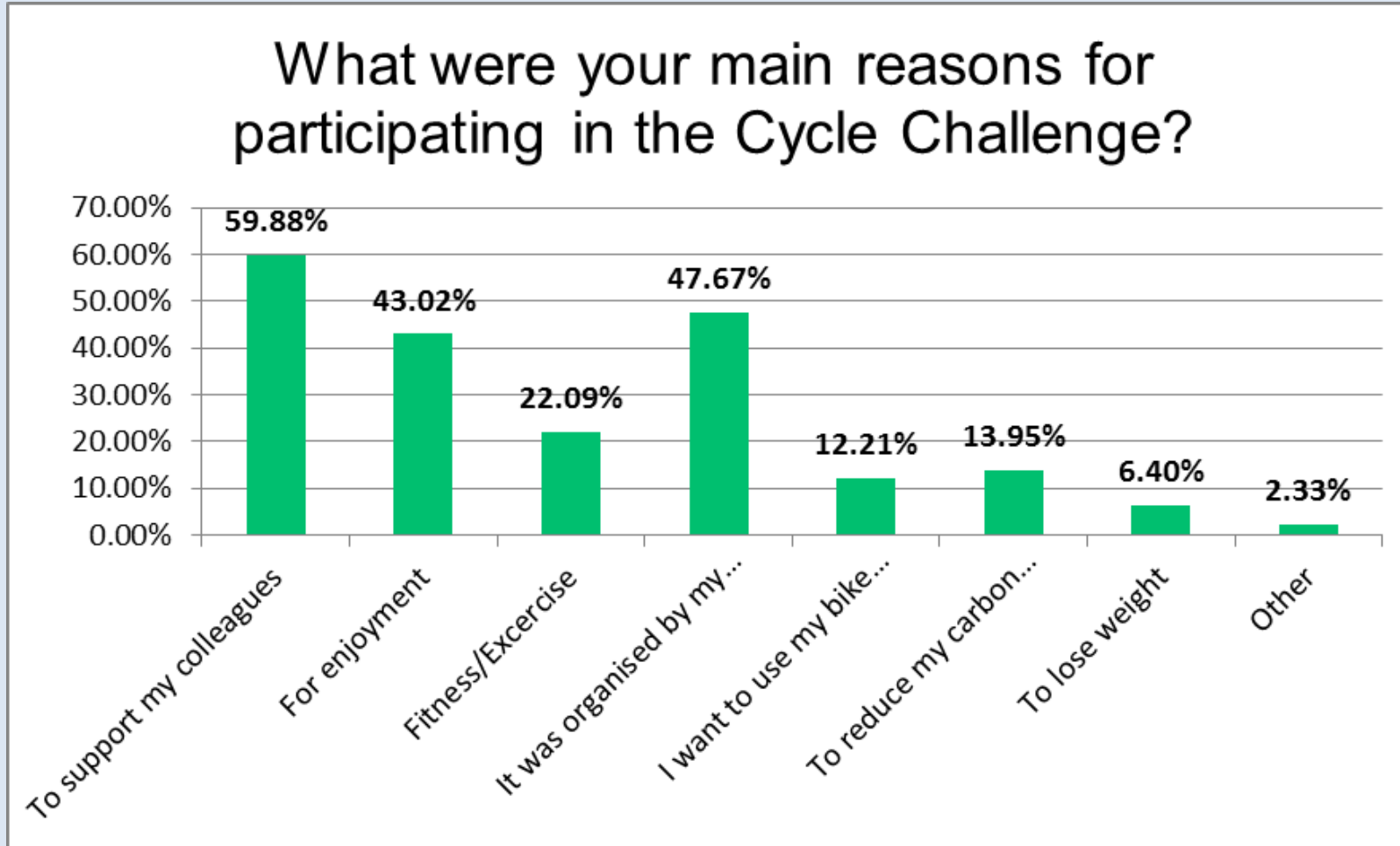
- 57% of participants said that the prior to the Challenge, the bike was their main mode of transport for the commute
- 78% of respondents intended to cycle to work on a regular basis = 21% change in favour of regular cycling on the commute
- A further 15% of respondents intended to cycle to work on an occasional basis

Smarter Travel Cycle Challenge 2018

Physical activity levels increased over the course of the Cycle Challenge:

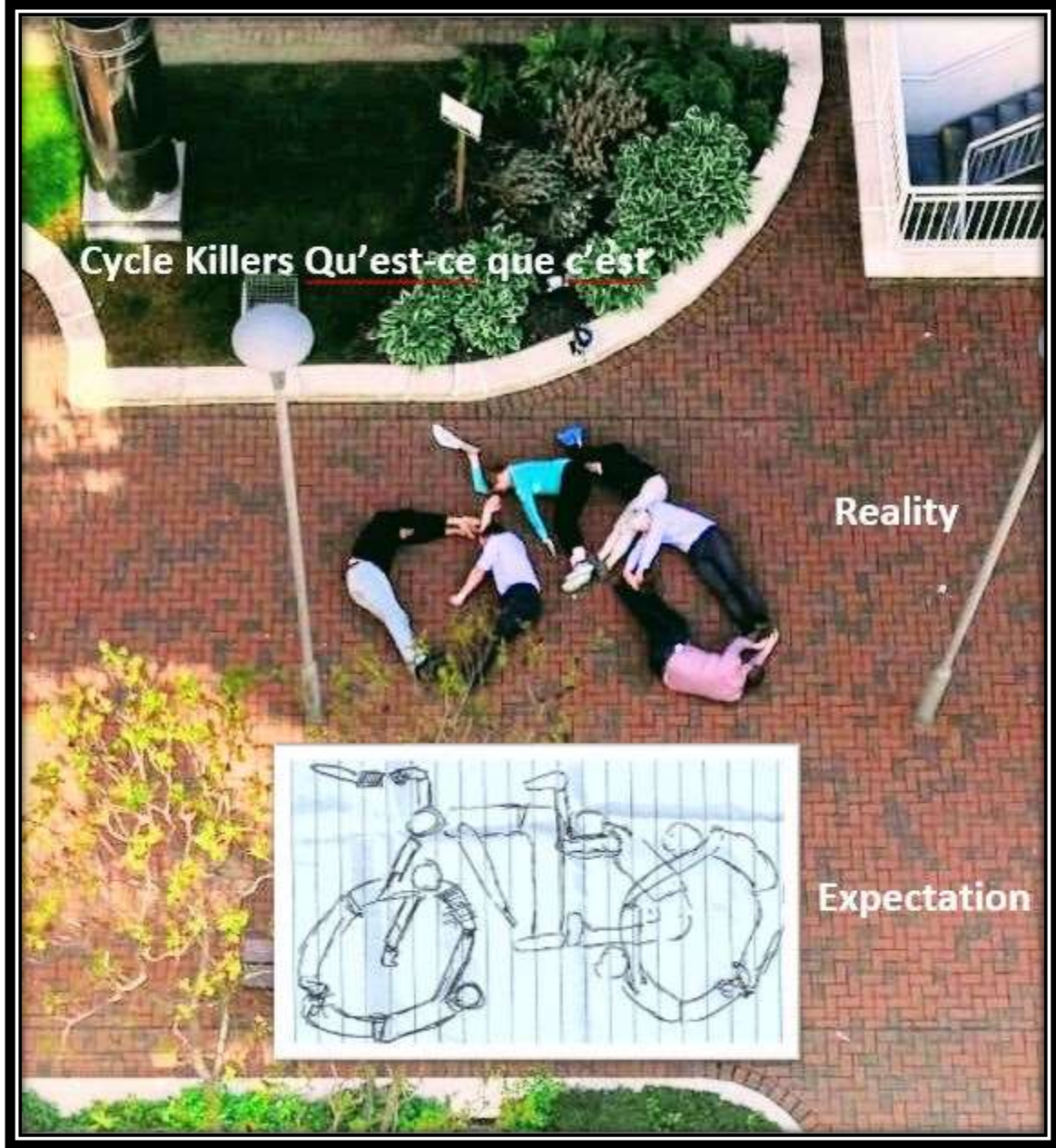
- 90% of respondents stated that they were active for at least 30 minutes 5 days per week during the challenge
- This compares to 76% of participants who were similarly active prior to the Challenge

Reasons for Participating 2018



Main Benefits of Participating

- Enjoyed being part of a team (60% of respondents)
- Feeling good about myself (47% of respondents)
- Increased fitness/ took more exercise (45% of respondents)
- Environmental benefits/ reduced carbon footprint (37%)



Cycle Killers Qu'est-ce que c'est

Reality

Expectation

Step Challenge Specifics

- Fun & free annual event to promote walking
- Teams of 3-6 people
- To get people walking for 4 weeks (habit-forming)
- Tracking steps on a step counter or app
- About encouraging longer term physical activity & modal shift



Communication - Motivation - Support

- Active Travel Logger
- Posters
- Apps/Step Counters
- Coordinator Guide
- Team Captain Guide
- www.stepchallenge.ie
- Weekly competitions
- Weekly Leaderboards





The Marchathon Step Challenge 2019

Key Metrics

**4,650 people across
52 organisations
took part**

**92% would take part
again**

BEFORE

**42% did not meet
WHO physical
activity guidelines**

DURING

**79% reported
swapping trips for
walking**

**More than 1.1 billion
steps were taken
= average 9,500 per
person daily**

The Marchathon Step Challenge 2019

Key Metrics

	BEFORE	DURING	AFTER
Walked to work/campus	16%	32% regular 17% occasional	31% regular 23% occasional

- Of the 32% who walked to work/campus on a regular basis, 11% were car drivers
- Of the 17% who walked to work/campus on an occasional/one-off basis, 12% were car drivers
- Of the 31% who intend to walk to work/college on a regular basis, 10% were car drivers
- Of the 23% who intend to walk on an occasional/ one-off basis , 21% were car drivers)

Participant Feedback

Reasons for participating

1. Fitness/exercise 62%
2. For enjoyment 55%
3. To support my colleagues 52%
4. Health reasons 35%
5. Colleagues/classmates persuaded me 18%



The Marchathon
Step Challenge

4th-29th
March 2019

Sign up **NOW**
marchathon.ie

TEAMS OF 3-6
SHOPPING VOUCHERS
AND OTHER GREAT PRIZES
TO BE WON!

FOR MORE INFORMATION
www.marchathon.ie
Email: info@marchathon.ie
Facebook.com/StepChallenge
Twitter: @marchathon
Twitter: @stepchallenge

smartertravel.ie | smartertravel.ie | TFI TRANSPORT FOR IRELAND
at workplaces | at commute

National Transport Authority, Don Scallan, Inghinn Court, Harcourt Lane, Dublin 2, D02 WT20, T. 01 97365360

Participant Feedback

Main benefits gained

1. Increased activity 74%
2. Enjoyed being part of a team 72%
3. Felt good about myself 54%
4. Increased fitness 54%
5. Sense of community 38%



The Marchathon
Step Challenge

4th-29th
March 2019

Sign up **NOW**
marchathon.ie

TEAMS OF 3-6
SHOPPING VOUCHERS
AND OTHER GREAT PRIZES
TO BE WON!

FOR MORE INFORMATION
www.marchathon.ie
Email: info@marchathon.ie
Facebook.com/StepChallenge
Twitter: @marchathon
Twitter: @StepChallenge

smarter travel.ie | smarter travel.ie | TFI TRANSPORT FOR IRELAND
at workplaces | at computers

National Transport Authority, Don Scallan, Inghinn Court, Harcourt Lane, Dublin 2, D02 W729, T. 01 97365160

Step Challenge vs. Cycle Challenge

Walking is something that many people can do every day:

- a low cost, easy default option, relatively safe, requires little or no equipment or thought

Cycling - the bar in terms of *Ability* is raised:

- not as readily accessible; additional costs, time and effort (e.g. access to a bike, gear, more defined routes)
- real & perceived safety issues
- greater pre-planning and some know-how

Conclusions

- Positive feedback from participants and participating workplaces and campuses each year
- Demonstrates good practice in terms of behavioural change interventions
- Potential to expand the Challenges