

Ways of measuring success and impact

Tracking your success and impact may seem like a boring admin task, but it can also provide useful data for applying for funding, asking for sponsorship, or proving to your local board that there is community interest in cycling.

Seeing the measures of my success can make me feel good about my impact, and it can feel even more uplifting to celebrate these wins with the wider community - “we fixed x number of bikes this year!”

If you think it will be helpful for you, choose a few of the below and try them out.

	Measures of success / impact
Audience Engagement	Increases in platform engagement metrics - posts, followers, responses etc. Newsletter opening rate
Organised Rides	Number of rides organised, and number of attendants
Access to Bikes (community bike mechanics)	Number of bikes repaired, sold or redistributed
Bike try-outs	Number of people who try e-bikes / cargo bikes Feedback from participants
Bike buddy (1on1)	Number of people participated in bike buddy programme Feedback from participants
Events	Number of people at event Number of events held
Additional Funding	Successfully sourcing grants, sponsorship or professional income for the burb
Organisational Capacity	Growing a volunteer list or training additional burb coordinators
Capturing personal stories	Stories and feedback from participants, comments about increased confidence and bike use, Comments about being inspired by blog / social media / group ride / social friends made through group Stories about switching to cargo bike after trial etc Positive comments from local cafe/shop