



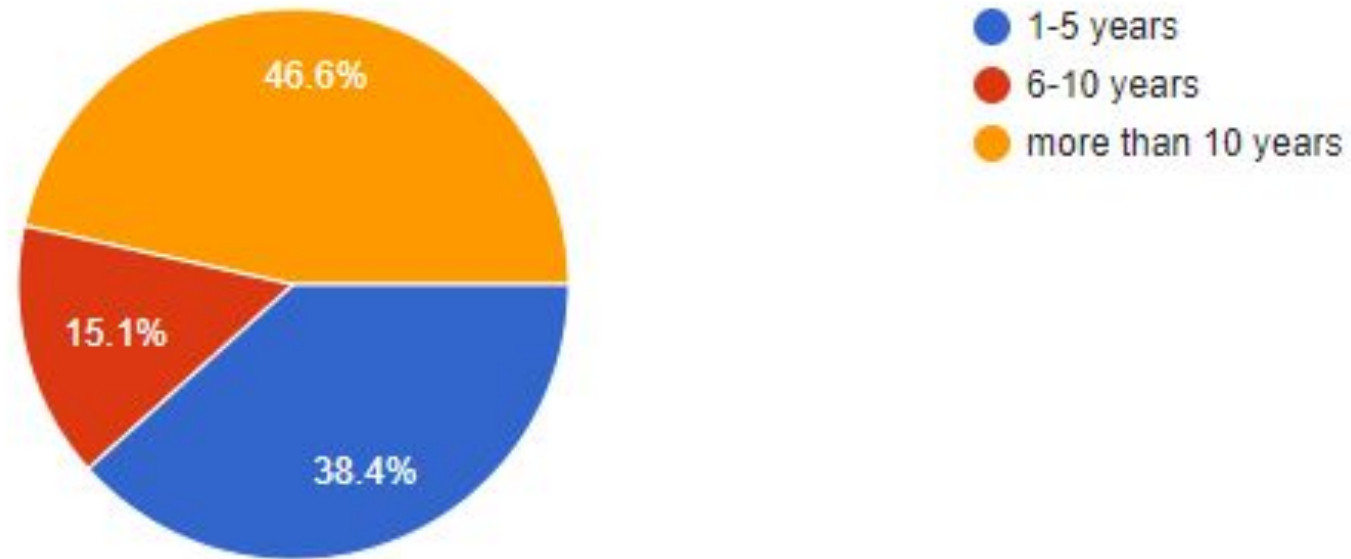
Defining the advocacy position for the Ottawa Bicycle Club (OBC)

Survey results and
next steps

Q1: Membership composition of respondents

How long have you been a member of the OBC?

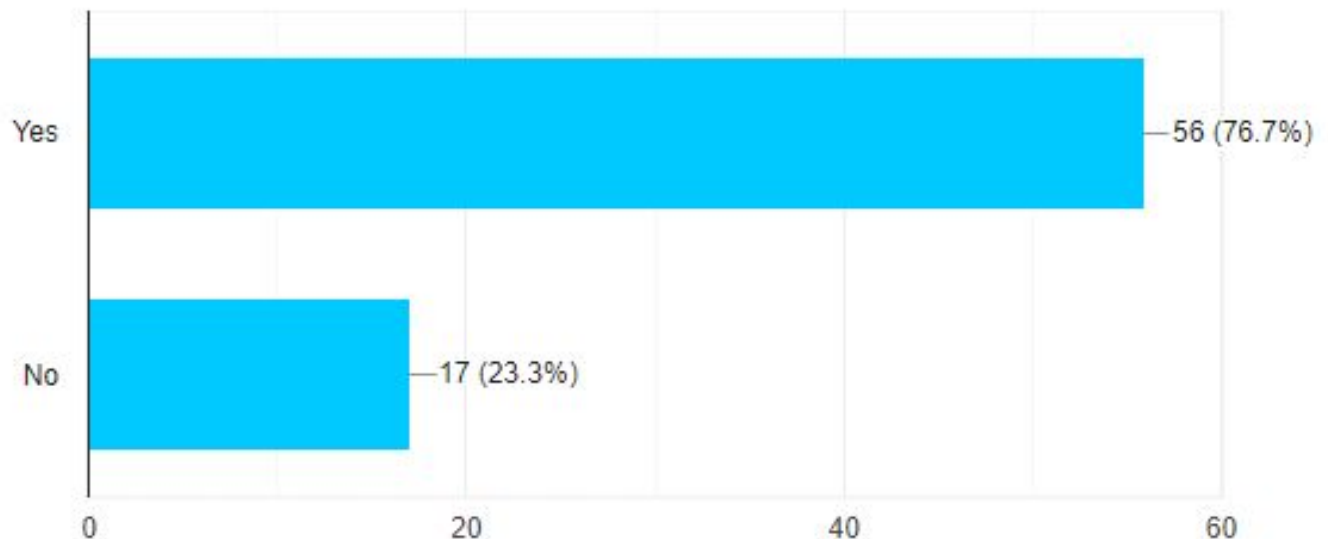
73 responses



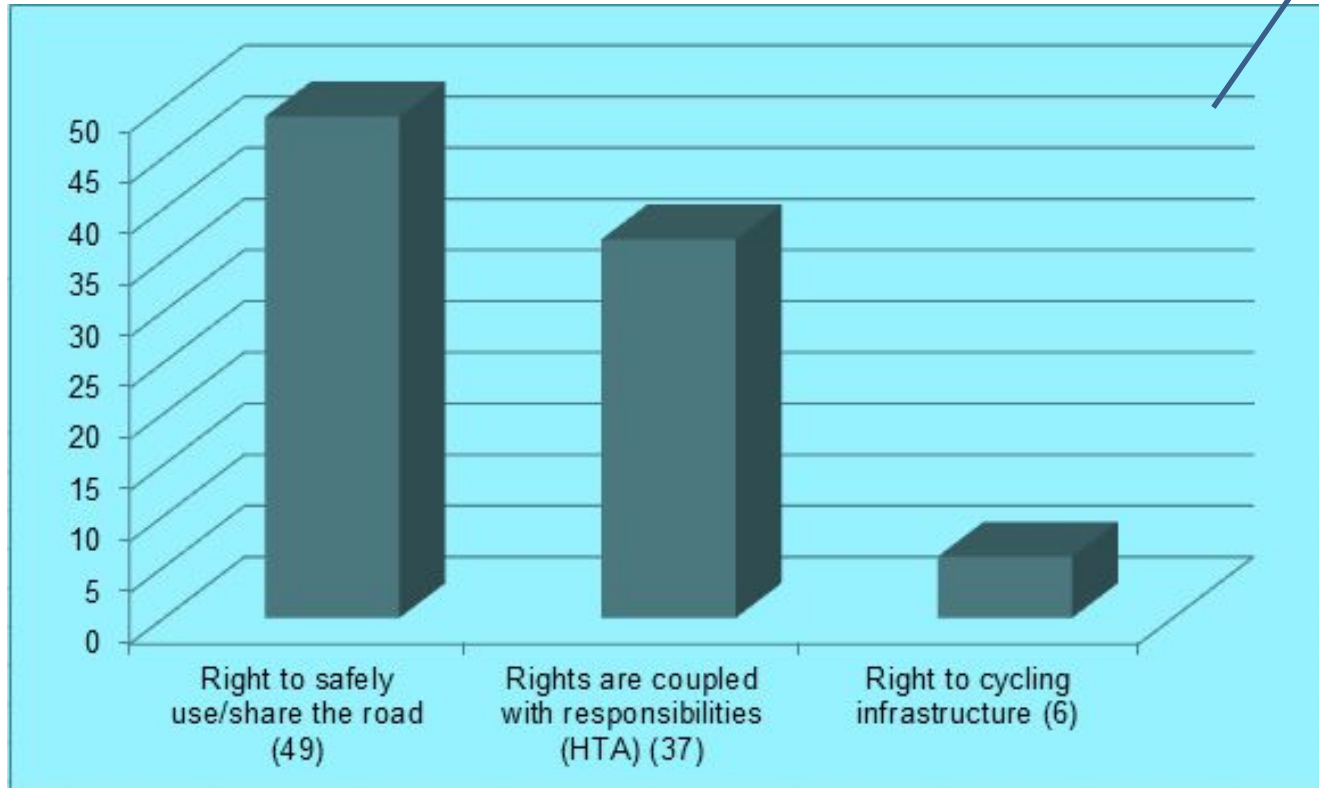
Q2: On the OBC objective to “ascertain, defend and pursue the rights of cyclists” ...

Are you aware that one of the OBC's objectives (written in the OBC Constitution) is "to ascertain, defend, and pursue the rights of cyclists"?

73 responses



Q3: What does the phrase "rights of cyclists" mean to you?

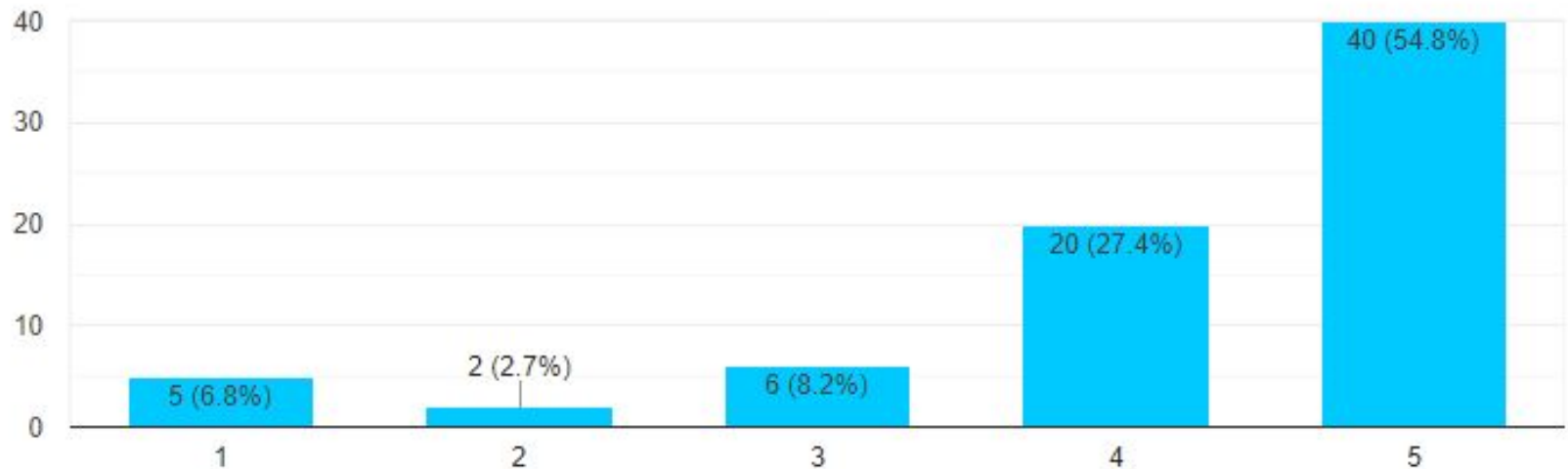


Responses from the e-survey reflect the same trajectory that the workshop participants took to develop the two-pronged focus for OBC advocacy (Q4 & Q5).

Q4: Educate cyclists regarding their responsibilities

The workshop participants agreed on the following two-pronged focus for the OBC's advocacy position related to the objective of ascertaining, defending, and pursuing the rights of cyclists: 1- educate cyclists regarding their responsibilities; 2-promote and facilitate safe group cycling on public roads. To what extent do you agree with statement #1 (educate cyclists regarding their responsibilities)?

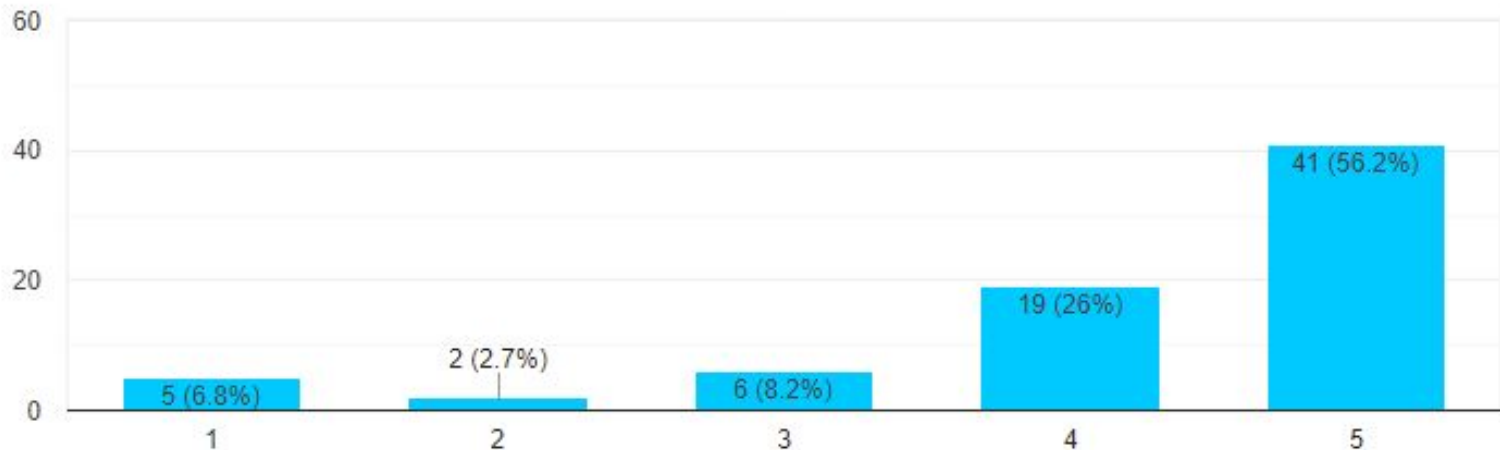
73 responses



Q5: Promote and facilitate safe group cycling on public roads

The workshop participants agreed on the following two-pronged focus for the OBC's advocacy position related to the objective of ascertaining, defending, and pursuing the rights of cyclists: 1- educate cyclists regarding their responsibilities; 2-promote and facilitate safe group cycling on public roads. To what extent do you agree with statement #2 (promote and facilitate safe group cycling on public roads)?

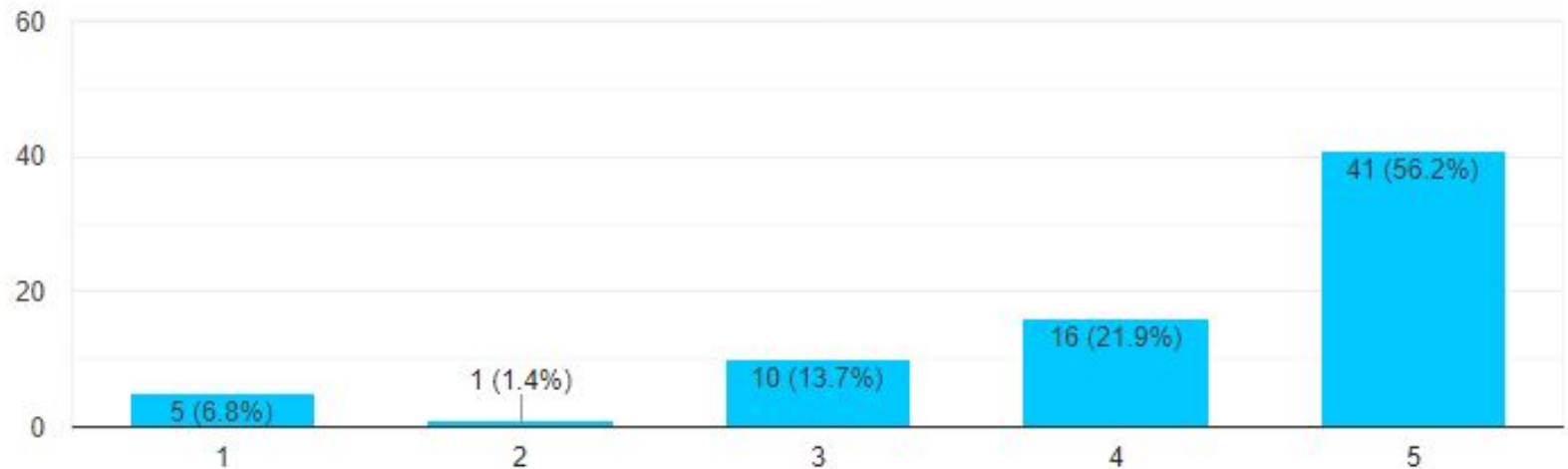
73 responses



Q6: Importance of educating our cyclists

To what extent do you think it is important for OBC to educate cyclists regarding their responsibilities?

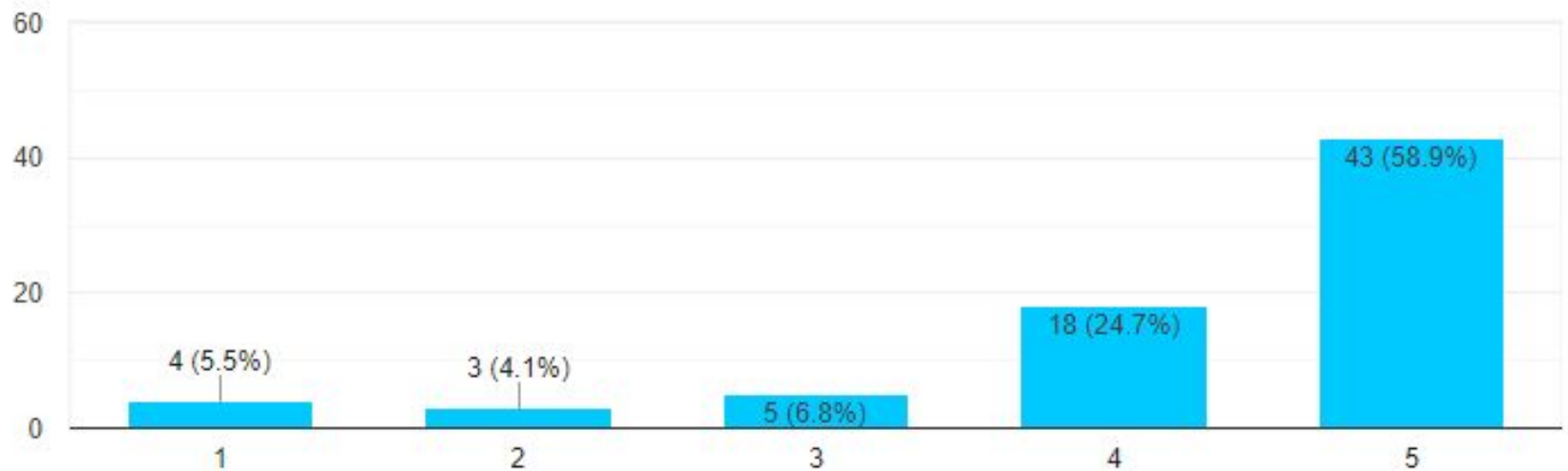
73 responses



Q7: Importance of promoting and facilitating safe group cycling

To what extent do you think it is important for OBC to promote and facilitate safe group cycling on public roads?

73 responses



Q8: Operationalizing our advocacy position

- Q8(i): Can you provide a practical recommendation on ***how the OBC can educate cyclists regarding their responsibilities to help ensure their safety?***
How much will it likely cost? Who will/can/might do it?

From the survey:	
Practical recommendations on how the OBC can educate cyclists regarding their responsibilities to help ensure their safety?	
What	How
Educate/review rules of the road/cyclists' responsibilities to current members	
Incorporate cycling safety education into current OBC programs	
	Group Riding Clinic (introductory), progressing into Advanced Skills Clinic
	Urban riding skills clinic
	Racing event clinics
	Key safety points on membership card
	Knowledge quizzes
	Newsletters/posters/videos on social media (informed by a coherent communications strategy)
Educate new members	Orientation/Handout for new members/welcome package
	Group Riding Clinic (introductory), progressing into Advanced Skills Clinic
	Key safety points on membership card
	Knowledge quizzes
	Newsletters/posters/videos on social media (informed by a coherent communications strategy)
Public outreach and partnerships	Work with police to share safe cycling awareness
	Work with City staff to set up safe cycling demos
	Invite City councillors for awareness sessions/events
	Work with other cycling advocacy groups
	Visibility at major cycling events like the CN Cycle; engage with the NCC to offer training, or set up booths/demos at Sunday Bike Rides
	Newsletters/posters/videos on social media (informed by a coherent communications strategy)

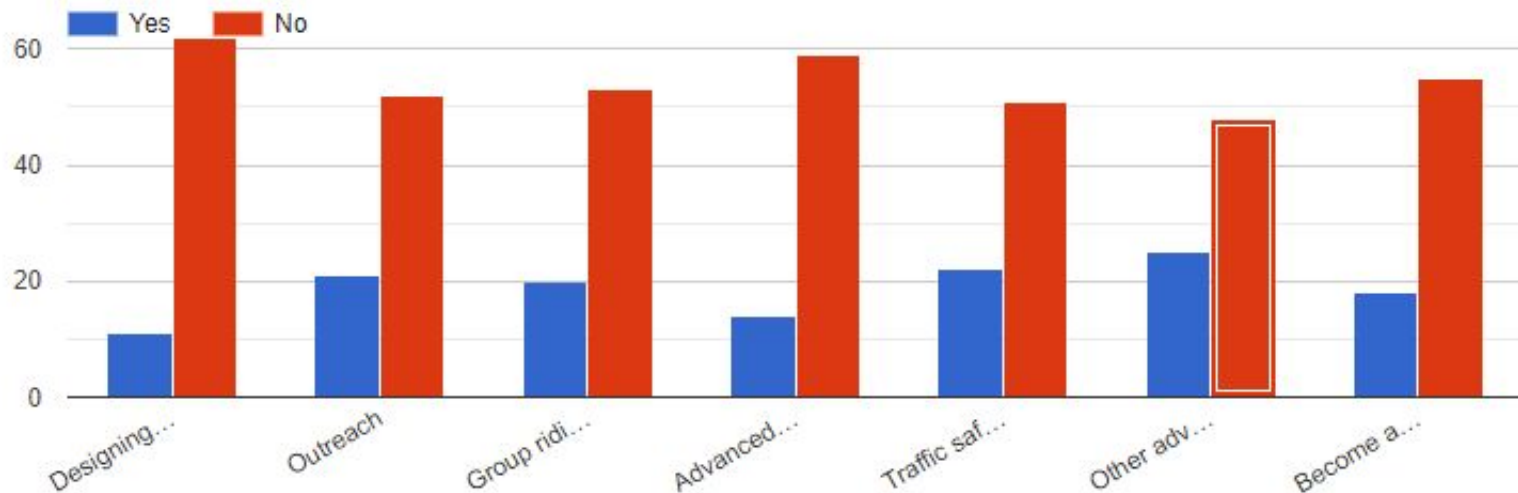
Q8: Operationalizing our advocacy position

- Q8(ii): Can you provide a practical recommendation on ***how the OBC can promote and facilitate safe group cycling on public roads?*** How much will it likely cost? Who will/can/might do it?

<i>From the survey:</i>	
Practical recommendations on how the OBC can promote and facilitate safe group cycling on public roads	
What	How
Education and hands-on training/clinics	
Incorporate cycling safety education into current OBC programs	
	Group Riding Clinic (introductory), progressing into Advanced Skills Clinic
	Recruit strong, forceful and trained group ride leaders
	Require certain standards for participation in group rides
	Develop a code of practice (e.g., how many riders in a peloton, how close to ride, protocol for stop signs, etc.)
	Workshops and seminars
	Newsletters/posters/videos on social media (informed by a coherent communications strategy)
Public outreach and partnerships	Work with police to share safe cycling awareness
	Work with City staff to set up safe cycling demos
	Invite City councillors for awareness sessions/events
	Work with other cycling advocacy groups
	Work with auto clubs, educate motorists with the nuances of group cycling
	Visibility at major cycling events like the CN Cycle; engage with the NCC to offer training, or set up booths/demos at Sunday Bike Rides
	Newsletters/posters/videos on social media (informed by a coherent communications strategy)

Q8: Operationalizing our advocacy position

- Q8(iii): Are you willing and able to help promote advocacy for the OBC?



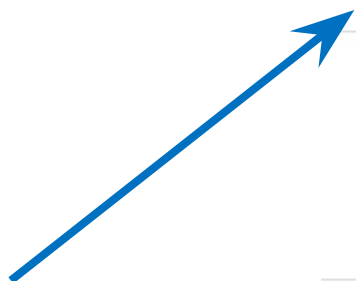
Yes responses:

- ✓ Designing communication materials-11
- ✓ Outreach-21
- ✓ Group riding clinics-20
- ✓ Advanced skills clinic-14
- ✓ Traffic safety workshop-22
- ✓ Other advocacy activities-25
- ✓ Become a member of a Special Governance and Advocacy Committee for the OBC-18

Reaching out to our volunteers...

Are you willing and able to help promote advocacy for the OBC?
Please re-submit your name and email address to @obc.club.secretary@gmail.com

	Designing communication materials	Outreach	Group riding clinics	Advanced skills clinics	Traffic safety workshop	Other advocacy activities determined following this survey	Become a member of a Special Governance and Advocacy Committee for the OBC
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Yes responses:

- ✓ Designing communication materials-11
- ✓ Outreach-21
- ✓ Group riding clinics-20
- ✓ Advanced skills clinic-14
- ✓ Traffic safety workshop-22
- ✓ Other advocacy activities-25
- ✓ Become a member of a Special Governance and Advocacy Committee for the OBC-18

Q9: Do you have other comments or suggestions?



PROUD TO BE A MEMBER OF A GREAT AND HISTORIC CLUB!

Kudos/thank you for doing this!

Important work, please keep it up!

Let's engage the future generations of cyclists!

Wrong focus/not happy with the focus of the survey.

I want actual advocacy.

I WOULD LIKE TO HELP!

Next steps

- 1. Develop a clear advocacy statement/position for the OBC, and make it public.**

- 2. Develop/refine the action plan to implement the advocacy position:**
 - Simple / tangible / practical
 - Little to no cost
 - Informed by a coherent communications plan
 - Supported and implemented by clearly-identified volunteers