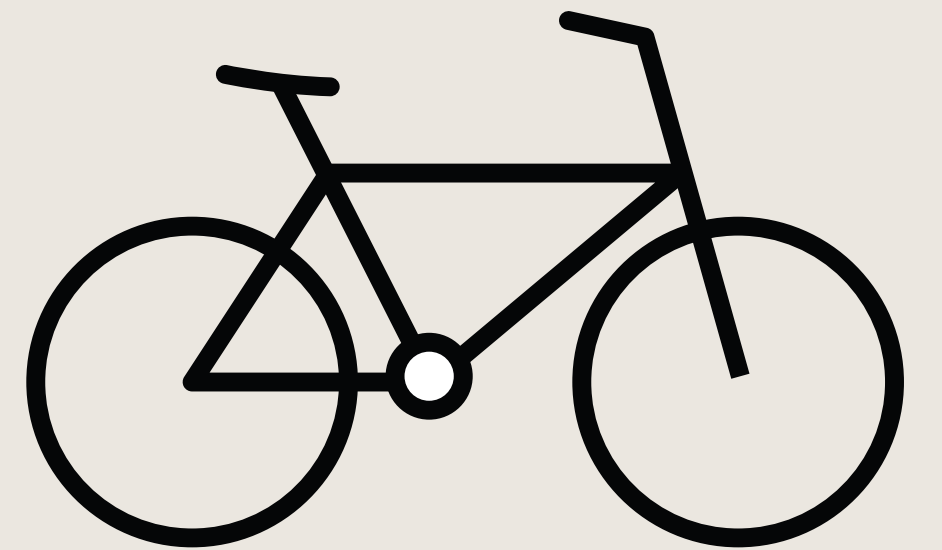


# City of Calgary

## cycle tracks and bike lanes



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### ✓ Strengths

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Calgary is a young city, the median age is 37. Covid-19 has brought about a collective consensus that health matters. Calgary is a green city and has seen an increase of 40% in bike commuters.

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### ✓ Opportunities

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Bikes won't be the only users of the lane; roller bladers, skateboarders, scooters all will use it. Health angle works because this pandemic has kept us locked up/away. COVID-19 social distancing measures won't be an issue for commuters. With bike commuters increasing by 40% - plenty of opportunities for the city to join forces with small businesses who cater to this group of people.

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### ✓ Weaknesses

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Downtown construction mixed with bike lanes proves to be troublesome for business owners. Parking needs to be relocated. Drivers are not happy about bikelanes, and safety concerns as well.

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### ✓ Threats

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The only threat that is presented by this issue is the loss of profit for the city in terms of parking meters and fines for violations



# Audience Analysis

Audience Segment	Audience's Concerns	Audience Information Needs	Desired Audience Response
Audience A	Saftey, accessibility, and parking	They need to know safety stats, solutions to parking, and how businesses will benefit rather than lose out	Acceptance, participation, and Feel Heard
Audience B	Physical Health, COVID-19, getting out of the house, mental health, the future, sustainability and environment.	Covid 19 stats regarding mental health and phsyical health, numbers are rising and lockdowns loom, maybe this will be a way for them to not feel so cooped up	Get out and be active, protect health, help keep the numbers low of infection
Audience C	City growth, collective health, staying active	How does the city make up for lost income where parking used to be, the benefits of commuting by bike, and city growth stats with how healthy we can be	Acceptance, understanding and participation







## Persona ♦ Urban cyclist Matt Douglas

Matt Douglas is a 32 year-old Calgarian. He is currently single and is living in a single family house in Haysbro. He has a degree in chemical engineering from the University of Calgary. He commutes every week day to his job in the core downtown at Enerplus. He likes to get out and explore as much as he can on the weekends and days off. He loves to stay fit, especially with sitting all day at his job. Matt is an avid biker. He has a close friend group that also enjoys the outdoors and biking.

### Keys about Matt:

- good friends
- currently single
- no kids
- loves physical activity
- exploring the local areas
- huge into biking
- lives in Calgary
- owns multiple bikes
- is a member at 3 bike shops in Calgary
- rides mountains bikes and street bikes
- owns name-brand equipment
- has trouble deciding what transportation to take to work
- advocates for the bike lanes
- follows the @Cityofcalgary
- is on Twitter, Instagram and Facebook
- makes roughly \$100,000 a year





COVID-19 restrictions have taken a toll on the mental and physical health of our community, making the downtown cycle tracks a great opportunity to get outside while utilizing a safe and sustainable mode of transportation. Our cycle tracks and bike lanes bring together a community dedicated to safe, fun and sustainable transportation options.

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Differentiating Position



# Key Messages

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## 1 More transportation options

- Calgarians now have options when it comes to transportation
- Skateboards, rollerblades and some other motorized vehicles can be used on the cycle tracks
- More options means more opportunity to get outside

## 2 Encourages sustainability

- The cycle tracks encourage Calgarians to use other modes of transportation other than their cars
- Motivates citizens to consider the environmental impact of transportation
- Spreads the message that we should take care of our city through this initiative

## 3 Safety of cyclists, pedestrians and drivers

- The cycle tracks ensure that downtown bike travel is safe and efficient
- Pedestrians have a clear walkway away from bikes, skate boards and other motorized vehicles
- Cars and busses don't have to worry about cyclists on the road

## 4 Great way for Calgarians to get outside after being stuck indoors due to COVID-19

- Encourages Calgarians to spend more time outdoors
- Good source of exercise that gets citizens out of the house
- Transportation that does not put citizens in close contact with others in the midst of COVID-19

# 3 Organizations to Learn From

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1. Cycle Vancouver

2. Cycle Toronto

3. Bike Ottawa



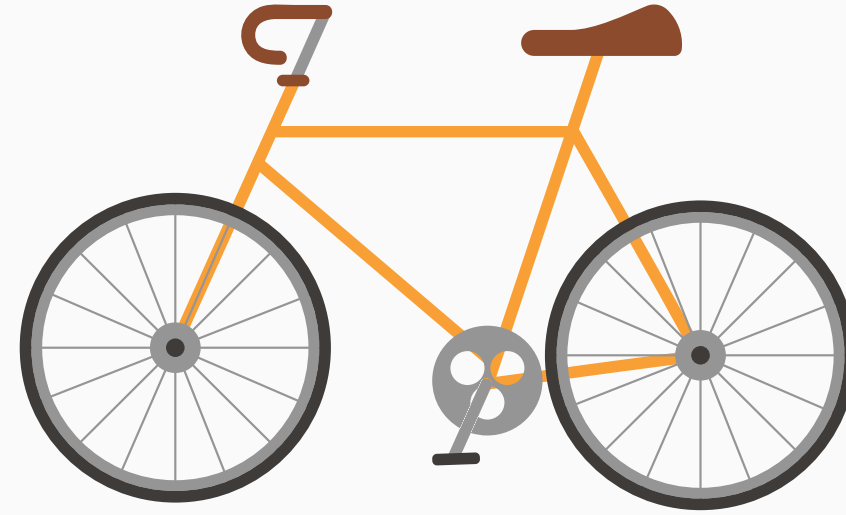


# Research & : Analysis

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# Cycle Vancouver



## About:

Cycle City Tours was founded from a love for touring Vancouver by bike and believing that bike rides are always better when shared with friends. They tell captivating stories about what's going on in the city beyond the glimmering glass towers and incredible coastal and mountain views through their guided tours. Their guides are passionate, connected Vancouverites who love bike riding, telling stories, and meeting new people.

## How we can learn:

The City of Calgary can learn from cycle Vancouver and their tour idea. They can create a tour association in Calgary and follow the same footsteps as Vancouver does. They could show off some of Calgary's greatest spectacles: the lights downtown, Scotchman's hill and the peace bridge. This would require the same social media presence (need to create that). This tour association will result in more individuals using their bikes and using those bike lanes—this type of association is featured on @Cityofcalgary social media platforms.

## Social media:

On Instagram @cyclevancouver, they have 13 hundred followers and seem to post every week, give or take. They have unique highlights on Instagram of tours like the Stanley tour, night bike tour, the grand tour and the brewery tour. These highlights tie into the local aspect with visits to small local markets and breweries. Mainly cycle Vancouver post about their tours and tell people to come out and enjoy Vancouver's beauty and ride your bike through its excellent bike paths/lanes. They are getting tagged by local bike shops and outdoor enthusiasts, which is gaining the community's aspect. Secondly, Twitter holds about the same following with just over 13 hundred followers and has been on Twitter since 2009. As stated in the Instagram section, the prominent individuals who follow all cycle Vancouver social media are outdoor enthusiasts, those who own a bike, local small businesses and bike shops. They also repost everyone's post who has tagged @cyclevancity on their Twitter. One noticeable thing is that they do not match social media usernames, which lacks consistency.

Finally, Facebook has a little more considerable following at 24 hundred followers, with over 23 hundred people liking it. Again a different username @cycletoursvancouver, but the profile picture is the same throughout all platforms. Their facebook follows the same discretion as Instagram and Twitter. All media were striving to get people out on these tours and get outside with the nice weather.



## Social media:

On Instagram, they hold just about 7 thousand followers, and they post every few days and share other Toronto bike profiles on their stories (@bikeshareto). Their Instagram posts mainly circle advocating for bike lanes and posting about individuals who actively participate/use the bike lanes. There is no natural way to base their social media on a bike lane advocacy group because it's an unusual following on social media. Additionally, they have terrific posts for opportunities to join all year round to increase advocacy and continue building the infrastructure to create new bike lanes more suitable/safe for individuals riding.

Now Twitter they are very active, having almost 14 thousand followers. Now all platforms have the same follower traits: people who own a bike and use the bike lanes in Toronto. Additionally, families with kids may use these bike lanes. All their followers have a passion for these bike lanes and want to see them rightfully advocated for. Twitter follows the same footsteps as Instagram regarding retweeting for other local bike platforms to create a large understanding and following for the bike lanes in Toronto—integrating uploaded videos of individuals who use the bike lanes and their thoughts towards the controversy surrounding the lanes.

Finally, Facebook, their last social media platform, is driven towards those older individuals who commute to work and those who have families with young kids. They have a following of just under 10 thousand people and have roughly the same for likes. All their platforms constantly incorporate the same message and posts created and well-balanced approval to drive up the advocacy towards their issue. As well, it seems as though with the warmer weather comes more posts about the bike lanes.

## How we can learn:

To have @Cityofcalgary social media platforms to educate and encourage active transportation within the bike lane network and around the city as a whole.

## About:

Cycle Toronto is a member-supported not-for-profit organization that makes Toronto a healthy, safe and vibrant cycling city for all. They are focused on advocacy, education and encouragement, as they work to shape policy and infrastructure and build a community to transform Toronto's city's cycling culture. Cycle Toronto engages a diversity of people in their work, pursuing evidence-based solutions that make cycling a viable option for all Torontonians. Their mission is advocating for a safe, healthy and vibrant cycling city for all.





# Bike Ottawa

## Social media:

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For their Instagram, they only have a little over five hundred followers and one hundred sixteen posts. They have a great contrast from videos to photos on their page and advocate for safety while riding. Bike Ottawa shares locations of bike lanes and new projects for bike lanes in their posts, as well as the incredible scenery there is to bike to in Ottawa.

Twitter follows the same position for the seriousness of protecting those who bike.

Additionally, anyone with young kids or families may bike, environmentalists, bike shops, and any support for bike lanes. They have a much more significant following on Twitter with just under 6 thousand followers and have been on Twitter since 2011. Their Twitter is amazing, and it also features clips of news, and they seem to be tweeting every day.

Finally, in the Facebook section, they have 22 hundred followers and just under 2 thousand individuals like it. Bike Ottawa's Facebook follows the same path as their Twitter with great new clips and regular postings overall. All their social media platforms have great consistency through them, which in turn creates a much more credible Bike Ottawa.

## About:

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They are an incorporated, not-for-profit, membership-based organization founded in 1984. Bike Ottawa is entirely run by volunteers who are passionate about promoting cycling as a safe form of transportation. They are incorporated as "Citizens for Safe Cycling" but use the name "Bike Ottawa" to emphasize our local focus.

## How we can learn:

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Firstly, the City can learn from bike Ottawa by having an easy-to-find social media account with all biking information. Additionally, even the City of Calgary verified Instagram only had one mention of the bike lanes, and that was a poised question from a citizen on a highlight. Calgary has so many beautiful places where citizens can bike, and it should be shared and heard more throughout @Cityofcalgary.

# SMART Objectives



## Informal Objective:

The City of Calgary wants its citizens to know that the development of cycle tracks provides more transportation options that are safe, sustainable, and a great way to enjoy the outdoors.

## Motivational Objective:

The city would like to increase the amount of cyclists on the bike lanes by 40 per cent by the end of summer 2021 through our Tour de Calgary campaign.

## Goal:

To create a greater social media presence around the bike lanes on the City of Calgary's social platforms. this will allow for greater information about the lanes and maintenance to reach the public. The overall goal is to gain a larger following and more engagement on the City of Calgary's social media pages.



# Strategic Approach & Tactics

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## ◆ Tactics:

- Hero content:
  - 'Tour de Calgary' campaign. Encourages all cyclists to post their commute to work, school, etc. by sharing a photo on Calgary's cycle tracks with the #TOURdeCALGARY
- Hub content:
  - To support the campaign, posts will be made regularly regarding the 'Tour de Calgary' campaign. Stories reposted from cyclists, posts reposted to the IG, Facebook, LinkedIn and Twitter.
- Hygiene content:
  - Aside from the 'Tour de Calgary' campaign, regular informative content will be posted regarding Calgary's cycle routes, updates on weather restrictions and anything that maintains the brand.

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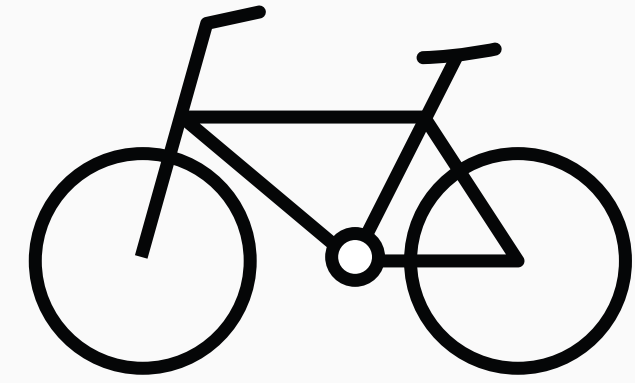
## ◆ Strategy:

In order to reach our motivational and informational goal, we have crafted a comprehensive strategy that focuses on web, digital and social media. The strategy centres around a large campaign that aligns with our vision, the 'Tour de Calgary' campaign. By posting frequently and consistently, the City of Calgary will evoke trust and authenticity to their key audiences. To reach their broad audiences, the City of Calgary will utilize social media, blogs, articles, guides, infographics and media releases. Each of these types of content will drive traffic to the website and encourage interaction with key audiences. Using Twitter, Instagram, Facebook and LinkedIn– the City of Calgary will utilize hero, hub and hygiene content to increase awareness and educate the public about the cycle tracks in a creative way. The hero content will create a big splash by centring around a campaign that encourages Calgarians to utilize the cycle tracks after a long winter and post-pandemic. The Tour de Calgary is a fun way to get Calgarians excited about using the cycle tracks after a long and dreary winter. It will also encourage Calgarians to consider a more sustainable commute. On top of the hero and hub content, the hygiene content will maintain the brand's identity and inform audiences using infographics. Using this cohesive strategy will drive awareness, drive preference, and drive intent.

# The Tour de Calgary Campaign

Launching April 5, 2021– the Tour de Calgary campaign will encourage Calgarians to make use of the cycle tracks and share their 'tour' on Instagram. Each cyclist that posts a photo with the hashtag #TOURdeCALGARY will be entered into a competition to win a brand new Electra Ghost rider Go! from local bike shop Calgary Cycle, as well as a \$500.00 gift card to the store and a \$100.00 credit on their Lime Calgary account for E-scooters. The campaign will raise awareness for sustainability, health and fitness, and of course, the benefits of cycle tracks and bike lanes.

XIV



## Hero Content:

- On April 5, the campaign will launch on all social channels.
- The campaign will also be advertised on the monthly newsletter and the City of Calgary's blog.
- Using media relations, the communications team will reach out to all appropriate media contacts to share the campaign.
- Statistics and data shared with CTV Calgary will encourage a news segment on health and fitness post-pandemic, as well as sustainability reports in relation to cycling.
- Calgary Influencers will also be contacted to partake in the campaign.



## Hub Content:

- Daily updates posted to IG, Twitter, and Facebook.
- Reposting participants photos on IG stories, IG posts and Facebook.
- All tweets relating to cycling on the City of Calgary's Twitter will also include the hashtag #TOURdeCALGARY
- The campaign will also be posted on LinkedIn, with a formal tone and more information data
- Posts will feature cyclists, popular cycle locations and route maps.



Caption: "Calgary's 7th street bike track is ready for you, cyclists #TOURdeCALGARY!"

## Hygiene Content:

- Aside from the #TOURdeCALGARY campaign, hygiene content will update cyclists on:
  - Changes to the transportation bylaw
  - Weather restrictions
  - Snow removal
  - Route changes and improvements
  - Shows other forms of transportation: skateboards, roller blades and scooters
- Content will be informative and playful



Caption: "It's SNOW joke out there, Calgary! Make sure you pop on those winter tires before using the cycle tracks this week."





# Content Calendar

XV

@cityofcalgary (cycle content) April 2021

photo

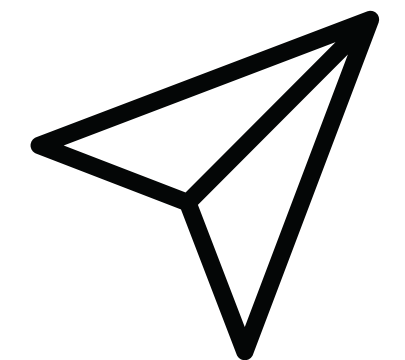
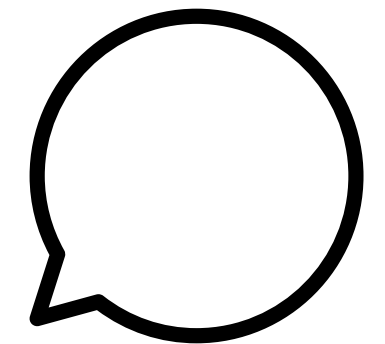
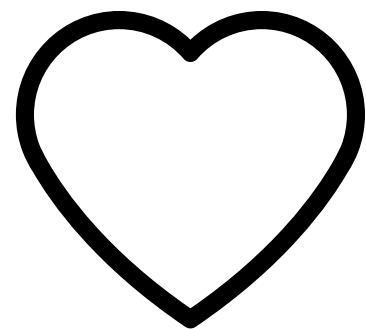
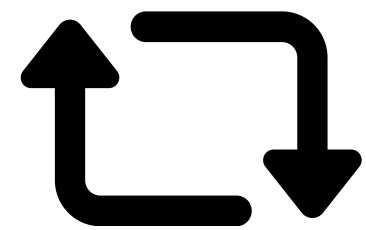
story  
& tweet

infographic

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1 HUB CONTENT 10:00 a.m.	2 HUB CONTENT 11:00 a.m.
5 HERO CONTENT Introduce #TOURdeCALGARY 11:00 a.m.	6 HUB CONTENT 10:00 a.m.	7 HYGIENE CONTENT 12:00 p.m.	8 HUB CONTENT 10:00 a.m.	9 HUB CONTENT 11:00 a.m.
12 HUB CONTENT 11:00 a.m.	13 HUB CONTENT 10:00 a.m.	14 HYGIENE CONTENT 12:00 p.m.	15 HUB CONTENT 10:00 a.m.	16 HYGIENE CONTENT 11:00 a.m.
19 HUB CONTENT 11:00 a.m.	20 HUB CONTENT 10:00 a.m.	21 HYGIENE CONTENT 12:00 p.m.	22 HUB CONTENT 10:00 a.m.	23 HUB CONTENT 11:00 a.m.
26 HUB CONTENT 11:00 a.m.	27 HUB CONTENT 10:00 a.m.	28 HYGIENE CONTENT 12:00 p.m.	29 HUB CONTENT 10:00 a.m.	30 HYGIENE CONTENT 11:00 a.m.



# #TOURdeCALGARY







# Measurement & Evaluation

## Social media measurement

### ◆ Likes, follows and engagement

The City of Calgary can use hard data to measure the amount of likes, follows, comments and shares as the campaign rolls out. They can also measure the success of the hashtag #TourdeCalgary on their social platforms.

### ◆ Further insights

- Using Hootsuite to further investigate the insights with more specific results.

### ◆ Focus groups

- Asking members of the Calgary cycle community to give their feedback on the campaign.
- Asking those same members how to encourage more people to utilize the cycle tracks.
- Surveying Calgarians on whether or not they heard of the 'TourdeCalgary' campaign, and if they considered participating.

# Participation Measurement

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## Cyclist engagement

The City of Calgary can measure how many cyclists are using the bike lanes throughout the Tour de Calgary campaign. Volunteers can be stationed around the downtown cycle tracks to count the number of cyclists as well as get feedback from users. The riverwalk cycle tracks monitor the number of users each day, that data will also be counted.

## Comparing data

The City of Calgary can use the data collected from 2016 when the cycle tracks were first installed to evaluate the success of a digital strategy in 2021. Comparing the data from 2016 to 2021 will show where improvements can be made.

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