

FAQ –Frequently asked questions about Bike to Shop campaigns

Is there a form to complete for the Bid

No .

Are there examples of good campaigns?

Yes – SPAR “[Bike & Buy](#)” & [CTC Bike to Shop](#).

Here below is the full list of Reference Documentation for Bike to Shop:

- [Auswertung der Bike By Kampagnen](#)
- [Bike and Buy- German Version](#)
- [Birmingham Shop by Bike](#)
- [Case Study Bike Buy](#)
- [CTC evaluation Shop by bike](#)
- [D3-6 Campaign Scheme Shop By Bike CTC](#)
- [Facts About Shopping Without Car](#)

Are there documents we can use for the survey / questionnaire?

You will receive an English text for the survey questions to ask the participants at the end of the campaign.

How big must a city be to get involved?

The size of the city is not important. The "test group" should be at least 100 persons who complete the reporting.

Can we do the campaign on one day, like Car Free Day, or one week, like Mobility Week?

The Bike to Shop campaign is intended for people to do MOST or ALL of their shopping trips by cycle during the campaign period. So just 1 - 2 -3 trips (or days) is not enough.

About "counting."

How can you know if people really rode their bikes to shop? Can you know how many times they did it?

We will be satisfied if when people make the commitment to use bikes for shopping for most of the campaign, you can document who they are - with phone nr, address, email.

Then at the end of the campaign they complete a report about how much they cycled, how many times, how many different shops, if it was easy, difficult, etc. I will provide a sample survey questionnaire that you can use.

For us, you don't have to watch people arrive at a shop with their bikes. Or have special counters or some way to monitor their transport for shopping.

You can tell us in your final report if you believe that some reports are false, or not correct - or if you exclude some reports because of such reasons.

We know well from survey research using "self-reporting" that there is some things that are not 100% correct and true. But it's too expensive and difficult to do it other ways, especially in this case.

Maybe it is interesting for YOU to gather some more information - with face to face interviews of people at shops, even if they are not joining in the campaign. Then you can learn more about the conditions for promoting bike to shop in your community, city, region etc.

For CycleLogistics (THE PROJECT), the following is not needed:

1. a database of members attending the project, and accurate statistics of the number of their visits in monitored shop. WE (CycleLogistics) NEED A SUMMARY REPORT OF THE USERS' EXPERIENCE. Do you really need more than that?

Can we focus on ONE supermarket?

We encourage you to consider promoting people to bike to any shop they like to use - probably the closest one is the best for many people. BUT, you MAY work with just one shop -especially if you can get some special support from them by doing so.

More reference documentation for Bike to Shop can be found [here](#)

