

Cycle Social: Promoting a Cycle Celebration

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Community members at Cycle Hamilton's AGM.
Photo credit: Heba Fahed



Overview

Cycling is beneficial for all as it is a low-polluting, low-cost, and exercise-efficient mode of transport.¹ Despite the benefits of cycling, a considerable number of commuters choose to use other forms of transport.² Concerns regarding road safety is part of the issue. In 2021, there were 183 reported cycling-related collisions in Hamilton.³

Bringing the community together to share their stories and support one another is imperative to promote and advocate for safe cycling within the city. Cycle Hamilton is a non-profit organization that encourages bike riding and advocates for, "Hamilton to be the best place for anyone to get around by bike."⁴ Cycle Hamilton hosted their Annual General Meeting (AGM) on November 22nd to celebrate cycling with Hamiltonians. The goal of our project was to communicate and promote the AGM as a cycling social celebration to bring cyclists together.

Objectives

1. Spread awareness about the Annual General Meeting
2. Engage online audience through social media takeovers
3. Gather and share feedback from event attendees

Reporting

To achieve our first objective, we led a social media campaign in the three weeks leading up to the event, consisting of three Instagram posts per week. We created and sent out an Eventbrite to over 100 Cycle Hamilton members to share event information and track registration. We also updated Cycle Hamilton's website to include the 2022 AGM and Cycle Social information. An informative newsletter was developed and emailed to 1,000 people. Out of the 102 who registered for the event, approximately 76 guests were in attendance.

To achieve our second objective, we broadcasted the event happening live at Radius through Cycle Hamilton's Instagram and Twitter. We initiated the social media takeover at 6:00 pm, where we began sharing live Instagram stories and tweets of the event's highlights. The social media takeover ended at 7:30 pm as we thanked all in-person and online attendees. A total of 139 people viewed the Instagram stories during the event and the live tweets received 57 likes.

To achieve our third objective, we developed a feedback survey and sent it to all 85 attendees. Respondents highlighted that they enjoyed the social aspect of the event, the location, and the bike valet. Some feedback for future AGMs included having a bigger venue, louder microphone, and more discussion about existing and planned bike infrastructure. A summary report of feedback was shared with the Board to provide insight for future AGMs.

Collaborators

This project could not have been accomplished without the support of the following collaborators: Our Community Project Champions, Abbie Little and Rachel Weldrick; Dr. Kate Whalen; members of the AGM logistics team; venue host, Radius restaurant; and Helena Teng. We are grateful to those who engaged and shared our promotional material and participated in the event.

See a full list of references [here](#).