

## Points of Interest

- NEED INFO: AMENITIES ALONG THE WAY
- WANTS TO KNOW ABOUT AMENITIES
- WANTS TO KNOW ABOUT RESTAURANTS ALONG THE WAY
- DISCOVERING NEW NEIGHBOURHOODS OR COFFEE SHOPS/RESTAURANTS
- WOULD LIKE TO KNOW ABOUT EVENTS HAPPENING ALONG THE ROUTE
- BEST TRIP ENDED WITH FOOD IN OLD TOWN
- WANTS TO BE ABLE TO SIT AND REST HALF WAY THROUGH

## Scenic Route

- ENJOYS CHANGE OF SCENERY FOR MENTAL HEALTH
- LIKES SIGHTSEEING AND NATURE
- BEST RIDE WAS SCENIC
- "NOVELTY IS ALWAYS MEMORABLE"

## New Paths

- FOUND A NEW ROUTE BY WALKING PAST IT
- RECO'S FROM FRIENDS OR EXPERT CYCLISTS
- MORE INFO ON MULTI-MODAL (IE. BIKE + FERRY)
- TYPICALLY KNOWS ROUTES NEARBY WITHOUT PLANNING
- IT'S DIFFICULT TO FIND OUT ABOUT NEW PATHS TO TAKE
- NEW TO BIKING - DOESN'T KNOW ABOUT POTENTIAL EXPERIENCES
- WOULD LIKE TO KNOW HOW TRAILS ARE CONNECTED
- VALUES COMMUNITY INPUT AND RATINGS

## Safety

- AWFUL BIKING NEXT TO CARS, NO SAFETY
- CHANGED ROUTE BECAUSE IT WAS UNSAFE
- CONCERNED ABOUT BEING STUCK IN A REMOTE PLACE
- CHOOSES ROUTE BASED ON COMFORT LEVEL AND SAFETY
- CITY: AGGRESSIVE DRIVERS
- ATTACKED OR THREATENED BY AGGRESSIVE DRIVERS
- WANTS TO KNOW ABOUT RESTROOMS ALONG THE WAY
- WANTS ROUTE INFO BEFORE GETS IN 100KM/HR TRAFFIC
- WORST RIDE: MAINTENANCE OR SAFETY RELATED ISSUES
- CONCERNED ABOUT SAFETY WHEN RIDING ALONE
- SOME BIKERS GOING TO FAST
- BUSY ROADS, HAD HARD TIME GETTING OFF

## Route Necessities

- CONCERNED REST STOPS ARE NOT OPEN DUE TO COVID
- INFO ON NEAREST AMENITY OR BIKE SHOP
- WHERE TO PARK IS MAJOR ISSUE
- INFO ON WHERE TO LOCK UP BIKE
- WORST: TRANSPORTING A BROKEN BIKE HOME

## Packing

- LONGER RIDES, BRINGS SMALL BACKPACK WITH ESSENTIALS
- SHORTER RIDES, BRINGS WATER, CC, CELL PHONE
- LIKES TO CHECK WEATHER BEFORE RIDE
- CHECK TIRE PRESSURE FOR TERRAIN, BRAKES, CHAIN ETC.
- BRINGS WATER, KEYS, MONEY, HELMET
- WISHES HE COULD BRING COMPASS
- TEMPERATURE AFFECTS WHAT HE WEARS

## Route Choices

- WANTS TO TRACK ROUTE (GPS)
- WANTED TO KNOW MORE ABOUT CONSTRUCTION ON ROUTE
- ROUTE SHOULD MATCH REQ'S
- EVERY TRIP MORE THAN 15 MINS IS PLANNED AHEAD
- FINDING ROUTE IS INTENSIVE
- WANTS TO COMPARE ROUTES
- WANTS TO SEARCH ROUTES BASED ON FILTERS
- WOULD LIKE TO ENABLE PREFERENCES
- CONSOLIDATED INFO ON TRAILS, LENGTH, ELEVATION
- ONE STOP SHOP FOR INFO
- WANTS APP FOR 20+ MILE TRAILS
- INFO EASILY ACCESSIBLE

## Physical Path Type

- CONSIDERS LEVEL OF SHADING
- MIX OF PATH TYPES
- MORE INFO ON GRAVEL PATHS, TOUGH RIDES ETC
- INFO ON: DETAILS AND CONDITION OF TRAIL
- PLAN BASED ON GOAL OF RIDE
- USES MOUNTAIN BIKING TRAILS OUTSIDE CITY
- GRAVEL, SLIPPERY, CONCERNED ABOUT GETTING THROWN OUT OF TRAIL

## Dedicated Bike Lane

- DOESN'T LIKE RIDING IN THE ROAD
- WANTS GRANULARITY ON TYPE OF DEDICATED BIKE LANE
- ONLY SOME BIKE LANES HAVE SHOULDER
- PREFERS STREETS WITH BIKE LANE
- WANTS TO KNOW WHERE STREETLIGHTS AND CROSSINGS ARE
- WANTS INFO ON WHETHER ROUTE IS BIKE FRIENDLY
- WORRIED ABOUT SAFETY ON BIKE

## Recreation

- COVID: PREFERS BIKING TO WALKING
- BEST RIDE WAS SPONTANEOUS, ADVENTURE AT STOPS ON THE WAY
- LIKES TO RIDE AT NIGHT
- LIKES RIDING ON QUIET STREETS
- LIKES BIKING: WORKOUT AND CONNECTS WITH NATURE
- RECREATIONAL BIKE RIDER
- CITY RIDES - MORE ABOUT PEOPLE AND PLACES

## Avoid Crowded Areas

- WANTS TO AVOID CROWDED AREAS
- HATES STUPID BIKERS
- WORRIED ABOUT CROWDING WHEN BIKING SINCE COVID
- BUSY TRAILS CAN GET CRAZY

## Transport

- MAIN MEANS OF TRANSPORTATION
- BIKING LETS YOU COVER MORE DISTANCE THAN WALKING
- RUNS ERRANDS USING BIKE
- USUALLY RIDES TO A SPECIFIC DESTINATION

## Online Resources

- GOOGLE: SEARCH A SPECIFIC TRAIL
- USES GOOGLE MAPS
- USES STRAVA, TRAILFORKS, GOOGLE MAPS
- USES GOOGLE MAPS TO START PLANNING
- SOMETIMES CHECKS FOR REVIEWS
- USES GOOGLE MAPS TO DETERMINE WHICH WAY TO GO
- ALWAYS BIKES WITH ANOTHER PERSON
- SOMETIMES GOOGLES STREET CLOSURES
- DOES GENERAL SEARCH TO DISCOVER NEW TRAILS
- GOOGLE WILL SHOW YOU 3KM LONGER TO AVOID CROSSING STREET

## Companions

- USUALLY BIKES ALONE
- TYPICALLY BIKE BY MYSELF
- BIKES WITH FAMILY OR FRIENDS
- PREFERS FLAT ROUTE FOR FAMILY
- BIKES WITH COMPANIONS ON LONGER TRIPS
- EXPERIENCE: WITH YOUNGER KIDS DID NOT HAVE ENOUGH WATER
- WANTS TO KNOW IF THERE ARE BIKE LANES
- SOMETIMES BIKES WITH FRIENDS
- RIDES WITH FAMILY OR FRIENDS SOMETIMES

## Exercise

- CITY BIKING FOR EXERCISE
- GOOD EXERCISE
- BIKES PURELY FOR FITNESS
- MORE SERIOUS RIDER THAN SOCIAL
- PRIMARYLY FOR EXERCISE
- WANTS TO KNOW HOW MANY CALORIES WILL BE BURNED

## Frequency

- BIKES 1-2 TIMES A WEEK
- BIKES 3-4 TIMES A WEEK
- 3-4 TIMES LAST MONTH

## Time Constraint

- TIME CONSTRAINTS AFFECT CHOICE OF RIDE
- WANT FILTERS FOR TIME/DISTANCE
- WEEKDAYS, EIGHT MILE LOOP
- WEEKENDS: LONGER RIDES