

Our File/N/Réf.  
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DATE: 8 November 1999

TO/DEST: Co-ordinator, Transit Services Committee

FROM/EXP: General Manager

SUBJECT/OBJET: **THE RACK AND ROLL PROGRAM**

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### **DEPARTMENTAL RECOMMENDATION**

**That the Transit Services Committee approve the extension of the Rack and Roll Program in 2000 to equip the articulated bus fleet, at a cost of \$120,000, subject to the availability of funds in the 2000 budget.**

### **BACKGROUND**

At its March 1999 meeting, the Transit Services Committee recommended to the Transportation Committee the expenditure of \$50,000 for a pilot project of bike racks on buses on route 97 as part of the Transportation Demand Management Program.

This program, which was promoted as Rack and Roll, was introduced on June 25, and ran until the end of October. The objectives of the pilot project were to evaluate:

- usage by customers;
- operator acceptance;
- safety;
- maintenance requirements; and
- reliability.

This report reviews the experience gained from the pilot project and recommends an expansion of the program in 2000, subject to the availability of capital funding.

## PILOT PROJECT COMMUNICATIONS

Every pilot project needs a strong identity and communication plan, to ensure awareness among internal and external audiences and to assist in its successful implementation.

The pilot project to provide bike racks on buses was christened “Rack & Roll and a logo was designed to give the program a consistent, recognizable identity which was repeated on all visuals. The internal information campaign needed to inform and familiarize operations and equipment staff in a very short time-frame. The external communications campaign was designed to inform prospective customers and provide them with the opportunity to try the bike racks.

Citizens for Safe Cycling participated in developing and implementing the communications plan. This partnership made it possible to spread word of the pilot project widely among the cycling community.

### **Internal Communications**

Target audiences including operators, transit supervisors, equipment staff, and safety and training instructors were evaluated to determine the amount of interaction they would have with the bike racks in carrying out their duties. Communications strategies and key messages were developed and tailored to reach each target group according to their needs and work environment. Internal posters were used in combination with information on the OC Transpo intranet site, and e-mail broadcasts to announce this new program. These were supported by staff bulletins and announcements over the bus radio system, demonstrations at depots and at major Transitway stations. A video was produced and played in the service depots and at the Operators’ general booking site, and regular reports were published in Transpo Express, OC Transpo’s internal weekly publication.

A detailed information flyer outlining operator and customer responsibilities was developed and distributed to each operator. Operators were also given advance copies of all external campaign material. All employees were encouraged to help publicize Rack & Roll among their families and friends. For the first time ever, a value-added incentive was offered to encourage employees to attend familiarization sessions. All employees who attended the Rack & Roll demonstrations had the opportunity to participate in a draw for a mountain bike and T-shirts which were printed with the Rack & Roll logo. The draw tickets were only available at the demo bus which became very popular during the familiarization period leading up to the public launch.

The internal campaign started approximately four weeks before the public launch and continued throughout the external campaign. The enthusiasm generated was instrumental in creating a positive internal atmosphere towards this pilot project.

## External Communications

The two main external target groups were identified as recreational cyclists who could use Rack & Roll on route 97 to access a broader range of recreational pathways which were previously beyond comfortable cycling distance, and commuters who may use the route 97 link to shorten their commuting time. The objective was to build public awareness of this new feature on route 97, to inform and attract potential new customers to this great new program and to give people the opportunity to try the bike rack in a stationary, unpressured environment before they actually tried to use it in service. Several community events that typically attract large groups of cyclists were chosen as ideal venues to demonstrate Rack & Roll.

An official launch and media event was developed to unveil the bike racks and demonstrate how quick, and easy they are to use. The launch was held at Campus Transitway station and it was scheduled to coincide with the first Sunday Bike Day of the season. News Releases and media advisories were issued to announce the launch which was held on Friday, June 25 at the Campus Transitway station, adjacent to the Colonel By Drive and recreational pathways.

A “How to” brochure was developed, posted on the OC Transpo web site and distributed on board route 97, in sports and cycling specialty shops any by mail with all timetable requests. Timetables for route 97 which are available on paper and on our web site, were modified to mention Rack & Roll and to identify trips during the morning and afternoon peak periods which may not be equipped with racks. A “hot link” was set up between our web site and the Citizen for Safe Cycling’s web site.

An article and full page ad appeared in the spring and summer issue of “Better Bicycling” published by Citizens for Safe Cycling and distributed throughout the Region, including OC Transpo customer service centres. An article was also published in the Circuits passenger newsletter which is distributed on buses throughout the service area.

Rack & Roll demonstrations were held in June at the “Do it for Dad” fundraiser at Carleton University; in July they took place at Island Park Drive and the Western Parkway during Sunday Bike days all month long, in partnership with radio station Majic 100 who offered on-site live coverage. Cyclists who attended the demonstrations were invited to enter a draw for a mountain bike donated by Fresh Air Experience. Workplace demonstrations were held at the Region of Ottawa-Carleton and at Nortel Networks main campus during August.

From the very first day the bike racks were installed, it was obvious that the sight of a bus rolling down the street with bikes mounted in the front turned many heads. Summer students were sent out with bikes to ride route 97 during the mid-day on several days in August to conduct ~~in service~~ demonstrations along Albert and Slater streets for the lunchtime crowd. These demonstrations were timed to avoid the weeks when usage surveys were being conducted. In September, a bike rack equipped bus was also on site for the Harvest Ride at Newbridge Networks in Kanata.

In summary, the Rack & Roll project was very well received by employees and customers. Approximately \$15,000 was invested in this communications plan.

### PILOT PROJECT MONITORING PROGRAM

A full monitoring program was carried out to evaluate the pilot bike rack project. The program covered usage levels, obtained both customer and operator views through surveys, examined claims and accident records and identified operational considerations that should be addressed if a program continuance was recommended.

Overall, the results of the pilot program were very positive. Prior to start-up, there were concerns ranging from the time it would take to load and unload bikes to how well the bike racks would hold up in actual service. The information gathered through the monitoring program dispelled these concerns and pointed to the adoption of bike racks on buses as a permanent component of OC Transpo's service operation.

The main results of the monitoring program are presented below:

#### **Usage Levels**

Bike rack usage counts were conducted for a one week period during each of July, August and September. Usage levels remained consistent for these three months, with about 30 customers using the bike racks each day whether it be a weekday, Saturday or Sunday.

#### **Customer Survey**

A survey of customer views was conducted on August 25 (Appendix A). Eighteen customers participated in the survey. Overall, respondents were very positive about the program and asked that more routes and buses be equipped.

The main purpose of using the bike racks on weekdays was to go to work (52%), while on weekends recreational use was dominant at 40%. Asked how they would make their trip if bike racks were not available, 33% said they would make the trip by bus, 28% would not make the trip at all and 11% would drive or take a taxi.

The trips made by bus and bike were generally long journeys. It appears that employees working in Kanata are big supporters of the program with about one third of the trips either going to or from Kanata. About half of these involved trips between downtown and Kanata. One respondent used route 97 to get to Kanata and then cycled to Stittsville.

#### **Customer Contacts**

During the course of the pilot, all customer contacts relating to bike racks were tracked. A total of 11 were received of which 8 wanted to see the program continue and expand in the future. The other 3 were supportive but offered suggestions (e.g. wants first to try out the rack before using on a bus).

### **Operator Survey**

A total of 71 operators who worked on route 97 over the summer period completed survey forms to express their views on the program (Appendix B).

Over three quarters (78%) of operators felt the additional time needed to load or unload a bike would not have an impact on their ability to keep on schedule. About 30% of operators said it takes less than 15 seconds to carry out a transaction while 45% said it takes between 16 and 30 seconds.

Of the fifty-six operators who responded to the question about customer perceptions, forty-seven (84%) said they felt customers were supportive of bike racks and thought they were a good idea.

Thirty operators provided general comments about the bike rack program. Thirteen said the program should be expanded and that it was a good way to attract new riders. Three felt the racks were underused, while two indicated the money could be better spent.

There were seven comments about customers not fully understanding how to use the rack. These related to customers not returning the rack to the upright position after removing the last bike. Operators need to be aware of the position of the rack at all times. When the rack is in the down position, it extends out from the front of the bus and poses a potential safety hazard. It is easy to note the rack in the down position when there is a bike on it. However, when there is no bike, this is not readily apparent. To determine the position of the rack, operators are required to get out of their seat and look directly down the front of the bus. The Bus Technical Advisory Committee, a group made up of operators and equipment technical staff, reviewed this situation and recommended that a mirror be installed so that operators are able to see the bike rack at all times from their seats.

### **Bus Assignments**

It was recognized from the start that a very high rate of assigning bike rack-equipped buses to route 97 must be achieved or customers would lose confidence in the program. Twenty buses are required each weekday to operate route 97. For operational reasons, it was necessary to equip forty buses with bike racks to ensure a high rate of coverage. An examination of the actual bus assignments during July show that over 98% of the time, buses with bike racks were assigned to route 97 at the start of the day. In the event that the bus needed to be replaced during the day, every effort was made to assign a rack-equipped bus.

## **Claims and Accidents**

There were six incidents involving bike racks from the inception of the program in July until it finished at the end of October. All of the incidents were minor in nature and none involved any personal injury or damage to a bicycle. It is believed that three of the accidents were directly attributable to the racks and probably would not have occurred if the buses had not been equipped with them. To date, there have been no claims against the Commission.

## **Equipment Maintenance**

Overall, the bike racks performed very well and proved to be a reliable piece of equipment. Forty-six units, which included six spares, were purchased to support the program. During the pilot project, there were no failures due to malfunctioning hardware. Four racks were replaced due to damage sustained in minor accidents.

## DISCUSSION

There is no doubt from the evaluation report that the Rack and Roll program was a success in terms of public relations. It made plain OC Transpo's partnership with another "green" mode of transportation and promoted a positive image, even to those who never use a bicycle.

However, the usage of the racks, given the scale of the marketing effort, was relatively modest. Thirty trips a day carried by twenty buses on the route means that each bus carried, on average 1.5 bicycles per day. The total cost of \$50,000 for the project was large when considered against the ridership gain. Although the number of interviews was small, it seems that about half of those using the racks would otherwise not have taken the bus and, of those, only a small number would have used a car or taxi.

The cycling community, and in particular Citizen's for Safe Cycling, are very supportive of the program and would like to see it expanded. Their views are outlined in the letter attached as Appendix C.

Were the program to be expanded, the most effective way in which to do this would be to equip all 110 articulated buses with racks. This would allow the consistent provision of bike rack equipped buses on routes 95, 2, 7, 85, and 180. This approach would avoid the need to equip twice as many buses with racks as are scheduled on the routes since procedures are already in place to ensure that articulated buses are assigned to particular routes. This would go some way to meeting the priorities outlined in the letter from Citizens for Safe Cycling.

It is recommended that, should the \$120,000 capital funding requirement for this project be approved through the 2000 budget process, the Rack and Roll program be expanded to cover the 110 articulated buses in the fleet. Whether or not the program is expanded, it is recommended that the Rack and Roll program on route 97 be maintained.

The program in 2000 is recommended to run from 23 April until 31 October. The start would coincide with the introduction of spring schedules, and the finish would ensure that it would not have a negative impact on our ability to garage the buses indoors in the cold weather.

### FINANCIAL ANALYSIS

If the extension of the Rack and Roll program is approved by the Committee, funding approval will be discussed as part of the Commission's 2000 capital budget.

*Approved by  
Gordon Diamond*

# Results: Bike Rack Customer Survey

## 1) What time did you board this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	03:01 - 06:30	2	11.1	11.1	11.1
	06:31 - 09:30	8	44.4	44.4	55.6
	09:31 - 15:30	1	5.6	5.6	61.1
	15:31 - 18:30	3	16.7	16.7	77.8
	18:31 - 03:00	4	22.2	22.2	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

## 2) Did you plan on boarding this specific scheduled trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	50.0	50.0	50.0
	No	9	50.0	50.0	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

## 3) & 4) Start and End Trips

Trip Destination	Outside UTA	Kanata	Far West	Near West	Downtown	Ottawa South	Total
<b>Trip Origin</b>							
Outside UTA							
Kanata			2	1	3	1	7
Far West				1	3		4
Near West	1						1
Downtown		5	1				6
Ottawa South							
<b>Total</b>	1	5	3	2	6	1	18

Outside UTA: Stittsville  
 Far West: West of Woodroffe to the Greenbelt  
 Near West: Bronson to Woodroffe  
 Downtown: Bronson/ Queensway/River

## 5) If there were no bike racks on any bus, how would you make this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Use bus	6	33.3	33.3	33.3
	Drive	1	5.6	5.6	38.9
	Bike all the way	5	27.8	27.8	66.7
	Take a cab	1	5.6	5.6	72.2
	Would not make the trip	5	27.8	27.8	100.0
	Total	18	100.0	100.0	
Total		18	100.0		



## 6) How many times before have you used the bike racks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	16.7	16.7	16.7
	1 - 2 times	1	5.6	5.6	22.2
	3 - 4 times	1	5.6	5.6	27.8
	More than five times	13	72.2	72.2	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

## 7) What is the purpose of trips using bike racks?

	Weekdays		Saturdays		Sundays	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Commuting to Work	15	52	6	33	5	33
Commuting to School	3	10	1	6	0	0
Shopping	1	3	1	6	1	7
Recreational	6	21	7	39	6	40
Other	4	14	3	17	3	20
Total	29	100	18	100	15	100

## 8) How often have you encountered a bus that already had a full bike rack (2 bikes) and were unable to load your bike?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	3	16.7	16.7	16.7
	Two times	4	22.2	22.2	38.9
	Never	11	61.1	61.1	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

## 9) How many times have you waited to use the bike rack on Route 97 bus but it was not equipped with one?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	7	38.9	38.9	38.9
	3 times	2	11.1	11.1	50.0
	More than three times	3	16.7	16.7	66.7
	Never	6	33.3	33.3	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

## 9.a) Did this occur on weekday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	50.0	50.0	50.0
	No	9	50.0	50.0	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

9.b) Did this occur on weekend?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	16.7	16.7	16.7
	No	15	83.3	83.3	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

10) Do you have any general comments about bike racks on buses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good idea	5	27.8	27.8	27.8
	Increase number of bike racks	9	50.0	50.0	77.8
	Publicize to non-bus users as well	1	5.6	5.6	83.3
	Need a locking device to prevent theft	1	5.6	5.6	88.9
	Other	2	11.1	11.1	100.0
	Total	18	100.0	100.0	
Total		18	100.0		

**RACK & ROLL SURVEY**

The purpose of this survey is to obtain your views on the OC Transpo bike rack pilot program. Please complete this survey and return it to any OC Transpo bus operator.

**FOR THIS SPECIFIC TRIP:**

- 1) What time did you board this bus? \_\_\_\_\_ AM/PM
- 2) Did you plan on boarding this specific scheduled trip?  
Yes \_\_\_\_\_ No \_\_\_\_\_
- 3) Where did you start this trip including using your bike? (address, major intersection or building name)  
\_\_\_\_\_
- 4) What is your final destination when you get off this bus including using your bike?  
\_\_\_\_\_
- 5) If there were no bike racks on any bus, how would you make this trip?  
\_\_\_\_\_

**FOR ALL TRIPS:**

- 6) How many times before have you used the bike racks?
  - a) never \_\_\_\_\_
  - b) 1-2 times \_\_\_\_\_
  - c) 3-4 times \_\_\_\_\_
  - d) more than five times \_\_\_\_\_
- 7) What is the purpose of trips using the bike rack? (Indicate by day type where applicable)
 

	Weekday	Saturday	Sunday
Commuting to work	_____	_____	_____
Commuting to school	_____	_____	_____
Shopping	_____	_____	_____
Recreational	_____	_____	_____
Other	_____	_____	_____
- 8) Have you ever encountered a bus that already had a full bike rack (2 bikes) and were unable to load your bike?  
Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, how many times has this happened to you:
  - a) once \_\_\_\_\_
  - b) two times \_\_\_\_\_
  - c) three times \_\_\_\_\_
  - d) more than three times \_\_\_\_\_
- 9) Have you ever wanted to use the bike rack on a route 97 bus but it was not equipped with one?  
Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, how many times has this happened to you?
  - a) once \_\_\_\_\_
  - b) two times \_\_\_\_\_
  - c) three times \_\_\_\_\_
  - d) more than three times \_\_\_\_\_
 Did this occur on:
  - a) weekdays \_\_\_\_\_
  - b) weekends \_\_\_\_\_
- 10) Do you have any suggestions or general comments about bike racks on buses?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 11) Are you willing to participate in a focus group to further elaborate on your experiences with bike racks?  
Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes: Name \_\_\_\_\_  
Telephone (Home) \_\_\_\_\_  
(Business) \_\_\_\_\_

Please return the survey to any OC Transpo bus operator within the next couple of days.  
Thank you for completing this survey and providing your comments.

## Results: Bike Rack Operator Survey

1A) How many times on average during your workshift would the bike rack be used on a weekday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	5.6	10.5	10.5
	Once a day	24	33.8	63.2	73.7
	Two to five times a day	10	14.1	26.3	100.0
	Total	38	53.5	100.0	
Missing	System Missing	33	46.5		
	Total	33	46.5		
Total		71	100.0		

1B) How many times on average during your workshift would the bike rack used on a Saturday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	4.2	13.6	13.6
	Less than once a day	3	4.2	13.6	27.3
	Once a day	10	14.1	45.5	72.7
	Two to five times a day	5	7.0	22.7	95.5
	Six to ten times a day	1	1.4	4.5	100.0
	Total	22	31.0	100.0	
Missing	System Missing	49	69.0		
	Total	49	69.0		
Total		71	100.0		

1C) How many times on average during your workshift would the bike rack be used on a Sunday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a day	3	4.2	20.0	20.0
	Once a day	6	8.5	40.0	60.0
	Two to five times a day	6	8.5	40.0	100.0
	Total	15	21.1	100.0	
Missing	System Missing	56	78.9		
	Total	56	78.9		
Total		71	100.0		

2A) Average time it takes a customer to load a bike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15 seconds	19	26.8	26.8	26.8
	16-30 seconds	34	47.9	47.9	74.6
	31-45 seconds	10	14.1	14.1	88.7
	46-1minute	2	2.8	2.8	91.5
	More than 1minute	2	2.8	2.8	94.4
	No Response	4	5.6	5.6	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

## 2B) Average time it takes to unload a bike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15 seconds	24	33.8	33.8	33.8
	16-30 seconds	30	42.3	42.3	76.1
	31-45 seconds	6	8.5	8.5	84.5
	More than 1 minute	3	4.2	4.2	88.7
	No Response	8	11.3	11.3	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

## 3) Does the use of bike rack impact on your ability to keep on schedule?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	16.9	16.9	16.9
	No	55	77.5	77.5	94.4
	No Response	4	5.6	5.6	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

## 4.1) Have you ever encountered any hardware problems?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	7.0	7.0	7.0
	No	64	90.1	90.1	97.2
	No Response	2	2.8	2.8	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

If yes to 4.1), please specify

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Damaged rack	2	2.8	2.8	2.8
	People don't know how to use it	1	1.4	1.4	4.2
	High beams create reflection on windshield	1	1.4	1.4	5.6
	Rack left down after user unloaded bike	1	1.4	1.4	7.0
	No response	2	2.8	2.8	9.9
	No problems	64	90.1	90.1	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

## 5) How many times have you received a bus with no bike rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One time	11	15.5	15.5	15.5
	Two times	3	4.2	4.2	19.7
	Three times	1	1.4	1.4	21.1
	No Response	3	4.2	4.2	25.4
	Never	53	74.6	74.6	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

6) How many times have you received a bus change where the bus didn't have a bike rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One time	5	7.0	7.0	7.0
	Two times	2	2.8	2.8	9.9
	No response	2	2.8	2.8	12.7
	Never	62	87.3	87.3	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

7) What do you feel is the general view of customers towards the bike rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good idea, people like it	47	66.2	66.2	66.2
	People prefer air conditioned buses instead	1	1.4	1.4	67.6
	People think it's waste of money	1	1.4	1.4	69.0
	Infrequent use of the bike rack	2	2.8	2.8	71.8
	Other	5	7.0	7.0	78.9
	No response	15	21.1	21.1	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

8) Do you have any general comments or suggestions about the bike rack program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All buses on Route 97 should be equipped with bike racks	1	1.4	1.4	1.4
	Prefer money to be spent on air conditioning	2	2.8	2.8	4.2
	Good way to attract customers	5	7.0	7.0	11.3
	Bike racks should be on all major routes	7	9.9	9.9	21.1
	Extra fare should be charged to bike rack users	1	1.4	1.4	22.5
	More time should be put on runs	2	2.8	2.8	25.4
	It would be better if rack could accommodate more bikes	1	1.4	1.4	26.8
	Drivers can forget and get too close to the vehicle ahead	1	1.4	1.4	28.2
	Users should be aware of how to use it (ie folding it back)	7	9.9	9.9	38.0
	Bike racks are underused	3	4.2	4.2	42.3
	Other	11	15.5	15.5	57.7
	No response	30	42.3	42.3	100.0
	Total	71	100.0	100.0	
Total		71	100.0		

**SURVEY**

**BIKE RACK PILOT PROGRAM**

The purpose of this survey is to obtain your views on the bike rack pilot program. Please complete the following questionnaire and return it to the Despatcher or any Controller.

Operator: \_\_\_\_\_

Route 97 Run #  
 Weekday \_\_\_\_\_  
 Saturday \_\_\_\_\_  
 Sunday \_\_\_\_\_

1) How many times on average during your workshift would the bike rack be used? Please provide the information for the following day types for which you have experience with.

	Weekday	Saturday	Sunday
a) never	_____	_____	_____
b) less than once a day	_____	_____	_____
c) once a day	_____	_____	_____
d) 2 to 5 times a day	_____	_____	_____
e) 6 to 10 times a day	_____	_____	_____
f) more than 10 times a day	_____	_____	_____

2) What is the average time it usually takes for a customer to: (a) load and (b) unload a bike?

	Load	Unload
a) less than 15 seconds	_____	_____
b) 16 seconds to 30 seconds	_____	_____
c) 31 seconds to 45 seconds	_____	_____
d) 46 seconds to 1 minute	_____	_____
e) more than 1 minute	_____	_____

3) Does the use of the bike rack impact on your ability to keep on schedule?

Yes \_\_\_\_\_ No \_\_\_\_\_

4) Have you ever encountered any hardware problems?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please specify: \_\_\_\_\_  
 \_\_\_\_\_

5) On route 97, excluding trippers, have you ever received a bus at the start of your shift that didn't have a bike rack?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, how many times \_\_\_\_\_

6) On route 97, have you ever received a bus change where the bus didn't have a bike rack?

If yes, how many times \_\_\_\_\_

7) What do you feel is the general view of customers towards the bike racks? Please specify:

\_\_\_\_\_  
 \_\_\_\_\_

8) Do you have any general comments or suggestions about the bike rack program? Please use reverse side if you need more space.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Thank you for completing this survey and providing your comments.**

**Please return this sheet to the Despatcher.**

**(Despatchers: Please forward to Mike Sanders, Scheduling and Analysis, Planning)**



## **Citizens for Safe Cycling**

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October 29, 1999

To: Dr. Helen Gault, Manager of Planning and Development, OC Transpo

The pilot project Rack & Roll has proved to be a success with consistent usage throughout the operating day and on all 7 days of the week. Not only has this program led to modest gains in ridership for OC Transpo, it has proven its worth through the good will engendered both by the public towards OC Transpo and its drivers, but also within OC Transpo. Rack & Roll is a shining example of the new philosophy of employee empowerment, and creative customer service at OC Transpo.

There can be little doubt that with an earlier debut and continued promotion in 2000 (in particular at large employers), there will be an increase in overall usage. The continued expansion of the high-tech industry in Ottawa-Carleton, with its penchant for young, physically active employees, points to the need for such a multi-modal solution as Rack & Roll. What better way to entice these potential new OC Transpo customers, by offering a hassle free commute by bus in the morning and an invigorating bicycle ride home in the afternoon. Also, the popularity of Rack & Roll on the weekends indicates a significant interest in the program by recreational users.

To ensure the success of Rack & Roll in 2000, the program needs to expand, both in coverage and service frequency. CfSC supports OC Transpo's efforts in this direction and makes the following recommendations:

- focus should remain on long haul route and routes that cross potential cycling barriers, e.g. the Greenbelt, Queensway, Ottawa River
- consideration should also be given to centres of high employment of potential new OC Transpo and Rack & Roll customers: the younger, physically active, high tech employee.
- as usage figures show Rack & Roll is popular throughout the day and across all 7 days of the week, the focus should be on regular service, not express or peak-period routes
- routes where average bus speed is comparable to cycling speed should not be candidates for Rack & Roll, until system-wide coverage is undertaken.



Therefore, CfSC would proposal the following routes, in order of priority, for expansion of the Rack & Roll program:

- 95, in order to complete a basic region-wide coverage
- 99, 85, 118, 111, in order to service the middle swath of O-C
- 8, 108, in order to cross the Ottawa River
- 116 or 182, and a Barrhaven - downtown peak/express, as a trial to determine if the high-tech or Greenbelt bedroom communities could be a unique source of interest in Rack & Roll.

CfSC realises that the above routes represent a large number of buses, possibly beyond what is feasible for the next phase of Rack & Roll. We would be happy to further discuss these priorities in light of whatever logistical and operational constraints exist at OC Transpo.

Sincerely,

John M. Calvert, Vice-President  
Co-ordinator Member Services  
Citizens for Safe Cycling

cc: Councillor Al Loney, Chair ROC Transit Services Committee