

Total number of organizations signed in n=12
(=5080 employees)

Questionnaire not distributed by 1 organization: n=200
Non-response (after 1 reminder e-mail): n=3764
Result: n=1116 employees

ADOPTION

Organizations that did not adopt the program: n=5

Organizations that adopted the program: n=7

Employees not eligible: n=467
(42%)

REACH

Employees eligible: n=649 (58%)

Employees aware of the program: n=422 (65% of eligible employees)
→ 110 registered (26%)
→ 312 not registered (74%)

Employees not aware of the program: n=227 (35% of eligible employees)

IMPLEMENTATION
Extend to which adopting organizations implemented all program components: n=7

EFFECTIVENESS
Difference in general attitude towards cycling between employees aware (3.8 ± 0.52) and unaware (3.6 ± 0.56) of the program ($F= 19.8, p<0.001$)

Difference in frequency of commuter cycling per week between employees aware (1.27 ± 2.01) and unaware (0.63 ± 1.56) of the program ($F= 20.57, p<0.001$)

MAINTENANCE (org)
Companies with intention for continuation: n=5
Undecided: n=2

MAINTENANCE (ind)
Intention to commuter cycling (employees aware and registered):
Continue to commuter cycling: 34%
Stop commuter cycling: 1%
Undecided=3%
Program didn't change behavior: 62%