
A woman with blonde hair, wearing a black helmet with a 'J&S Cycled' sticker, a pink jacket, and glasses, is riding a road bike on a city street. The background is blurred, showing other vehicles and buildings. The text 'HUB CYCLING 2014/15 ANNUAL REPORT' is overlaid in the top right corner.

HUB CYCLING 2014/15 ANNUAL REPORT

A stylized logo for 'HUB' is positioned at the bottom left. The 'H' is teal, the 'U' is purple, and the 'B' is pink. The letters are bold and blocky, with rounded corners.

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



I'm tremendously proud to say that HUB has had a record-breaking year.

Quite simply, we've been getting more people cycling more often. We've expanded our local committees to encompass all of Metro Vancouver: both Delta and Langley have formed HUB local committees. We've seen regional route improvements to the Ironworkers Memorial Bridge and a myriad of local route improvements.

I'm proud to work with the vast network of people responsible for these successes: our dedicated employees, instructors, volunteers, donors, along with every cyclist pushing and voting for bike-friendly communities. At events all over the region, I hear "You're with HUB? I love HUB". Maintaining that positive relationship, despite the polemics, shows the professionalism and commitment at HUB.

Looking forward, HUB has a major role to play in Metro Vancouver. Mode share is increasing, but our region can do better. There remain significant route gaps we will continue to work to connect. Through education, action and events we will continue to show that cycling improvements help all residents through cleaner and less congested communities. Together, we can make the place where we live better.

ALEXANDER CLARKSON
PRESIDENT, BOARD OF DIRECTORS



Cycling in Metro Vancouver has never been so strong.

Thanks to the support of hundreds of volunteers, and thousands of members, HUB Cycling has made real improvements in cycling conditions in the region. We've seen cycling statistics reflect the desirability of cycling. The fastest growing mode in the region, cycling offers solutions to many urban challenges: population growth, affordability, air quality, and health. That's why we work so hard to get more people cycling more often—we believe it builds better places for us all to live.

2014-15 saw the tipping point in the City of Vancouver: 50% of all trips are made by modes other than the personal motor vehicle. These are exciting times! All around the region we are seeing progress toward better biking connections. HUB has better relationships with all levels of government than we have ever had before.

Not only have we changed cycling infrastructure, we've been actively educating and motivating more people to try cycling for the first time, and stick with it. Our programs directly reached more than 17,600 people, our website had nearly 120,000 visits, and more than 1.3 million people knew of our events. Thanks to all of you, we are moving cycling forward. This is a critical time to keep the momentum going!

ERIN O'MELINN
EXECUTIVE DIRECTOR

HUB members create a stronger voice for cycling, to make sure we have safe, connected, and convenient ways to get around by bike. Our members and donors have made a lot possible this year: improved infrastructure, enhanced education, and progress on bike-friendly policy.

1,502 **ALL TIME HIGHS** **33**
individual members **organization members**

our foundations: members make it happen

Members make up ten HUB committees across Metro Vancouver, including our newest additions: Delta and Langley. This year was an important step forward in representing the entire region with local groups, and we are pleased to have such enthusiastic volunteers working to make biking better in their communities.

Taking action to UnGapTheMap

HUB has made a big impact on cycling conditions, including these infrastructure improvements:

- » Stanley Park Causeway funding commitment from the BC Ministry of Transportation, and approval by the Vancouver Park Board
- » Double wide bike and walkways constructed along the Ironworkers Memorial Bridge
- » Bon Accord bike bridge opening in Surrey and new cycling connections from Central City to the Port Mann Bridge
- » Opening of the Seaside Greenway and York Bikeway
- » 50% increase in BikeBC Provincial government funding to connect the cycling network
- » New cycling paths on Willingdon and Kensington overpasses in Burnaby
- » Improvements to the BC Parkway bike path in Burnaby and New Westminster
- » Opening of the Powell St Overpass protected bike lane in Vancouver
- » Opening of the Comox-Helmcken Greenway in Vancouver

Protection and accountability on our streets

HUB is working with a legislative review committee on changes to BC's Motor Vehicle Act, to make it clearer and more accountable. Changes would include lower speed limits on bike routes, a minimum passing distance, clarity for passing on the right.



Education is integral to growing cycling

HUB, in partnership with other BC organizations, is striving for every child to receive transportation cycling education in schools, so that we are building a generation of respectful and confident road users.

Engaging our community: Vote to Bike

2014 was a municipal election year, so HUB local committees and staff rolled out Vote to Bike, surveying candidates on their cycling views, and engaging cycling supporters to get out and vote, so that our decision-makers represent us. A number of Councils became more bike-friendly in 2014. Working with government is a fundamental component of improving cycling conditions, which is why HUB developed a Gap tool, to calculate improvement priorities and benefits that we can share with government staff and officials to improve the quality and selection of infrastructure.

We also worked with the Mayors Council on the transportation and transit plebiscite in spring 2015, to encourage better mobility options, including 2,700 km of new bikeways.

ALL TIME HIGHS

51% growth! BTWW is a force for change



110 tonnes CO₂ saved

11,907 registered

499K km biked

26,250 cyclists counted at stations

2,408 biked to work for first time

Thousands of commuters came out to Bike to Work Week, dwarfing last year's numbers. HUB hosted its first launch parties, partnering with Hootsuite and Cadillac Fairview to share beers and biking motivation. Our new mobile-friendly trip-log tool, team-leader outreach and new prizes helped bring out more participants.

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

Organizations are awakening to the opportunity of cycling improving their bottom line: through better attraction and retention of employees, increased productivity, reduced sick days and health care costs, parking savings, and improved morale, bikes mean good business. In 2014, HUB developed our Bike Friendly Business services into a social enterprise model.

Social enterprise: The Traction Toolkit
Launched at HUB's second annual Bike Friendly Business Awards, the Traction Toolkit is designed to support organizations to become bike friendly through signing on to a two-year subscription:

- » building and cultural assessments
- » employee cycling surveys
- » workplace cycling workshops
- » HUB organizational membership
- » product and service discounts
- » mobile bike mechanics
- » public recognition

"The Grade 4/5 teachers said Learn2Ride was just fantastic! Extremely organized, interactive, and with such knowledgeable instructors. Our students had such a great time they didn't know they were learning!"
LAUREL SMITH, BETTY HUFF ELEMENTARY

18%↑ ALL TIME HIGHS 6,448 kids trained on bike
Bike to School Week participation

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



Our vision: every child learns to bike in school.
At HUB, we are committed to teaching children and youth about cycling for transportation, especially when more kids spend less time outside and are generally less active than ever before. Biking to school is a great way to integrate activity and fun into an everyday necessity trip, and to create safer, more respectful, and more confident road users. HUB works in elementary, middle and high schools

to teach rules of the road, school ground motor skills, and for the older kids, practice riding on local streets. In 2014, HUB delivered on-bike education to 6,448 students, an all-time high. Parents, teachers and students rave about the courses, and the demand for education far outstrips the supply of funding and investment in the area. Over the past two years, nearly all Surrey elementary schools have received bike education through HUB.



HUB Streetwise students report a 250% increase in cycling after a course.

ALL TIME HIGHS

Streetwise: more people cycling, more often

“HUB’s StreetWise Course gave me the safety skills to ride comfortably in traffic. It had been years since I was on a bike—now I commute daily from the West End to UBC.”
REBECCA MILLS

Streetwise: Cycling education for everyone
 People of all ages can benefit from cycling instruction, from road rules to the basics of bike maintenance. Most courses are open to the public and held in community centres, while some target

specific populations, such as recent newcomers to BC, to ensure cycling remains accessible and courses reach those who need them most. Our Streetwise Courses show a 250% increase in cycling frequency from before to after the courses.

2014/15: WE’D LIKE TO THANK YOU

Organization Members

Accent Inns, Automotive Fuel Cell Cooperation, Affinity Bridge, AMS Bike Co-op, BC Nurses’ Union, BCIT Bicycling Committee, The Bike Doctor, Cadillac Fairview Corporation’s Vancouver Properties, Canadian Mental Health Association, car2go Vancouver, Cross Canada Cycle Tour Society, Cyklus Vancouver, David Suzuki Foundation, Different Bikes, Downtown Suites Ltd., eProdigy Bikes, FastSigns, Jen Harvey Realty, Liv/Giant, Kwantlen Polytechnic University, McComb Witten–Personal Injury Lawyers, MEC, MODO The Car Co-op, Museum of Vancouver, Norco Bicycles, Provincial Health Services Authority, Richards Buell Sutton LLP, Sahn Helmets, Saltspring Coffee, Two Wheel

Gear, Vancity, Vancouver Bicycle Club, Vancouver Coastal Health, Vancouver International Airport, Wheel2Heal, Worksafe BC, WOWride Cycling Club–Uniting Female Cyclists

Local Committee Chairs

Dennis Hansen, Patrick Thompson, Ivan Chow, Andrew Feltham, Antje Wahl, Derek Williams, Gordon Hall, Tim Yzerman, Jack Trumley, Simon Watkins, Lisa Slakov, Jeff Leigh

Board of Directors

Jen Brough, Alexander Clarkson, Jennifer Conroy, Roger Foster, Lucas Gallagher, Lori Kessler-Gratl, Megan Lau, Jeff Leigh, Aryana Sye, Fiona Walsh

And all of the many other HUB volunteers!

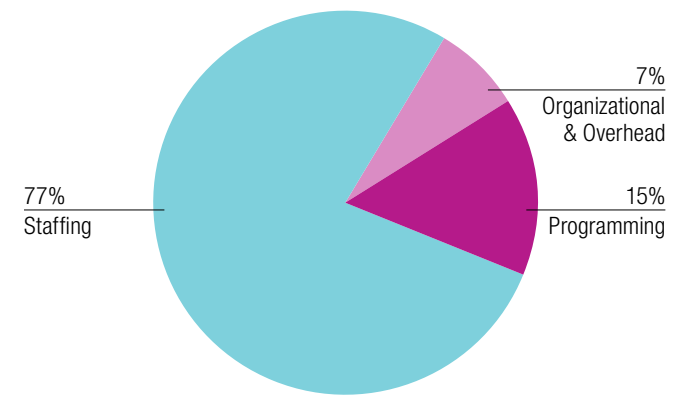
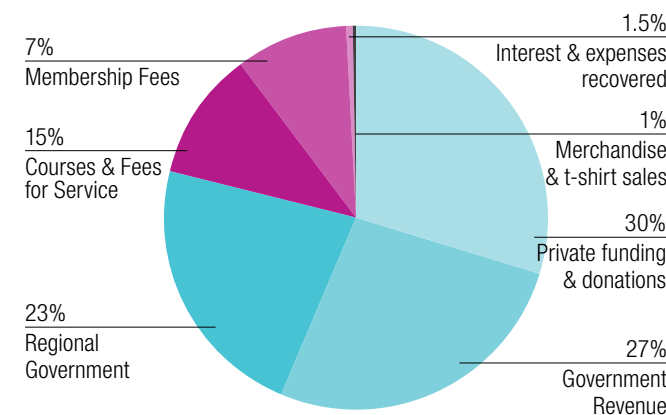
Below are unaudited finances for the year ended March 31, 2015. See the full report at bikehub.ca. *HUB garnered \$210,390 in in-kind contributions in addition to the financials here.

’14/15 **ALL TIME HIGHS** **\$210,390**
financial reporting **in-kind contributions***

Finances: April 1, 2014– March 31, 2015

	2015	2014
ASSETS		
Current Assets		
Cash and short-term investments	84,712	57,154
Accounts receivable	30,005	43,745
Prepaid expenses & deposits	1,491	1,491
	116,208	102,390
Capital assets	1,486	1,742
Total	117,694	104,132
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable & accrued liabilities	3,466	4,293
Deferred revenue	68,104	58,330
	71,570	62,623
Net assets	46,124	41,509
Total	117,694	104,132

	2015	2014
REVENUE		
Private funding and donations	186,867	131,414
Government revenue	165,659	214,939
Regional Government	140,785	160,755
Courses and fees for service	69,095	57,930
Membership fees	58,884	30,564
Interest and expenses recovered	2,739	2,911
Merchandise and t-shirt sales	966	2,414
Total	624,995	600,927
EXPENSES		
Programming	93,573	93,360
Staffing	480,522	462,393
Organizational and Overhead	46,285	33,834
	620,380	589,587
Excess of revenue over expenses	4,615	11,340
Net assets, beginning of year	41,509	30,169
Net Assets, End of year	46,124	41,509





HELP HUB MAKE BETTER BIKING A REALITY IN METRO VANCOUVER. BECOME A MEMBER, MAKE A DONATION. VOLUNTEER. FOR INFORMATION OR TO GET INVOLVED, GET IN TOUCH! WE'D LOVE TO HEAR FROM YOU.

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