

HUB CYCLING 2015/16 ANNUAL REPORT



More people cycling
means healthier,
happier, more connected
communities.



HUB Cyclists: Your support this past year has made a real difference.

I want to thank you for that. HUB has ambitious goals. As you'll read within this report, we've been able to accomplish a lot with your support, from increased membership to increased ridership.

Cycling is a simple solution to complex problems. Cycling is affordable transportation. It is carbon-free. It is good for our health. And less traffic means more livable cities. While our region is starting to understand these benefits, cycling infrastructure is still disconnected. In addition, ridership continues to be far too low in many areas of Metro Vancouver.

This year HUB worked to close these infrastructure gaps and improve ridership. Our mission, simply, is to get more people cycling more often. We provided educational programs needed for the next, larger generation of cyclists. We pushed for laws that give cyclists an equal place on the street. We worked collaboratively with cyclists, governments and business to improve cycling infrastructure.

At HUB, we want to improve our region by "ungapping" the cycling map. We want a fairer distribution of infrastructure resources – a share that reflects the benefits of cycling and the need for increased ridership. Quite simply, we want cyclists to be able to move safely across their neighbourhood, to work, to shop and to travel. I want to thank you for being part of this effort to improve our region.

ALEXANDER CLARKSON
PRESIDENT, BOARD OF DIRECTORS



The progress we are making to improve cycling conditions is incredibly positive.

In 2015-16, we saw over 27 cycling infrastructure commitments and 10 project completions, a number of which were significant regional connectors such as the Stanley Park Causeway and the Port Mann Bridge. We are in communication with government staff and officials more than ever before, making sure that high quality, meaningful improvements are made to UnGapTheMap.

On the enabling and promotion side, we brought new municipalities on board for school cycling education, moving closer to our vision of seeing every child in the region learn to cycle for transportation before graduating. We were ready with immigrant-serving cycling courses as global current events brought thousands of refugees to our region. We went through the development and exploration of a social enterprise to create and certify bike friendly businesses. We directly reached 25,430 participants in HUB programs and services, up 44% from the previous year.

Building public awareness is a big part of moving cycling forward - and we succeeded in 2015-16; HUB was sought out for media interviews and articles 261 times - that's an average media mention every 36 hours through the year. We've grown our partnerships significantly this year, bringing on more sponsors, organization members, and collaborators. I'm incredibly proud of the work of our 10 local committees, the people on the ground, who host meetings, lead assessment rides, write reports, and build relationships with our local communities and decision-makers. The volunteers of this organization make it all possible.

ERIN O'MELINN
EXECUTIVE DIRECTOR

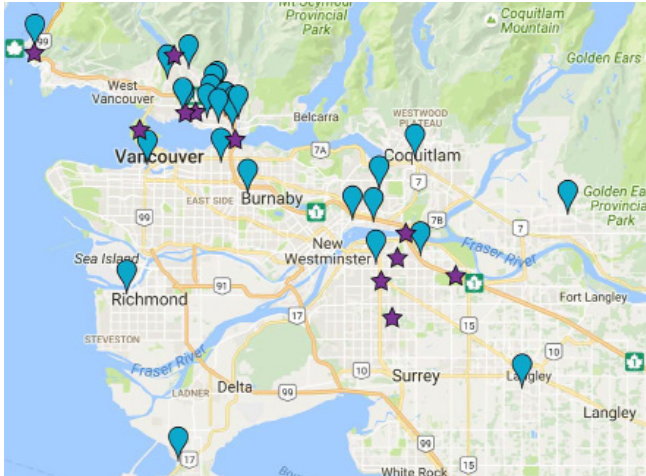
HUB members create a stronger voice for cycling and make sure decision-makers know that there is demand for safer, more connected, and convenient ways to get around by bike. Our members and donors make an impact: improved infrastructure, accessible education, and progress on bike-friendly policy.

1,562
individual members

More members than ever before

55
organization members

Our voice: membership makes a difference



Members contribute in many ways, including being a part of HUB's local committees. With ten around the region, they focus on issues within their own community, making recommendations on how to improve local infrastructure and engaging more people at neighbourhood events.

Forward movement with UnGapTheMap

2015-16 saw cycling improvements accelerate across Metro Vancouver. HUB Cycling forged new relationships with government staff and elected officials who decide the future of bike friendliness in Metro Vancouver, and we shared the UnGapTheMap vision and tool with municipalities, TransLink, and the Ministry of Transportation and Infrastructure. The initiative has drawn much interest and we continue to move forward on connecting our cycling network in a more meaningful and efficient way. Here are some of the infrastructure wins from 2015-16:

- Port Mann Bridge bikeway opening
- Stanley Park Causeway cycling safety improvements completed
- Bon Accord Bridge and Surrey bikeway to the Port Mann Bridge
- Gleneagles connection of the Spirit Trail
- Nancy Greene Way, Third Street, and Chesterfield St in North Vancouver
- King George Station and Main St Station secure bike parkades
- Surrey Lake and Fraser Heights Greenways
- Purchase of Arbutus Corridor for a new Vancouver greenway



Eye opening ads

A health mini-grant allowed us to raise public awareness about two top cycling safety issues in Metro Vancouver. Ads went out throughout the winter and spring to prevent dooring collisions and encourage daytime lights. Along with many distribution partners, ICBC posted the anti-dooring ad on their website homepage, as this is the number one collision type in recent local studies. Research also tells us that running lights provide a marked safety improvement - having bike lights on during the daytime has been found to reduce collisions with motor vehicles by 47%. Now you know (and so do thousands of others).

Yes to 2,700km of new bikeways

HUB was an active partner in the Better Transit and Transportation Coalition in 2015, supporting the Yes vote that would fund a connected cycling network in Metro Vancouver. Our Yes video and campaigns work were much appreciated by our partners in business, labour, health and environment. Despite the vote results, we continue to work with the Mayors' Council, TransLink and the Provincial Government to achieve these needed routes. Over the year we worked with UBC researchers and found that with the planned 2,700km, between 185,280 and 301,754 local residents would cycle more and approximately 289,468 km fewer would be driven.

Love It, Log It, Lock It (Properly)

Together with RCMP and the Vancouver Police Department, HUB's Bike Theft Prevention Committee has made important strides forward in the battle against bike theft. 2015-16 saw the launch of a new bike registry and mobile app so that we can help each other remember to register and recover our bikes.

45%
growth

Bike to Work Week - a force for change

164
tonnes
CO₂ saved

802,000
km biked

17,270
registered

5% more
women riding

39,181
cyclists
counted
from
stations

2,826
biked to
work for
the first
time

The 2015 Bike to Work Weeks were augmented with a Bike to Shop Party and Bike Shorts Film event, to add to the already popular spring launch party and fall fashion show. HUB conducted extensive marketing campaigns and hosted a record-breaking 120 celebration stations during the weeks to motivate people to get on their bikes.

BOTTOM LINE? BIKES MEAN GOOD BUSINESS



HUB aims to deliver all programming through a bike-friendly business lens, promoting the benefits of cycling throughout all organizations from business through to government.

Curious? bikehub.ca/bfb

HUB built upon its Bike Friendly Business resources and toolkit to introduce a business certification in early 2016, thanks to the support of the Vancity Community Foundation. Organizations can achieve Bronze, Silver, Gold, or Platinum certifications depending on their cycling end-of-trip facilities like secure bike parking, showers, lockers and change rooms as well as their incentives like cycling workshops, bike allowances, parking payouts or mileage reimbursement for attending meetings by bicycle.

The 2015 Bike Friendly Business Awards event was emceed by the Executive Director of the Downtown Vancouver Business Improvement Association and attended by two Boards of Trade, elected officials and municipal staff.

Biking is good for the bottom line; it comes with better attraction and retention of employees, increased productivity, reduced sick days and healthcare costs, parking savings, and improved morale. Bikes mean good business.

332% ↑
kids taking
Ride the Road
courses

6,605
kids trained
on bike

140% ↑
schools involved
in Bike to School Week

It's never too early (or too late!) to learn to ride

Creating
a lifelong
cycling
habit



HUB provides school staff, teachers, and parents with the resources and know-how to get their schools riding. The trip between home and school is the most common travel activity for Canadian children, representing a key opportunity for children to engage in regular physical activity. Children are often driven to and from school and this is a contributor to the high rates of physical inactivity and associated diseases seen today. Research suggests that children who walk or ride their bicycle to school are more physically active, more responsible, and more independent.

Our team of qualified instructors go into elementary, middle and high schools to teach the rules of the road, increase riding skills, and practice cycling

on local streets. HUB has now delivered on-bike education in most of the biggest municipalities - North Van, New West, Surrey, Vancouver, Coquitlam, Maple Ridge, Langley, Burnaby, and Richmond. In 2015, 6,605 students from 50 schools took part in a cycling course with HUB.

Each spring, Bike to School Week encourages youth to bike to school for fun and to compete to win some great prizes. In 2015, 192 schools registered to take part, representing anywhere from 10 to 250 riders at each school. Participation grows every year, both in the number of schools participating, and the numbers of students riding to school during the week. Some schools logged over 1,000 trips in this year's event!

“I have always dreamed of riding a bicycle that has two wheels. Now my small dream came true. I used to think that riding a bicycle on the road is very dangerous, but now my thinking is changed after I joined this class because we learned to ride safely on the road”

Immigrant Learn to Ride course participant

↑ 95%
participant
numbers

Streetwise: more people cycling, more often

StreetWise, HUB's longest running program, builds urban cycling skills and confidence for adults who want to ride more often. Course topics range from basic to advanced urban cycling and are offered through community centres, neighbourhood houses, and other partner facilities. Starting in-class and moving to on-bike, our Ride the Road courses are the most popular, and are a fun, practical and hands-on way for anyone to become comfortable riding in traffic.

In recent years HUB has also been expanding its courses that target specific population groups including women, seniors, and immigrant newcomers. Working primarily with settlement service organizations, HUB Cycling instructors run small group programs that get people riding for the first time, or teach new immigrants and refugees more about the rules of the road for bikes, and about getting around town in a fun way that connects participants to their new neighbourhood.

2015/16: WE'D LIKE TO THANK YOU

Organization Members

Accent Inns, AFCC Automotive Fuel Cell Cooperation, Affinity Bridge, AMS Bike Co-op, Arc'teryx, BC Nurses Union, BCIT Bicycling Committee, bClear Benefits, Bike Doctor, Bikemaps.org, Boffo, Bungay Law Office, Burnaby Board of Trade, Cadillac Fairview Corporation's Vancouver Properties, Canadian Mental Health Association, car2go Vancouver, Cross Canada Cycle Tour Society, Cyklus Vancouver, David Suzuki Foundation, Dish and DU/ER Denim, Doctors of BC, eProdigy Bikes, Evo Car Share, Exodus Travels, Fraser Health, Giant Bicycles Canada, Hatfield Consultants, iQMetrix, Kwantlen Student Association, Lafarge, Langara College, Mainroad, MEC Vancouver, Midas GoldCorp., Modo The Car Co-op, Mosaic, Museum of Vancouver, Norco / Live to Play Sports, Providence Health Care Society, Provincial Health Services Authority, Richards Buell Sutton LLP, SAHN Helmets, Saltspring Coffee, Samsung, Spacekraft,

Steam Whistle Brewing, Strathcona Business Improvement Association, Surrey Board of Trade, Two Wheel Gear, Vancity, Vancouver Airport Authority, Vancouver Bicycle Club, Vancouver Coastal Health, Wheel 2 Heal, WOWride Cycling.

Local Committee Chairs

Dennis Hansen, Patrick Thompson, Dan Millsip, Ivan Chow, Jackie Chow, Andrew Feltham, Fulton Tom, Tony Valente, Peter Scholefield, Derek Williams, Tim Yzerman, Gordon Hall, Jack Trumley, Simon Watkins, Lisa Slakov, Jeff Leigh

Board of Directors

Jen Brough, Alexander Clarkson, Jennifer Conroy, Roger Foster, Lucas Gallagher, Lori Gratl, Anne Labelle, Megan Lau, Jeff Leigh, Meredith Seeton, Stuart Smith, Aryana Sye, Kay Teschke, Fiona Walsh, Derik Wenman.

And all of the many other HUB volunteers!

Below are unaudited finances for the year ended March 31, 2016. See the full report at bikehub.ca. *HUB garnered \$176,756 in in-kind contributions in addition to the financials here.

'15/16

A sound investment

financial reporting

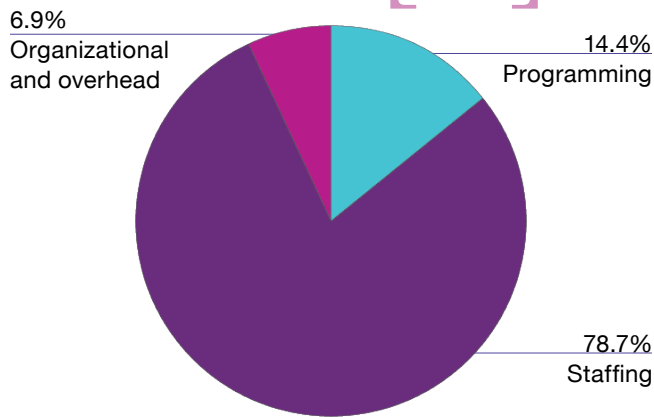
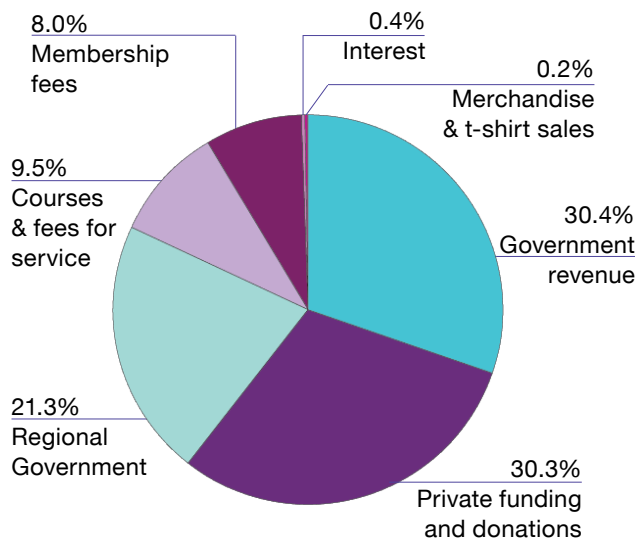
\$176,756

in-kind contributions*

Finances: April 1, 2015 – March 31, 2016

	2016	2015
ASSETS		
Current Assets		
Cash and short-term investments	95,072	84,712
Accounts receivable	71,622	30,005
Prepaid expenses & deposits	14,239	1,491
Capital assets	1,114	1,486
Total	182,047	117,694
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable & accrued liabilities	5,060	3,466
Deferred revenue	135,444	68,104
	140,504	71,570
Net assets	41,543	46,124
Total	182,047	117,694

	2016	2015
REVENUE		
Government revenue	205,102	165,659
Private funding and donations	204,944	186,867
Regional Government	143,625	140,785
Courses and fees for service	63,941	69,095
Membership fees	54,058	58,884
Interest and expenses recovered	2,573	2,739
Merchandise and t-shirt sales	1,103	966
Total	675,346	624,995
EXPENSES		
Programming	97,704	93,573
Staffing	535,128	480,522
Organizational and overhead	47,095	46,285
	679,927	620,380
Excess of revenue over expenses	(4,581)	4,615
Net assets, beginning of year	46,124	41,509
Net Assets, End of year	41,543	46,124



REVENUE dollars in percent

EXPENSES dollars in percent

