Introduction

The 2018 Spring Step It Up! Fitness Challenge kicked off on April 9. The free, 8-week program was designed to help community members get active and visit new parks. The challenge featured 10 group walks at parks throughout Ottawa and Allegan Counties. A new Adventure Series was also launched, providing 5 opportunities to cycle, trail run, kayak, play disc golf, and navigate nature as a group!

During the challenge, participants were asked to record their steps or track their physical activity and enter this information into a database. All physical activity was converted into number of steps taken.

This document is organized around 3 primary goals:

- Get people active
- Get people to visit new parks
- Enroll 500 participants

Additional data is also included to capture participant motivation and demographics.

Highlights

- Over 167 million steps reported
- About 2/3 of participants reported an improvement in their health, an increase in physical activity, visiting a new park, and exercising outdoors more
- Over 1,000 people enrolled
- 20% of enrollees were returning Step It Up! participants
- Enrollment was up 235% from the previous Spring
- About 1/3 participated in the Leader Board competition
- A wealth of positive feedback was received (snapshot provided above)
- Over a quarter of participants learned about the challenge from friends/family
- The majority of participants live in Ottawa County
- Nearly half of participants are between 50 and 69 years of age
64% of participants* reported an Increase in physical activity from pre-program to post-program.

There was an increase in the percent of participants* who reported Excellent and Very Good health as a result of participating in Step It Up!

67% of participants* reported that their Health Improved as a result of participating in Step It Up!

The benefit of this program is that it gave me the incentive to purchase a Fit Bit and be more aware of how many steps I was taking each day which in turn had me set goals each week of taking more steps than the week before…

167.8 million steps** reported during the program.

* 261 participants provided data for these survey questions.
** 449 participants reported activity data for at least one week.
Step It Up! – Spring 2018 Survey Results

Goal 2: Get People to Visit New Parks

62% of participants* reported that they Visited a New Park during Step It Up!

61% of participants* reported Exercising Outdoors More since participating in Step It Up!

“We just love what the Parks have done with the locations throughout the County. Thanks to the Crew in the office, nice work.”

36% of participants** exercised outdoors Often before participating in Step It Up!

64% of participants** rated Ottawa County parks as Excellent or Very Good before participating in Step It Up!

* 264 participants provided data for these survey questions.
**1,078 participants provided data for these survey questions.
Step It Up! – Spring 2018 Survey Results

Goal 3: Enroll 500 Participants

Weekly reporting of steps ranged from a high of 449 participants (42% completion rate) to a low of 210 participants (19% completion rate).

164 participants (15%) reported steps for all 8 weeks.

<table>
<thead>
<tr>
<th>Week</th>
<th>Participants</th>
<th>Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>449</td>
<td>42%</td>
</tr>
<tr>
<td>Week 2</td>
<td>390</td>
<td>36%</td>
</tr>
<tr>
<td>Week 3</td>
<td>357</td>
<td>33%</td>
</tr>
<tr>
<td>Week 4</td>
<td>323</td>
<td>30%</td>
</tr>
<tr>
<td>Week 5</td>
<td>303</td>
<td>28%</td>
</tr>
<tr>
<td>Week 6</td>
<td>283</td>
<td>26%</td>
</tr>
<tr>
<td>Week 7</td>
<td>273</td>
<td>25%</td>
</tr>
<tr>
<td>Week 8</td>
<td>210</td>
<td>19%</td>
</tr>
</tbody>
</table>

Spring 2018 saw a **235% increase** in the number of people enrolled in Step It Up! from the previous Spring.

322 people enrolled (Spring 2017)

1,078 people enrolled (Spring 2018)

20% of people enrolled had previously participated in Step It Up!

1,078 people enrolled in Step It Up!
36% of participants* opted to participate in the Leader Board competition. The feedback about the Leader Board competition was mixed...

“A challenge seems to motivate me – thanks for starting the Leader Board.”

“Not sure what you mean by the Leader Board competition--what’s all involved? I may be interested with more information.”

Over half of participants** identified ‘The opportunity to visit Ottawa County parks’ and ‘I want to be more physically active’ as the main reasons for participating in Step It Up!

- The opportunity to visit Ottawa County parks: 57%
- I want to be more physically active: 54%
- The weekly motivation/accountability: 40%
- I want to improve my health: 40%
- The group walks: 33%
- The prizes/incentives: 31%
- The idea of a ‘virtual walk’: 13%
- Peer pressure: 5%
- Other: 3%

*1,072 participants provided data for this survey question.
**246 participants provided data for this survey question. Respondents could provide multiple answers to the question.
**Participant Motivation & Demographics**

### 27% of participants* learned about Step It Up! from a friend or family member.

- **Friend/Family**: 27%
- **Other**: 21%
- **Social Media**: 20%
- **Previous Participant**: 16%
- **Email**: 11%
- **Newspaper/Radio**: 5%

### 86% of participants* live in Ottawa County.

- **Ottawa**: 86%
- **Allegan**: 8%
- **Kent**: 4%
- **Muskegon**: 1%
- **Other**: 0.4%

### Nearly half of participants* are in the 50 to 69 year old age group.

- **10 and under**: 2%
- **10-19**: 8%
- **20-29**: 8%
- **30-39**: 13%
- **40-49**: 18%
- **50-59**: 24%
- **60-69**: 24%
- **70-79**: 10%
- **80+**: 1%

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* 1,078 participants provided data for these survey questions.