

Biking Means Good Business

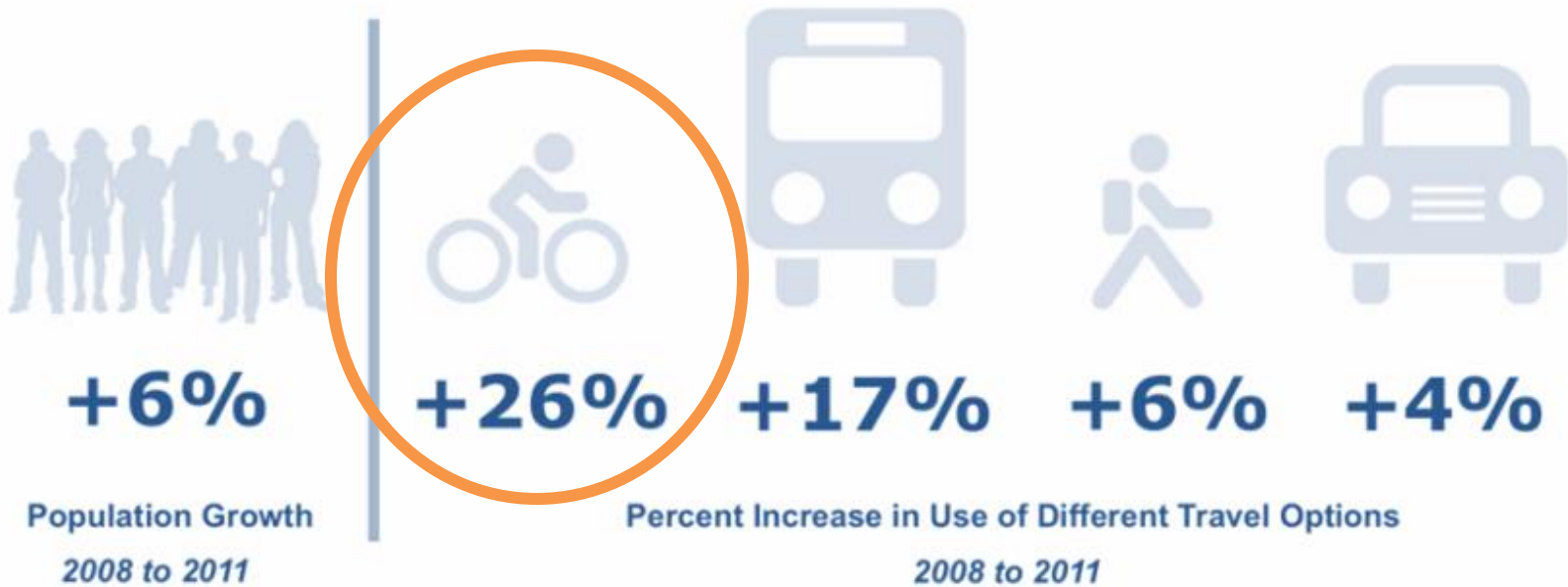


Your **Cycling** Connection



What's trending

Percentage Growth in Travel by Mode for Metro Vancouver

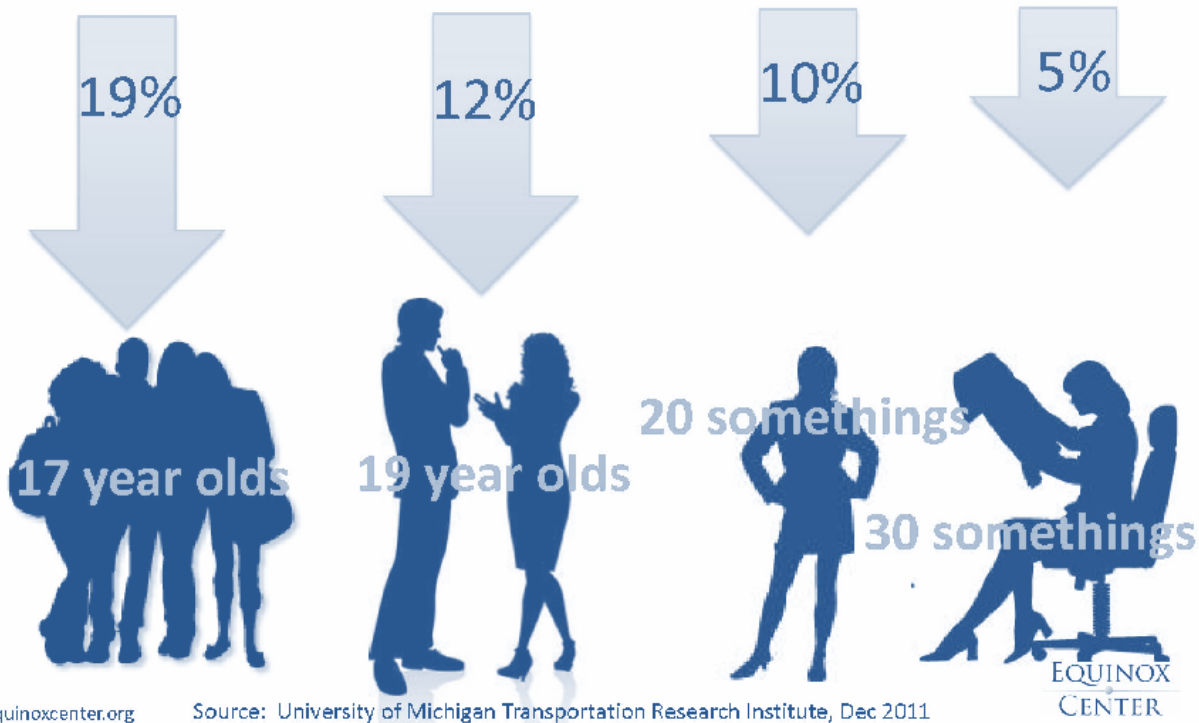


Data: 2011 Metro Vancouver Regional
Trip Diary Survey conducted by TransLink

Visit the Buzzer blog for more info at buzzer.translink.ca

A growing workforce **driving less**

Driver's license attainment declining
1983-2008



Employee **decision-making**

“Being able to bike to work was definitely a factor when I decided to work here instead of another tech company”

- Tayber, A Thinking Ape

88% of workers see great value in corporate wellness programs even though only 20% of them have access to such services.

Microsoft is moving 400 employees to downtown Vancouver.
1/3 already commute by bike.

Traction toolkit

Year

1

- Workplace & Building Bikeability Assessment
- Employee Cycling Survey
- HUB Organizational Membership
- Discounts - bike shops, car sharing, bike racks & other supports
- Mobile mechanic services
- Eligibility for Bike Friendly Business Awards

Year

2

- Workplace Cycling Workshop
- HUB Organizational Membership
- Discounts - bike shops, car sharing, bike racks & other supports
- Eligibility for Bike Friendly Business Awards
- Public relations & recognition to showcase improvements

Traction toolkit

Current Discount Partners

- **One HUB membership card** for [discounts at local businesses](#), including 30+ bike shops - use the card to tune up shared bikes at the office, purchase repair kits, bike tools and accessories for staff to share
- **\$50 carsharing credit** (business accounts) from [Modo](#)
- **Free registration** (business accounts) from [Zipcar](#)
- **Free registration** (business accounts) from [car2go](#)
- **Advertising discounts** from [WeCycle Magazine](#) (15%) and [C-Media Outdoor Advertising](#) (10%)
- **Publishing discounts** with [Web Express Printing](#) (10%)
- **Discounts** on bikes racks from [Urban Racks](#)



Cycling workplace **outcomes**



fewer sick
days



higher
productivity



improved
attraction &
retention

Cycling workplace **outcomes**



fewer sick
days

Employees who cycle
take 15-50% fewer sick
days

Cycling workplace **outcomes**



4-15%
increase in
productivity



higher
productivity



27% less task
errors

Cycling workplace **outcomes**



88% of employees say
they value wellness
programs

improved
attraction &
retention

return on **investment**

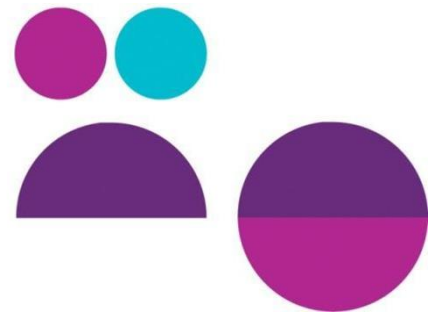


Corporate wellness programs return an average \$3 for every dollar spent.

\$1
makes
you \$3

Competition **and how we win**

Features & Benefits	HUB Cycling Traction Toolkit	Health practitioner (yoga, nutritionist)	Free car parking for employees	Free beer & foosball table
Health benefit	Yes	Yes	No	No
Capital improvements	Yes	No	No	No
Time savings combining transportation with exercise	Yes	No	No	No
Environmental leadership & CSR	Yes	No	No	No
Public relations value	Yes	Maybe	No	No
Employee demand	Yes	Yes	Yes	Yes



What clients are saying

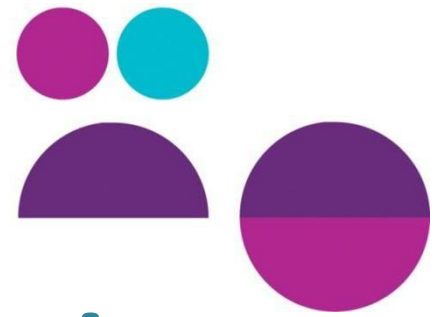
[Vancity video](#)

"Informative and fun, one of our most successful lunch & learns to date. Thank you." - *Mark T, Vancouver*



Your **Cycling** Connection





Find traction for your business

HUB's **Traction Toolkit** helps **attract** and **retain** the best talent, improves workforce **productivity** and enhances positive **public profile**. With HUB's expertise in cycling **design, education** and **motivation**, plus **partners** in **mechanics, car sharing** and bike specialty **retailers**, HUB is equipped to lead your **workplace** to the **next level**, regardless of your starting point.

Annual subscriptions start at \$1,500
Toolkit Elements, available individually, start at \$300

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Your **Cycling** Connection

