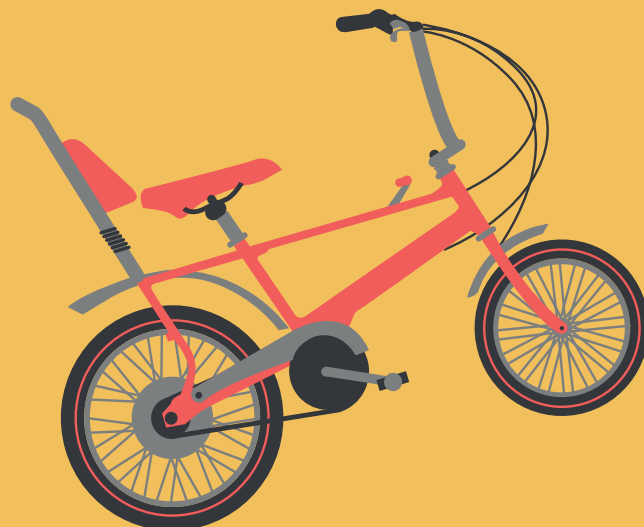




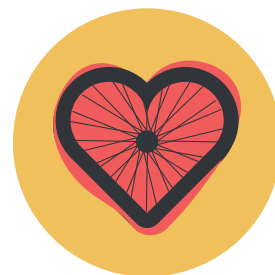
# Love to Ride — WWU

## Biking Transportation Behavior Change Program Proposal 2022



## Introduction

Love to Ride has programs in 12 countries, over 200 cities and thousands of organizations around the world to get more people biking. Since 2008 we have engaged more than half a million people in our programs and encouraged more than 121,000 'non-riders' to try riding a bike ride and experience how easy and enjoyable riding can be. With behavior change theory at the backbone of our platform, programs, messaging, and challenge campaigns, we can help communities, organizations and teams meet their mobility, health, and sustainability goals.



## Benefits of a Love to Ride Program

- ✓ Supports organizational initiatives for transportation, health, & sustainability
- ✓ Provides a vehicle for raising awareness of alternative transportation modes
- ✓ Addresses fundamental barriers and concerns of all riders
- ✓ Encourages more non-riders to ride for pleasure & transportation
- ✓ Converts riders to bike commuters
- ✓ Provides safety education for riders and drivers
- ✓ Encourage biking as a “last mile” transit solution
- ✓ Promotes and encourages the use of existing cycling infrastructure
- ✓ Provides on-going behavior change programming and encouragement
- ✓ Collects actionable data to inform and boost existing planning and mobility efforts

## Benefits of a Love to Ride Site

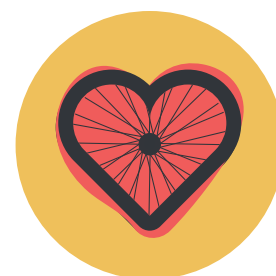
Love to Ride is your organizations hub for the promotion of biking as a transportation alternative. In addition to promoting sustainable travel, Love to Ride provides measurable results across a range of focus other focus areas including sustainability and health. Data collected from the site is used to report on progress and outcomes of existing programs. Finally, Love to Ride easily synchs with both Ride Amigos and Agile Mile for seamless integration and coordination in broader TDM programs.

Love to Ride WWU – Budget Estimate 2022-23		12 Months
Platform License & Campaigns	Platform: <ul style="list-style-type: none"> <li>12-Month Platform License</li> <li>Client &amp; User Support</li> <li>Custom website</li> <li>Data</li> </ul>	\$4,500
	Campaigns: <ul style="list-style-type: none"> <li>Engagement Campaigns <ul style="list-style-type: none"> <li>November- Ride in the Rain</li> <li>December – Winter Wheelers</li> <li>March - Ride Anywhere</li> <li>May – Bike Everywhere</li> </ul> </li> </ul>	
	Marketing & Promotion: <ul style="list-style-type: none"> <li>Promotional Plans (one per campaign)</li> <li>Marketing and Promotion Materials</li> <li>SWAG Allowance (\$400 / year)</li> </ul>	
Project Management	Includes: <ul style="list-style-type: none"> <li>Management of Love to Ride project delivery team</li> <li>Marketing and Engagement Plan</li> <li>Project Plan</li> <li>Planning &amp; coordination meetings</li> <li>Website training</li> <li>Client support and guidance</li> </ul>	\$5,845
Evaluation	Includes: <ul style="list-style-type: none"> <li>Surveys <ul style="list-style-type: none"> <li>Baseline</li> <li>3-Week Post Event Surveys (Ride in the Rain and Bike Everywhere</li> <li>3-months; 6-months</li> </ul> </li> <li>6-month Interim Evaluation Report</li> <li>Final Report*</li> </ul>	\$2,943*
Custom Badges	Includes: <ul style="list-style-type: none"> <li>(1) Developer time for upload and programming</li> </ul>	\$388
<b>Subtotal</b>		<b>\$13,676</b>
Available Incentives	Bicycle Friendly Universities Match (20%)	(-\$2,735)
<b>Total</b>		<b>\$10,941</b>
Two Year Renewal Option - Without scope changes		
	Year-2 Renewal	\$12,581
	Year-3 Renewal	\$12,308
<i>Fee for renewals contracted prior to or upon the end date of previous agreement.</i>		

Additional Items		
<i>These services can be added at any point during the contract period, or can be included in the budget above and benefit from any available incentives or discounts.</i>		
Site Customization	Includes: <ul style="list-style-type: none"> <li>• Copy Review, Editing</li> <li>• Programming</li> </ul>	\$4,395
Customized Email Plan	Includes: (per campaign) <ul style="list-style-type: none"> <li>• Copy Review, Editing</li> <li>• Programming</li> </ul>	\$4,500
Community Engagement Manager	Responsible for: <ul style="list-style-type: none"> <li>• Love to Ride promotion and engagement</li> <li>• Engagement strategy</li> <li>• Coordination</li> <li>• On-campus events</li> <li>• Social media campaign(s)</li> </ul>	\$7,700

## Summary

It was a pleasure to meet with the WWU Alternative Transportation Team to talk about the University's plans to reduce SOV dependence. Biking encouragement along with behavior change can help address some of the barriers facing both students and staff at WWU. Coupled with our expertise, we believe the Love to Ride platform will not only help boost biking but also help raise awareness of all the University transportation demand management programs. We look forward to discussing this proposal and to working with you to reduce congestion and parking demand at WWU.



For more information or to discuss any element of this proposal, please contact:

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