

## **Information Sheet**

### **Interviews with Bicycle Commuters**

#### **Why are these interviews being done?**

The purpose of these interviews is to learn about the perceptions of bicycle commuters because community leaders are interested in encouraging more bicycle ridership as a part of the community's commitment to the environment. Knowledge gained from these interviews will help community leaders understand the perspectives of bicycle commuters and inform future decision-making.

#### **What am I being asked to do?**

You are being asked to participate in an individual interview. The interview will last approximately ten minutes. We will ask about some details of your bicycle commute, benefits and challenges of commuting by bicycle, and your overall perspective on what would encourage more people to commute by bicycle.

Should you accept the invitation to participate, we will ask your permission to digitally record and transcribe the interview. (A transcript is a written record of what is said by each person during an interview.) This will help us document what you share as accurately and completely as possible, thus enabling us to learn as much as possible from these interviews.

#### **What will happen to my recorded information?**

Information will not be attributed to individuals. Rather, we will focus on analyzing the information collected in these interviews around common themes or shared experiences. In this way, aspects of your experiences that may be more sensitive can be handled confidentially even as they provide important opportunities for learning.

Any hard copies of data collected during interviews (i.e., transcripts and hand-written notes) will be stored for a period of five years in a locked filing cabinet to which only designated evaluation staff will have access. The key to this filing cabinet will be kept in a separate, secure location. Electronic files are stored on password-protected computers maintained by our organization.

#### **What are the possible benefits of the study?**

Possible benefits of participating in this interview include providing your perspective in a forum that will be shared with City Council. Although the information you provide is confidential, you will be contributing to an overall understanding of bicycle commuting in our community. The long term benefit is in the possible increase of attention and discussion by community leaders of bicycle commuting and encouraging more people to commute by bicycle.

**What are the possible discomforts or risks?**

We anticipate the risks of participation are minimal. The only anticipated discomfort is related to the time commitment for those who have heavy demands on their schedules.

**Is my participation voluntary?**

Taking part in the interview is voluntary. You have the right to choose not to participate in an interview. If you choose to take part, you have the right to stop or withdraw your participation at any time and/or to decline to answer any question. There will be no negative consequences to you should you choose not to participate or to withdraw your participation at a later time.

**What do I do if I have questions?**

You may ask any questions you have about these interviews now and/or at any time during the interview. Questions are welcomed and encouraged.

If you have questions following the interview, please feel free to contact [NAME] at [ORGANIZATION] by phone (xxx-xxx-xxxx) or email [EMAIL].