

## WATERLOO CYCLING SURVEY FAQs

The Region of Peel is conducting a GPS cycling study to bring a stronger voice to cyclists and cycling with the Region. Results of this study will help the Region accommodate current cycling activity and prioritize future cycling investments. Cyclists of all levels are asked to participate!

### Why?

By participating in the Region of Peel Cycling Survey you will be helping the Region collect data on cyclist behaviour and patterns that will be used to inform future regional transportation plans.

Particularly the Region is interested in the following information;

- Volume of trips, time of day, weekday/weekend, trip lengths, speeds, weather conditions, etc.;
- Trip origin and destination;
- Travel paths between origin-destination;
- Experienced hazards;
- Bike use on transit.

Study details include:

- Cycling with a mobile GPS for two weeks;
- Completing an online survey; and
- Chance to win 1 of 3 \$50 VISA gift cards.

### When?

Three survey groups will be conducted through Summer and Fall 2012 as per the following schedule;

- Group 1: July 25<sup>th</sup> to Aug. 8<sup>th</sup>
- Group 2: Aug. 22<sup>nd</sup> to Sept. 5<sup>th</sup>
- Group 3: Sept. 26<sup>th</sup> to Oct 10<sup>th</sup>

Survey participants can only participate in one survey group.

### Who?

The University of Waterloo is conducting the Study in conjunction with the Region of Peel, the City of Mississauga, the City of Brampton, and the Town of Caledon.

### What is required of you?

After signing a consent form, participants will be given a Global Positioning System (GPS) to attach to their bicycle for a specified two week period. You will be instructed to continue with your daily cycling activity and will be asked to complete an online survey.

Participants will be entered into a prize draw to win 1 of 3 \$50 VISA gift cards.

### **Who is eligible to participate?**

Participants must ride their bike to get to or from a destination (grocery store, bank, shopping mall, work, school, friend's home etc.) at least 7 days out of the 15 day survey period. If you only ride your bike for recreation (with no destination), you are not eligible.

Participants may reside in another municipality outside of Region of Peel if they bike to work or school in Peel.

In all other cases, participants must live in Region of Peel. Only bike trips within the Region of Peel will be considered.

There are no age restrictions for participations. Parents of participants under age 18 must sign a consent form for their children to participate in the Cycling Survey Study. Parents are also responsible for the GPS given to their child/ren and must ensure their child/ren complies with the Highway Traffic Act.

### **I am going to be away for a few days during the survey period, am I still eligible?**

Participants must use their bicycle as a form of transportation to access destinations (grocery store, bank, shopping mall, work, school etc.) for any given 7 days within the 15 day survey period. Trips must be within or through the Region of Peel.

### **Will my information be kept confidential?**

Any information collected that identifies you will be used solely for the purpose of entering you in the prize draw, and in accordance with the Municipal Freedom of Information and Protection of Privacy Act. Participating in this study is completely voluntary. Data identifying patterns and trends will only be used anonymously and/or in aggregate form to maintain confidentiality.

### **Do I need to be a professional cyclist?**

No! Anybody who uses a bike as a form of transportation is welcome to join! Tell your friends!

Participants must bike to or from a destination (grocery store, bank, shopping mall, work, school etc.) at least 7 days out of the 15 day survey period.

### **Can I ride my bike for recreation?**

You may ride your bike for recreation during the study period, but need to ride to or from a destination at least 7 days out of the 15 day survey period.

### **Are there prizes to be won?**

Yes, by participating in the study participants will be entered into a draw to win a \$50 VISA gift card. Three \$50 VISA gift cards will be available to be won per survey session.

### **What are my chances of winning?**

For every survey group, three lucky group participants will win a \$50 VISA gift card. Given there will be 85 participants per group, your chances of winning a \$50 VISA gift card are 1 in 28.

### **How many participants do you need?**

Our goal is to have 85 participants for each study period; this is a total of 255 participants.

### **Can my child participate?**

Yes, as long as they fit all the eligibility criteria.

Parents must provide consent for their children to participate in the Cycling Survey Study. Parents are also responsible for the GPS given to their child/ren and must ensure their child/ren complies with the Highway Traffic Act.

### **Can I participate multiple times?**

No, in order to maintain data accuracy individuals will only be allowed to participate once.

### **What is a Global Positioning System (GPS)?**

A GPS or Global Positioning System is a satellite based geo-referencing system. By communicating with satellites GPS units can track location and time data.

### **Where do I pick up the GPS?**

Participants will be asked to pick up their GPS unit on a specified date prior to your group survey start date at a central location in Caledon, Brampton, and Mississauga.

### **Can I keep the GPS?**

No, the GPS units are the property of the University of Waterloo and must be returned upon completion of the survey period.

### **Do I need to charge the GPS?**

Participants will be asked to charge their GPS by plugging it into their home computer overnight halfway through the survey period.

### **What does the GPS do?**

The GPS units are used to track important information that helps us plan for better and more cyclist friendly roads. Some of this information relates to;

- The Origins and Destinations
- Departure times
- Frequency of travel (per day/per cyclist)
- Speed and Distance (per trip/per cyclist)
- Route Choice (Weekday/Weekend)
- Facility-use
- Hazards Notification (user input)

### **How do I apply?**

Complete the application form and e-mail it to [walkandroll@peelregion.ca](mailto:walkandroll@peelregion.ca).

### **How will I know my application has been received? When will I hear back?**

Upon receipt of your completed application the Region of Peel will contact you via e-mail or phone within 7 days.

### **Who can I contact with questions?**

Please direct all questions to Erica Duque at: [walkandroll@peelregion.ca](mailto:walkandroll@peelregion.ca) or 905-791-7800 ext. 4226.