

# EVALUATION

SIMPLE TIPS FOR UNDERSTANDING AND IMPROVING YOUR PROGRAM

# EVALUATION

**If you are going to evaluate your program in terms of its effect, it is important to have a baseline to compare against. to survey your participants or otherwise determine their transportation habits, at the start of the program as well as at the end.**

**Your evaluation should be based around a clear goal. In this case, the goal is likely increasing cycling among your participant group. If you are taking the time to evaluate this, there are other valuable questions you can ask to help understand who participates in your program and what their experience was like.**

**In this section we are going to briefly discuss asking about trip types and frequency, demographics, motivations and barriers, rating the elements of the program, and any anticipated difficulties or challenges.**

# TRIP TYPES AND FREQUENCY

**If one of your goals is to increase how often people cycle for transportation or for recreation, think about how best to ask this question to make it easy to answer.**

**For example, if your program starts in June, you could ask:**

*On average, how many bicycle trips did you make per week in the month of May?*

**Then, at the end of your program, or in a follow-up survey to participants at a later date, you can ask:**

*On average, how many bicycle trips did you make per week in the past month?*

**Define the trip purpose. You should be clear about the kind of cycling trip you are asking about: for recreation, for commuting to work or school, for errands and shopping.**

**TIP:** Help your participants answer consistently and accurately by defining what you mean by “trip” right on the survey with an example written in text, illustrated by a graphic, or both:  
*“Going to the store by bike to buy groceries is a total of 2 trips. One to get there, and one to come home.”*

# DEMOGRAPHICS

**Asking about demographics (age, gender, cultural background) can be an important way to understand who you are reaching with your program. Over time, this will allow you to track shifts in who participates and can help you understand how to adjust or refine your targeting strategy to continue to improve upon your program for future participants. There can be lots of ways to ask about demographics. Here is an example of a short section asking about demographics:**

Please circle an age-range that applies to you:

24 and under    25-34    35-44    45-54    55-64    65 and over

Please write your gender: \_\_\_\_\_

How many people are in your immediate family? \_\_\_\_\_

What cultural/ethnic group do you identify with? \_\_\_\_\_

# MOTIVATIONS AND BARRIERS

**People's motivations and their real or perceived barriers with regard to cycling are important things to consider when attempting to change behaviour with a program. You can get great information on these factors by asking participants directly about what matters to them. Here are some examples to start off with:**

**The main reason I am joining this program is to:\_\_\_\_\_**

**My main barrier to cycling more is: \_\_\_\_\_**

***For the questions below, please circle either yes or no as it applies to you:***

**I have a bicycle in working order                      Yes / No**

**I am afraid of riding on city streets                      Yes / No**

# INTEREST IN PROGRAM ELEMENTS

If your program is broken down into particular elements, events or activities that everyone attends, consider asking participants to rate their experience using a scaled response from 1 to 5, with 1 being the lowest rating and 5 being the highest.

For example:

*For the questions below, please rate how helpful or relevant the following activities were*

Safe cycling workshop	1	2	3	4	5
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Learn to fix a flat tire	1	2	3	4	5
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*For the questions below, please rate how much you enjoyed the following activities*

Group bicycle ride to the park	1	2	3	4	5
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Closing picnic potluck	1	2	3	4	5
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**Finally, it can be useful to include open-ended questions to learn more about both the positive and negative aspects of the program from the participants' point of view. Consider asking for comments about:**

**Anticipated, or experienced difficulties/challenges**

**The number one best thing about the program**

**If they would recommend the program to friends or family**

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