



## 2016/17 ANNUAL REPORT

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



## MESSAGE FROM THE PRESIDENT

I want to thank HUB cyclists for another year of support and help getting more people cycling, more often, and under better and better conditions. We're continuing to see the benefits of improved funding and infrastructure, making it easier for more people to choose to cycle to work, to school, and to shop. More people are realizing the benefits of using a bike as their primary means of transportation, including improving their health, lowering their carbon emissions, and reducing traffic.

The improved infrastructure in parts of Metro Vancouver also has critical benefits that are under-reported. One cannot quantify the importance of giving kids a safe route to bike to school and increasing the attractiveness of cycling to the elderly carries the benefits of regular exercise.

At HUB Cycling, we have continued to work to improve our region by "ungapping" the cycling map. Where gaps have been closed and routes connected, we have seen marked increases in ridership. This result should be repeated across Metro Vancouver. While ridership is improving across the region, it can still be a challenge in some areas. We're working hard to get people on bikes more representation in those areas.

As you'll read within this report, we've been able to accomplish a lot with your support this past year and we promise to continue working hard into the next year.

ALEXANDER CLARKSON  
PRESIDENT, BOARD OF DIRECTORS



## MESSAGE FROM THE EXECUTIVE

The work of our staff, members, volunteers, committees, and partners has made 2016/17 a very successful year.

Our membership is growing. With more members than ever before, we have a strong voice to speak on behalf of people on bikes throughout Metro Vancouver. Our local committees and volunteers have worked tirelessly to make safer, more connected communities by identifying key gaps in cycling infrastructure. Through our UnGapTheMap campaign we've seen significant infrastructure wins that have helped to make cycling safer and more enjoyable for everyone.

With two more successful Bike to Work Weeks and the launch of our inaugural Bike to Shop Day and Bike the Night events, we have continued to make cycling more accessible for people of all ages and abilities. Our educational programs have also helped to build thousands of more confident riders.

It has been a busy year, with great successes, but we still have a lot of work ahead. We're looking forward to the next 12 months, with even greater successes and even more support from members, volunteers, committees, and partners to make cycling better for everyone.

LAURA JANE  
ACTING EXECUTIVE DIRECTOR

HUB members continue to create a strong voice for cycling, making 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.



## OUR VOICE: MEMBERSHIP MAKES A DIFFERENCE



### Local Committees

Members contribute in many ways, including being a part of HUB Cycling's Local Committees. With ten committees throughout Metro Vancouver, they focus on issues within their own community, making recommendations on how to improve local infrastructure and engaging with people at neighbourhood events.

### More progress with UnGaptheMap

Our UnGaptheMap campaign broke ground on many levels this year. We demonstrated how gaps in our cycling network (areas that lack cycling infrastructure for all ages and abilities) often prevent people from riding in Metro Vancouver. We created a feature campaign video and launched our public Gap Map which highlighted more than 300 prioritized gaps across Metro Vancouver.

Our passionate supporters made generous financial contributions to the campaign through the Adopt-a-Gap initiative, with a dozen (and counting) individual gaps of personal significance adopted. Many others wrote to provincial leaders in support for separated, paved, and lit long-distance regional cycling routes, known as Cycle Highways.

While these initiatives will continue to expand in the months to come, here are a few of the infrastructure wins we made through our efforts to UnGaptheMap:

- Separated bicycle lanes along 105 Ave. in Surrey
- Paths on Pinetree Way between Lafarge-Lake Douglas Station and Barnet Highway
- Path on Argyle Ave, as part of the Spirit Trail in North Vancouver
- Installation of a mixed and separated interim pathway along the Arbutus Greenway in Vancouver
- Cycling infrastructure along Abernathy Way from 216th to 224 St in Maple Ridge
- New bike lanes on Hwy 17, adjacent to Tsawwassen Mills in Delta
- First ever bicycle carral installed in Steveston, Richmond
- Planned bike lane on Keith Road in North Vancouver
- Planned bike lane on 32nd Ave. in Aldergrove, Langley

## GETTING MORE PEOPLE ON BIKES

17,401  
registered

43,878  
cyclists  
counted from  
stations

890,735  
kilometres  
biked

2,422  
biked to  
work for the  
first time

### Bike to Work Weeks

Our Bike to Work Weeks broke many records again in 2016. Thousands of people participated including 2,422 people brand new to bike commuting. In addition to an extensive marketing campaign, HUB Cycling hosted another successful spring launch party at Central City Brewery, a fall fashion show at the Vancouver Space Centre, and a record breaking 125 Celebration Stations across Metro Vancouver during the events.

### Bike to Shop Day

On August 13th, HUB Cycling hosted its inaugural Bike to Shop Day. The event encouraged people to ride and shop at local businesses and celebrate how fun, easy, and convenient shopping by bike can be. 965 people registered online for Bike to Shop Day and more than 1500 attended the outdoor events, rode on a guided shopping ride or simply shopped by bike at local businesses.

### Bike the Night

HUB Cycling's inaugural Bike the Night took place on September 16th, 2016 and celebrated cycling in a fun, unique way by helping people feel more confident riding at night. The start location included an outdoor celebration with music, free hot chocolate, free snacks, free bike repairs, free bike decorating and educational information. Nearly 700 people with

colourfully lit bikes and creative costumes rode 10 kilometres together.

The event also activated the newly paved temporary Arbutus Greenway path, encouraging participants to provide feedback and get involved in the consultation process after the event.

### Bike Awards

HUB Cycling expanded its Bike Awards in 2016 to include recognition not only of businesses but also individuals and municipalities that are doing amazing work to get more people cycling, more often.



# HUB EVENTS TIMELINE 2016-17

## Ongoing

Bike to School Programming • Streetwise Cycling Courses • Workplace Cycling Workshops • Local Committee Meetings • Bikeability Assessments

## April

Surrey Party for the Planet • MEC Members Night

## May

HUB Bike to Work Week Launch Party • MEC Bike Fest Vancouver • HUB Share the Road Challenge • HUB Bike to Work Week • MEC Century Ride – Coquitlam • Environmental Fair – Burnaby • HUB Bike to School Week

## June

MEC BikeFest - Langley • MEC Bike Fest - North Shore • Car Free Day - Main Street

## July

Bard on the Beach - Fireworks

## August

HUB Membership and Volunteer Appreciation Picnic • HUB Bike to Shop Challenge • Inaugural HUB Bike to Shop Day • North Shore Car Free Day

## September

Inaugural HUB Bike the Night • HUB AGM

## October

HUB Bike to Work Week Launch and Fall Fashion Show • HUB Bike to Work Week • MEC Discount Night • HUB Bike Shorts Film Festival

## November

HUB + BEST Member Holiday Party

## January

Membership Calling Day

## February

HUB Bike Awards

## March

Vancouver Bike Show





## BIKE TO SCHOOL



Biking to and from school is a great opportunity to get kids active, build independence and start to develop a lifelong love of cycling. Each year HUB Cycling delivers on-bike education to thousands of children and youth across Metro Vancouver. The **Bike to School Program** includes cycling courses for children in grades 3-8 that teach rules of the road and safe cycling skills, and provides the opportunity to put their new skills to practice on neighbourhood streets. In 2016, HUB Cycling's team of certified instructors taught cycling courses to 4,134 students in 32 schools across 11 municipalities.

**Bike to School Week** is a fun, free, week long celebration for students of all ages and abilities. In 2016 HUB Cycling took on the role of organizing the event for all Metro Vancouver schools, and saw 115 schools take part. Schools receive interactive posters to help track riders and trips, as well as event ideas, resources and prizes. Together they recorded over 16,000 trips! Schools tell us that Bike to School Week gives families the opportunity to try riding together and builds momentum to continue cycling long after the event.

*"We would love to see more students and parents ride their bikes to school. This would help with the congestion in the parking lot and make everyone healthier. Thanks for including us. We would love to have you back every year."*

– Laity View Elementary, Maple Ridge

*"Thank you for coming to our school. The students had a great time. I was proud of several of my students who learned to ride and are asking for new bikes for their birthdays."*

– Queen Elizabeth Elementary, New Westminster



**115**  
METRO VANCOUVER  
SCHOOLS PARTICIPATED

**4,134**  
KIDS TRAINED  
ON A BIKE

**49%**

OF OUR RIDE THE  
ROAD COURSE  
STUDENTS SAID  
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## ADULT BIKE EDUCATION

### BIKESAFE presented by Vancity for Mobi by Shaw Go

In 2016/17 HUB Cycling was the proud educational partner for an exciting new program - BIKESAFE presented by Vancity for Mobi by Shaw Go. BIKESAFE's goal is to get more people excited about cycling and to increase skills and knowledge of safe cycling behaviour while riding a Mobi bike on city streets. Four educational videos were created as part of the program to introduce Vancouverites to #BIKESAFE tips. These videos included educational information and were heavily promoted on social media and other marketing streams.

### StreetWise

StreetWise is HUB Cycling's longest running program and is very successful at getting people riding bikes. These public courses teach urban cycling skills to adults and families who want to ride more often and are offered at various skill levels from beginner to advanced. Surveys show that after taking HUB's practical, hands-on courses, participants are more likely to ride year-round with increased confidence cycling on city streets. In 2016, a record 976 participants received StreetWise cycling education, with the support of TransLink funding for free and subsidized courses.

HUB Cycling also delivers courses for newcomers and immigrants to Canada in partnership with various immigrant serving organizations across the region. These tailored courses provide a supportive environment for newcomers to learn the rules of the road and cycling culture in the Canadian context. By building cycling knowledge and skills newcomers are introduced to an affordable, healthy and convenient way to explore their new home. In 2016 we reached 175 newcomers to Canada through this program and trained 35 settlement agency staff to provide them with the first-hand skills and knowledge needed to feel confident promoting cycling as an attractive option to their clients in the future.

### Workplace Cycling Workshops

- 37 workshops delivered: 14 Beginner Bike Maintenance, 2 Intermediate Bike Maintenance, 14 Lunch Hour Primers, 6 Fall and Winter Riding, 1 Commuter Skills
- 329 participants took a course

These fun, interactive, on-site workshops are part of the HUB Bike Friendly Business Program and are designed for staff of all riding abilities. Biking to work has the unique ability to promote employee health and wellness, and environmental sustainability.



A BIG 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 • IQ Metrix • Kwantlen Student Association • Lafarge • Langara College • Linquet Technologies • Mainroad • MEC Vancouver • Midas Gold Corp. • 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

TRI-CITIES: Simon Watkins, Jack Trumley, Andrew Hartline • SURREY / WHITE ROCK: Tim Yzerman • DELTA: Patrick Thompson • BURNABY: Dennis Hansen, Cathy Griffin • MAPLE RIDGE - PITT MEADOWS: Ivan Chow, Barry Bellamy • NORTH SHORE: Tony Valente • VANCOUVER / UBC: Jeff Leigh • LANGLEY: Dan Millsip • REGIONAL ACTION COMMITTEE: Alexander Clarkson • NEW WESTMINSTER: Andrew Feltham • RICHMOND: Derek Williams, Graham Taylor

## Board of Directors

Alexander Clarkson, *President* • Jeff Leigh, *Vice President* • Meredith Seeton, *Secretary* • Derik Wenman, *Treasurer* • Stuart Smith, *Director* • Kevin MacDuff, *Director* • Corrie Bownick, *Director* • Mir Ali, *Director* • Fiona Walsh, *Director* • Morgan Maguire, *Director* • Anne Labelle, *Director*

AND THE DOZENS  
OF OTHER HUB  
VOLUNTEERS!



# FINANCES: APRIL 1, 2016-MARCH 31, 2017

**'a sound investment'**  
\$239,533 in in-kind contributions

Below are the unaudited finances for the year ended March 31, 2017. See the full report at bikehub.ca. Please note that in addition to the financials here, HUB Cycling received \$239,533 in in-kind contributions.

## Assets

	2017	2016
Current Assets		
Cash & Short-Term Investments	208,468	95,072
Accounts Receivable	64,252	71,622
Prepaid Expenses & Deposits	4,091	14,239
Capital Assets	2,248	1,114
<b>Total</b>	<b>279,059</b>	<b>182,047</b>

## Revenue

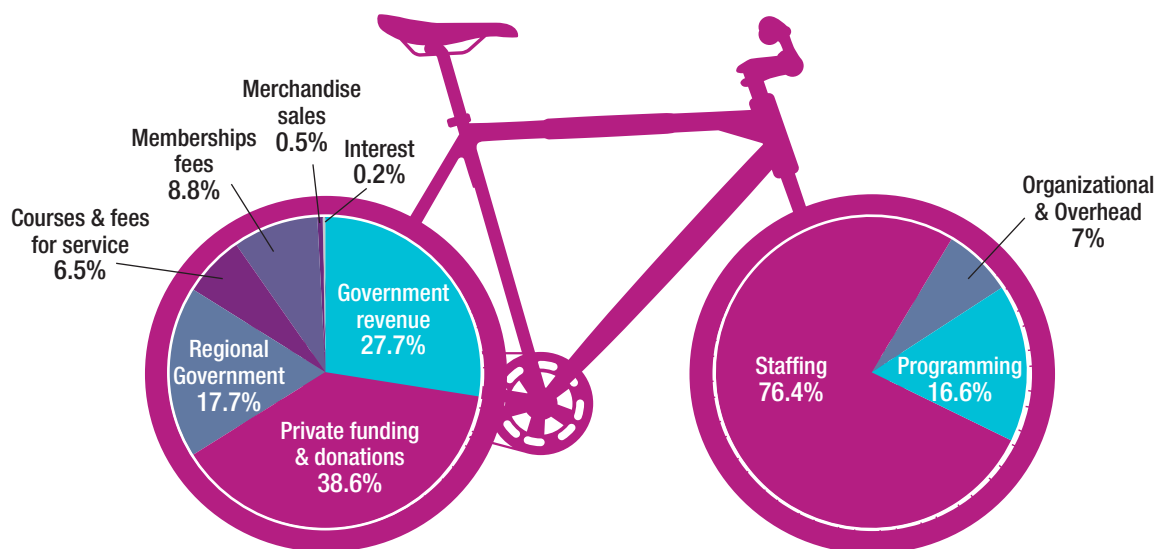
	2017	2016
Government Revenue	220,338	205,102
Private Funding & Donations	306,881	204,944
Regional Government	140,750	143,625
Courses & Fees For Service	51,942	63,941
Membership Fees	70,463	54,058
Interest & Expenses Recovered	1,240	2,573
Merchandise Sales	3,978	1,103
<b>Total</b>	<b>795,592</b>	<b>675,346</b>

## Liabilities and Net Assets

	2017	2016
Current Liabilities		
Accounts Payable & Accrued Liabilities	5,251	5,060
Deferred Revenue	187,234	135,444
<b>Total Liabilities</b>	<b>192,485</b>	<b>140,504</b>
Net Assets	86,574	41,543
<b>Total</b>	<b>279,059</b>	<b>182,047</b>

## Expenses

	2017	2016
Programming	124,533	97,704
Staffing	574,032	535,128
Organizational & Overhead	51,997	47,095
<b>Total</b>	<b>750,561</b>	<b>679,927</b>
Excess Of Revenue Over Expenses	45,031	(4581)
Net Assets, Beginning Of Year	41,543	46,124
<b>Net Assets, End Of Year</b>	<b>86,574</b>	<b>41,543</b>



Revenue dollars in percent

Expenses dollars in percent



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