

# NICE RIDE NEIGHBORHOOD PROGRAM

## Final Evaluation Report



Prepared by:

Urban Research Outreach-Engagement Center (UROC) & Minnesota Evaluation Studies Institute (MESI)

**UROC** | Urban Research and  
Outreach-Engagement Center

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December 22, 2014

## PREFACE AND OVERVIEW

This report is the final deliverable in fulfillment of an evaluation contract between Blue Cross and Blue Shield of Minnesota, Center for Prevention (BCBS-P) and a team from the University of Minnesota's Urban Research and Outreach Engagement Center (UROC) and Minnesota Evaluation Studies Institute (MESI) to conduct an evaluation of the Nice Ride Neighborhood pilot program, launched by Nice Ride Minnesota in July 2014. Using community-based approaches, the evaluation team conducted a primarily formative evaluation of the NRN program. The goal was to surface deep and qualitative information about the NRN program, its' successes and challenges, and recommendations for future programming. The evaluation team also developed a theory of change as it emerged from analysis of data we collected as the program implementation unfolded.

The report begins with a description of the Nice Ride Neighborhood program followed by a brief and targeted literature review on behavior change related to bicycling. Then we describe our evaluation approach and methods, including a theory of change and essential program elements. This is followed by key findings, program recommendations, and a short conclusion. A separate three-page executive summary was prepared in tandem with this report.

We know that BCBS-P and Minnesota Nice Ride wanted to have access to deep qualitative information on the program. Appendix A: Deep-Dive into Qualitative Data – Key Themes and Quotes, provides extensive qualitative detail that we collected from participant-observation of programming, participant interviews (N=90), and focus groups. We describe the themes that emerged from participant interviews and provide exemplary quotes. Appendices B and C provide our data collection protocols and a description of each coded theme from participant interviews. Finally, Appendix D details our completion of contracted deliverables.

Our team greatly enjoyed the opportunity to evaluate this innovative and exciting program. Staff from Blue Cross and Blue Shield and Nice Ride Minnesota were supportive and helpful in providing access to key data and in shaping our overall approach. We would like to express our heartfelt thanks for the opportunity to partner on this evaluation project.

Sincerely,

Lauren Martin (PhD), Principal Investigator, Director of Research, UROC  
Melissa Haynes (PhD), co-Principal Investigator, Coordinator, MESI

## INTRODUCTION

In 2014 Nice Ride Minnesota, in partnership with Blue Cross Blue Shield of Minnesota, Center for Prevention (BCBS-P), developed the Nice Ride Neighborhood (NRN) program as an alternative approach to promotion of cycling in neighborhoods that had lower usage of the green bicycle stations that provide the infrastructure for the Nice Ride bicycle lending program and in neighborhoods that do not currently have Nice Ride stations. The target neighborhoods also have a higher proportion of people of color and higher rates of poverty as compared to the Twin Cities metropolitan area.<sup>1</sup> The NRN program matches recent publications (2013 and 2014) by The League of American Bicyclists that call for cycling advocates to focus on the diversification of bicycling and equity.<sup>2</sup>

The first iteration in 2014 was intended as a pilot project. NRN has two primary goals:

1. Long-term individual behavior change to increase bicycling among participants in selected neighborhoods, with a specific focus on bicycling for transportation.
2. Promotion of bicycling more broadly within the neighborhoods selected for the NRN program.

BCBS-P Prevention Unit hired an evaluation team from University of Minnesota's Urban Research Outreach-Engagement Center (UROC) and the Minnesota Evaluation Studies Institute (MESI). The evaluation team began collecting data in September 2014, midway through program implementation.<sup>3</sup>

### **The Evaluation Team:**

**Lauren Martin (PhD)**, Principal Investigator  
**Melissa Haynes (PhD)**, Co-Principal Investigator  
**Anna Bartholomay**, Graduate Research Assistant  
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This report describes our evaluation design, data collection and analysis methods, findings, and recommendations for future NRN program implementation. The primary goal of the evaluation was to use multiple qualitative methods to describe the program, document the impact of the program on participants, and inform the next iteration of program implementation. Specifically, we collected information on behavioral, attitudinal, and community changes that occurred as a result of the NRN program.

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1 <http://www.metrocouncil.org/METC/files/35/35358ee4-7976-42e6-999d-9e54790d45fe.pdf>

2 <http://bikeleague.org/content/new-report-bike-equity-today>

3 The team had hoped to start closer to the launch of NRN. We had a tight timeline because it took several months to execute the evaluation contract between Blue Cross Blue Shield, Prevention and the Urban Research Outreach-Engage Center.

The primary intended users for this evaluation include: (a) the funder, Blue Cross Blue Shield of Minnesota, Center for Prevention; (b) Nice Ride Minnesota; and (c) others interested in the promotion of bicycling in specific neighborhoods or geographically delineated areas.

## BRIEF DESCRIPTION OF THE NICE RIDE NEIGHBORHOOD PROGRAM

In 2014 Nice Ride developed and implemented a pilot program to see if they could impact individual cycling behaviors and neighborhood-level perceptions about cycling through a novel bike share program based on longer-duration bike lending within a targeted geographical neighborhood. The Nice Ride Neighborhood (NRN) program began in July 2014 with the disbursement of specially designed orange bicycles to participants in three targeted neighborhoods in the Twin Cities. Participants had use of the orange bicycle for up to four months. Nice Ride collected the orange bicycles from participants at a series of closing events held in October 2014.

Participants were recruited from three neighborhoods in the Twin Cities metro area—North Minneapolis, Frogtown and East Side St. Paul. All three selected neighborhoods have at least 50% people of color and higher rates of poverty than the Twin Cities.<sup>4</sup> However, the primary reason the neighborhoods were selected was because of low ridership of the green bikes in the Nice Ride bike share program and/or perceived lower levels of cycling. Nice Ride collaborated with community agencies in each target neighborhood to identify “community liaisons” who recruited and engaged participants.

Across the three neighborhoods, NRN enrolled a total of 145 participants, as detailed in Table 1. NRN program staff documented the primary language spoken by some of the participants, if the participants or their community liaison shared this information. Thus, we do not have documentation of primary language for all participants. Most participants were described as English-speakers (n=94). The program recruited six Karen-speakers, four Hmong-speakers, and nine additional non-English speakers with two or less individuals in each language category (Cambodian, Vietnamese, Oromo, Ukrainian, Somali, Nepali, and Spanish).

Unfortunately, NRN did not collect further demographics from all participants and the evaluation team was not able to collect additional demographics for participants.

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<sup>4</sup> <http://www.metrocouncil.org/METC/files/35/35358ee4-7976-42e6-999d-9e54790d45fe.pdf>

Table 1. *Participants in the NRN Program (data collected by Nice Ride)*

Description of NRN Participants	Participants=n	Percentage %
<b>Neighborhood</b>		
North Minneapolis	92	63
Frogtown, St. Paul	26	18
East St. Paul	17	12
Dropped*	10	7
<b>Total (includes dropped)</b>	<b>145</b>	<b>100</b>

## PROGRAM DESIGN

The program design was as follows: Nice Ride partnered with community organizations in each of the three neighborhoods to identify community liaisons who were responsible for identifying and recruiting potential participants. The community liaisons gave out the orange bikes and played a role in engaging and communicating with participants. In July, an orange bicycle was given to each participant to keep at their home from mid-July until mid-October. In addition to a bicycle, participants were provided with a helmet, lock, bicycle lights, and a backpack. The program offered some education about bicycling and rules of the road, organized group rides led by a league cycling club (the Major Taylor Cycling Club), provided support and education on bicycle maintenance, and the presented the incentive of earning a \$200 voucher to Venture Cycles or Cycles 4 Change, bicycle shops located in North Minneapolis and Frogtown.

The group rides were organized around already existing community events in each of the three neighborhoods. Participants were provided with calendars that indicated the date, time, and location of events. Most were on weekends. At each event, Nice Ride provided a branded tent, food, and bike maintenance support. Nice Ride staff were at each event for participants to sign-in and log their attendance. The group rides started at these events and went through each neighborhood using bike lanes and parkways when possible and appropriate.

NRN had the following requirements for receipt of a voucher:

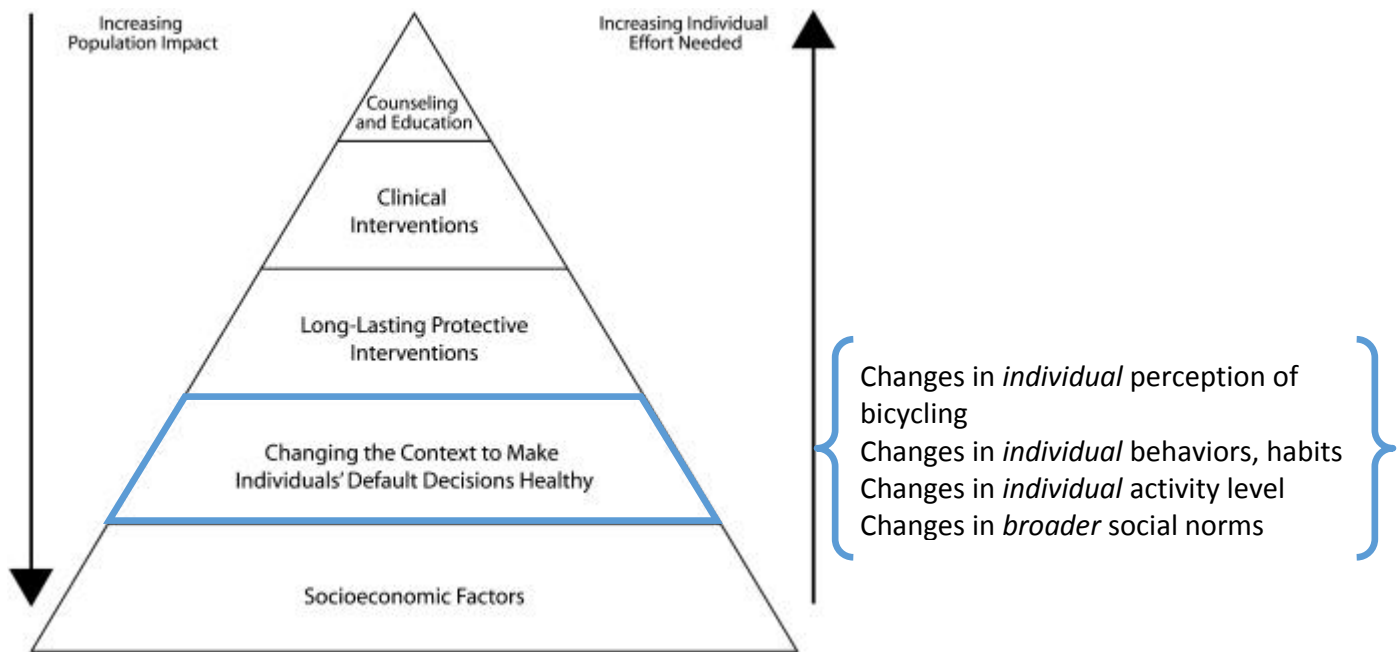
- Attend an initial orientation;
- Ride the orange bike at least two times per week;
- Attend a minimum of four group ride events;
- Attend a final closing event to return the orange bicycle.

## TARGETED LITERATURE REVIEW ON BICYCLING BEHAVIOR CHANGE

The stated goals of the NRN program involve changing attitudes, beliefs and behaviors related to bicycle riding, specifically for transportation. The public health field has a long history of research on behavior change. Figure 1 depicts the health impact pyramid produced by the Centers for Disease Control (CDC) in 2010. In our review of the NRN program goals, we believe the theory of change

seeks to impact the second level of the pyramid. Specifically, NRN intervened by overcoming potential contextual barriers to bicycling such as lack of access to bicycles, incomplete knowledge of bicycling, safety issues, individual and community beliefs about bicycling, social support, and more.

Figure 1. *The Health Impact Pyramid (from Thomas R. Frieden, CDC Director)*



Our team also investigated additional studies that have specifically explored bicycle promotion with a targeted focus on bicycling for transportation and identified barriers to bicycling. We used the following keywords: bicycle promotion, active commuting, active travel, behavior change, barriers, perceptions, feelings, and transportation. Databases utilized include: PubMed, Google Scholar, OVID Medline, and ScienceDirect. Further searches involved exploring the reference lists of previously found articles. Articles were extracted and examined using the following components: study objective, theoretical and conceptual framework, study design, findings, conclusions, and implications.

Research in transportation studies, epidemiology, and geography has investigated how individual characteristics, attitudes and beliefs, and social and built environments influence travel decisions (Guell, Panter, Jones & Ogilvie, 2012). According to the literature, the travel behavior of individuals is determined by the interplay of infrastructure, neighborhood characteristics, and social circumstances.

## PSYCHOSOCIAL FACTORS ASSOCIATED WITH BICYCLING

A study by De Geus et al. (2008) suggests that when people live in a setting with adequate bicycle infrastructure, individual determinants (psychosocial, self-efficacy, perceived benefits and barriers) outperform the role of environmental factors. Although the literature supports the importance of the built environment on bicycling behavior, it is important also to focus on individual determinants in the development of bicycle promotion programs. These findings are supported by Moudon et al. (2005) whose research suggests that cycling takes place irrespective of environmental prompts and barriers as well as independently from traffic conditions. It seems to rest largely on personal factors (Moudon, Lee, Cheadle, Collier, Johnson, Schmid & Weather, 2005).

## ASSOCIATIONS & CORRELATES WITH CYCLING FOR TRANSPORTATION

As is the case with physical activity generally, the literature suggests that higher education is associated with higher levels of bicycling to work. These studies suggest the importance of directing interventions toward geographic areas that have overall lower rates of educational attainment. Further, the literature suggests that high levels of modeling and social support are correlated with increased bicycling, as well as physical activity in general (Troost, Owen, Bauman, Sallis & Brown, 2002). Trost et al. (2002) also found that external self-efficacy was a strong predictor of bicycling. In the review by Trost et al., self-efficacy related to physical activity emerged as the most consistent correlate of general physical activity behavior. The finding was supported for bicycling in De Geus et al. (2008). This study also suggests that ecological-economic awareness (i.e. that bicycling is cheaper and better for the environment) as a sole perceived benefit is associated with bicycling. It can be considered an economic or moral choice. This suggests that more focus could be given to both aspects in commuter bicycling interventions. Perceived barriers (i.e. psychological and health, lack of time, lack of interest and external obstacles) are different for cyclists and non-cyclists.

Environmental and social factors play a role in the decision to cycle for transportation. Pikora et al. suggest that four broad categories of features; functional, safety, aesthetic and destinations as well as components which comprise them are important influences on walking and cycling more generally (Pikora, Giles-Corti, Bull, Jamrozik, Donovan, 2003). Short distances between origins and destinations are consistently associated with bicycling, land use mix and density, and accessibility and safety of neighborhoods may also play a contributing role. However, the evidence is less conclusive for these factors (Panter & Jones, 2010).

## SUGGESTIONS FOR BICYCLE RIDING PROMOTION IN THE LITERATURE

Research by Bhopal & Unwin (1995) suggests that strategies to promote bicycling should focus on tackling deterrents and barriers to bicycle riding behaviors. These include the danger and unpleasantness of cycling in traffic, lack of secure places for parking bicycles, the generally negative



image of cycling as a childhood activity, the perception of bicycles as being largely for leisure or sport rather than transport, and the cultural attitude that giving up cycling and “graduating” to a car is part of growing up. This study suggests that supports need to include funding, infrastructure, and a bicycling/health promotion campaign. Additionally, the support of employers and health departments is important in the development of effective interventions (Bhopal & Unwin, 1995).

Findings by Guell, Panter & Ogilvie (2013) suggest that developing knowledge of safe cycling routes, improving cycling confidence and restricting workplace parking may help encourage cycling to and from work. Strategies that combine environmental changes with advice and support at both individual and institutional levels may be required to instigate substantial and sustained changes in travel behavior (Yang, Sahlqvist, McMinn, Griffin & Ogilvie, 2010).

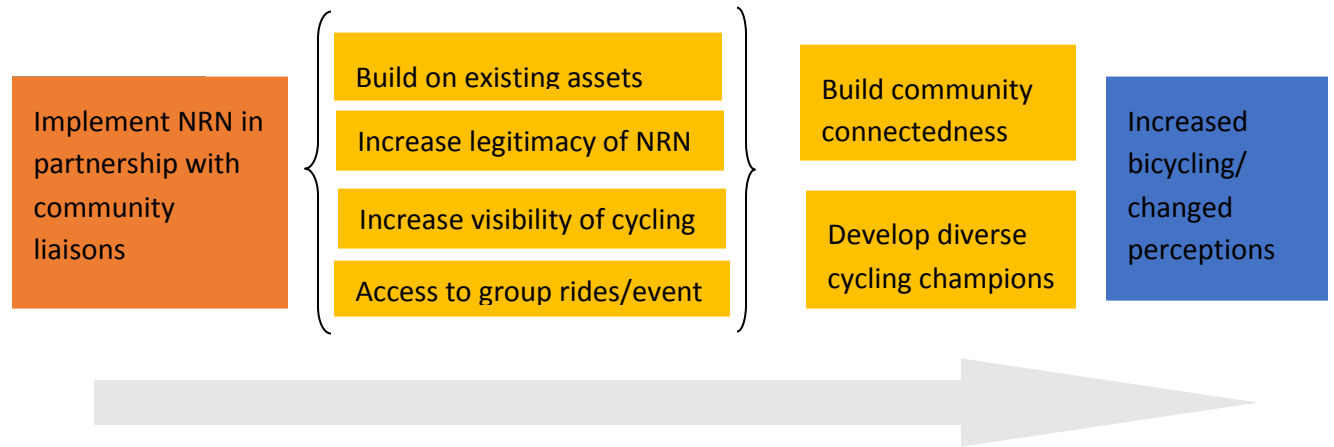
## EVALUATION APPROACH AND METHODS

Our evaluation approach combined formative and summative evaluation questions that utilized multiple qualitative methods. Our data collection was geared toward documenting the impact of NRN on participants and their neighborhoods, and also to provide summative results that may inform decisions made about program continuation or expansion. We used community-engaged evaluation and research approaches as much as possible given our short timeline. For example, prior to finalizing our evaluation plans and protocols we conducted in-depth review sessions of our plans and materials with NRN community liaisons to fine-tune and finalize based on their experiences and knowledge of NRN and its’ participants. Through this process we refined our protocols and added additional areas of inquiry.

We developed and refined the theory of change – the proposed understanding of why the program activities will lead to the intended results – throughout the implementation of the evaluation. While we designed the evaluation within the context of community, it became increasingly apparent that community was the cornerstone of the NRN program. The partnerships NRN identified with existing community liaisons went beyond ensuring more successful implementation of the programming (e.g., identification of participants, communication of NRN events, etc.). At best, the liaisons helped to build community around bicycling, as did other community assets, such as the Major Taylor league cycling club who lead the group rides.

Our working theory of change is displayed in the following figure (Figure 2). Building the NRN program around community is woven through the theory of change.

Figure 2. *Nice Ride Neighborhood Theory of Change – Community is the Essential Ingredient*



Since this was a pilot program we also identified what we believe are the essential program components. By this we mean the “active ingredients” that are necessary for program success. These elements were derived from interview and focus group content and based on what participants and community liaisons identified as the components that lead to participants’ engagement in the program, positive feelings, building a cycling community, and program success as defined by participants and NRN.

1. A high-quality bike (such as the orange bike , comes with accessories, is highly visible, branded and recognizable
2. A critical mass of participants in a small, defined, geographic area (exact number is dependent on context)
3. Group rides lead by cyclists who are from the community who are charismatic, supportive, and invested. The leader of the group rides must match the culture and community of the program participants
4. Intentional community-building among participants, which can be accomplished through community liaisons, group rides, events, support, etc.
5. Meet participants at their level of cycling knowledge and experience: education and social support that is individualized and ongoing to build skill and confidence as the program progresses
6. An incentive for participation based on stretch goals that are attainable for the majority of participants

The evaluation team submitted an application to the University of Minnesota, Human Subjects Protection Institutional Review Board (IRB) and was assigned the IRB study number 1409E53729. On

September 29, 2014 we received approval of exempt status, meaning the study was deemed exempt from IRB review under federal guidelines 45 CFR Part 46.101(b) category #2.

## EVALUATION QUESTIONS AND DATA COLLECTION METHODS

The evaluation team in partnership with BCBS-P developed the following research questions as part of our evaluation design, submitted to BCBS-P on September 17, 2014, as per our contract.

Question 1: Did participation in the program change perceptions about bicycling for transportation?

1a: Was this true for participants in North Minneapolis, Frogtown and St. Paul?

1b: Was this true for the broader community?

Question 2: What were participant's perceptions of the traditional Nice Ride program (Green bikes)?

Question 3: To what extent was the program implemented as intended?

3a: What are the criteria for "successful" completion of the Nice Ride Neighborhood program, according to the participants? According to the program implementers? Are there differences among participants regarding successful completion?

3b: Are participants who complete the program redeeming their vouchers? If so, what are they being used for?

Question 4: To what extent are participants satisfied with their participation in the NRN program? What do participants see as barriers and facilitators to participation in the program?

Question 5: What are the lessons learned from this pilot that might be considered by the broader Nice Ride program?

The evaluation team also was cognizant of creating space for learning beyond the stated evaluation questions. Some of our key findings and themes, in fact, went beyond the initial evaluation questions, as reported in the executive summary and findings sections of this report.

To gather evidence to answer the evaluation questions we implemented the following data collection methods: (1) participant-observation at NRN events, (2) interviews of NRN participants, and (3) focus groups with NRN community liaisons and focus groups with residents of the targeted areas who were not NRN participants. Prior to implementing each method we asked for feedback

from the BCBS-P team, the Nice Ride team, and community liaisons. We next describe each data collection method and the sample. Our analysis was based on qualitative coding and triangulation of information across three data sources.

### *PARTICIPANT-OBSERVATION AT NRN EVENTS*

As part of the evaluation design two members of the evaluation team attended events with group rides (starting in September) and all NRN closing events. Team members participated in six out of twelve group ride events held at larger community events in Minneapolis and St. Paul. Team members attended all five closing events where participants returned their bicycles and reflected on their experience with the program.

There were two goals for the implementation of participant observation. First, we wanted to observe and get a first-hand “feel” for how participants experienced the program. Second, it was an important first step in building rapport with NRN participants to facilitate individual interviews. Members of the evaluation team participated fully in the group activities and had informal conversations with Nice Ride staff, Major Taylor Cycling Club members, and program participants.

The evaluation team introduced themselves on an individual basis and had unstructured conversations about bicycling and about their experience with the program in general. The evaluation team was inconspicuous and unobtrusive. The evaluation team blended in with other community members and the Major Taylor Cycling Club members who participated in the group rides with their own bicycles. The evaluation team recorded observation notes after the event was completed. Event dates and locations are detailed in Table 2.

Table 2. *Event dates and locations attended by evaluation staff*

<b>Event Date</b>	<b>Event Location</b>
13-Sep	Fit 4 Fun—North Minneapolis
14-Sep	CREATE Community Meal—Frogtown, St. Paul
20-Sep	Open Streets Lowry Ave.—North Minneapolis
21-Sep	Open Streets University Ave.—Frogtown, St. Paul
27-Sep	Urban League Family Day—North Minneapolis
3-Oct	West Broadway Farmer’s Market—North Minneapolis
8-Oct	Model Cities Final Event—Frogtown, St. Paul
10-Oct	Hmong American Partnership Final Event—Frogtown, St. Paul
14-Oct	Roosevelt Final Event—East St. Paul
15-Oct	UROC Final Event—North Minneapolis
16-Oct	Mt. Airy Final Event—East St. Paul

## *INTERVEIWS WITH NRN PARTICIPANTS*

The cornerstone of our evaluation method was to interview NRN participants about their views and experiences in the NRN program, as well as the self-reported impacts they attributed to program participation. The purpose of these interviews was to gather information on participant's perceptions of bicycling and how they may have changed throughout the course of the program. During October-November 2014, the evaluation team conducted interviews with 90 NRN participants (out of 145). Based on our analysis of interview content we believe that we reached saturation of information for interviews conducted in English, meaning we were no longer learning new information from additional interviews. However, we were not able to collect data from participants who did not speak either English or Hmong. Thus there was a small sub-set of participants who may have had a very different experience of the NRN program, who we were not able to interview due to this language barrier (N=15). For English and Hmong speakers we feel confident that we gathered the full range of participant input.

The evaluation team made every effort to hire interviewers fluent in the languages of NRN participants. UROC posted a position as well as put a call out across campus and the community for such interviewers. We hired a Somali-speaking data collector who we trained, but he did not report for work. We contacted leads provided by NRN for Karen-speakers. The primary lead no longer worked at his original location. We then contacted the Karen Organization of Minnesota. Our conclusion is that our timeline was not long enough to build appropriate relationships in these non-English-speaking communities. Another barrier was that the position was short-term with limited hours.

## *INTERVIEW PROTOCOL*

The NRN program team provided the evaluation team with a list of NRN participants that included name, address and phone number. A contact sheet was created for each NRN participant and we assigned a project identification number (ID#) to each person. All interview data (digital recordings and notes) was stored using the project ID# to protect confidentiality of respondents.

Our interview protocol commenced with having a team member call each NRN participant to invite them to complete in a short interview. We called all individuals for whom we had a phone number. If the NRN participant did not answer the phone we called back at a different time. After three phone calls with no answer, we left a message. After one week we called one more time to leave a message about participating in the interview. All calls and contacts were documented on the contact sheet. Our overall response rate was 70% (90 out of 128); for individuals we were able to reach our response rate was 88% (90 out of 102). This is detailed in Table 3, below.

Table 3. *Interview Contacts*

Contact Status	Number
Made verbal contact	102
Unable to contact (no contact)	26
Did not attempt to contact	17

In all, we made verbal contact with 102 of the 145 NRN participants on the list of participants provided to our team by NRN. This included some individuals who, according to NRN, had dropped out of the program. Of the individuals we contacted (102) only two directly refused to participate in an interview. The remaining ten people were not interviewed due to scheduling difficulties. Thus, we interviewed 90 NRN participants.

There were 26 NRN participants we were not able to reach via phone or in person at events. We called these individuals a total of five times at various days and times and left two messages. In addition, we did not attempt to reach 17 NRN participants due to language barriers (14), incarceration (2), and death (1).

The majority of interviews were conducted via phone. However, when requested by the participant, a team member conducted a face-to-face interview in a location of the participants' choosing. Each interview was digitally recorded and the team took detailed notes.

Each participant received a \$15 gift certificate to Target, which we sent to the participant through the mail or delivered in person, if applicable. The interviews ranged from 15 minutes to 1.5 hours in length. Most interviews were roughly 25 minutes long. The team members used an interview protocol with specific questions and additional prompts, which is provided in Appendix A.

#### *CHARACTERISTICS OF THE INTERVIEW SAMPLE*

Our sample contained a wide range of NRN participant demographics; see Table 4 below. Respondent age ranged from 18 years old to 72 years old. Three-quarters of the individuals interviewed were women. In terms of race/ethnicity, just over half of respondents identified themselves as African-American (53%). We made every effort to interview NRN participants from all participating communities, including individuals with limited English proficiency. We hired a Hmong-speaking data collector and she conducted five interviews with Hmong participants. As described above we were not able to interview all participants in their own language. The category of more than one race includes people who identified as Native American, "mixed", and others.

Table 4. *Demographic description of the interview sample*

	<b>N=90</b>	<b>Percentage</b>
<b>Age Category</b>		
18-36	42	46.7
37-54	36	40.0
55-72	12	13.3
<b>Gender</b>		
Male	27	30.0
Female	63	70.0
<b>Race/Ethnicity</b>		
White/Caucasian	8	8.9
Asian/Pacific Islander	11	12.2
Black/African American	49	54.4
Hispanic/Latino	4	4.4
East African	4	4.4
More than one race	12	13.3
No answer	2	2.2

For analysis of interview data the team engaged in iterative open coding, meaning that we began our analysis with an open discussion of the content across interviews. Then in alignment with our primary research questions we created broad categories, or themes, with additional sub-themes within each broad category. For each theme we created a “node” within the NVivo software. For each node, the team created an operational definition. We coded several interviews as a full team and then refined our broad themes. Then the team coded all interviews in teams of two using NVivo. After completing the first round of coding, the team used NVivo to produce an output of all the content for each node. The team reviewed this output and created further sub-themes within each big bucket. This process allowed us to discern themes, patterns and narratives across interviews and to assess the relative weight of each.

## FOCUS GROUPS

In order to supplement information collected from our interviews we also conducted focus groups with two groups of people. First, we conducted focus groups with NRN community liaisons, as these individuals were the primary point people for NRN participants and as such had a unique vantage point on the NRN program. Second, we conducted focus groups with individuals who live in the targeted areas but who did not participate in the NRN program. The purpose of these groups was to gain some perspective on perceptions of bicycling in the communities.

All focus groups were conducted by the graduate research assistant on this project who had received training in the conduct of focus groups, including in moderator skills and design of focus group questions. Two additional project staff attended the focus groups and took notes. The protocol (in Appendix A) was designed based on best practices in focus group practice (Krueger & Casey, 2014). The focus group facilitator used a semi-structured matrix to gather information. All notes were then typed and analyzed for content.

### *COMMUNITY LIAISON FOCUS GROUPS*

We collected information from this group in two ways. First, we engaged a small group of community liaisons in the development of our evaluation plans and protocols. In the context of these meetings, we learned a great deal about the program and how it was operating from the perspective of the liaisons. Second, we conducted a small focus group with some liaisons and a few supplemental interviews. We contacted all NRN community liaisons and were able to engage five for focus groups and interviews. Unfortunately, our focus group was not as well attended as we had hoped due to weather. The protocol for the focus group is provided in Appendix A.

### *COMMUNITY RESIDENTS' FOCUS GROUPS*

We conducted two focus groups for community residents who were not participants in NRN, one in North Minneapolis and one at Model Cities in St. Paul. The protocol for these focus groups is provided in Appendix A. We had a good turnout for the Model Cities focus group, with six participants. However, while we had approximately eight people scheduled to attend the North Minneapolis focus group, it was not well attended due to a major snowstorm.

## KEY FINDINGS

In this section we answer our primary evaluation questions using data collected through the three strategies described above. We also present key themes that emerged from our data, but were not based on specific questions.

### EVALUATION QUESTIONS

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#### ***Question 1: Did participation in the program change perceptions about bicycling for transportation?***

Yes, according to our data, participants in the NRN program changed their perception and individual behavior regarding bicycling for transportation. The vast majority of participants increased their comfort level with bicycling, reported an increase in positive opinions about bicycling and bicyclers, and reported that they used their orange bike for transportation. Most participants started the



program with trepidation about bicycling and ended feeling like they had the knowledge and skills to ride their bicycles with confidence. Also, participants shifted from thinking that bicycling is for children or “not for me” into viewing bicycling as good for everyone, including themselves.

In short, NRN seems to have increased participants’ bicycling self-efficacy as well as participants’ positive perceptions about bicycling. This seems to have led to an increase in bicycling, particularly a reported increase in bicycling for transportation.

““[bicycling] It became a lifestyle. I used it all the time to run errands, I used it to go to work, to go to the bank and to the post office. I just used it, I started using it you know, in terms of a lifestyle.”

--NRN Participant

The program did this, in part, by reducing barriers participants had to bicycling. Barriers to bicycling were frequently mentioned in interviews. These included, fear of riding in the street, affordability, lack of knowledge and support for bicycling, injury and/or poor fitness level, and perception that bicycling isn’t for them. However, participants expressed having overcome these barriers. Many participants attributed this accomplishment to a growing sense of confidence that they acquired from the group rides. Many noted having used their orange bikes despite the hindrance of an injury or poor fitness level and considered their involvement in the program an accomplishment.

*Question 1a: Was this true for participants in North Minneapolis, Frogtown and St. Paul?*

Yes, all participants across all three sites reported changes in their perceptions of bicycling behavior and in their use of the bicycles for transportation. However, this effect seems to have been the strongest in North Minneapolis.

*Question 1b: Was this true for the broader community?*

Yes, we have evidence that the NRN program, specifically the visibility of the orange bicycles, did have an impact on the broader community. Specifically, NRN participants reported multiple conversations with their neighbors about their orange bike, the NRN program, and bicycling for transportation. We also observed that non-NRN program participants from North Minneapolis joined group rides with their own bicycles. However, this effect seems to have been the strongest in North Minneapolis. We provide more detail on this finding below in the section on emergent themes.

***Question 2: What were participant’s perceptions of the traditional Nice Ride program (the Green bike)?***

Participants’ perceptions of the traditional Nice Ride program (the green bike) were mixed. The green bikes have a presence in North Minneapolis due to several stations, and most NRN participants expressed positive feelings about having the green bikes in their neighborhood.

However, the majority of NRN participants we interviewed had never used the green bikes and highlighted barriers to use of these bikes (such as lack of knowledge, need for credit card, and lack of access). We also identified some misperceptions about how the green bike program works. For

*"I like having the green bicycles in the community, as the community changes, more people will use them. Right now because of the draw back of the credit card, a lot of people have not used them."*

--NRN Participant

those participants that reported using a green bike their use was casual and intermittent. Further, the green bike bicycle share program did not solve the larger problem about regular bicycling and bicycling for transportation.

### ***Question 3: To what extent was the program implemented as intended?***

This is a difficult question for us to assess since NRN in 2014 was a pilot program. Given that the program start up time was short, implementation was admirable. Most participants we interviewed enjoyed the program and all of its components. Nice Ride staff executed numerous events well. Food was provided, the Nice Ride tent was a good draw, and staff were present to help with bicycle maintenance and education on the fly. Across multiple data types it seems clear that at least four aspects of the program implementation could be improved.

1. The role of the community liaison is a critical lynchpin in the program. Liaisons that were proactive engaged their participants and did a great deal of behind the scenes work to make the program successful. However, it is not clear that liaisons knew what was expected of them at the beginning of the program. Nor was it clear that program participants knew what to expect from liaisons versus Nice Ride staff. We identified some confusion among NRN participants about role definition between Nice Ride staff, community liaisons, and the Major Taylor Cycling Club members.
2. Almost all of the NRN participants we interviewed wanted more and more varied options for group rides and events. Many NRN participants reported that they were not able to attend enough group rides to get the voucher (see the key findings to evaluation question 4). It left some frustrated that they wanted to ride but were not able to make it to four group ride events, often due to their work schedule and/or family obligations. For example, some reported that as single parents they needed opportunities to bring their children on the group rides. Others worked weekends and evening shifts when the group rides were scheduled. Participants wanted the ability to create their own group rides and to have this "count" toward the voucher.
3. NRN participants suggested better communication and organization. Many participants noted that event changes were not communicated to them. Further, group rides did not always start on time. Some participants expressed feelings that some Nice Ride staff at

events seemed overly focused on bike maintenance, sign-in, and logistics rather than engaging with them as people and bicyclists.

4. Education and ongoing skill-building is a critical part of the NRN program, and this could be strengthened. Some NRN participants did not know how to change gears on group rides (as an example of education needed during the program) and wanted to learn more as they grew in their bicycling knowledge. Community liaisons and interviewees suggested that education could be provided throughout the program. The two hour orientation at the beginning was well received but was too much for some participants. Individuals would like to have more information on how to ride in traffic safely, maps of the group rides, and other options for increasing their level of bicycling.

*Question 3a: What are the criteria for “successful” completion of the Nice Ride Neighborhood program, according to the participants? According to the program implementers? Are there differences among participants regarding successful completion?*

Participants defined program success as setting a goal regarding bicycling behavior and attaining it. All the participants interviewed felt they had attained some level of success in the program, even if they did not receive a voucher. Some agreed that attending four group rides was a good goal, with the caveat that more event options are needed. However, many felt it would be good to have more flexibility about program success and wondered if this could be tied to individual goals as well as program goals. The vast majority of people we interviewed felt more accomplished as bicyclists and in that regard felt successful.

*Question 3b: Are participants who complete the program redeeming their vouchers? If so, what are they being used for?*

Yes, participants who completed the program by attending four group rides do plan to redeem their vouchers. Participants plan to use their vouchers for bicycles, bicycle accessories, and bicycle repairs. Many participants wished they could afford a bicycle as nice and the orange bike.

***Question 4: To what extent are participants satisfied with their participation in the NRN program? What do participants see as barriers and facilitators to participation in the program?***

On the whole participants seemed very pleased with the orange bikes and the NRN program. All of the interviewed respondents had positive things to say about the NRN program and had an enjoyable experience. However, only 32 out of the 90 people we interviewed indicated that they will receive a voucher. NOTE: We do not know

*“Initially I went in to get a free bicycle, but got a lot more in return.”*

--NRN Participant

*“I’m proud of what this program has started and their design/projection.”*

--NRN Participant

how many participants actually did receive a voucher as this process was unfolding as we were conducting interviews.

It is noteworthy that even people who did not complete the NRN program requirements still reported benefits and enjoyment, although we also heard frustration at how difficult it seemed to complete the NRN standards.

*“You know, I hadn’t been on a bicycle for years and years, so I was afraid of falling and hurting myself. I was afraid of getting run over by other vehicles and that kind of thing.”*

--NRN Participant

Many individuals across all of our types of data highlighted barriers to their participation in the program. These included: limited number of days and times, and location of group rides; work, family, and life obligations; communication about events; and desire for more skill building. Many participants described difficulty in attending

group rides and riding their orange bike because of childcare obligations; being a single-parent or having very young children. Some of these participants expressed a desire for more family-friendly rides, childcare, and accessories like a baby buggy to attach to their orange bike.

NRN participants also described aspects that facilitated their participation. All participants said that they received questions and comments from people in their neighborhoods when riding an Orange bike and that this further encouraged their involvement in the program. When able to attend group rides they loved the food, atmosphere, fellowship, and camaraderie. The presence of the Major Taylor Cycling Club was a motivator and source of support. NRN participants, particularly African-American participants in North Minneapolis, responded to biking leadership from people who looked like them and understood their community. Most NRN participants reported that social support from other NRN participants facilitated their involvement. Some reported that their children or grandchildren encouraged them to ride and attend group rides. Lastly, just having the orange bike and all the high-quality accessories facilitated participation.

*“The leader [of a group ride, Major Taylor Cycling Club] we had was motivating and very good [ . . . ] It wasn’t so scary when you rode with the leader.”*

--NRN Participant

***Question 5: What are the lessons learned from this pilot that might be considered by the broader Nice Ride program?***

The Nice Ride programming is well liked across participants. Many knew about the green bike share program even if they did not use it. We recommend that Nice Ride build intentional connections between the green bike share program and NRN. Participants in NRN would benefit from learning more about the green bike share program and could be seen as biking community-builders.

Participants in NRN felt proud of being leaders in their community regarding bicycling. There is an opportunity to more consciously promote participants to see themselves as ambassadors for Nice Ride and for bicycling. This could be built as an intentional part of the program.

[A police officer asked] *“What’s all these orange bicycles I see riding past? What’s that all about? It was a conversation piece, [I] felt like a spokesperson or bicycle advocate. [The] Police officer thought it was really nice that Nice Ride does this.”*

--NRN Participant

The role of community-building and social support among participants emerged in our data as a mediator to program success for participants (described below). We believe Nice Ride could embrace this aspect of NRN programming as a way to increase bicycling in targeted neighborhoods.

Cultural and community connections are a critical component in engaging neighborhoods and racial/ethnic communities who are under-represented in the cycling community. Intentional focus on developing bicycling leaders and bicycling ambassadors within cultural/racial/ethnic communities could be a key component in increasing ridership.

## EMERGENT THEMES

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### ***Community and Neighborhood Connections***

[NRN gave me the] *“Opportunity to see [the] good side of North, gives you a chance to have the community come together.”*

--NRN Participant

We found that the development of a “community” within NRN participants played a mediating role in program success. This theme surfaced in our interviews despite the fact that we did not ask a specific question about

community. People we interviewed suggested that a big reason they participated in the program was because NRN built a community of riders through events and the general visibility of the orange bikes. Thus, participants saw the orange bike and felt connected as bikers, even though they may not have known each other. Further, participants gained new perspective on their own neighborhoods; both the people in their neighborhoods and the physical space of the neighborhood (streets, trails, bicycle lanes, etc.). This new perspective encouraged participation and encouraged NRN participants to promote bicycling in their neighborhoods.

*“I like how we had to show up at events, it gave us something to do, a task, not just handing us the bicycles. . . . Bicycling as a crew, every time we bicycle it felt like a parade, people staring and honking like they wanted the bicycles.”*

--NRN Participant

The group rides were a key component of the NRN program and were directly related to the creation of a biking community. Participants reported that people were supportive of each other during the

group ride events (e.g., supportive of the individuals who were slower riders). Community liaisons reported that these events pushed people out of their comfort zones. However, some participants reported that while they enjoyed the community building aspects, the group rides did not meet their individual needs for support.

The individuals from North Minneapolis seemed to have a closer community connection as compared to the St. Paul group, which had some language barriers between various groups of individuals. Non-NRN participants joined some of the group rides in North Minneapolis. There were also questions asked during the events and to the community liaisons about the program (how to join, whether it would continue next year, etc.).

In short, NRN built a community within program participants and facilitated broader connection within their neighborhoods. This had the effect of promoting behavior change among participants, as well as, advertising and promoting bicycling in the broader neighborhood.

### ***Health Promotion and Reported Health Improvements***

*“Bicycling is a stepping stone for people who want to expand their ways of being healthy.”*

--Focus Group

Most participants were aware of the health benefits of bicycling prior to participation in the program but many did not see this in their own lives prior to the program. Many people we interviewed reported increasing their exercise regimen and, in turn, improving their physical and mental health status as

a direct result of the NRN program. This included: weight loss, improved mental health, lower cholesterol, increased physical stamina, just to name a few. Participants did not generally report that health improvement was the main reason they joined the NRN program. It seems that this motivator emerged as they participated.

Many participants reported that bicycling to improve health was a key factor for participation in the NRN program, after they overcame fears and trepidation about bicycling. Community liaisons reported a similar finding.

### ***Family and the Role of Family in Bicycling***

Some participants suggested that they wanted the NRN program to engage their families, particularly their children. Some talked about providing bicycles for children and intentionally including children in group rides. Several suggested that the program could be marketed to youth as well. Some participants did engage their families NRN events and in bicycling. Many, particularly with teenage children or grand-children, reported that their families encouraged them to ride more frequently and that the program provided them an opportunity to spend more quality time with their families.

Others felt that having children, particularly very small children, made participant in NRN more difficult. They wanted access to bicycle attachments for bringing their children on rides or

*“There are single parents like myself who needed this program in their life [. . .] I didn’t have to depend on the bus, didn’t have to worry about going to the store, to doctor’s appointments. [. . .] This program made a big change in my life. And my daughter too. We spend more time together.”*

--NRN Participant

accommodation for childcare. Many participants in NRN were single parents. This present potentially unique challenges to cycling.

## RECOMMENDATIONS

We offer the following recommendations based on our key findings described above, in an effort to share the perspectives of participants. It should be noted that the evaluation team did not have access to or knowledge of Nice Ride’s programming parameters, such as budget, organizational operations, potential constraints, legal limitations, etc. It is possible that some of these recommendations may not be practical or feasible based on programming or organizational realities.

### VIEW NRN PARTICIPANTS AS POTENTIAL BICYCLING ADVOCATES

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NRN participants could be intentionally viewed as bicycling advocates in their neighborhood, families and racial/ethnic communities. Many participants felt a sense of pride being part of the program. They also talked about getting feedback from family, friends, and community members. They should be encouraged to bring family, friends, and community members to the group rides. This will increase the likelihood that they will come and will engage people even further. It was happening organically, so we suggest the program capitalize on that. They should be provided with materials to hand out if they wish to do so. They should be given the resources to help friends and family use bikes from a bike library, the green bike share program, other bicycle lending programs, and bicycle giveaways for children. Nice Ride could be intentional about building a community of bicyclists and advocates. We believe this will increase bicycling in under-represented communities.

### ADD AND DIVERSIFY GROUP RIDE OPPORTUNITIES

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The group rides at events were key to the success of the program. Those who attended were most engaged and most changed by the program. Based on our interviews, one possible way to structure the program requirements is as follows. NRN could require one to two large events and a number of smaller rides that are not specified as to size and location. Participants could be given choices of skill-levels within rides (i.e. shorter and less challenging or longer and more challenging). Based on participant feedback it would be better for participants if there was one larger event once per week



and smaller rides scattered throughout the week and weekend. Some of these can be led by Major Taylor Cycling Club and some can be led by the participants themselves.

We recommend the following logistical additions:

- Partner with more cycling groups (and/or former and current NRN participants) to facilitate the smaller rides.
- Have a clear group ride agenda at events so people know when it starts and ends and where to meet.
- Have a solid schedule for the rides, and a plan for contacting participants if changes arise.

We suggest adding a check-in event halfway through the program to see how participants are doing and assess any evolution in NRN participants educational and skill development needs.

Streamline communications about events and other program elements. This could be accomplished through a web presence, facebook, or other online media. This should allow people to have discussions and ask questions/get information.

#### INCREASE AND INDIVIDUALIZE EDUCATION AND SKILL-BUILDING

Education and skill-building should be emphasized in the beginning, but should also be provided throughout the program. By the end of the first couple meetings participants should feel fully equipped to ride their bicycle, including a full understanding of how and when to use the gears, how to properly break, where their seat should be and how to adjust it.

Teaching moments could be incorporated at the beginning or at the end of events. This way people can come early or stay after to learn more and ask questions if needed. An educational component could be to visit Cycles4Change and Venture North to ease participants' comfort-level and confirm that they will be able to access free bike maintenance and to use the voucher if they earn one. Also NRN could show people how to use the green bikes and invite Metro Transit to come and show NRN participants how to put the bike on the bus.

#### MORE CLEARLY DEFINE THE ROLE AND EXPECTATIONS FOR COMMUNITY LIAISONS

We suggest focusing on organizations that have health promotion or community-building as part of their primary mission. Thus, their work with Nice Ride will further their mission and act as further incentive to be a proactive community liaison. We suggest strengthening communication between Nice Ride staff and community liaisons, as well as being clear about who will communicate what to NRN participants. Community liaisons could be engaged in the delineation of their role. A training or orientation for community liaisons about Nice Ride and the NRN program would facilitate better communication with NRN participants.



## REDEFINE CRITERIA FOR RECEIPT OF A VOUCHER AS AN INCENTIVE

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Redefine how the voucher is determined with some required elements and some individualized elements, each with a pre-determined number of points. The voucher could be tied to points earned through attendance at each option. We suggest requiring an orientation, two event-based group rides (described above), and four smaller group rides. Then additional points could be earned through participation in educational offerings, bringing friends/family to group rides, and more. We suggest that at the orientation participants self-assess their bicycling knowledge and skills. Then they identify at least three fears or biking barriers that they hope to overcome in the program. There should be a way for them to check progress against their goals.

## SOLIDIFY THE NRN PROGRAM IN THE CURRENT NEIGHBORHOODS

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This program was very well-liked and many people we interviewed believe it will continue in their neighborhood. A critical mass of participants with the orange bike in a neighborhood is a core contributor to program success. We recommend that NRN continue with the above suggested implementation changes in North Minneapolis. We do not have data on the exact number needed for a critical mass, but the number of NRN participants in North Minneapolis qualitatively impacted the neighborhood and community “feel” of the program. We suggest that NRN continue in St. Paul in locations where a critical mass of NRN participants can be built. Additional language resources and cycling leaders from within specific neighborhoods and cultural/racial/ethnic communities may increase participation. Frogtown and East St. Paul should be viewed as two separate neighborhoods.

## CONCLUSION

Based on the evaluation findings described in this report we highly recommend that Nice Ride continue to implement NRN in the three targeted neighborhoods in the Twin Cities: North Minneapolis, Frogtown and East St. Paul. In North Minneapolis, we observed a much larger concentration of NRN participants than in the two St. Paul locations. It is possible that this may be one reason why program results and success seemed to be stronger in North Minneapolis. Thus, we suggested that a critical mass of program participants is a key element in program implementation.

Many participants suggested that they are expecting the program to continue and that they would be interested in volunteering to support new participants. Participants in the 2014 pilot of NRN represent potential ambassadors and advocates of cycling in their neighborhoods, families, and communities. We recommend that future program implementation build on this nascent internal neighborhood capacity to support a bicycling community and infrastructure in underserved neighborhoods.

NRN was highly successful in an urban, inner-city context with population density. Based on our literature review, programmatic elements of NRN seem to match closely with available academic literature on promotion of bicycling and behavior change. Further, we identified community building within the program and connection with the geographic neighborhood as key factors in program success at promoting increased cycling among individual participants and possibly in the broader neighborhood as well. With close attention to context, it is likely that the NRN program and its essential elements is transferable to suburban and rural areas. We recommend that Nice Ride first fine-tune the program in its current neighborhoods before expanding.

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In this section we share, in some detail, what we learned from each source of data. First, we explore our findings from participant-observation at NRN events. Second we describe the qualitatively coded data from the 90 interviews we conducted with NRN participants. Finally, we describe our findings from focus groups.

### PARTICIPANT-OBSERVATION OF NRN EVENTS

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Each event featured a Nice Ride station with a large, highly visible tent. Nice Ride staff included the program coordinator and one or more bicycle mechanics. A leader from the Major Taylor Cycling Club was always in attendance and led the group ride. There were typically five or more cycling club members in attendance to join and help assist with the group rides. Food was provided at each event and was usually eaten post-group ride. We attended two types of events: group rides and final events.

#### GROUP RIDES

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##### Fun

Participants were in good spirits at every event. People were smiling while bicycling and were looking out for one another. There were several comments about how nice it was to be outside. People were supportive of those who felt challenged to keep up with the group. There was a sense of community and bonding through learning something new together.

##### Food

Participants referred to the food provided as a significant incentive to attend the events. They particularly enjoyed that it was healthy and that there was something different provided each time.

##### Questions from neighbors

It was common at each event for people in the neighborhood to come up to the Nice Ride tent and ask questions about the program.

##### Lack of communication & agenda

The group rides often started later than scheduled, from a half hour to one and a half hours later than scheduled. It was unclear at what time the ride would end. Participants were not aware of the distance or route of the group ride. Events lacked an agenda.

##### Staffing

Members of Major Taylor were more deeply engaged with participants than Nice Ride staff – the role of each entity seemed to have distinct roles. Major Taylor leaders motivated and encouraged participants. Nice Ride staff would primarily sign people in and fix bicycles.

### Varying skill levels

It appears that this might not be a program for first time riders, but rather for people who have not been on a bicycle in a while and are interested in getting back into it. There was a visible difference in skill level on the group rides. Sometimes it was an issue, sometimes it wasn't.

### Resources

Participants spoke about wanting maps to take home with them so that they could take the same route they had taken on the group ride.

### Joiners

There were often people who joined the ride who were not part of the NRN program. Several participants brought their friends, kids, or other family members to join the ride.

### Education/Knowledge

Many participants were unaware of how to change gears and how to use their breaks correctly. However, there were educational moments before and during the rides provided by Major Taylor members regarding safety.

### Togetherness/Camaraderie

There was more socializing at the events in North Minneapolis. It appeared that people knew each other better than participants in St. Paul. There was a pronounced language barrier in St. Paul that was not present in North Minneapolis.

## FINAL EVENTS

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At the final events participants (1) returned their bicycles, (2) completed a survey for BCBS-P, (3) wrote down what their favorite ride was and/or what surprised them about bicycling and shared it, (4) listened to Anthony Taylor and someone from Nice Ride speak, (5) ate food, and (6) participated in a raffle drawing.

### Variations in energy & engagement

Events varied in energy level and amount of social interaction. The final event in North Minneapolis was much larger than any of the St. Paul events. Subsequently, the North event was much more lively, motivating, and inspiring with a lot more call and response. A community liaison from NorthPoint Wellness spoke. Everyone clapped when she said, *"Give us more bicycles next year, we will put*

*"...you don't have to be poor for this program to be for you—it's about having access and healthier lives. It's about our community of bicycles. It's for everybody."*

*booties in those seats.” “...you don’t have to be poor for this program to be for you—it’s about having access and healthier lives. It’s about our community of bicycles. It’s for everybody.”*

Additionally, one of the participants made a speech praising the program. She seemed so moved by the experience with the program that she was brought to tears.

#### Language barrier

Conversation was strained at the locations with greater variation in language (Mt. Airy & Hmong American Partnership). It was also unclear whether participants understood what was being said. Many participants struggled to complete the BCBS-P survey. Interpreters were needed at these locations. It might have been helpful to hear more from the participants about stories and plans for the future than to hear from Anthony Taylor and the Nice Ride staff. These meetings felt slightly awkward and uncomfortable. These observations may also be due to the geographic spread of participants in St. Paul.

### PARTICIPANT INTERVIEWS

As described above we interviewed 90 participants in the NRN program. Based on our research questions and the open coding procedure described above, we identified 17 dominant themes that capture the information presented by NRN participants. Some of the themes emerged as a direct result of our questions. Other themes were spontaneously mentioned by respondents. For example, as noted above we asked respondents specific questions about NRN events. However, we did not ask respondents about their families or communities. Table 4 lists the themes and the number of interviewees that mentioned each theme.

Table 4. *Themes from Interviews*

<b>Theme from Interviews</b>	<b># of Interviews</b>
Feelings-Perceptions-Knowledge-skills about Bicycling	90
Comments about Green Bicycles	90
Comment-Questions From Community Prompted by the Orange Bicycle	89
Respondent Views on Who the NRN Program is For	88
Comments about NRN Events	87
Descriptions of Bicycling Behavior	87
Comments about The Physical Orange Bicycle	73
General Comments about NRN	72
Comments about Barriers to Bicycling	70
Program Success as Defined by Respondent	69
Perceptions of Bicycling for Transportation	65
Comments about Community	55
Respondent Description of Health Improvements	53

Participants Favorite Part of NRN	53
Planned use of Voucher	35
Comments About Family	27
Future Bicycling Plans	26

## FEELINGS-PERCEPTIONS-KNOWLEDGE-SKILLS ABOUT BICYCLING

One of our research questions was to explore the degree to which participants in NRN reported changes in their feeling, perceptions, knowledge and skills about bicycling. Each of the 90 interviewees discussed their feelings and perceptions related to their experience of participating in the program. We sub-divided findings into feelings/perceptions about bicycling and skills/knowledge about bicycling.

Within feelings/perceptions about bicycling we identified an additional five sub-categories: positive feelings, reported positive changes in feelings, negative feelings, fears about bicycling, and convenience of having a bicycle. Within the skills/knowledge theme respondents reported that they learned rules and safety, trails and routes, and bicycle mechanics and maintenance.

Overall, our interviews paint a before and after picture based on respondent self-report. In general, prior to participating in NRN most participants generally liked the idea of riding a bicycle but had not done it for a long time. Most were concerned about safety, felt they did not know the rules of bicycling, did not feel comfortable on a bicycle, and were fearful of riding their bicycle in the road.

Before participating in the NRN program respondents reported the following:

- Feel positively towards bicycling
- Annoyance with bicyclists
- Fear and lack of understanding about riding a bicycle in the street
- Assumption that a person who rides a bicycle does not own a car
- General concerns about the safety of riding a bicycle
- Concern about sweating
- Worried about bicycling because they hadn't done it in awhile
- Belief that they could not ride a bicycle
- Belief that bicycling was for children
- General belief that it is good exercise

After participating in the NRN program respondents reported the following:

- More respect for bicyclers
- Enjoyed bicycling more than they thought
- Gain in understanding of the rules and safety precautions
- Less fear of riding a bicycle in the street

- Bicycling is a way to save money
- Bicycling is for everyone, not just for children
- It is faster and more pleasant than riding the bus
- It was quicker than participants perceived prior to participating in NRN
- Participants could ride further than they thought they could
- Participants noticed other bicyclists and are more aware of bicycling
- Increased knowledge of how to fix their bicycle
- Increased knowledge of streets and where to bicycle; greater awareness of trails and bicycle lanes
- Find bicycling less stressful than driving
- View bicycling as better for the environment

*“I thought it wasn’t something I could do, that it wasn’t going to be safe for me to do, that there wasn’t places to ride that weren’t on the street and that I wouldn’t be able to afford a bicycle.”*

*“I understand about bicyclers in the street now more. I admire and am in awe of those people that can do that.”*

*“I didn’t realize the convenience of it. I saved money and exercised all at the same time.”*

*“Yeah, I was apprehensive about participating before but through the group rides I learned to ride safely and now I’m comfortable.”*

*“I was like, why are you in the street like that when you don’t have bumpers or, you know, they’d have comments of hecklers like, hey you, get out of the street! But for me, I’m not gonna be in the street like the car. I wanted to be courteous. Before I started the Nice Ride I wanted to be courteous to, you, cars, but then when they said that you have as much right to be on the rode as cars do, but didn’t everybody take that class, so I’m still going to be cautious with cars on the rode and not be so much in the way I’ll say.”*

## COMMENTS ABOUT THE GREEN BICYCLES

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Out of 90 interviews, 90 people had some comment about the green bicycle program. The majority of people had positive comments about the green bicycles and mentioned that they were convenient. Several people said they *“think they [green bicycles] are great”* and that they are *“fun”* and *“fun for a group”*, but that they do not use them. Most people liked that the green bicycles were all over the city and that they were accessible. Within comments about the green bicycle we identified seven sub-themes. Respondents’ comments included:

- Prior use of a green bicycle
- Familiarity with the green bicycles and knew how to use them



- Had seen the green bicycles but not used the green bicycles
- Comments about station placement
- Discussion of credit card hold and payment
- Compared the actual green bicycle to the orange bicycle with a preference for the orange bicycle (lighter weight, has a light, a rack, overall better)

One respondent's statement was exemplary of the general feeling about the green bicycles: *"I like having the green bicycles in the community, as the community changes, more people will use them. Right now because of the draw back of the credit card, a lot of people have not used them."*

To sum, participants in the NRN program generally knew about the green bicycles and thought they were a good thing. Some had used the green bicycles in limited fashion. Others pointed to barriers for using the green bicycles, including lack of knowledge about how they work and credit card (including rumors of substantial charges) as a barrier. The green bicycle share program did not seem to be feasible for regular bicycle use for NRN participants.

#### COMMENT-QUESTIONS FROM COMMUNITY PROMPTED BY THE ORANGE BICYCLE

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Almost all participants reported that people in their neighborhoods engaged them in conversation about their orange bicycle (89 out of 90). The physical orange bicycle itself stimulated interest and questions that lead to discussions about the NRN program and bicycling in general. Within reported topics of conversation we discerned four sub-themes: questions about the bicycle, inquiries about participating in the NRN program, comments about the bicycle (i.e. color, cost, quality, etc.), and overt comparisons to the green bicycle. The majority of reported conversations revolved around questions such as the following: *"People asked me every time they saw me, where did you get that bicycle?" "How can I get one and are they the same as the green bicycle?"*

People in the community also wanted to know more about the NRN program. Things such as: How much does it cost?, and Do you get to keep the bicycle? Respondents reported that the bright orange color of the bicycles was a conversation piece. Most respondents felt good about being able to explain the program and advocate for bicycling.

On the whole, respondents felt very good about the conversations about the bicycle, bicycling and the NRN program. For example, one respondent said: *"It was kind of cool 'cause I was excited to have it, to get others to ride and, you know, answer their questions."*

Another person said: a police officer asked, *"what's all these orange bicycles I see riding past? What's that all about? It was a conversation piece, felt like a spokesperson or bicycle advocate. [the] Police officer thought it was really nice that Nice Ride does this."*

## RESPONDENT VIEWS ON WHO THE NRN PROGRAM IS FOR

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In initial interviews with community liaisons and community members it came to our attention that there may be confusion about the intended target audience for this program. *“I didn’t think NRN was for poor people, but I read it in a blog that NRN was for poor people, and I didn’t want to be considered a poor person.”*

What we learned from the community liaisons helped shape our interview protocol. We added a question to identify the perception of the participants about who the NRN program is for or who it should be for in the future. The vast majority of participants responded by saying, *“Everybody! I don’t see a group that should be excluded.”*, or *“Anyone, whoever has an interest, they’re just bicycles—it’s universal.”* Out of our 90 interviews, 88 people shared their views on who they believed was, or should be, the target population for the program.

Other comments included describing NRN as a program for community. Some specifics included people on the North side and general inner city/urban areas. *“People who have the urge to get out and bicycle, but don’t have the resources. Coming to Northside was really good. You got to see every age. People didn’t know they could ride 10 miles, they don’t have the resources, don’t have people pushing them, they don’t know the trails or know how to access it.”* People saw this program as having the potential to be beneficial for youth/teens. *“I think it would be good to target the youth with the program.”* Others thought it was important to consider income level when recruiting indicating that this program would benefit most those in need of transportation and those unable to afford to buy a bicycle. *“I think it’s for everyone, but I think that, you know, low-income families really benefit from it.”* Although there was a small sample of senior participants those who were interviewed felt that this program would greatly benefit the senior community.

## COMMENTS ABOUT NRN EVENTS

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The NRN events were a cornerstone of the NRN program and as such respondents had a lot to say about the events. We asked questions about the events and 87 out of our 90 interviews talked about events. On the whole the majority of respondents had positive feelings about the events. The events brought people together, built community, increased bicycling self-confidence, pushed people to ride further than they thought they could, taught information about trails and bicycle paths, and helped reduce some fears about bicycling. Many commented that they liked the food at the events. The word “fellowship” came up across multiple interviews.

Within the events there were eight primary themes:

- Positive comments about the events
- Enjoyment of the community and fellowship of the events, being with others who share an interest in bicycling
- Participants' comments on the timing and availability of events
- General negative comments about the events
- Events as a way to share knowledge and provide education on bicycling
- Discussion of the food at the events
- Events built confidence and bicycling self-efficacy

Here are some exemplar quotes from these categories:

*"I didn't attend any of the events. It wasn't that I didn't want to do the events, but I informed the program that I just had a baby. So most of my time and energy would be limited. If I would be asked to do the program again, I would like to do the events with my kids. But right now it was an inconvenient time. It wasn't the program but it was personal stuff."*

*"I liked the events, I had a ball. Able to connect and meet people. It was a lot of fun. The food was good. Riding with the girls. [ . . . ] Its easy for me to fall into a depression, instead of doing that, I'm hooking up with all these different groups."*

*"I like how we had to show up at events, it gave us something to do, a task, not just handing us the bicycles. . . . Biking as a crew, every time we biked it felt like a parade, people staring and honking like they wanted the bikes."*

*"That is the only part of the program I would say is negative, I'm not a rider, some people have been, for me to ride to big events that was a long trip, or commute with my bicycle with kids, that was harder. That is why I didn't do any events. [ . . . ] It would be better to not have beginner and advanced riders together."*

*"Larger group was hard, harder to pace yourself because you have to wait on people. A smaller group could go faster. [ . . . ] Meeting new people helps me do something different, different group of people with different ideas, fellowship with others. [ . . . ] Opportunity to see good side of North, gives you a chance to have the community come together."*

In order to more fully explore programmatic aspects of the events we also sub-coded interviews based on comments related to suggested changes to events and respondents' views on staffing at the events.

Respondents also had a lot of suggestions for how to make the events better and work more for them. Suggestions included: more events and more varied times (many people could not attend events due to work, church, and other conflicts), better communication about the events, allowing

less formal group rides to “count”, and differentiating events based on riding skill level (for example, family rides, fast rides, slow rides, etc.). The main themes were:

- More options for event attendance
- More varied scheduling and times. For example, some people did not want to bicycle in the heat of the day
- Organizing events to better accommodate bicycling skill level, better and more communication about the events. Some less experienced riders wanted the support of more experienced riders, while others felt too much pressure
- Not linking the voucher so strongly to attendance at events

In the sub-theme on staffing most people had positive things to say about staff. It should be noted that many respondents were not clear on who was Nice Ride staff versus who were community liaisons. For example, many people lumped together the Major Taylor Cycling Club members in with Nice Ride staff.

There were two primary themes about staff. First, there is a need to better communicate with participants about the events (dates, locations, start-times, etc.). People asked for multiple ways of informing about events such as texts, phone calls, emails, and having a central place to check that was regularly updated.

Here are some sample quotes:

*“Communication was an issue, didn’t get information about changed events, not everyone had a calendar.”*

Second, we identified strongly positive and some strongly negative feelings about Nice Ride staff and the Major Taylor cycling group.

*One respondent said: “I often felt like people were dismissive, like hey, I work on the weekends – and not offering to make up any sessions. I felt like it was slapped together at the last minute. [ . . . ] A lot of workers were not respectful in their language or conversation.”*

*“They didn’t give an option to make up for events. I rode a ton on my own but won’t get the voucher. It was frustrating. When you change your schedule for an event and the event gets cancelled.”*

*“The leader we had was motivating and very good.” “It wasn’t so scary when you rode with the leader.”*

Most people said that the Major Taylor Cycling Club was a motivator. However, one person said they felt too much pressure from the expert riders.

*“Overall the leadership was nice but there were a few people that weren’t talkative or comfortable.”*  
*“Staffing was good. Nice Ride staff didn’t know things about the rides, such as where we were going.”*

*“Nice Ride employees was nice and supportive.”*

## DESCRIPTIONS OF BICYCLING BEHAVIOR

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Participants spoke of ways in which they described their bicycling behavior. Most respondents described changing their bicycling behaviors as a result of program participation (87 of the 90). They described using their orange bicycles in a number of ways because of the program. Some used the bicycle as their sole means of transportation or experienced changes in their bicycling habits through describing their bicycling behavior. Based on responses, we subdivided descriptions of bicycling behavior into eight general themes:

- Transportation
- Distance the participant reported travelling via bicycling (increase, decrease, no change)
- Convenience
- Being or becoming a bicyclist
- Change from bicycling on the sidewalk to bicycling in the street
- Planning/Intentionality/Habit
- General bicycling Improvements

While participants used their bicycles for a plethora of reasons, they mentioned the importance of transportation, their improvement in regards to distance and their plans to create intentional bicycling habits. One respondent said, *“[bicycling] It became a lifestyle. I used it all the time to run errands, I used it to go to work, to go to the bank and to the post office. I just used it, I started using it you know, in terms of a lifestyle.”*

Another respondent said, *“Yes, because it was really convenient. I didn't have to pay bus fare. And whenever I wanted to go, I just got on my bicycle and go. I made some extra trips sometimes but it was worth it because I got some physical activities in.”*

Based on the participant's responses, once they were given the opportunity to have the orange bicycles, improvements were made all around. Many mentioned transportation changes, better bicycling habits and intentional plans to increase bicycling behavior overall.

## COMMENTS ABOUT THE PHYSICAL ORANGE BICYCLE

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Overall, respondents felt positively towards the orange bicycle; 73 out of the 90 interviews commented on the orange bicycle itself. Most of all, participants enjoyed the sturdiness of the bicycle and felt that it was smooth and safe to ride. Another well-liked aspect of the bicycle was that it was high quality and came with accessories (basket, lights, and lock). Participants commented on enjoying the look of the bicycle, specifically the bright orange color and style, which attracted a lot of attention from community members and family. One person commented, *“When you see the bicycle, it seems like it means something.”* Another person said, *“The baskets on the bicycle were the best part. I don’t have a car and having the basket made it really easy to go to the store. It made shopping quick.”*

Participants also had criticisms, the most of which were about the heaviness of the bicycle. The heaviness may have influenced the frequency with which people rode. Participants felt that the heaviness of the bicycle required extra effort when riding and mentioned that in some cases it was difficult to store. *“The only problem for me was that the bicycle was heavy for me. I’m not a big person and I was living in a basement.”* *“I had to bring it down to the basement and for me, I had a problem with this. For me it was impossible to bring it down and to bring it up.”* This participant had to store her bicycle at a friend’s house.

Many comments were made about how uncomfortable the seat was and about how the seat would often fall down when they were riding. *“My seat kept falling, so that made it uncomfortable to ride.”* Some people were satisfied with the number of gears on the bicycle, but others expressed wanting more gears. Although there were a lot of positive comments about the basket, others indicated that the basket made it difficult to (1) turn the front wheel, (2) lock bicycle to a bicycle rack, (3) and that items would often go flying out of it.

Two participants also mentioned not being able to fit the bicycles on city bus bicycle racks.

## GENERAL COMMENTS ABOUT NRN

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Seventy-two of the 90 interviews included general comments about the program. An overwhelming number of these comments were positive, including expressions of gratitude and overall satisfaction with the program. There were many pleas for the continuation of the program. Several participants were appreciative of the availability of the bicycle maintenance help from the local bicycle shops and Nice Ride mechanics. Included in these comments were several suggestions for program changes. Many participants suggested increasing the length of the program to include the beginning of the summer. Many participants felt that the program was not advertised/marketed well and suggested that next year there be better outreach. Participants were thankful that the program was available in North Minneapolis and viewed the program as advocating for bicycling in their community. Other suggestions included increasing the education component of the program.

Participants felt like they had more to learn. A helpful addition would be to include children in the program. Some suggestions included hooking on a trailer to the adult bicycle or providing bicycles for kids.

Here are some sample quotes:

*"It changed my view on everything. I'm so thankful to have a program like this to give people a chance to experience, you know, and explore Minnesota, the State Fair, the neighborhoods, and spread the word about biking."*

*"I have to thank you guys a lot for showing me a good experience and motivating me to where I'm at today with riding it and feeling good about myself for doing it."*

*"Really enjoyed my time! Would love to volunteer if possible for the next program session."*

*"I never would have bought a bicycle without participating in this program. This program opened my eyes to another way of taking care of my basic need and then also taking care of the need to keep my body in better condition."*

*"But after this program I started thinking more about health. I started planning rides. There is a lot of benefits to this program besides earning a free bicycle. It teaches you a lot about riding a bicycle. They gave really good advice about adjusting your seats. There was a lot of educational components to the program. Initially I went in to get a free bicycle, but got a lot more in return."*

*"There are single parents like myself who needed this program in their life. I was able to accomplish in my eight weeks, visiting relatives, parks, and monuments in the community and outside of the community. I was able to land a job in my community because of the transportation of the bicycle I was able to make it to the interview. I didn't have to depend on the bus, didn't have to worry about going to the store, to doctor's appointments. I had to cancel in the past because of transportation. I saved on gas and parking. This program made a big change in my life. And my daughter too. We spend more time together."*

*"I'm proud of what this program has started and their design/projection. I would support it in any condition."*

*"It was good to know if I had any issues it wasn't far to go to the bicycle shop to get it fixed."*

*"I think it's a great program. Hopefully it can expand and be longer throughout the summer."*

*"It should be advertised more so more people know about it."*

*"The program should give new riders more safety training and teach them how to prevent collisions/accidents on the road."*

*"I think kids should be able to participate, so people who have kids can come to the program."*

*"Some competition would have been nice. Some way to track weight, blood pressure. It would have been good to gather some data on participants."*

## COMMENTS ABOUT BARRIERS TO BICYCLING

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Participants were asked about challenges they experienced when attempting to ride their bicycle. This question prompted 70 of 90 participants to talk about what we identified as barriers to bicycling. Responses varied from structural and environmental barriers to barriers experienced on a personal level. Most frequently, participants commented on their environment and inadequate infrastructure as an impediment to bicycling. The most common environmental aspects were challenges with hills, the lack of bicycle lanes, and places to lock one's bicycle. Another widely shared concern was fear and safety, particularly about riding in the street with traffic. Other barriers included being unable to bicycle due to poor health or injury and fear associated with not having bicycled in a long time. Participants also mentioned weather, lack of knowledge about rules and bicycles in general, their financial situation, distance to destinations, family, worries about security, and not owning a bicycle as deterrents to bicycling.

Within the barriers theme there were 12 primary sub-themes:

- Environment (infrastructure)
- Fear/Safety concerns
- Health/Injury
- Attitude (feeling like they hadn't bicycled in a long time, didn't know if they could do it)
- Weather
- Lack of knowledge
- Time
- Financial situation
- Distance
- Family
- Security
- Not owning a bicycle

Exemplar statements were as such:

*"...sometimes you can't find a good place to lock it up and I'm always...I was conscious because I knew they wanted us to make sure, you know, they taught us how to lock it up so that a person couldn't lift it up, so I looked out for those places and I found a couple spots where it wasn't that easy to find a spot."*

*"I was scared sometime because of the car."*



*“I didn’t ride it too far because of the traffic and careless drivers.”*

*“Riding uphill was very challenging for me.”*

*“You know, I hadn’t been on a bicycle for years and years, so I was afraid of falling and hurting myself. I was afraid of getting run over by other vehicles and that kind of thing.” “My knees. That was probably the biggest challenge, riding because I had knee surgery.”*

*“You need to do it regularly to enjoy it and build up your stamina. It’s tiring.”*

## PROGRAM SUCCESS AS DEFINED BY RESPONDENT

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Participants were asked what they thought it meant to be successful in the NRN program. Sixty-nine of 90 participants commented on their own definition of success. Most commonly identified was having fulfilled personal goals, often goals based on commitment to a behavior. Success also meant simply riding more and feeling comfortable with and more knowledgeable about bicycling. Participants also addressed bicycling more for transportation and improving their health, while others defined success as having completed requirements set by the program. Other aspects of success included being a part of the community, being a bicycle advocate and contributing to increased awareness, and having spent time with family.

*“Getting people out there and biking and realizing that, especially if you’re going short distances that you can get out of your car and you end up running into people that you know and you just become more aware of what’s happening in your community than when you’re just quickly driving by it.”*

*“First part would be to have that dream or that goal, then work towards it. Overcoming that dream and goal that you have, being yourself and work towards where you want your life to be.”*

*“Interact with people, learn from people, you know, um, [who] know about bicycles more than I do. Learning from people, learn[ing] how to fix bicycle, learn[ing] how to bike in winter or cold weather.”*

*“I think it’s riding a lot. When I got this bicycle I didn’t think that I would bicycle twice a week and I didn’t think that I would bicycle six or five days in a week [but she did], you know. For me it makes my summer, you know, the greatest summer.”*

*“To be successful is to ride more and follow the basic requirement of the program, which is to go on two bicycle rides a week.”*

## PERCEPTIONS OF BICYCLING FOR TRANSPORTATION

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Out of our 90 interviews, 65 talked about bicycling for transportation. Some respondents entered the program with the idea of using a bicycle for transportation; whereas for others this was a new concept. A majority of participants said that they have used or currently use their bicycle for transportation. Most of them said it's a great way to "get around." Some said they use bicycles because they don't/didn't have a car. Bicycling was the primary form of transportation for some. Many attributed this program to motivating them to bicycle to work. One participant mentioned he switched from riding a bicycle for leisure to using it for his primary mode of transportation. Some participants noted that they thought people who bicycled to work or to the store were "crazy," but after doing it themselves, they realized how much they enjoyed it. Some thought it would pose a challenge but described it as easier than they previously thought. One participant said "*I was able to land a job in my community, because of the transportation of the bicycle I was able to make it to the interview. I didn't have to depend on the bus, didn't have to worry about going to the store, to doctor's appointment. I had to cancel in the past because of transportation.*" Another participant said, "*I used to ride my bicycle to work all the time, before it was popular.*" She also mentioned that she lives close to downtown so she would just ride to work.

Participants mentioned that joining this program introduced them to riding a bicycle for transportation. "*The program showed me that it's [biking] an alternative for transportation.*" A lot of participants thought bicycling for transportation wasn't for them or they couldn't/wouldn't do it. Some participants didn't even think about bicycling for transportation. Some participants didn't feel it was practical. One participant mention that they used to bicycle a lot, but didn't think bicycling could get them around like it did.

Then there are participants who thought about bicycling for transportation, but never actually did it. A lot of participants said it was a good idea. Some planned to bicycle for transportation. But since most did not have their own bicycle, they were unable to actually do it.

Participants mention that they used or thought that bicycling was for leisure or exercise more than for transportation. Some participants mentioned that they didn't like bicycling (for transportation) because there was no place to put their stuff. They didn't like running errands on bicycles, but with the NRN bicycles, it was a little easier. Some participants were more concerned about where they could ride their bicycles other than work. Some participants have made bicycling part of their exercise regimen. Most just thought bicycling was simply something fun to do. One participant mentioned she has to make extra trips to the store because of the bicycle, but it was worth it because it got her to be physically active.

Some participants like bicycling through their community. They enjoy sightseeing and experiencing their community differently than when driving. "*I like the fact that, as you're riding though the*

*neighborhood, you can see the trees and flowers, things going on, gardens in people's yard. As in a car or bus you're not paying attention to those kinds of things."*

A lot of participants like the convenience that came with the bicycle. Several participants mentioned that they didn't have to wait for the bus, or people to take them places, they can go on their own accord. One participant mentions that they like how it was better than busing, it was more pleasant, and that they didn't have to worry about traffic. Another participant mentioned that they had unlimited transportation to go wherever they wanted to go with a bicycle. The freedom and fast transportation was quicker than the bus. Participants also mention riding the bicycle for transportation was more pleasant.

Having the bicycle at your convenience, participants mention that they were able to save money on gas. Participants got to save money from riding public transportation or gas from their cars. Other participants mention saving money on parking.

Some participants mention time as a barrier to bicycling for transportation. One participant mentioned when he's at the store, *"I just want to get in and get out, I feel like I can do that faster on a scooter or a car."* Some participants mentioned that with their line of work, bicycling to and from work was not practical. Others believed that their place of work is too far to commute to on bicycle.

## COMMENTS ABOUT COMMUNITY

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For over half of respondents (55 out of 90) one of our research questions prompted NRN participants to mention community in relation to the program. Within the responses, we noted that the word "community" carried numerous connotations. We discerned seven sub-categories.

Participants referenced *"connecting with community."* In this instance the NRN participants saw the program as a means to meet new people and network with others that they may not have come into contact with outside of the NRN program. The phrase *"in community"* was used to describe the feelings that participants had in specific locations and at the group events within the respective neighborhoods. Group rides and or group outings were described as *"with community"* and pertained to being amongst friends and family while riding during the program. Respondents suggested that the NRN program offered them a unique vantage point for *"viewing community."* Thus they described bicycle riding as a means to view the land in a geographical sense such as the trails and parks visited during rides. Participants also shared their excitement of *"creating community"* by being the first to be in the pilot program and setting an example by their participation in the NRN program.

Finally, we created two sub-categories to capture participant's positive and negative feelings about their experiences concerning community. In all, it can be gathered that participants not only used

this program as a way to become familiar with bicycling but as a time of fellowship with one another. The common interest of bicycling and participation overall allowed others to experience community in its various forms.

*"It's community, you feel like you're stuck with a community unit. It's not like you're alone with your own little problems."*

*"It was just like, I don't know, a sense of community. If you see someone else with an orange bicycle you already know you have something in common."*

*"Just being around other people...that helped me a lot. I met new people and I was able to help other people with the bicycle, shifting wise." "Helped me get to know my neighbors. If I wasn't there they'd be calling me. That was a big deal to me."*

*"Brought me close to the community again. Very special, in a way I haven't experience, uh gosh, well 25-30 year when I used to bicycle with my son. And we would bicycle over south to the Isles, you know, to the lakes over south and you would see people along the way and, you would greet one another and it was just, just a beautiful experience."*

*"I'm serving as somewhat of a role model to many of the seniors in our community."*

*"There's a lot of camaraderie out there, people, speak to you, there's a whole other world out there of trails."*

## RESPONDENT DESCRIPTION OF HEALTH IMPROVEMENTS

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Respondents were very in touch with the various health aspects of bicycling riding, with 53 participants mentioning the topic out of 90 interviews. The most frequently noted health improvements had to do with physical health. When asked about their thought and feelings about bicycling, many participants indicated that bicycling is a great way to get exercise. Building upon that concept, participants went further to say that they enjoyed the health aspect of bicycling, often commenting that they were getting exercise, but that it didn't feel like it because it was so fun. Several participants mentioned that they experienced improvements in their mental health, including their spiritual and emotional wellbeing. Lastly, participants named the health aspect of bicycling as a key motivator for them to have started and to continue bicycling in the future. Many participants talked about having increased their bicycling for exercise purposes.

Within the health improvement theme there were six primary themes:

- Physical health improvements
- Perceptions of bicycling as for exercise
- Liked exercise/health aspect

- Mental health improvements
- Motivation
- Increase in bicycling for exercise

Some exemplar statements in these themes were:

*“Learning to ride a bicycle can be beneficial to you and your health.”*

*“I have Type I Diabetes and I knew biking was a great level of physical activity for someone with that illness. Having an exercise regimen that can get me where I need to be as well as work my body out without my blood sugar getting really low is very important. For me I feel like biking is a great mode of transportation to get to where I need to go, but also as a healthy way to exercise and not be scared of doing something for an hour and a half, two hours and not feel like, oh my God, I’m gonna be sick.”*

*“Biking has had a major effect on my mental status. My memory has improved substantially after exercising on a regular basis. Of course it enable you to lose weight easier and, you know, I’ve had arthritis in my knees and my lower back and exercising helps to minimize arthritis. And I never would have appreciated this before. Once I got into a regular exercise regimen my whole life improved.”*

*“Riding the bicycle and continuing to ride the bicycle in the future would not just benefit me physically, but spiritually and emotionally.”*

*“It’s really just kind of changed my life, it was a great de-stressor for me. It took away so much stress and I’m just hooked. I’m actually going to bicycle tomorrow out of town here.”*

*“Getting healthier was one of the big reasons for joining the program.”*

*“I lost about 3-5 pounds, so made a big difference. It strengthened my legs and stuff.” “I liked the exercise portion of it. My wife and I trained for a half marathon like a couple years ago and got in pretty decent shape, um, and then we both got distracted and it kind of fell by the wayside and it’s been start and stop ever since so this was a good excuse to kind of you know like okay, we’re really gonna do this, let’s get back into being healthy and exercising and kind of righting the wrong as it were.”*

## PARTICIPANTS FAVORITE PART OF NRN

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Fifty-three of 90 interviews talked about their favorite part of the NRN program. The majority said their favorite part was receiving a free bicycle and riding the bicycle. Most participants mention that they had not ridden a bicycle in years, so they enjoyed bicycling again. Most participants didn’t have a bicycle, or a functioning bicycle, so receiving one came in handy. One participant mentioned that he had not ridden in 25 or more years, he appreciated the opportunity to connect and renew the relationship to the past.

Many participants also mention that group rides and events were their favorite part. Some participants said riding as a group felt like a parade. Many participants said it was a new experience for them and it was fun. During the group rides, one participant mentioned that no matter how slow she was, there was always someone waiting for her, encouraging her to continue. Some participants like that the group rides were held during other community events.

Community was another major component participants enjoyed. They liked seeing the orange bicycles in their community. They indicated feeling more connected to their community. Exemplar comments were:

*“Its community, you feel like you’re stuck with a community unit. It’s not like you’re alone with your own little problems.”*

*“What I liked most was the fact that it build community. I mean [name deleted] for example, she wasn’t on a bicycle for 15 years, neither was I, so us crashing into things, trying to figure out, like, OH Lord, um we just had this bond, so then she called me and said, ‘you want to go on a bicycle ride?’ and I’m like Yeah! And we’d go on a bicycle ride through Heritage Park and we just, you know, we built a bond. Bicycle riding with them, it’s just builds a sense of community.”*

Participants also enjoyed ridding through their community:

*“Brought me closer to the community again. Very special, in a way I haven’t experienced, uh gosh, well 25-30 years when I used to bicycle with my son. And we would bicycle over south to the Isles, you know, to the lakes over south and you would see people along the way and, you know, you would greet one another and it was just, just a beautiful experience.”*

Other participant’s favorite part of this program was the fact that they could participate. One participant said they enjoyed *“helping establish a program.”* Participants mentioned bringing awareness of the program and bicycling to their community as their favorite part. They liked setting an example. They enjoyed the fact that the program was an innovative, intentional strategy to work with people who can’t afford it or don’t have the equipment. They liked the fact if there was something wrong with their bicycle, there was a place they could take it for repair. They enjoyed having this program available in their community.

The social aspect of NRN was another part participants enjoyed. A lot of participants mentioned meeting and getting to know people as their favorite part of NRN. Participants enjoyed interacting with other participants with shared interests and similar challenges. Some mentioned that other participants held them accountable when they didn’t show up for group rides. Some participants mention the bicycle was a good way to engage others, getting to know their neighbors better.

A few participants mentioned receiving free food after each ride as their favorite part of the program. They enjoyed the variety and the fact that it tasted good and was healthy. A few other participants mentioned the health benefits as their favorite part of NRN. They said the exercise made them feel good and that it's a good way to start "*healthy living*." One participant mentioned she prefers to ride a bicycle instead of going to the gym with 100 other people. She likes that she can get some exercise while viewing the community and nature.

A few others enjoyed the educational component. They described learning about safety on the streets, bicycle rules, and teaching those rules to their families.

### PLANNED USE OF VOUCHER

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Thirty-five of the 90 interviews described how they plan to use their voucher. Most interviewees who received a voucher planned to purchase/obtain a bicycle. The type of bicycle varied from road bicycles, 3 wheels, gliders, but most participants described wanting a bicycle similar to the NRN bicycles. One participant mentioned that they will browse bicycles at Venture North. "*I definitely have to have a bicycle now since you didn't let me keep yours.*" Another participant mentioned that they want to buy their own bicycle because they feel motivated to continue bicycling.

Other participants planned to use the voucher for repairs. Participants have mentioned a barrier to bicycling is that their bicycle needed maintenance.

Other participants plan on buying accessories for their bicycles, such as basket, new paint, lights, locks, gloves, bicycle rack. There was one participant who mentioned they don't know what they will do with the voucher.

### COMMENTS ABOUT FAMILY

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Twenty-seven of the 90 interviews mentioned family. Many participants mentioned spending time with their family more, specifically with their children. Some participants said that in the past they had purchased bicycles for their kids, but did not buy one for themselves. So when they received their NRN bicycles they were able to ride with their children. These participants said they felt closer to their children and that bicycling was a new activity they could do together. Some participants were upset that they couldn't take their kids because they couldn't attach a trailer to the NRN bicycles.

NRN bicycles came in handy when they did family activities. Other than their children, a lot of participants mentioned riding with siblings, mothers, fathers, and a significant other. Some participants mentioned that before they received their NRN bicycles, they would rent the Nice Ride bicycles and ride with their families.

Many of them said family was a big motivation. Whether their family was encouraging them or they were encouraging their family. Most of the motivation came from children. One participant said her kids encouraged her to ride. They wanted her to learn how to ride a bicycle so they could all go to the store, to the park, and spend more time together. She said that *“one (her children) would hold the front, one would hold the back and tell her to pedal, to test my pedaling and balance, and they taught me well.”* Another participant said they could ride further and longer thanks to their kids pushing them.

Some of those participants brought their families to the NRN events or have them sign up for the NRN bicycles.

### FUTURE BICYCLING PLANS

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The majority of interviews who addressed future bicycling plans (26 of 90 interviews) indicated the desire to continue bicycling, whether it is for fun, transportation, or for exercise. *“I plan on doing it (NRN) next year to hopefully encourage and motivate others to try the program and try the bicycles out.”* At the final event, Anthony Taylor encouraged participants to come out next year and help new participants. Some participants have created Facebook pages or want to join bicycling groups so they can keep riding with others. Some mentioned bicycling throughout the seasons while some described specific plans for spring and summer only.

Since a majority of participants want to continue bicyclists, they plan on buying or fixing a bicycle in their near future.

Some participants plan to use bicycles as a form of transportation. *“This program opened my eyes to another way of taking care of my basic needs and then also taking care of the need to keep my body in better condition.”* One participant mention they definitely see bicycling as an alternative to driving in the spring and summer months. *“I’m actually looking forward to it. It would have been nice to get the bicycles sooner, I could have gotten some more miles in.”* A lot of participants feel more independent with their bicycles. The ability to depend only on one’s self. *“I’m excited to get my new bicycle and excited to do more bicycle riding, I can get to a lot of places without asking anybody.”*

Only a handful of participant stated they plan on using the bicycles for exercise and obtaining knowledge. Some participants wanted to learn how to do small maintenance, while others just wanted to learn how to be safer operators. *“My biggest fear was if I got a flat out riding.”*



## NON-PARTICIPANT FOCUS GROUPS

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Individuals who participated in one of these two groups had positive perceptions of bicycling. It was seen as an enjoyable activity done for recreation and sometimes for transportation as well, and that it was a great way to connect with nature. The health benefits of bicycling were mentioned, including that it is a low impact cardio activity. A few individuals mentioned that it is financially efficient as well, “[Bicycling is] a stepping stone for people who want to expand their ways of being healthy.”

The health benefits of bicycling was mentioned a number of times during the North Minneapolis focus group. It was noted that some people who received the Nice Ride bicycles were in such poor health that they were unable to get the surgeries they needed until their health improved. After these individuals received their orange bicycles and rode throughout the summer, they were healthy enough to be able to get the surgeries they needed. One individual noted that Nice Ride saves lives, literally.

A couple of people in each group have bicycled for transportation periodically, but cited barriers to doing so being the lack of understanding by some drivers about how to share the road with bicyclers, not having a basket for carrying items such as groceries, and lack of good bicycle path systems. The sentiment at the Model Cities group was that North Minneapolis had more bicycle lanes than St. Paul. It was also mentioned that the perception of some individuals in the both neighborhoods viewed bicycling as something that children did, not adults. Individuals had a number of questions about bicycling, and expressed a need for support with bicycling education, mechanics of bicycling (e.g., how to fix the chain), knowledge about how to ride in the winter, and encouragement to just go and ride.

Regarding the promotion of bicycling on the Northside it was suggested that while the NR bicycles were helpful in promoting bicycling, a broader marketing approach was needed to expand use of bicycles. It was suggested that such an approach would show the versatility a bicycle has to offer, how to use bicycle racks on the train or the bus, options to afford or rent a bicycle, and the ways that bicycling can increase mobility in a financially efficient manner. A Model Cities participant mentioned that:

*“A lot of people I know it’s not that they wouldn’t ride bicycles, it’s the money aspect of buying a bicycle that’s really worth buying. A bicycle being able to withstand what they want to use it for. Instead of going to Walmart or Target and buying a \$100 bicycle that might only last a year worth of usage? I want to get a bicycle that’s worth it, but they’re so expensive. It’s hard especially in the community I live in.”*

It was also noted that the green bicycle stations are too far from each other, and the bicycle organizations only market to existing bicycle riders instead of reaching out to a broader market. Some individuals were confused about how to use the green bicycles, and were afraid they were

going to have a big charge on their card. *“It’s confusing on how to use and everything is in fine print.”*

## COMMUNITY LIAISON FOCUS GROUP AND INTERVIEW

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The community liaisons were overall very positive about the NRN program, and reported they heard mostly positive experiences from the people who participated. The NRN events were a particularly positive aspect of the program. One liaison mentioned that *“Rondo Days was a really fun event. It made me feel supported when I seen the Major Taylor group people come, it made me feel really good.”* Another said, *“[NRN] felt like a pretty well put together thing. Seeing orange bicycles, the big tents made us feel like we were part of something. It incorporated a resident leader to help contact participants.”*

The group rides were mentioned as something that was a particularly key component of the program. Liaisons thought it pushed people out of their comfort zones. Further, for changed behavior liaisons thought the group rides were particularly important for individual goal setting and for program goals. The food provided at the end of events was a motivation for some participants to continue with the program.

All of the liaisons noted there was interest in NRN from non-participants: *“I got questions all the time. [People] really wanted to know if they could be a part of it and if it was happening next year.”* It was suggested that if the program is continued that options for families should be considered. This may mean some shorter ride options, or options for pulling small children on the bicycles.

A second suggestion was to possibly bring in other agencies to teach the various bicycling skills so that Nice Ride would not be spread too thin. This may also help to customize what works for different types of riders. The orientation that was provided was useful but possibly too much information for new riders. It was suggested that skill building pieces be incorporated so that individuals know how to be comfortable riding.

A third suggestion was to build up the partner and community connections and to build on the assets of the communities. Specific suggestions include continuing to broaden the diversity of individuals in the program, highlight the community engagement piece earlier in the program, invite young people to ride Nice Ride events, have Nice Ride representatives reps at a National Night Out, put pictures in the Annual Report, and have BCBS host a big event to show why they are invested in the program.

From the community liaison focus groups and informal conversations with them prior to launching the full evaluation design, it seems that many community liaisons were not clear about what their role. Several community liaisons seemed to have gone above and beyond expectations by reaching

out to participants to get them out to the events. It is likely that this had a significant impact on attendance at the events. The engagement level of the community liaison was a key part of the communication process.

COMMUNITY PARTNER FOCUS GROUP

**Focus Group Moderator Script:** *Good afternoon and welcome to UROC.*

*Thanks for taking the time to join our discussion about the Nice Ride Neighborhood program. My name is \_\_\_\_\_, and I will serve as the moderator for today's focus group discussion. The purpose of today's discussion is to get a better understanding of how the Nice Ride Neighborhood program was received in your communities and to learn about what could be done differently in the future to improve the program. You were invited because you were a community partner on this project. There are no right or wrong answers to the questions I am about to ask. We expect that you will have differing points of view. Please feel free to share your point of view even if it differs from what others have said. If you want to follow up on something that someone has said, you want to agree, disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you're talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may call on you. We just want to make sure we hear from all of you. Feel free to eat and drink throughout the discussion. \_\_\_\_\_ will be taking notes to help us remember what is said. We are also tape recording the session because we don't want to miss any of your comments. We have tents here in front of us today, but no names will be included in any reports. Let's begin by having each person in the room tell us their name and the community organization they represent.*

*(Based on Krueger and Casey, 2000)*

Focus Group Questions (Community Partners)

1. How do residents in your community think and feel about bicycling?

(Probe)...as a means of transportation? Do you think there have been any changes because of the program?

(Probe) Have you noticed any differences in opinions between residents or groups of residents?

2. What do you think are barriers to successful participation in the NRN program for members of your community?
  - a. May include fears, lack of knowledge, perceptions about bicycling, etc.
3. Are there aspects of the program that made it easy for people to participate? If so, what are they?
4. How did you see your role as a community partner? What did you do?
5. How have people in your community responded to the Nice Ride Neighborhood program, both participants and non-participants?
6. What worked about the program?
  - a. Please consider aspects of communication with participants, group events, and the bicycles themselves.

(Probe) What didn't work?

7. If this program were continued into the future, what advice might you give the people designing and implementing the program?
  - a. What is the most important piece of advice? Or...the top three suggestions?
8. Is there anything else we should know about the Nice Ride Neighborhood program that we haven't asked?

Thank you for participating in this valuable discussion. If you have any further questions please contact Lauren Martin at [mart2114@umn.edu](mailto:mart2114@umn.edu) or [612-227-2950](tel:612-227-2950) or Melissa Haynes at [mhaynes@umn.edu](mailto:mhaynes@umn.edu) or [612-626-3823](tel:612-626-3823).

## NON-PARTICIPANT COMMUNITY RESIDENT FOCUS GROUP

**Focus Group Moderator script:** *Good evening and welcome to UROC.*

*Thanks for taking the time to join our discussion about bicycle riding in your neighborhood. We are from the University of Minnesota's Urban Research and Outreach Engagement Center (UROC). This discussion is being held as part of an evaluation for the Nice Ride Neighborhood program. Nice Ride Neighborhood is a new program that lends bicycles to residents of North Minneapolis, Frogtown, and East St. Paul. The goal of this new program is to promote bicycling in these communities. My name is \_\_\_\_\_, and I will serve as the moderator for tonight's focus group discussion. The*

*purpose of tonight's discussion is to get a better understanding of perceptions about bicycling in your community and to learn about how this new program might potentially impact current perceptions to encourage bicycle riding. You were invited because you are a resident of \_\_\_\_\_ (North Minneapolis, Frogtown, or East St. Paul). There are no right or wrong answers to the questions I am about to ask. We expect that you will have differing points of view. Please feel free to share your point of view even if it differs from what others have said. If you want to follow up on something that someone has said, you want to agree, disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you're talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may call on you. We just want to make sure we hear from all of you. Feel free to enjoy the food throughout the discussion. \_\_\_\_\_ will be taking notes to help us remember what is said. We are also tape recording the session because we don't want to miss any of your comments. We have tents here in front of us today, but no names will be included in any reports. Let's begin by having each person in the room tell us their name and whether or not they bicycle.*

*(Based on Krueger and Casey, 2000)*

#### Focus Group Questions (Non-participant Community Residents)

1. How do you feel about bicycle riding?
2. How do you feel about bicycling for transportation?
3. What do you think of bicyclers? Who do you think bicycling is for?  
(Probe) What do you hear people say about bicyclers?
4. How do people in your community feel about bicycling?
5. What do people in your community think about bicycling for transportation?  
(Probe) Why do you think people see bicycling in this way?
6. What are some of the barriers/challenges to bicycling that you think people experience in your community? Feel free to share personal experiences.
  - a. This may include things about your neighborhood and/or fears about bicycling, lack of knowledge, safety issues, etc.  
(Probe) Do you feel like you have places to bicycle?
7. What are benefits of bicycling?
8. What are benefits of bicycling for transportation?

9. Do you think people in your community have a desire to bicycle? How about for transportation purposes? Please explain why or why not?
  - a. Do you think they would have a desire to bicycle if the barriers were removed?
10. What do you think would increase bicycling in your community?
11. How do you feel about having the green Nice Ride bicycles in your community? [show photo of green bicycle]
 

(Probe) Are they useful to you? Have you used them? Do people you know use them? What for?
12. Have you heard of the Nice Ride Neighborhood program? Have you seen orange bicycles in your neighborhood? [show photo of orange bicycle] What do you know about the program? From what you know, what do you think of it?
13. What other comments do you have about bicycling? What questions do you have?

Thank you for participating in this valuable discussion. If you have any further questions please contact Lauren Martin at [mart2114@umn.edu](mailto:mart2114@umn.edu) or [612-227-2950](tel:612-227-2950) or Melissa Haynes at [mhaynes@umn.edu](mailto:mhaynes@umn.edu) or [612-626-3823](tel:612-626-3823).

#### PHONE: NRN PARTICIPANT SEMI-STRUCTURED INTERVIEWS

**Semi-structured interview recruitment script (phone):** *Hi, my name is \_\_\_\_\_ and I am calling on behalf of the Urban Research and Outreach-Engagement Center. I'm calling because you received an orange bicycle as part of the Nice Ride Neighborhood program and we'd like to get your valuable input on the program. We are interested in your experiences with the orange bicycle, whether you completed the program or not. This conversation would take about 20-30 minutes and will give you a \$15 gift card for your time. You can skip any questions you do not wish to answer. Do you have some time right now to talk, or should I call you back at another time?*

*[If NO – not at all interested at any time: Ok, thank you for your time. If you change your mind you can feel free to call me back – give number or other contact information]*

*[If YES:]*

*Great! Your input is really valuable to the program. Is now a good time to talk?*

*[If NO for right now: schedule a time]*

*[If YES: begin]*

*[If the participant dropped out:]*

*It is okay that you did not complete the program. We are interested in learning about everyone's experience of the program regardless of how short it was. It is okay if you're unable to answer all the questions. Is now a good time to talk?*

*Before we begin I need to go over a few details so that you are fully informed about what you are agreeing to participate in.*

*The interview is meant to provide Nice Ride Neighborhood with information to improve their program. You will be asked questions about your experience as a Nice Ride Neighborhood participant and about your perceptions of bicycling in general. Your responses will be kept confidential, so responses will not be connected to your name in any way. Your name will not be used in any reporting. The potential risks to being involved in this study are minimal and participation is completely voluntary. You may stop the interview at any time and you may skip questions you would prefer not to answer. If you would like, we can mail or email you a copy of a consent information sheet. It covers the information I just went over. Would you like to participate in the interview? Would you like a copy of the consent information sheet sent to you? Do you have any questions about the interview or study before we begin?*

#### Semi-Structured Interview Questions

1. What did you enjoy about riding your orange bicycle? What excited you?
2. What did you find challenging about riding your bicycle?  
(Probe) You might think about personal challenges as well as challenges related to where you live.
3. What were some thoughts and feelings you had about bicycling before you received an orange bicycle?
  - a. What did you think about bicycling to work or to a store before joining the program?
  - b. Did people ask you about your orange bicycle? If so, what type of questions or comments did they have?
  - c. Do you feel motivated to continue riding a bicycle for transportation (or to get around)? Please explain why or why not?
4. Have any of your thoughts and feelings about bicycling changed since participating in Nice Ride Neighborhood? If so, how have they changed?
5. Please tell me more about your experience with the Nice Ride Neighborhood Program.
  - a. Did you attend any of the group bicycling events? How many did you attend? [If more than 4]: How do you plan to use your voucher?
  - b. What did you like most about participating in the NRN program? What did you like least? What would you want to see changed?



(Probe) Describe your experience with the group events and the significance of riding as a group.

- c. What does it mean to you to be successful in this program? (Is it learning to ride, becoming more comfortable on a bicycle, riding more, earning a bicycle, etc.?)
6. How many miles did you think you could bicycle before participating in the NRN program?  
How many miles do you think you can bicycle now?
7. Are you familiar with the Nice Ride bicycle-sharing system (the green bicycles)? [If in-person show photo of green bicycle]  
  
[If YES:] How do you feel about having them in your community?  
  
[If NO:] skip to question #7
8. Who do think the Nice Ride Neighborhood program is for?
9. Is there anything else you think is important for us to know about the program and bicycling in your neighborhood?

The last few questions will help us compare information from people with similar characteristics, such as how experience differs for men and women. No one will be identified individually

What is your age? \_\_\_\_\_

Which of the following best describes your racial or ethnic background? (Select all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Black/African American |
| <input type="checkbox"/> Caucasian/White        | <input type="checkbox"/> Hispanic/Latino        |
| <input type="checkbox"/> Native American        | <input type="checkbox"/> East African           |
| <input type="checkbox"/> Southeast Asian        | <input type="checkbox"/> Alaska Native          |
| <input type="checkbox"/> Prefer not to answer   | <input type="checkbox"/> Other: _____           |

What is your gender?

- Male    Female    Other    Prefer not to answer

Thank you for participating in this evaluation interview. If you have any further questions please contact Lauren Martin at [mart2114@umn.edu](mailto:mart2114@umn.edu) or [612-227-2950](tel:612-227-2950) or Melissa Haynes at [mhaynes@umn.edu](mailto:mhaynes@umn.edu) or [612-626-3823](tel:612-626-3823).

APPENDIX C: QUALITATIVE ANALYSIS CODING FRAMEWORK FOR INTERVIEWS

<b>Node Name</b>	<b>Node Description</b>
Barriers to biking	Any barriers the participant described that prevented or made it harder for them to bike. Such as no place to lock your bike, scared to ride on road, sweating on the way to work (or sweating in general), lack of time.
Biking Behavior	Any mention of their behavior in biking for transportation. Including behavior in the program and plans for behavior after the program. Any mention of changes in biking behavior.
Comment-Questions prompted by the bike	Any questions or comments that the participant reported from the general public or friends and family that were prompted by the orange bike.
Community	This included all references to community. Including, community of biking, geographical community (i.e. neighborhood), social connections among participants of the program, social connections in the broader community, advocating for biking, supporting biking as a good thing in their community, fellowship, accountability, etc.
Demographics	The individuals' demographic information that we asked the participant to state at the end of the interview.
Family	Any mention of riding bikes with their family.
Feelings-Perceptions-Knowledge-skills about Biking	This includes knowledge about rules, bike safety, bike culture, bike maintenance, tools, resources, bike stores, bike handling. This also includes skills that they learned or improved. This includes general comments about their feelings about biking and bikers.
Future biking plans	Any mention of motivations for the future. Discussion of plans to ride or not to ride in the future.
General Comments	Any "thank you's", overall comments on the program, or negative

about NRN	comments.
Green Bikes	Any mention or discussion of the green bike program.
Health improvements	Any mention of improvements in the participants' health. This includes physical, mental and spiritual health. Wholeness, wellness, etc. It includes, weight loss, cholesterol, blood pressure, muscles, toning, etc. Increased stamina and endurance
NRN Events	Any description of events and group rides
NRN Event Changes	Any mention of changes they would like to see related to events. This includes, group rides, location, frequency, type, size, timing.
NRN Events Staffing	Any information provided about staffing at events. Includes volunteers, community liaisons, NRN staff, the food, and anything else.
Participants favorite part of NRN	What did they like most? What was their favorite aspect of the program
Perceptions of biking for Transportation	Any information they provided about their perceptions and beliefs about biking for transportation. Anything about their thoughts about biking for transportation. Do not put information pertaining to changes in behavior here.
Planned use of Voucher	Anything they say about how they plan to use the voucher
Success defined by participant	Any way the participant described success
The Orange bike	Any comments specifically about the NRN orange bike. Includes, weight of the bike, bad seats, sturdy, lights, baskets, fitting on the bus, etc.
Who is NRN for	Discussion of who NRN is for as a program.

Barriers to biking	Any barriers the participant described that prevented or made it harder for them to bike. Such as no place to lock your bike, scared to ride on road, sweating on the way to work (or sweating in general), lack of time.
Biking Behavior	Any mention of their behavior in biking for transportation. Including behavior in the program and plans for behavior after the program. Any mention of changes in biking behavior.
Comment-Questions prompted by the bike	Any questions or comments that the participant reported from the general public or friends and family that were prompted by the orange bike.
Community	This included all references to community. Including, community of biking, geographical community (i.e. neighborhood), social connections among participants of the program, social connections in the broader community, advocating for biking, supporting biking as a good thing in their community, fellowship, accountability, etc.
Demographics	The individuals' demographic information that we asked the participant to state at the end of the interview.
Family	Any mention of riding bikes with their family.
Feelings-Perceptions-Knowledge-skills about Biking	This includes knowledge about rules, bike safety, bike culture, bike maintenance, tools, resources, bike stores, bike handling. This also includes skills that they learned or improved. This includes general comments about their feelings about biking and bikers.
Future biking plans	Any mention of motivations for the future. Discussion of plans to ride or not to ride in the future.
General Comments about NRN	Any "thank you's", overall comments on the program, or negative comments.
Green Bikes	Any mention or discussion of the green bike program.
Health improvements	Any mention of improvements in the participants' health. This includes physical, mental and spiritual health. Wholeness, wellness, etc. It includes, weight loss, cholesterol, blood pressure, muscles, toning, etc. Increased stamina and endurance
NRN Events	Any description of events and group rides
NRN Event Changes	Any mention of changes they would like to see related to events. This includes, group rides, location, frequency, type, size, timing.
NRN Events Staffing	Any information provided about staffing at events. Includes volunteers, community liaisons, NRN staff, the food, and anything else.
Participants favorite part of NRN	What did they like most? What was their favorite aspect of the program
Perceptions of biking for Transportation	Any information they provided about their perceptions and beliefs about biking for transportation. Anything about their thoughts about biking for transportation. Do not put information pertaining to changes in behavior here.
Planned use of Voucher	Anything they say about how they plan to use the voucher
Success defined by participant	Any way the participant described success
The Orange Bike	Any comments specifically about the NRN orange bike. Includes, weight of the bike, bad seats, sturdy, lights, baskets, fitting on the bus, etc.

APPENDIX D: TIME TABLE AND WORK SCOPE COMPLETED

Contract Deliverable	Due Date	Revision (as applicable)	Submission date
Evaluation Plan	8/15/14	Contract executed late; due date extended to 9/15/14	9/15/14
Interviews with NRN participants at least N=20 (summaries)	10/31/14	Due to shortened timeline, they were provided in the report draft; conducted 90 interviews	12/8/14
<b>NEW DELIVERABLE</b>		We added a data collection component to conduct participant-observation at all events that occurred after the contract was executed. We attended 11 events.	10/17/14
Focus groups with an N=24 (summaries)	10/31/14	Due to shortened timeline, they were provided in the report draft; Only included 15 individuals, due to weather at time of focus groups	12/8/14
Administration of project participant survey; advise on survey design	10/31/14	Nice Ride staff completed this due to their need for a rapid turn-around; we did review and provide advice on the survey instrument.	N/A
<b>NEW DELIVERABLE</b>		Instead of administration of the survey, we produced an additional report at the request of NRN on topline preliminary findings for use at their board meeting.	10/28/14
Draft report delivered to BCBS	11/28/14	Due to late contract execution, date was extended to 12/8/14	12/8/14
Bi-weekly all team meetings	Ongoing	Completed	Completed 12/8/14
Final Report	12/19/14	Due to late contract execution, date was extended to 12/22/14	12/22/14
Presentation at BCBS	12/19/14		12/16/14