

## **The Power of Positive Promotion – Creating “Hey, I could do that” moments.**

Winter Cycling Congress 2017

**Presentation by:** EnviroCentre

### **Presenters:**

Elyse McCann – Manager, Outreach and Engagement

Jennifer Stelzer – Community Outreach Coordinator

Both presenters are year round cyclists and combined have over 35 years' experience in community outreach and engagement. Through ongoing positive promotion and campaigns like Ottawa's Bike to Work Month which was started by EnviroCentre 8 years ago, they promote year round cycling as a viable transportation option.

**Presentation summary:** This presentation demonstrated the disconnection between current images used to promote, educate, or inform people about cycling in the winter and the lived experience of a winter cyclist.

### **What is currently out there:**

- A google search for winter cycling shows many buried bikes and frozen beards.
- The media love to show cyclists in blizzards but often their headlines and images are not representative of the quote or description from the cyclist themselves.
- Many websites (municipalities, community groups, etc.) use images of extreme cycling conditions (blizzards, off road, etc.) and negative tag lines or headers.
- Often, the image that accompanies written text does not match the message when it comes to cycling in the winter. Example headline – 'Keep your bike in use all year round'. The accompanying image is of a bike buried in deep snow.

All of this perpetuates the misconception that cycling in the winter is only for the 'winter warrior'. It furthers the divide among, not only people who drive and people who bike, but also between cyclists themselves.

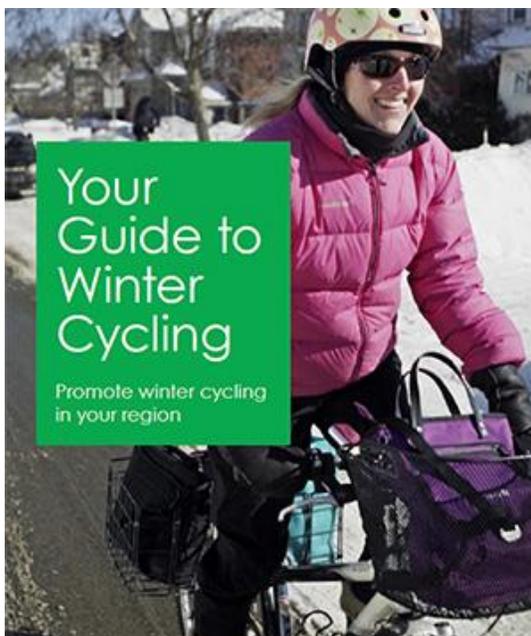
### **How positive images can contribute to shifting perceptions of cycling in the winter:**

- Approach promoting winter cycling like any advertising piece – show positive images, sunshine, happy people, manageable conditions.
- Select pictures that show a diverse population.
- Remember your target audience. People don't learn to ride in the winter. They are people who have experience on a bike and are considering extending their season.
- Use images and messages that will encourage people to try it and that people can connect to. This is how you create the 'hey, I could do that' moment and encourage the transition from seasonal to year round cycling.
- Start promotion in early. Catch people before they put their bikes away.
- Know the facts about weather. Share information that breakdown myths and misconceptions.

With a grant from the Ontario Ministry of Transportation, EnviroCentre created **FREE** downloadable kit to promote winter cycling. It includes:

- ✓ A guide book
- ✓ Ready to use text
- ✓ Pictures
- ✓ GIFs
- ✓ Tip cards and Banners

[www.envirocentre.ca/transportation/winter-cycling/resources/](http://www.envirocentre.ca/transportation/winter-cycling/resources/)



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Funding provided by the Government of Ontario. The views expressed in this publication are those of EnviroCentre and do not necessarily reflect those of the Government of Ontario.



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