

RACV eBike Trials

August 2019



Overview

1. Introduction

2. Method

3. Results

4. Summary

The RACV logo is located in the top right corner of the slide. It consists of the letters "RACV" in a bold, blue, italicized sans-serif font. Below the letters is a white graphic element consisting of several short, horizontal bars of varying lengths, creating a sense of motion or a stylized underline. The entire logo is set against a solid yellow rectangular background.

RACV and cycling

RACV is involved in a variety of programs to encourage bicycle riding, advocate for infrastructure improvements and research attitudes to cycling in Victoria.

We recognise many RACV members ride bicycles or may be open to the idea of riding if specific barriers can be addressed.

eBikes are an evolving component of the cycling landscape. They represent a technological change that may help many more people incorporate bicycle riding into their everyday lives.

Our community eBike trials aimed to unpack the pros and cons of eBikes in different settings across Victoria.

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What we did

RACV's Transport, Planning and Infrastructure team have a fleet of Avanti eBikes that were used for community trials.

Three trials were completed, in:

- Geelong;
- Moreland; and
- Bendigo.

These locations were chosen to test how eBikes are used in different contexts and communities. Each place has a very different transport network, topography and local community.

Gathering user feedback regarding eBikes in each of these places provided our public policy and advocacy team with real world user perspectives.

How we did it

Each trial involved up to nine participants who were loaned an eBike for a 6-week period.

We captured their feedback, what they liked, disliked and how their transport behaviour may have changed as a result of using the eBike.

The data was gathered through a variety of surveys, including a pre-trial survey, post-trial survey, weekly logbooks and a satisfaction survey.



Our objectives

1. Test public attitudes towards eBikes.
2. Test the potential for eBikes to fill transport network gaps and meet different trip needs.
3. Improve our understanding of local cycling network issues, infrastructure strengths and weaknesses.
4. Observe behaviour change before and after using an eBike.
5. Engage members and local communities and encourage active transport.

1. Introduction

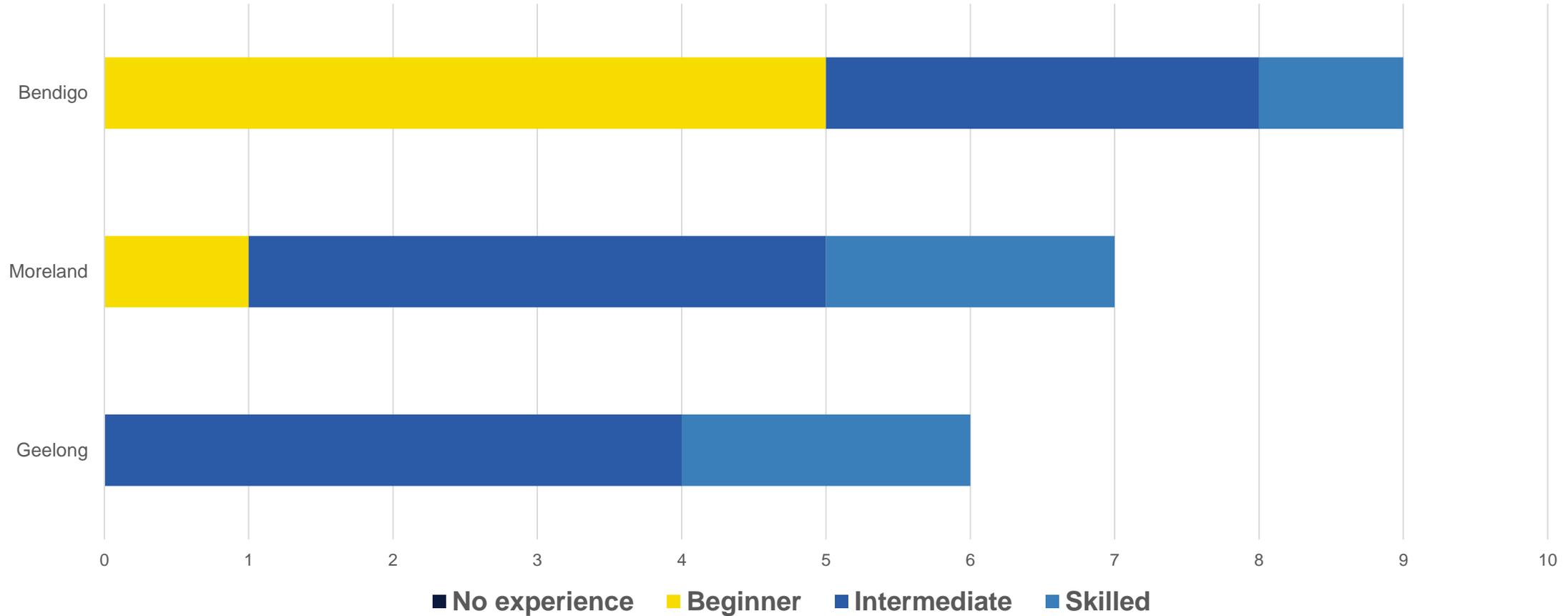
2. Method

3. Results

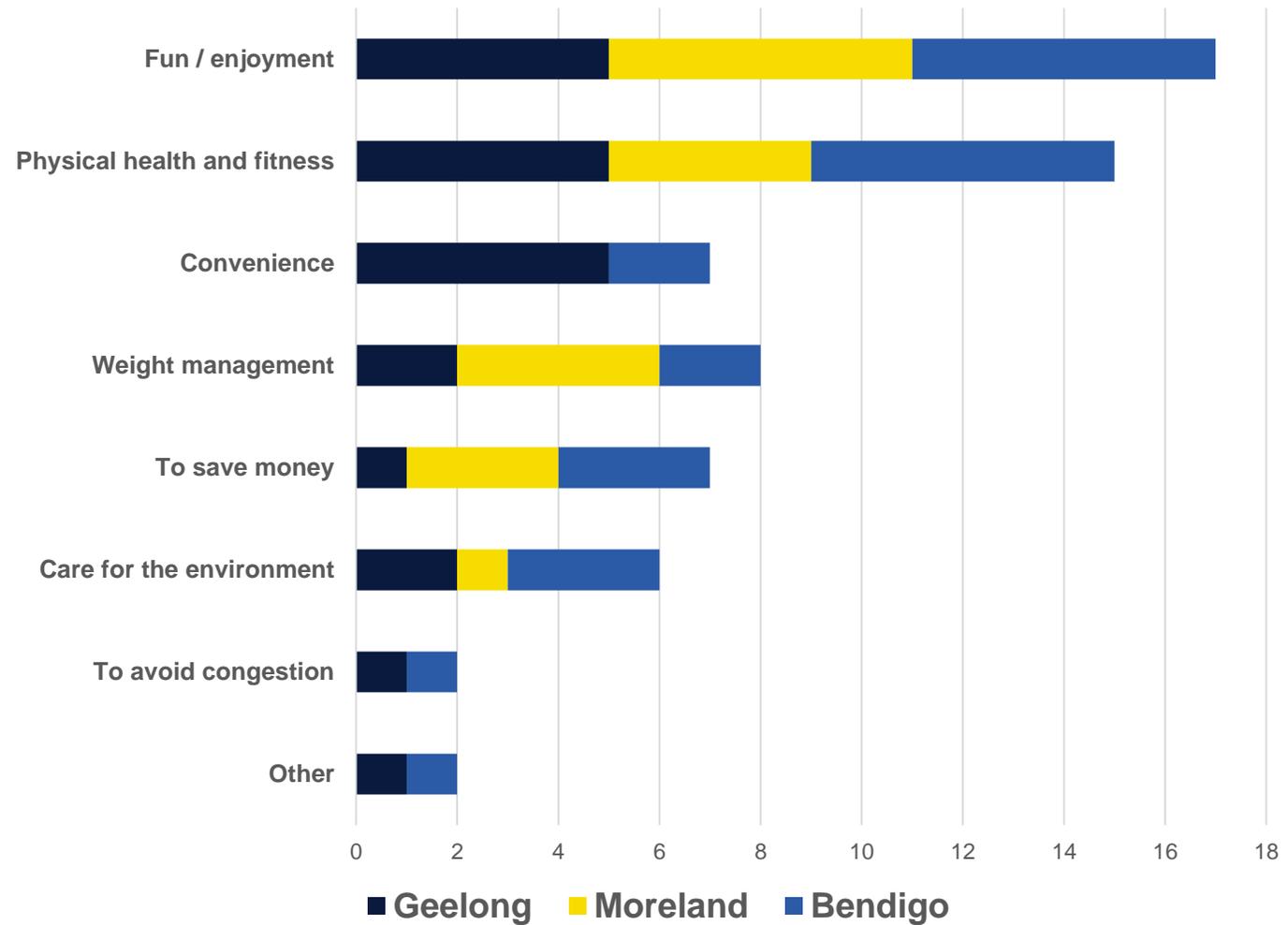
4. Summary

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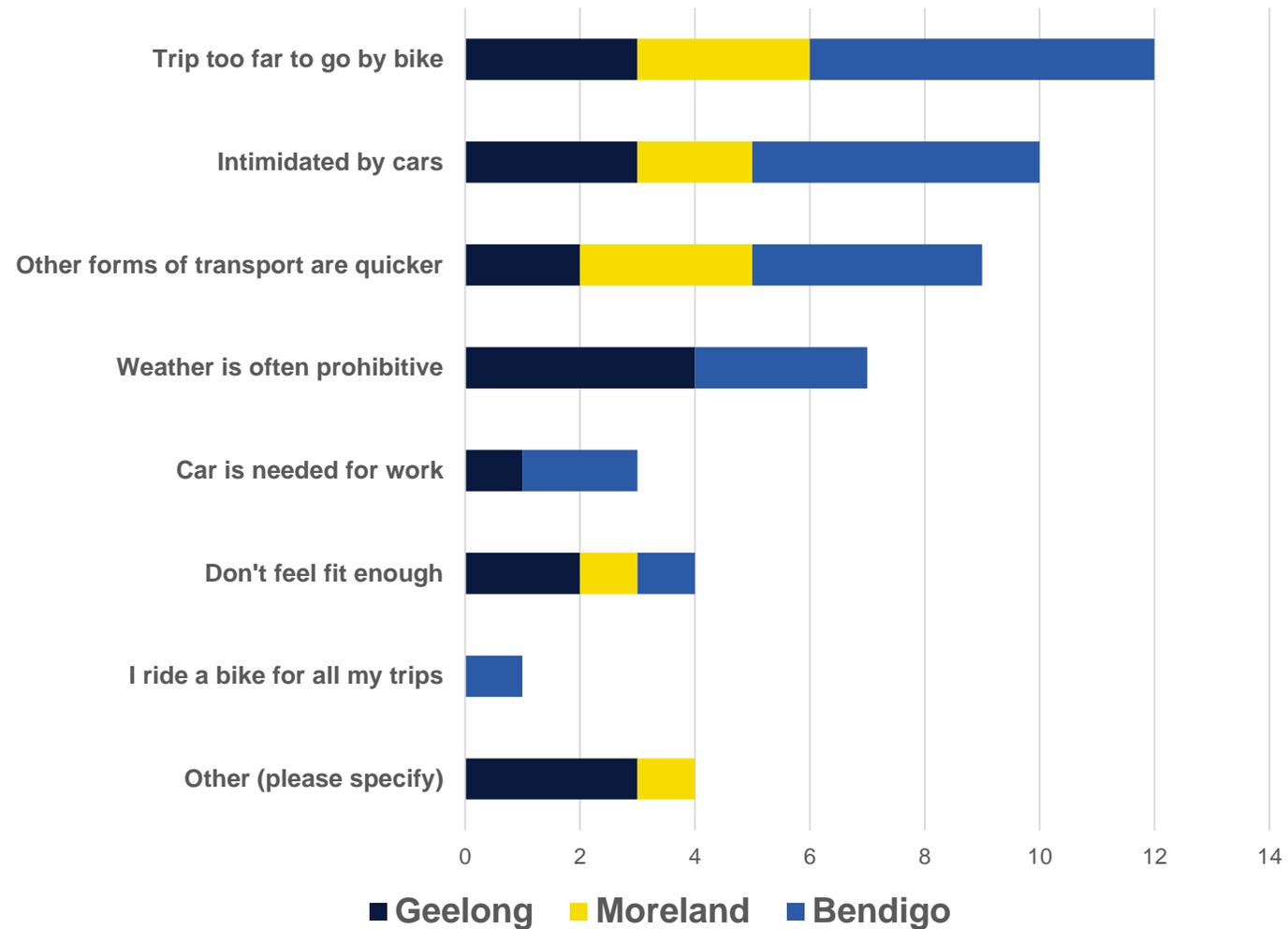
How would you rate your level of bike riding experience?



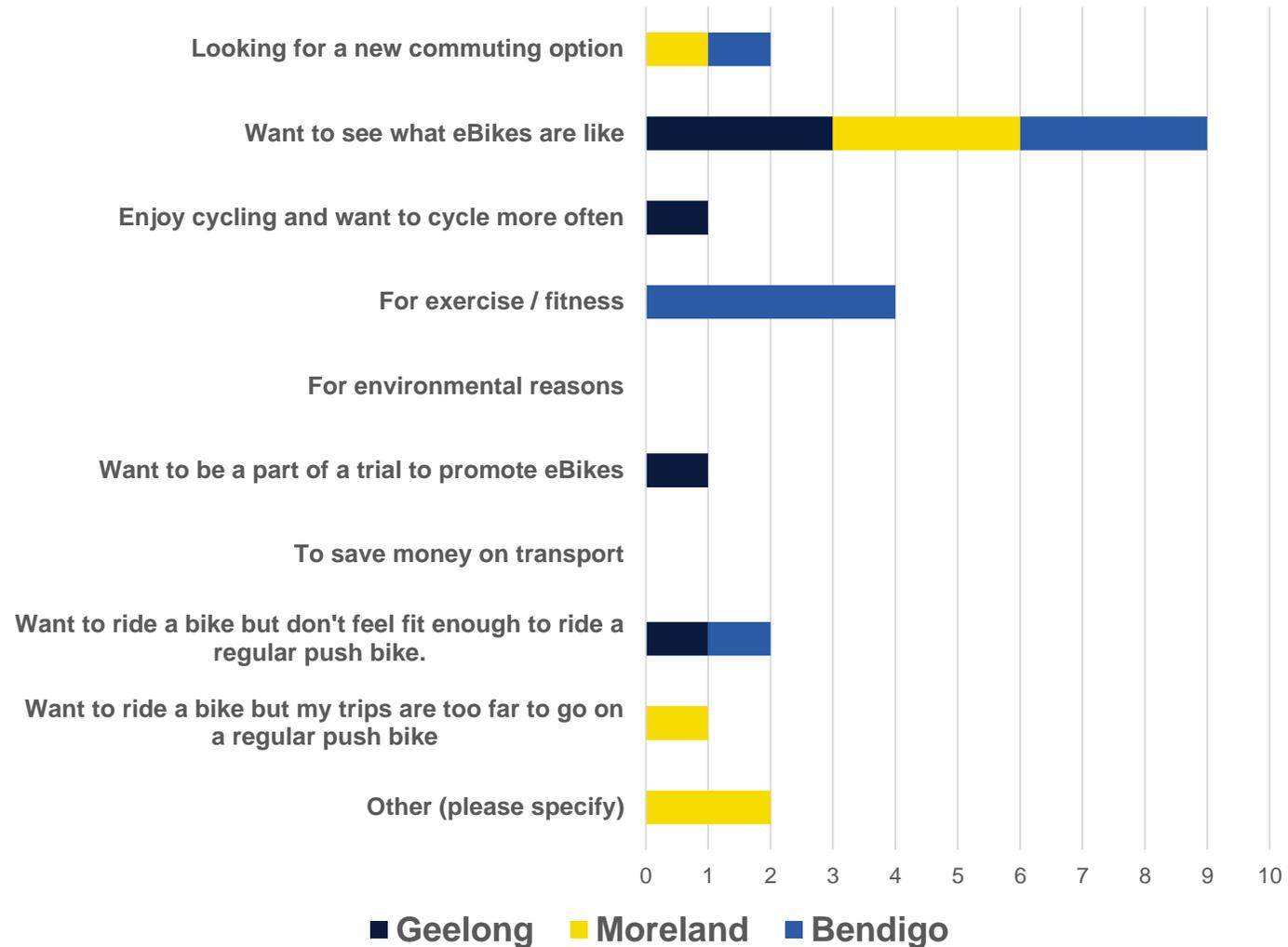
Why do you ride a bike?



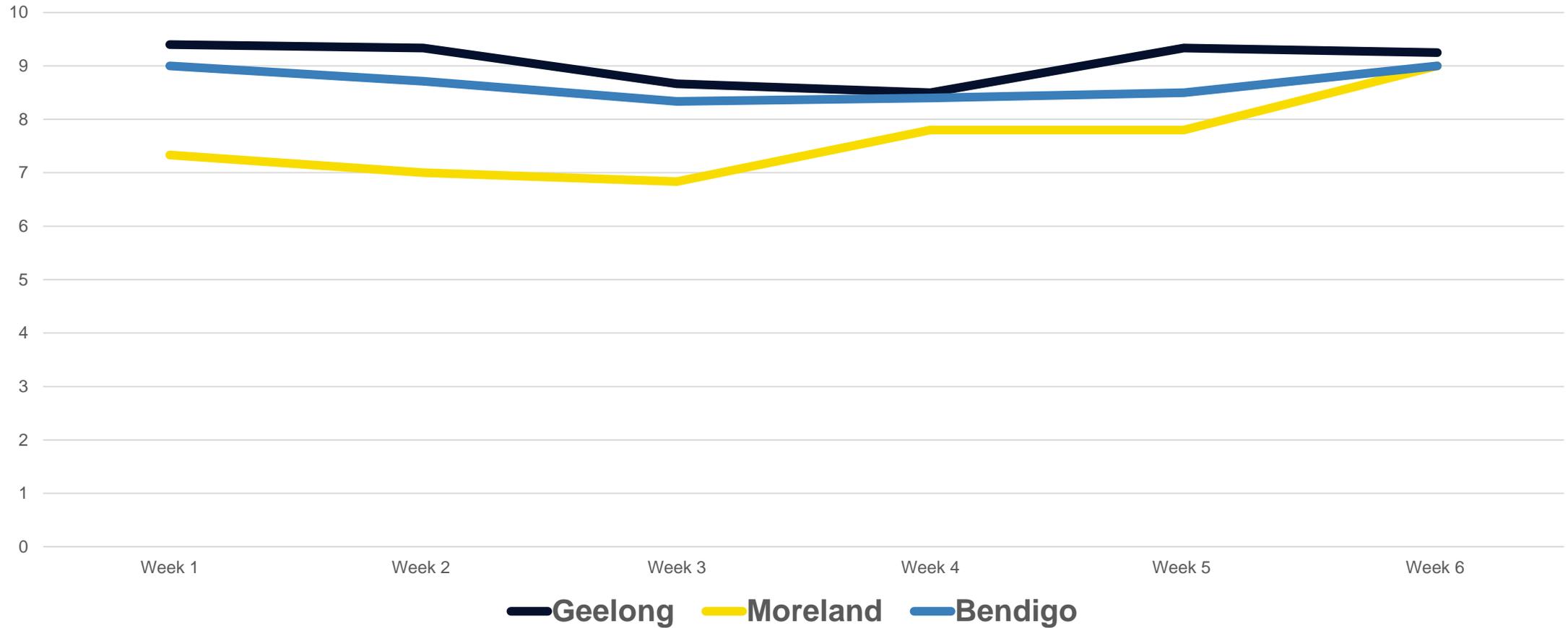
Why don't you ride a bike more often?



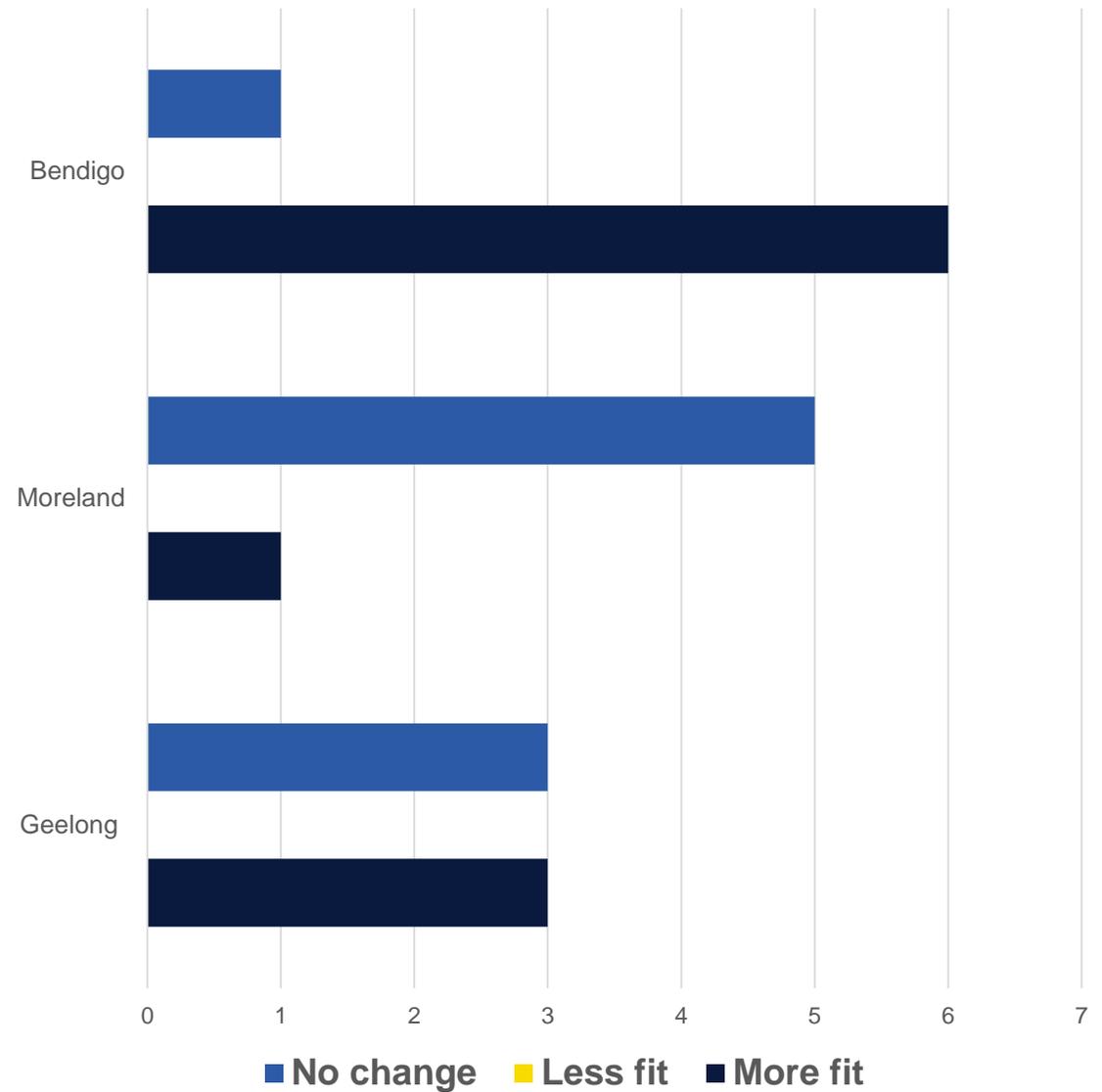
What is your top reason for being involved in the eBike trial?



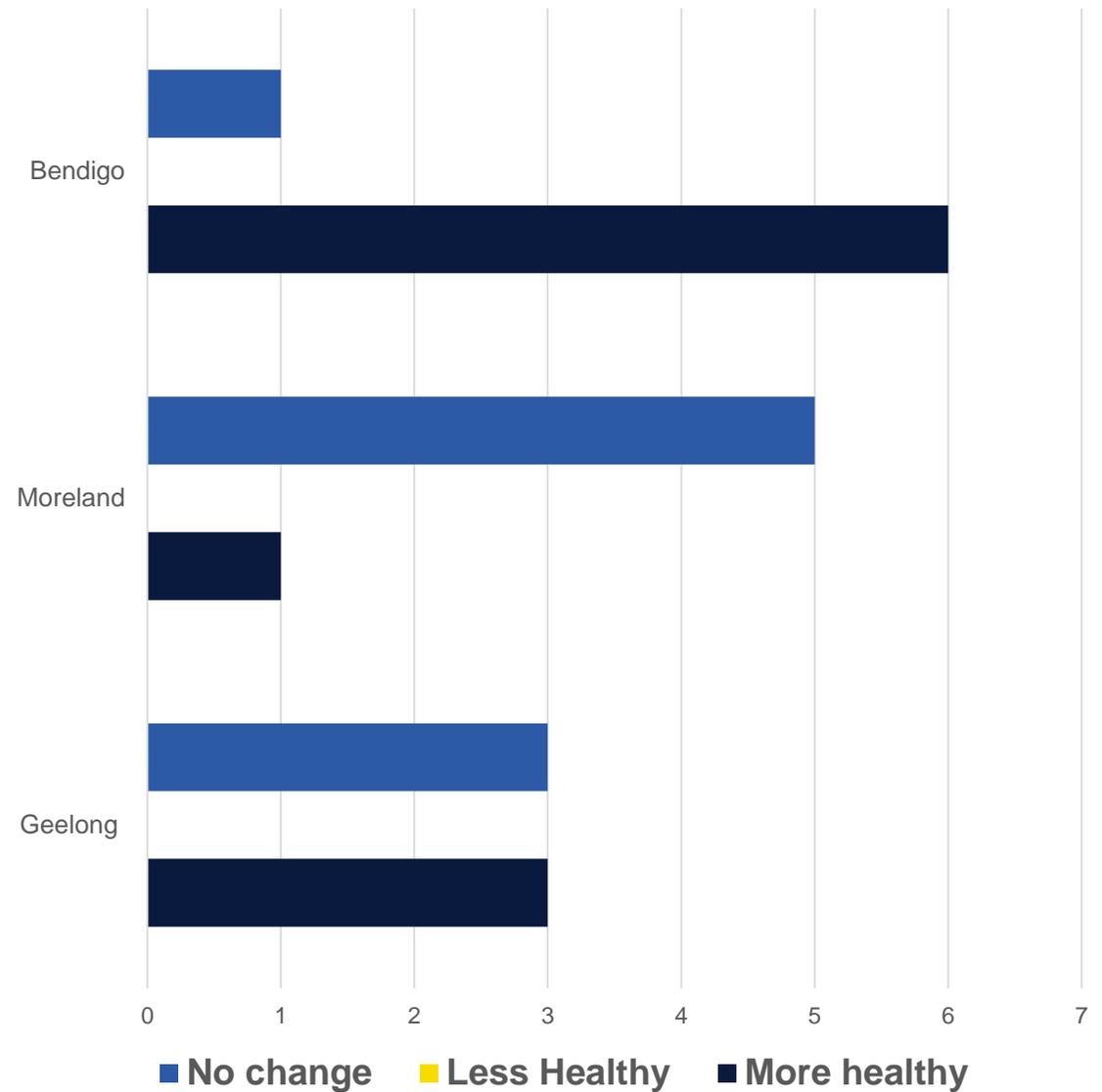
How satisfied were you with your eBike?



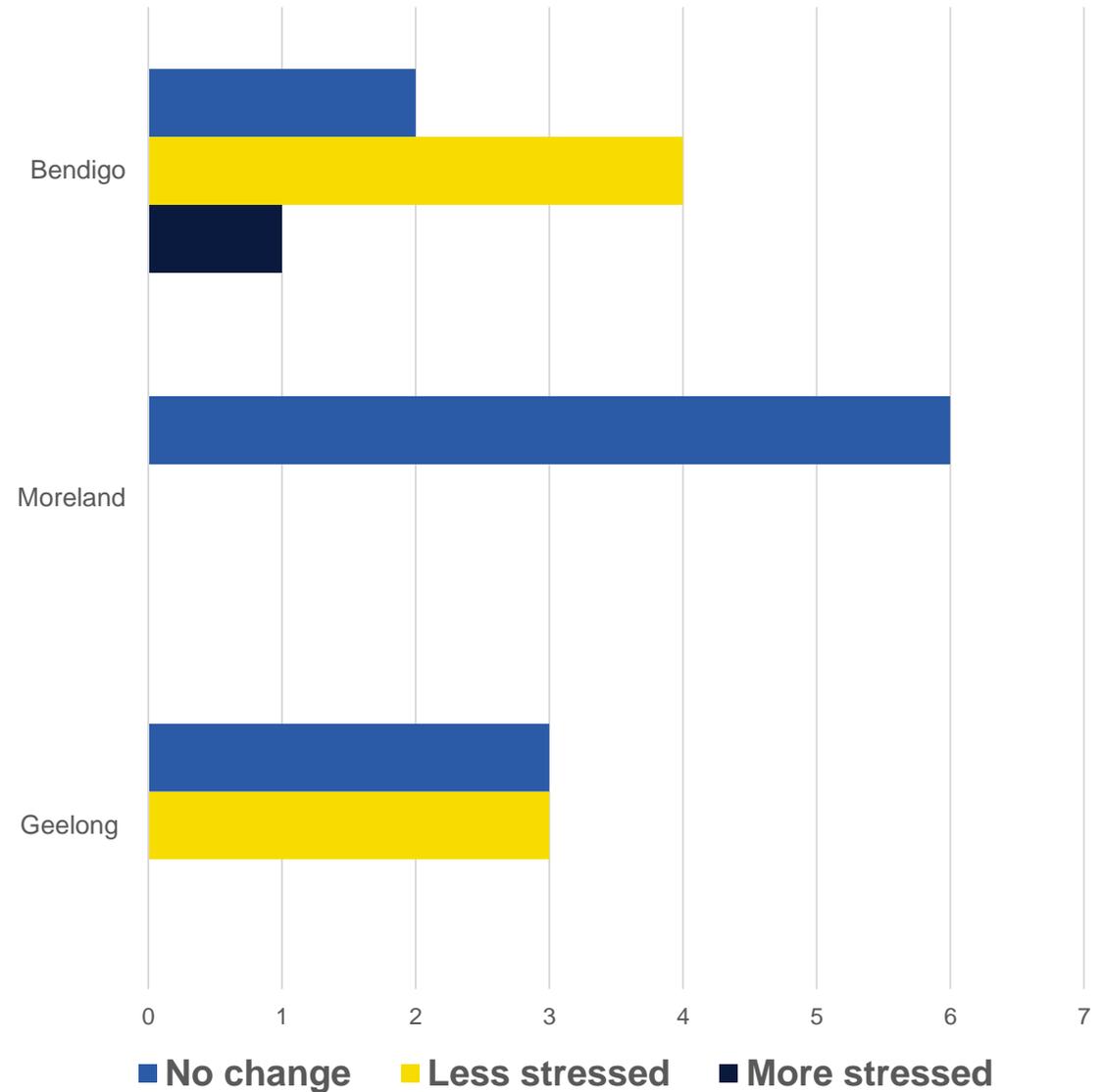
Did you feel more or less fit as a result of riding an eBike?



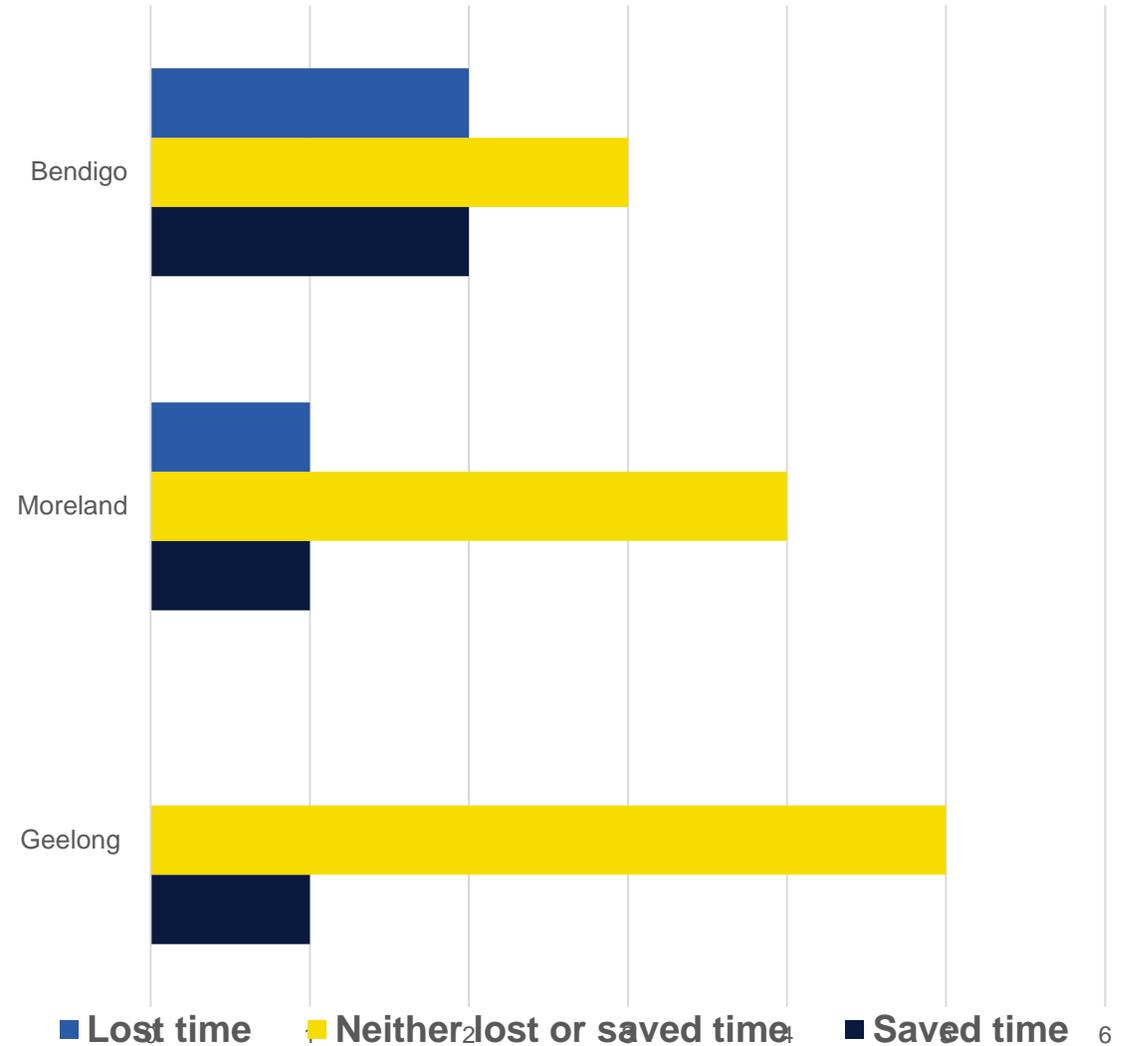
Did you feel more or less healthy as a result of riding an eBike?



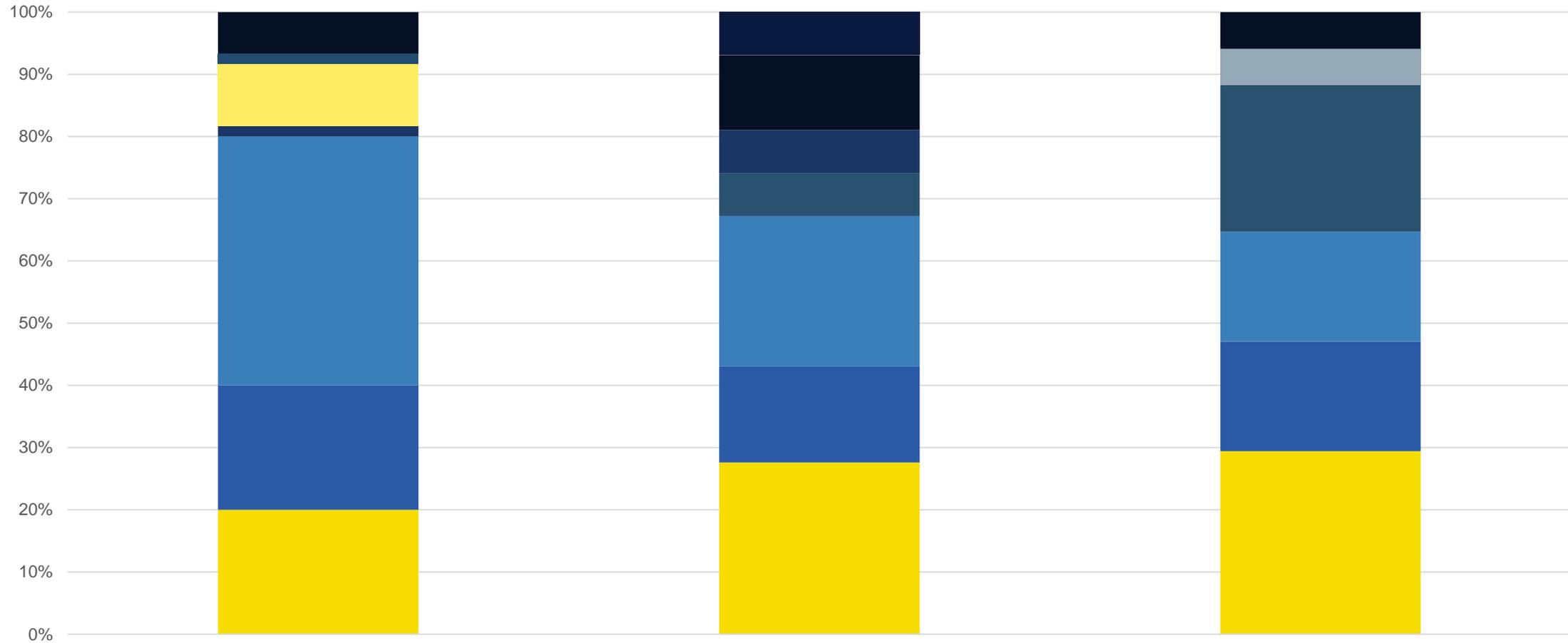
Did you feel more or less stressed as a result of riding an eBike?



On average, do you feel that you saved or lost time using the eBike?



What factors affected your eBike riding?



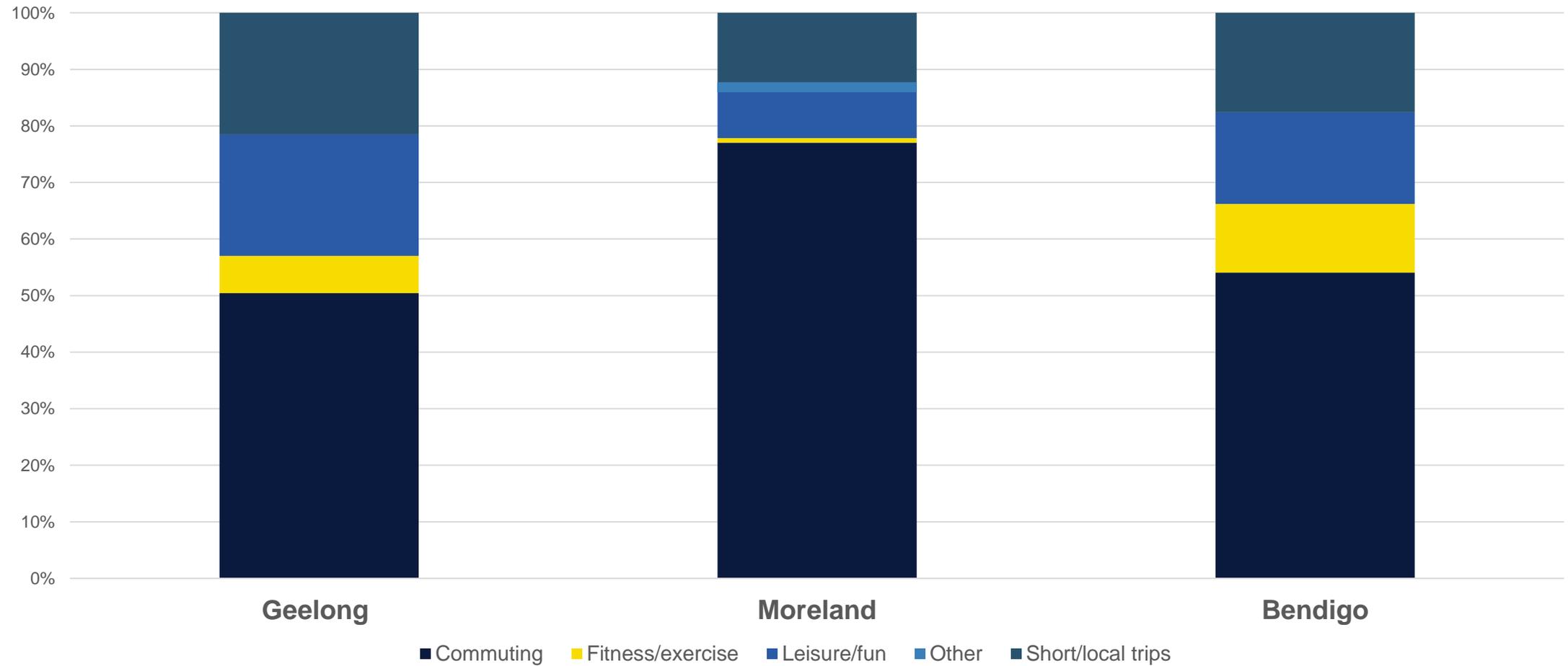
Satisfaction /
Weekly survey

- Weather
- Safety concerns
- Fitness
- No factors affected my ebike riding

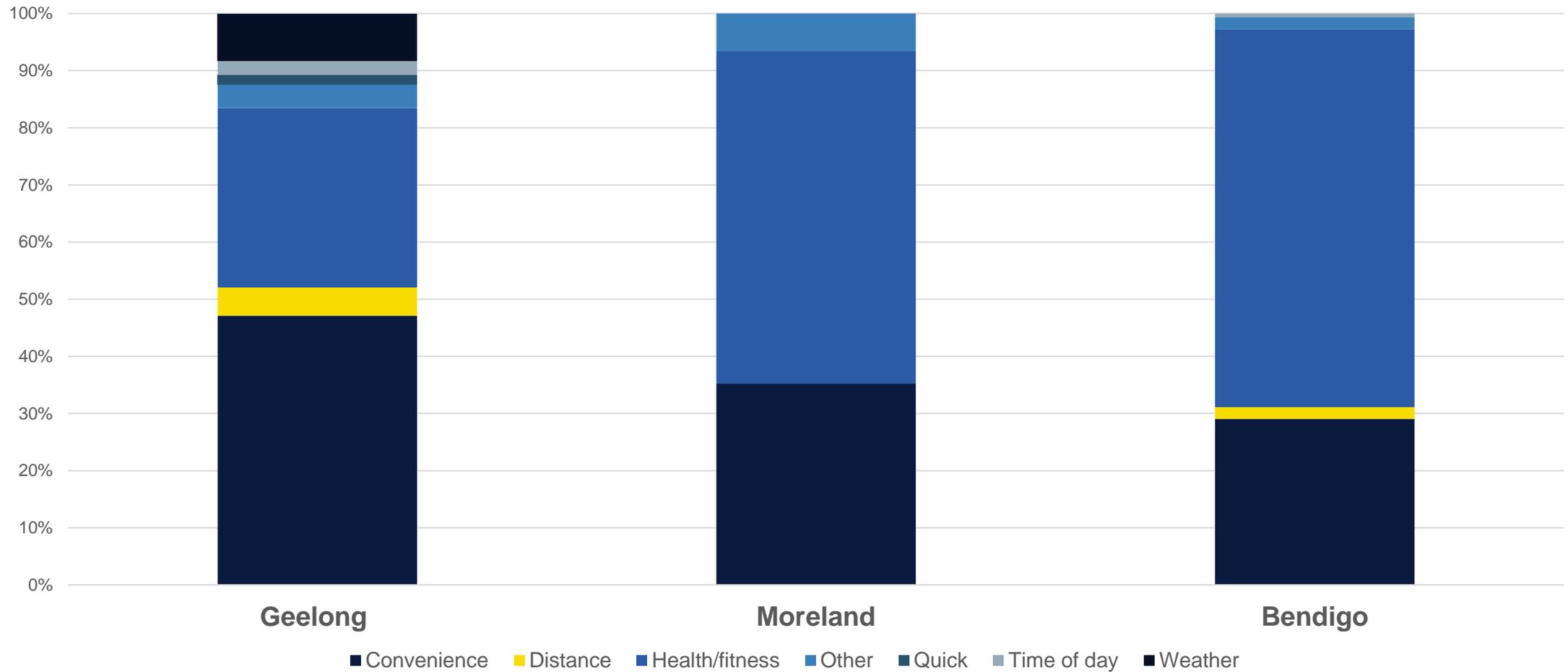
- Distance of trips
- Speed/volume of traffic
- Availability of on and off road bike paths

- Time constraints
- Family Commuting
- Other (please specify)

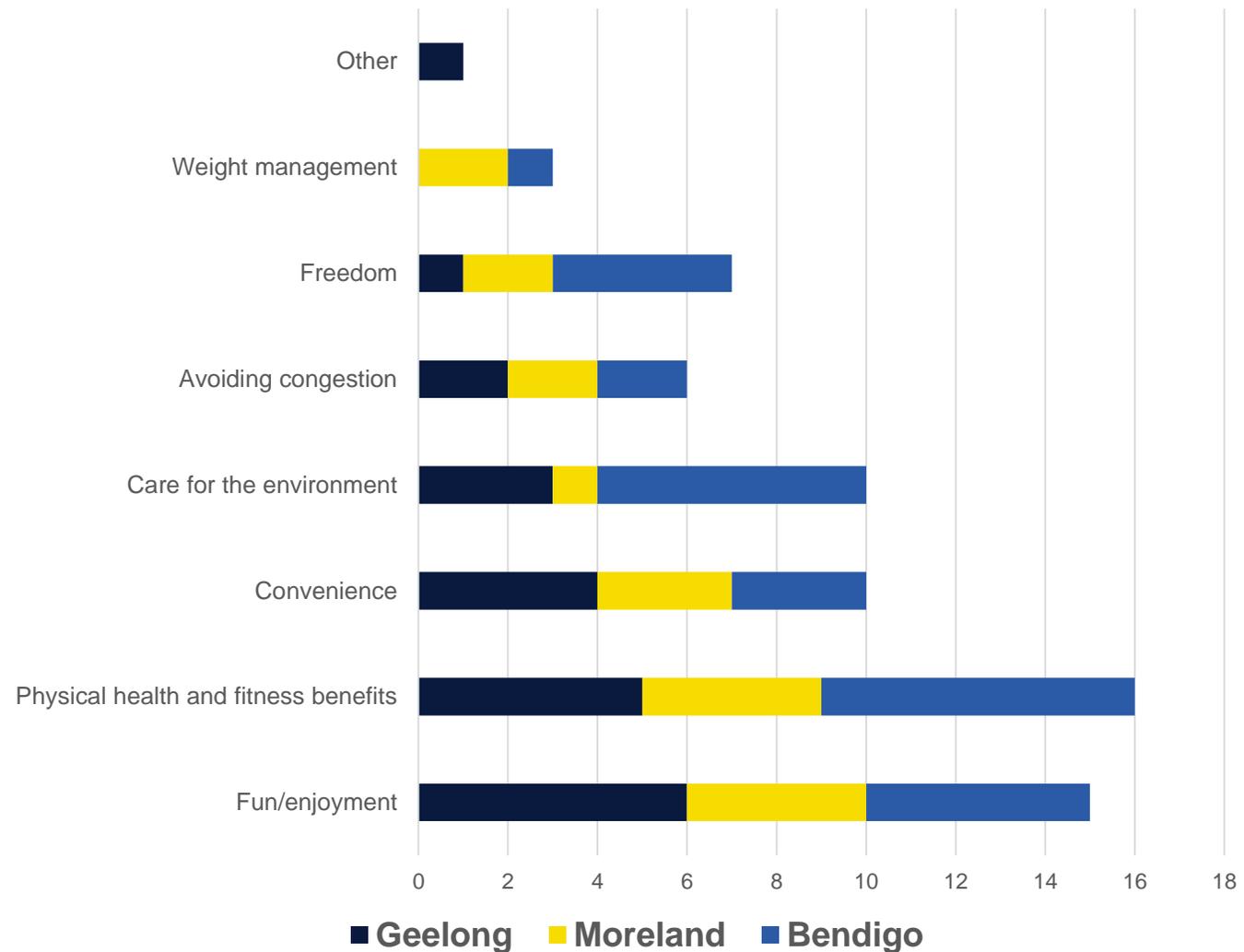
Purpose of eBike trips



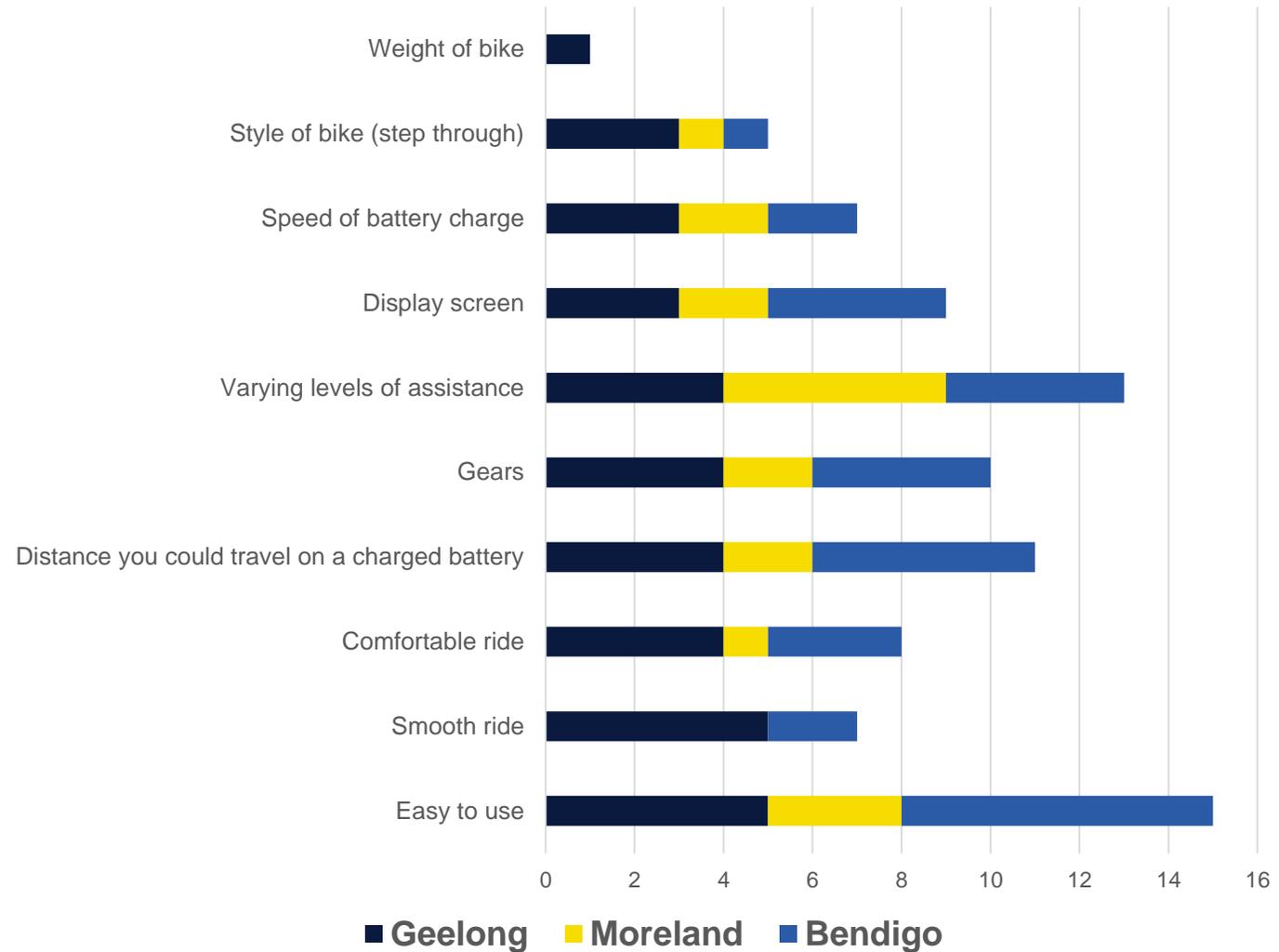
Why the eBike was used over other modes



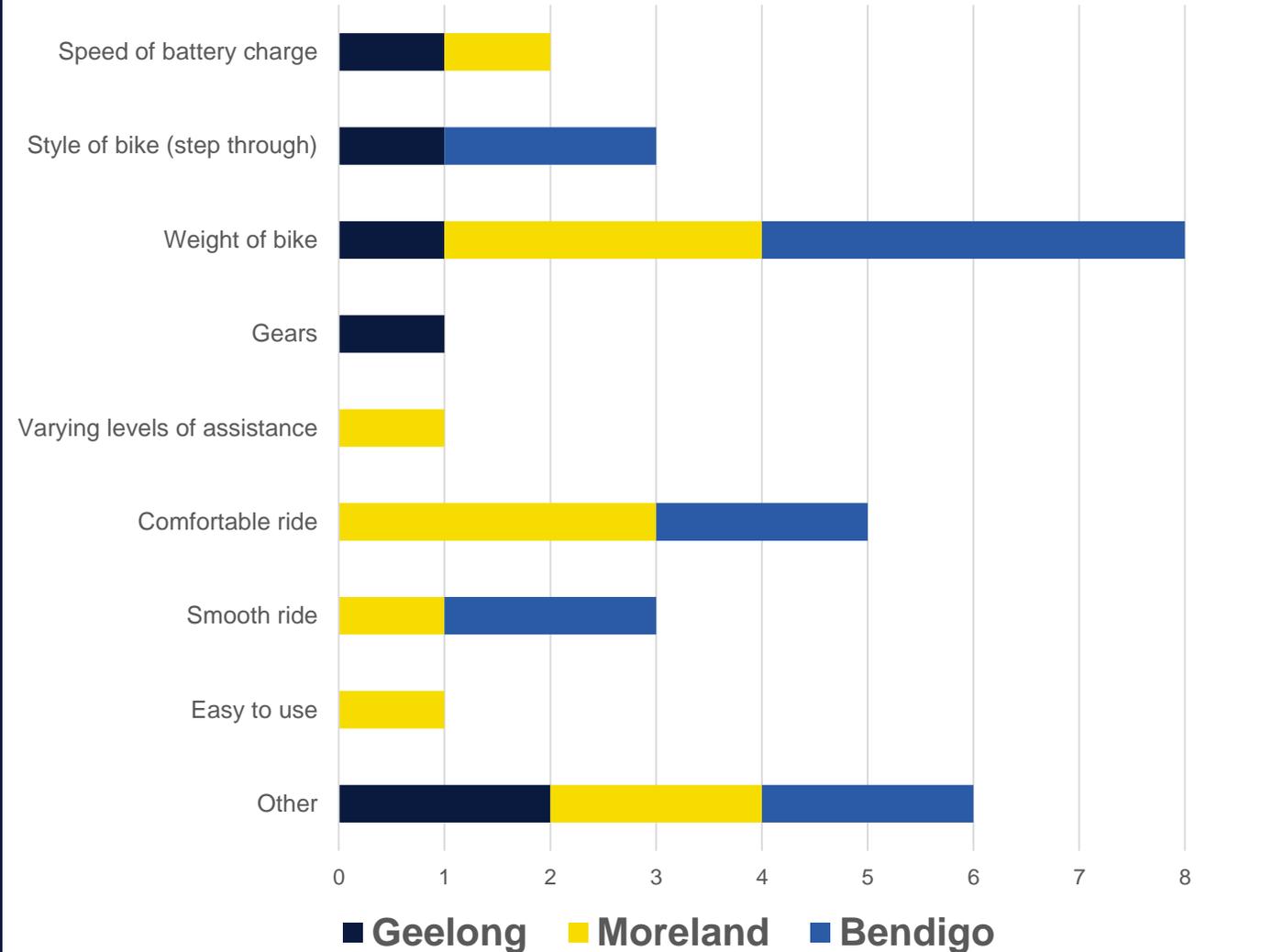
What participants enjoyed about riding an eBike



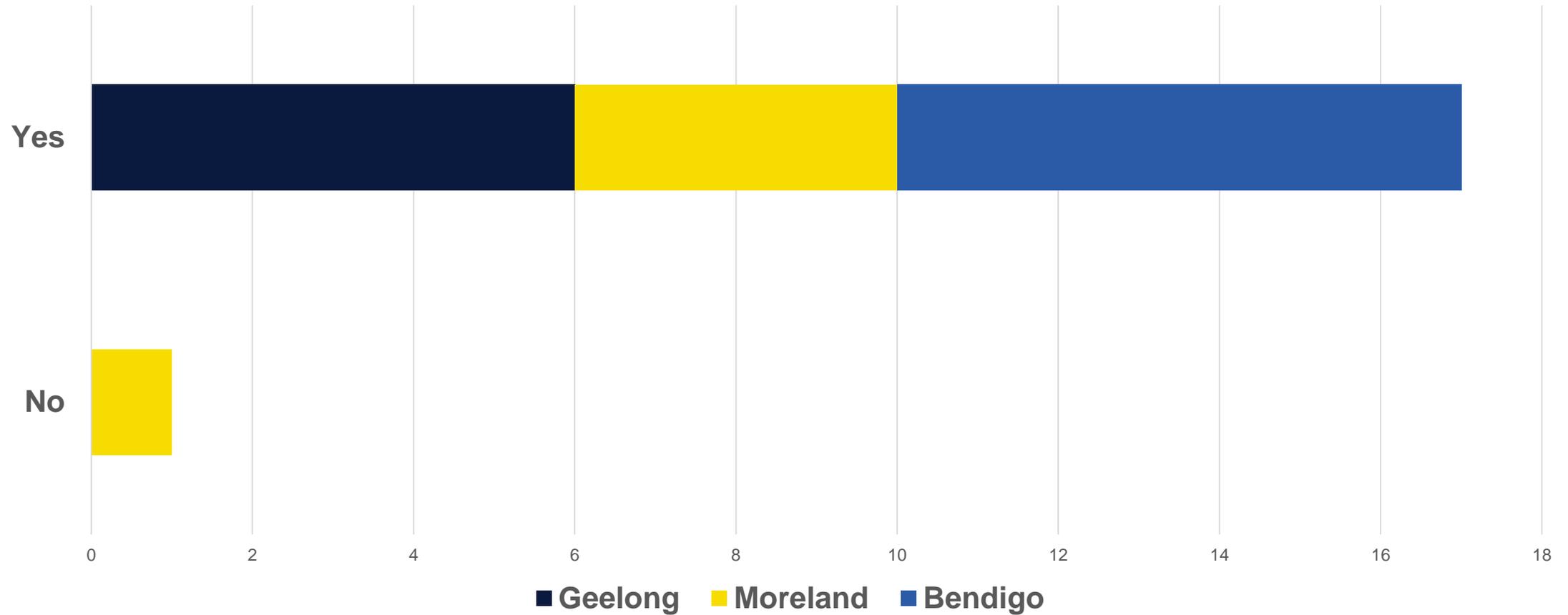
Features liked about the eBike



What participants didn't like about the eBike



Would you consider riding an eBike in the future?



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RACV

Our findings

Headlines

- Participants expressed very high satisfaction with the eBikes averaging over 9/10 by the final week of each trial period.
- Participants responded positively to using an eBike and participating in the trials. Given the varied locations, trip types and participants, this indicates eBikes have value in different markets for different uses.



Our findings

Pros

- Participants enjoyed how easy the eBike was to use, the physical health/fitness benefits and the fun and enjoyment of riding eBikes.
- Participants often preferred eBikes over other modes mostly for convenience and health/fitness.

Cons

- The eBikes were described as too large and heavy, especially in the Bendigo and Moreland trials.
- Participants were more likely to avoid riding when the weather was cold, wet or windy.



More information

www.racv.com.au/ebikes

www.racv.com.au/cycling

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