



Vancouver Area Cycling Coalition



2011 Annual Report



Metro Vancouver's Cycling Advocates

The Vancouver Area Cycling Coalition (VACC) is a non-profit society whose members work to improve conditions for cycling in Metro Vancouver, British Columbia, Canada.

Our Mission

To make cycling an attractive choice for everyone.

Our Vision

In Metro Vancouver in 2030, cycling is the preferred transportation option because it is fun, safe, convenient and comfortable for people of all ages and cycling abilities.

Investment in cycling is aligned with ambitious government mode share goals, cycling education is universally accessible and cycling facilities are connected throughout the region.

For more information and to learn how you can get involved with the VACC, please contact:



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www.mrgarth.com

Message from the President

What a year! 2011 saw great strides for cycling all over Metro Vancouver, with the VACC being the region's major champion for change. As we charge forward into 2012, the Year of the Bike, now is a great time to take stock of our recent successes and give kudos to the people who make the VACC a success: our staff and volunteers, partners and sponsors, members, donors and cyclists everywhere. A heartfelt thank you to all of you!

There are so many initiatives that took place in 2011 to be proud of, it is hard to pick just a few to highlight here. We provided in-class and on-road bicycle education to every grade 7 class in the City of New Westminster. We launched an innovative new project, Bike-able Building Assessments, which will help ensure cyclists' needs are met where they work. Vancouver's downtown bike lanes have facilitated an increase of over 35% in cycling ridership; we played an important role in ensuring the development of the lanes. Our well-known Bike to Work Week has been happening since 2007, and since then, we've seen an increase of 173% participation across the region.

The VACC continues to grow and change at a fast pace. In May we were very pleased to welcome our new Executive Director Erin O'Melinn, who has been working with the VACC since 2009. Several new staff positions were developed, including Director of Programs & Development and Marketing & Membership Coordinator. Our seven volunteer-run local committees, the key force behind our advocacy efforts, are continuously taking on new issues and making big improvements happen on our streets. The board welcomed several new directors who bring diverse perspectives. Arno Schortinghuis stepped down as President after several years of exceptional leadership, and has since kept very active as a director and member of several committees.

In anticipation of what promises to be an even bigger year for cycling, we have dubbed 2012 the "Year of the Bike". The VACC will unveil a new brand complete with a fresh new name and look. We feel that the new brand better captures the spirit of the organization and its people, and more accurately reflects what we do. From June 26 to 29, Vancouver will be host to Velo-city, an international conference on cycling planning that attracts delegates from around the world. We are hosting a satellite event for advocates directly preceding the conference, June 25. We are very proud of our North Shore local committee in its initiative to develop a pocket map of North Shore cycling routes this year. We salute the progress being made by the Ironworkers Memorial Bridge Committee by Burnaby, North Shore and Vancouver members, and celebrate with the Surrey/White Rock District in the completion of Hwy 1 and Hwy 99 overpasses, and new off-street greenways connecting the Golden Ears Bridge with Guildford and Whalley. The VACC is also looking to create a new local committee in Richmond, and we are currently recruiting interested participants for the group.

Finally, I would like to reiterate our appreciation for the people and organizations that make our work possible. Thank you to TransLink, municipal governments, corporations and businesses who continue to value and have confidence in our work. Thank you to all the individuals who support us. Thank you to our members, whose interests we work hard to represent, and whom we seek to offer more and more tangible benefits. A strong membership base gives us a stronger voice while membership fees provide financial support for our advocacy efforts that benefit the whole community.

Together, we can achieve our mission to make cycling an attractive choice for everyone. Looking forward to 2012, the Year of the Bike!

Tess Kitchen
President, VACC

BOARD, STAFF, AND COMMITTEES

VACC Board of Directors 2011/2012

President	Tess Kitchen
Vice- President	Lori Kessler
Treasurer	Ivan Chow
Secretary	Alex Clarkson
Past President, Dir. at Large	Arno Schortinguis
Director at Large	Graham Anderson
Director at Large	Phil Baudin
Director at Large	Colin Brander
Director at Large	Ken Ohrn
Director at Large (from August)	Jonathan Thar
Director at Large (from August)	Frankie Kirby
Director at Large (to July)	Ulrike Rodrigues
Director at Large (to July)	Laura Princip

Program Staff

Executive Director (from April)	Erin O'Melinn
Director of Programs & Development (to April)	
Executive Director (to April)	Keith Ippel
Office Manager (from April)	
Director of Programs & Development (from July), B4B Program Mgr, Bike to Work Week	Brenda Louie
Spring 2011 Program Manager	Raema Quam
Bike to Work Week Fall 2011 Program Manager	Shana Myara
Membership & Marketing Coordinator (April to Sept.)	John Johansen
Membership & Development Coordinator (to April)	Talia Erickson
Advocacy Liaison, Admin Assistant (to April)	Lorraine Smith
Workplace Cycling Education Program Manager	Karen Parusel
Bike Education Program Manager	Steph Gray
Bookkeeper	Marianne Bos
B4B Coordinator	Lisa Slakov
BTS K-7 "Bike Smarts" Program Manager	Martin Prestage
Discover Downtown by Bike Coordinator (B4B)	Moreno Zanotto
Membership Drive Coordinator	Heather Harvey
Volunteer Coordinator	Erica Kang

Bike to Work Coordinators

Aviam Soudack, Emily Hein, Gordon Hall, Heather Harvey, Josh Bloomfield, Lorraine Smith, Scott Sheehan, Sophie Sherlock, Tim Tewsley.

Cycling Instructors

Colin Martin, Eric Doherty, Eric Lorenz, Greg Robinson, Heather Harvey, Jeffery Radke, Jeremy Braacx, Karen Ageson, Kevin Chan, Kir Tancon, Lisa Slakov, Lorraine Smith, Mary Sherlock, Mona Benjamintz, Sandra Allen, Scott Sheehan, Sophie Sherlock, Tara Mowat, Tim Tewsley, Travis Cline.

Local Advocacy Committee Chairs

Burnaby	Moreno Zanotto
Maple Ridge/Pitt Meadows	Ivan Chow & Rick Halas
New Westminster	Andrew Feltham
North Shore	Jay MacDonald
Surrey/White Rock	Tim Yzerman
Tri-Cities (Coquitlam, Port Coquitlam, Port Moody)	Simon Watkins
Vancouver/UBC	Lisa Slakov & Heather Harvey

VACC Issues Committees

Advocacy Advisory Committee
Arbutus Corridor Committee (Ad Hoc)
Board Development Committee
Central Valley Greenway Extension Committee (Ad Hoc)
Charity Status Task Group (Ad Hoc)
Ironworkers Memorial Bridge Committee (Ad Hoc)
Marketing & Communications Committee
Membership Committee
Operations Committee

VACC EVENTS 2011

Ongoing / year-round

- Bike to School 'in-school' cycling celebrations (14)
- Bike to School workshops, Ride the Road and Bike Maintenance classes (184)
- Streetwise Cycling community workshops (54)
- Workplace Cycling Education workshops (91)
- Family Streetwise courses (6)
- Can-Bike II courses (3)
- Advocacy Committee meetings (90)
- Bikeable Buildings Assessments (5)

Jan 13, 21 Winter Riding Celebration Station

Feb 24 Shera Kelly CD Release Party

Mar 26 VACC Annual General Meeting

Apr 10 Discover Downtown by Bike Launch

May 17 VACC Members-Only Night at MEC

May 30 Share the Road Challenge / Bike to Work Week Media Launch

May 30 - Jun 3 Spring Bike to Work Week & Bike to School Week

Jun 3 Bike to Work Week Wrap-up Party

Jun 14 Bike to Work Week Awards Reception

Jun 18 Discover Downtown By Bike: Parks & Gardens

Jun 19 Discover Downtown By Bike: Public Art

Jul 14 Businesses & Bikes Workshop

Jul 16 Surrey/Langley Golden Ears Greenway Ride

Aug 4 Summer Potluck and General Meeting

Sept 17 Autumn Shift - Festival on Main Street

Sept 21 VACC Members Night / Volunteer Night

Oct 31 - Nov 4 Fall Bike to Work Week & Bike to School Week

Nov 4 Bike to Work Week Hot Chocolate Social

Nov 1-30 Membership Drive

Nov 17 Spread the Bike Love Party

Dec 5 Holiday Office Open House



The VACC directly reached more than 14,542 people through our programs in 2011!

Our adult bicycle education programs reached 1,587 participants; our Bike to School education courses reached a record 4,735 students, and 1,499 students, school staff and parents attended Bike to School events; Bike to Work Week (Spring & Fall) had 6,721 registered participants.

MEMBERSHIP

It has been a great year for our members! Membership benefits have grown to include travel deals and physiotherapy, in addition to discounts at over 25 bike shops and much more. Our Membership Coordinator is determined to continue this growth throughout 2012, providing new and exciting benefits.

We worked diligently through 2011 to transition to a new and dynamic membership database (launched in early 2012) that allows online membership purchases and renewals, membership account editing and signing up for cycling education courses, all in one place. This great new database will help streamline processing for both members and staff.

In November our dedicated membership volunteers contacted each and every expired member, resulting in hundreds of renewals. Our membership numbers continue to be strong in 2011, closing with 926 members, including 16 Organizational Members.

A big thanks also to LUSH Cosmetics, who supplied us with our wildly popular membership purchase/renewal gifts.

ADVOCACY

In 2011, VACC bicycle advocacy work was intensified with many local communities working on cycling transportation plans. These included the North Shore, Surrey, Vancouver, and the Tri Cities.

The November civic elections saw each committee ask thought provoking questions that showed their local candidates' true opinions on cycling infrastructure. These were made available online for VACC members to read, and help shape their choices on election day.

The Advocacy Advisory Committee (AAC) was reinvigorated in April with members meeting every 4th Thursday at the VACC office. The ultimate goal of the group is to have a list of policy statements that will be posted to the VACC website and available for reference when people want to know where



Cyclists ride Dunsmuir separated lane and admire new bike racks

the VACC stands on issues. The AAC covers issues such as sidewalk riding, rolling stops, and helmet use, and regional infrastructure improvements and forwards their recommendations to the Board to review.

Some notable bicycle progress in 2011:

The Burnaby Local Committee worked with City Parks staff to ensure any events or celebration would have to provide temporary bike parking based on percentage of expected crowd.

The Iron Workers Memorial Bridge Improvement Sub Committee finalized a brief with all their requests for changes. In December they met with the Ministry of Transportation to urge action on short and long term improvements to cycling infrastructure on the bridge.

The Surrey/White Rock Committee was instrumental in a new Surrey cycling map being created. They also saw the grand opening of the Pioneer Overpass on Oct. 22, a pedestrian and cycling overpass over Hwy 1 which is linked to the paved ped/cycle paths in Tynehead Park. A number of multi-use paths have been improved or introduced in the city to improve connectivity and bike-friendliness, including the completion of Surrey's first neighborhood bike boulevard route in South Surrey.

VOLUNTEERS

The VACC continues to receive tremendous support and assistance from our dedicated volunteers. Volunteers help run the Bike to Work Week commuter stations, are the face of the VACC at numerous community events and festivals, help out in the office on Volunteer Nights, and tirelessly helped move cycling advocacy forward through our Board, Local Advocacy Committees and other VACC activities. We are extremely grateful to all our volunteers.



Discover Downtown by Bike Launch – April 2011

BIKE TO WORK

Bike to Work Week uses events, friendly competition, and online interactive tools to encourage people to start riding to work and to celebrate those that already do.

Bike to Work Week 2011 was celebrated throughout the Metro Vancouver region from May 30st to June 5th and Oct 31st-Nov 6th. Local, regional and provincial media covered the events, and thousands of cyclists were encouraged with food, beverages and prizes at 65 celebration stations set up throughout the region. They were also supported through the VACC Bike to Work Week interactive website, tracking trips, distance, greenhouse gases, calories, and more.

Metro Vancouver saw 900 brand new commuter cyclists start biking due to Bike to Work Week in 2011.



Bike Mechanic checks out a rider's bike at BTWW Celebration Station

BUSINESS FOR BIKES

Business for Bikes provides assessments and innovative solutions to businesses and recognizes them for being supportive of cycling.

A highlight of B4B in 2011 was our launch of Discover Downtown by Bike, which was held in partnership with the Pedestrian Advocacy Network. Dozens of people and over 20 downtown shops and services participated in the discounts and promotions to cyclists. We have delivered over 2500 Discover Downtown by Bike guides. Maps and promotions are available at www.discoverbybike.ca.

We also widely circulated our Marketing to Cyclists Guide to support businesses in reaching the cycling client.

In 2011, the VACC developed the first Bike-able Building Assessment (BBA), a points-based scoring system that grades end of trip facilities, corporate culture and support for employee cycling in commercial buildings, and then recommends tangible changes for improvement. The City of Surrey supported assessments and awards for the Most Bike-able Building in the city in 2011.

BIKE EDUCATION

STREETWISE

Streetwise Cycling Courses allow anyone to gain the skills and confidence needed to enjoy riding in the city.

In 2011, 60 public courses, including Streetwise, Family Streetwise, Learn-to-Ride and Bike Maintenance were delivered to 302 individuals.

"Now at 40 I didn't think I could have managed to do this. I feel so elated that I can manage to pedal. It's such a silly thing, pedalling but it's like flying. So much freedom."

- Learn to Ride Participant

In the summer of 2011, the City of Vancouver showed unprecedented support of the Streetwise

program by fully funding a series of eleven Streetwise and six introductory bike maintenance courses. These free-to-the-public courses were very popular and were all filled. We hope to encourage more municipalities to follow the lead of Vancouver to offer highly accessible courses in their cities as well.

Course Type	Total offered	Participants
Adult Streetwise	26	120
Intro Mechanics	14	79
Advanced Mechanics	11	57
Can Bike	3	17
Family Streetwise	6	29
Learn-to-Ride		44



Participants learning the ropes at a Streetwise Cycling course



Students taking Bike to School training with the VACC

BIKE TO SCHOOL

Bike to School provides in class and on road skills training for youth to ride their bikes safely, confidently, and joyfully. The VACC provides biking resources, activities, prizes and excitement to schools that want to promote and celebrate biking.

In 2011, the Bike to School program more than doubled its programming, reaching over 6,600 students, staff, and parents in educational courses, celebrations, and events. The Bike to School program has become firmly established as the leader in cycling programming for Metro Vancouver school districts.

The City of New Westminster showed incredible support of the VACC's bike education this year by providing the funding for 27 grade 6 and 7 classes to participate in Ride the Road. 70% of students claimed their ability to bike in traffic improved or greatly improved.

The VACC hosted 14 cycling celebrations, including Biker's Breakfasts, Bike to School week celebrations, and new this year, two Family Cycling Festivals.

Additionally, a record 4,735 students and teachers took part in some form of bike-focused workshop with the VACC. These courses were:

- Streetwise one day cycling skills course: 50 students and teachers
- Demystify your bike, the basics of bike maintenance: 120 students
- Ride the Road, a complete Bike-Ed curriculum: 840 middle and secondary students
- BikeWise Interactive playground safety training: 1250 elementary students
- CycleSmart in-class bike safety presentations: 2475 elementary students

WORKPLACE CYCLING EDUCATION

In 2011, Workplace Education expanded significantly and split off from Streetwise Cycling Courses to become an independent program. In 2011 the Workplace Education program almost doubled its target number of workshops, with 91 workshops delivered and 1,072 individuals trained. The program is rapidly expanding and demand for these group workshops is increasing.

These programs are effective at reaching the mainstream population—we're meeting working folks where they are at: at work. We've found that nearly half of attendees do not currently bike frequently; the majority of attendees are currently leisure riders aged 30-49, and nearly half of attendees at these workshops are female, far higher than the 28% of women who currently cycle. 57% of attendees felt they would ride more often after the workshop.

Workshops can include everything you need to know about biking to work in different seasons, information on how to make your workplace bike friendly, and the basics of bike maintenance.

"The knowledgeable instructors received rave reviews from cyclists of all levels. These courses provided our newer cyclists enough confidence to give cycling a try. I would highly recommend that other workplaces host these courses."

- Jennifer Alderson,
Vancouver Airport Authority

MARKETING, MEDIA & COMMUNICATIONS

The VACC had another strong year promoting cycling through media and marketing efforts, introducing an internal marketing position, and preparing for a benchmark year with the upcoming launch of a new name, logo and look for the organization. Our top priority is reaching the mainstream, to educate, engage, and motivate people to try cycling for transportation and integrate it into their regular habits.

We've been in action for 14 years now, and our brand evolution reflects how we've changed to meet the needs of the region and address the feedback from our members. The VACC developed strategic surveys and focus groups to that led to our new name, logo and look. The organization is dedicated to presenting itself as a friendly, open, and reliable resource for everything cycling. 2011 saw the launch of the new website, with improved user-friendliness, increased member functionalities, and a more versatile database.

In the media in 2011, the VACC and its programs came up over 100 times. 2011 was a municipal election year across the region, with cycling becoming a hot issue of discussion, including media pick up of our local advocacy groups' cycling questions to candidates.

Metro Vancouver is home to a diversity of cultural and language backgrounds. The VACC made its first step to reaching different language communities through our Multilingual Cycling Handbook. The web guide is available in Punjabi, Tagalog, Korean, Chinese, and simplified English.





**MARKETING, MEDIA
& COMMUNICATIONS EVENTS**

- Mar 19 & 20 Vancouver Bike Show
- Apr 26 Book reading and maintenance workshop, Kidsbooks
- May 14 Family Bike Festival, New Westminster
- May 15 MEC Gear Swap
- Jun 17 Burnaby Community Bike Fair
- Jun 17 Heels and Wheels Bike Event
- Jun 17 MEC BikeFest - False Creek
- Jun 25 Canadian Mental Health Association Bike Ride
- Jun 26 Art Wheelers Public Art Bike Rides
- July + August Bike to Bard
- Jul 1 Eco Fair for Concert Properties
- Jul 8, 21 Vancouver 125 - Summer Live
- Jul 8, 9, 10 Eco Fair for Oxford Properties
- Jul 13 ING Natural Playground Build
- Jul 20 Autumn Shift Festival
- Sept 17 SFU Sustainability Festival
- Sept 20 BEST Moving Planet Festivities
- Sept 24 Vancouver 125 - Public Art & Murals Ride
- Oct 1 & 2



VACC BALANCE SHEET

as at: December 31, 2011

ASSETS:

Cash & Short-Term Investments	\$ 14,896
Accounts Receivable & PrePaid Expenses	\$ 52,427
Fixed Assets	\$ 373
Total Assets	\$ 67,696

LIABILITIES & EQUITY:

Current Liabilities	\$ 1,450
Deferred Revenues	\$ 49,018
Total Liabilities	\$ 50,468
Retained Earnings (previous years)	\$ 12,000
Current Earnings (Net Income current year)	\$ 5,228
Total Equity	\$ 17,228
Total Liabilities & Equity	\$ 67,696

VACC INCOME & EXPENSE STATEMENT

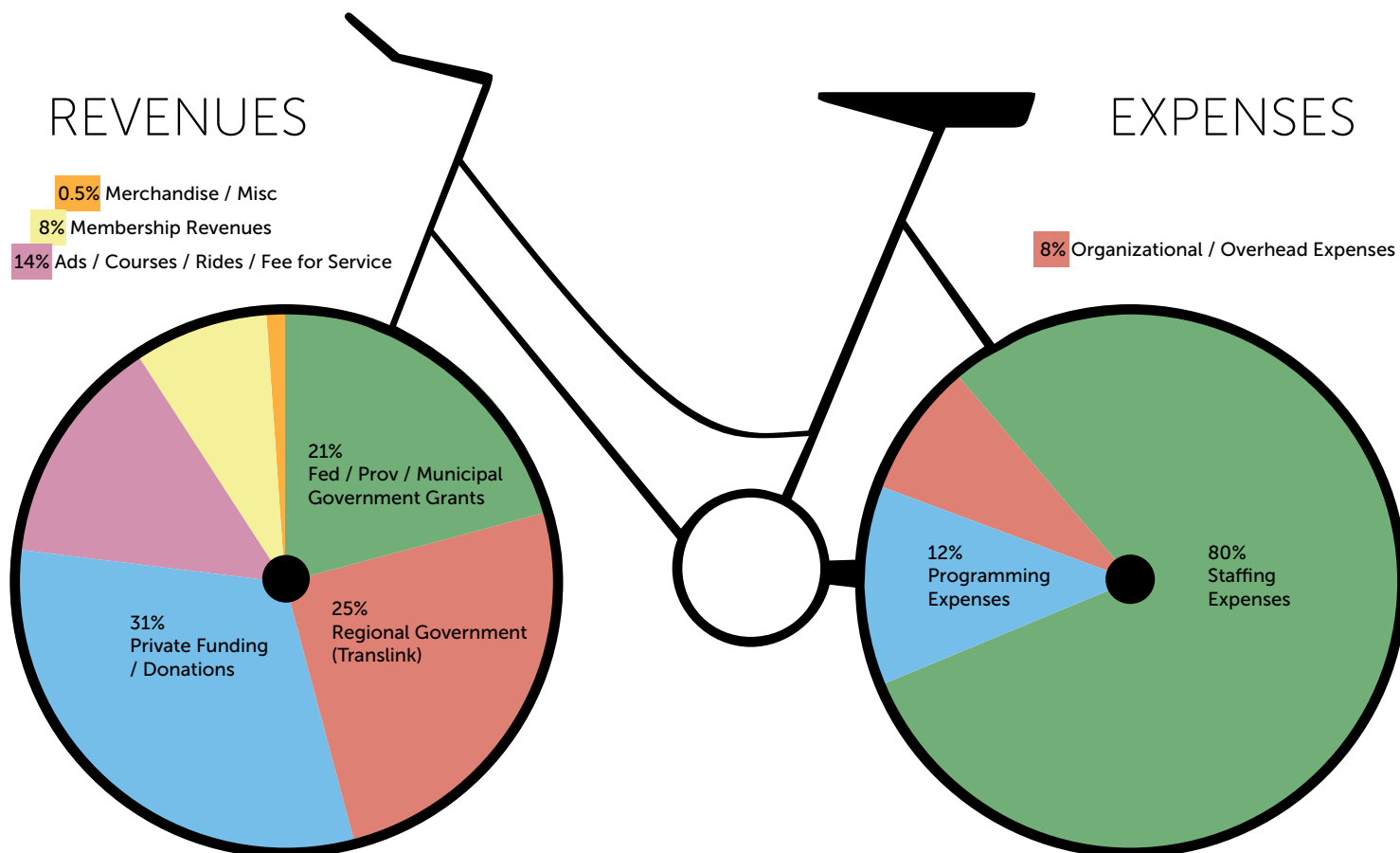
January 1 to December 31, 2011

REVENUES:

Fed/Prov/Municipal Gov't Grants	\$ 106,070
Regional Government (Translink)	\$ 125,397
Private Funding/Donations	\$ 158,424
Ads/Courses/Rides/Fee for Service	\$ 72,102
Membership Revenues	\$ 39,637
Merchandise/T-Shirt Sales	\$ 2,705
Interest/Expenses Recovered/Misc	\$ 96
Total Revenues	\$ 504,432

EXPENSES:

Programming Expenses	\$ 59,378
Staffing Expenses	\$ 398,343
Organizational/Overhead Expenses	\$ 41,482
Total Expenses	\$ 499,203
Net Income / Loss	\$ 5,228



FUNDERS 2011

The VACC would like to graciously thank our generous 2011 supporters.

\$50,000+

TransLink

\$20,000–\$49,999

Bike to Work BC Society (Province of BC)

City of New Westminister

City of Surrey

City of Vancouver

\$10,000–\$19,999

Giant Bicycles

\$5,000–\$9,999

City of Burnaby, City of Richmond, Downtown Vancouver Business Improvement Association, Mountain Equipment Co-op, YVR-Vancouver Airport Authority

\$1,000–\$4,999

Arc'teryx, Brodie Bicycles, Caps Bicycle Shop, City of North Vancouver, City of Port Coquitlam (TD Friends of the Environment), District of Maple Ridge, District of West Vancouver, Nokia, Norco Bicycles, Richards Buell Sutton LLP, SAP Software, UBC Trek Program Centre, Vancouver Coastal Health

\$50–\$999

Arno Schortinghuis, City of Pitt Meadows, City of White Rock, Craig Campbell, David Berge, Ethico Solutions Inc (Ethical Deal), Frankie Kirby, Graham Anderson, ING Direct, Ivan Chow, Jonathan Thar & Larissa Oakey, Michael Cline, Nicholas Meyer, Steve Williams, Thomas J. DeMarco, Dean Alexander

In Kind:

100.5 The PEAK, 24 Hours, Accent Inns, AM730, Arc'teryx, BCAA/CAA, Bicycle Sports Pacific, Bike Doctor, Bikes on the Drive, Brodie Bikes, Business in Vancouver, Butler Did It Catering, Cap's Bike Shop-New Westminister, Cap's Krusty-Richmond, CiTR, City by Cycle Tours, City of Richmond Parks Board, City of Vancouver and Vancouver Parks Board, City TV, CKNW, Clif Bar, Collingwood BIA, CTV, Dare, Denman Bike Shop, Downtown Vancouver Business Improvement Association, Dream Cycle, Eclipse Awards, Ethical Bean, Giant Bicycles, Hogan's Alley Café, ING Direct, John Henry Bicycles, Lush Cosmetics, Mainroad Contracting, Modo-the Car Coop, Momentum Magazine, Monkey Lights, Mount Royal Bagels, Mountain Equipment Coop, Nokia, Norco, On the Rivet, PEDAL Depot, ProBar, Re-up BBQ, SAP Canada, Savi Water, Seven25 Typography & Design, Shiatsu Massage, Strathcona Business Improvement Association, SuitSak, The PEAK 100.5 FM, ThinkFirst, Thrifty Foods, Translink, UBC, Union Food Market, Urban Fare, Vancouver Courier, VanCycle Mobile Bike Shop, VanPrint, Westpoint Cycles, Whole Foods, Wilder Snail.

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