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

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

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.

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.
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**

- 39,181 cyclists counted from stations
- 2,826 biked to work for the first time
- 164 tonnes CO₂ saved
- 802,000 km biked
- 17,270 registered
- 5% more women riding

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.

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.

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 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!
Organization Members

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!

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

“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
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.

### Finances: April 1, 2015 – March 31, 2016

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and short-term investments</td>
<td>95,072</td>
<td>84,712</td>
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<tr>
<td>Accounts receivable</td>
<td>71,622</td>
<td>30,005</td>
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<td>Prepaid expenses &amp; deposits</td>
<td>14,239</td>
<td>1,491</td>
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<td><strong>Capital assets</strong></td>
<td>1,114</td>
<td>1,486</td>
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<tr>
<td><strong>Total</strong></td>
<td>182,047</td>
<td>117,694</td>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<tr>
<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Accounts payable &amp; accrued liabilities</td>
<td>5,060</td>
<td>3,466</td>
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<tr>
<td>Deferred revenue</td>
<td>135,444</td>
<td>68,104</td>
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<td><strong>Total</strong></td>
<td>140,504</td>
<td>71,570</td>
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<td><strong>Net assets</strong></td>
<td>41,543</td>
<td>46,124</td>
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<tr>
<td><strong>Total</strong></td>
<td>182,047</td>
<td>117,694</td>
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<table>
<thead>
<tr>
<th><strong>REVENUE</strong></th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Government revenue</td>
<td>205,102</td>
<td>165,659</td>
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<tr>
<td>Private funding and donations</td>
<td>204,944</td>
<td>186,867</td>
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<tr>
<td>Regional Government</td>
<td>143,625</td>
<td>140,785</td>
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<tr>
<td>Courses and fees for service</td>
<td>63,941</td>
<td>69,095</td>
</tr>
<tr>
<td>Membership fees</td>
<td>54,058</td>
<td>58,884</td>
</tr>
<tr>
<td>Interest and expenses recovered</td>
<td>2,573</td>
<td>2,739</td>
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<tr>
<td>Merchandise and t-shirt sales</td>
<td>1,103</td>
<td>966</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>675,346</td>
<td>624,995</td>
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</table>

<table>
<thead>
<tr>
<th><strong>EXPENSES</strong></th>
<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Programming</td>
<td>97,704</td>
<td>93,573</td>
</tr>
<tr>
<td>Staffing</td>
<td>535,128</td>
<td>480,522</td>
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<tr>
<td>Organizational and overhead</td>
<td>47,095</td>
<td>46,285</td>
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<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td>(4,581)</td>
<td>4,615</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>46,124</td>
<td>41,509</td>
</tr>
<tr>
<td><strong>Net Assets, End of year</strong></td>
<td>41,543</td>
<td>46,124</td>
</tr>
</tbody>
</table>

### Financial Reporting

**2016 - 2015 Comparison**

- **Revenue**
  - Government: 205,102 vs. 165,659
  - Private funding and donations: 204,944 vs. 186,867
  - Regional Government: 143,625 vs. 140,785
  - Courses and fees: 63,941 vs. 69,095
  - Membership fees: 54,058 vs. 58,884
  - Interest and expenses: 2,573 vs. 2,739
  - Merchandise and t-shirts: 1,103 vs. 966
  - Total: 675,346 vs. 624,995

- **Expenses**
  - Programming: 97,704 vs. 93,573
  - Staffing: 535,128 vs. 480,522
  - Organizational and overhead: 47,095 vs. 46,285
  - Excess of revenue over expenses: (4,581) vs. 4,615
  - Net assets, beginning of year: 46,124 vs. 41,509
  - Net Assets, End of year: 41,543 vs. 46,124

### Contributions

- HUB garnered $176,756 in in-kind contributions.
- Private funding and donations: 9.5%
- Membership fees: 0.4%
- Courses & fees for service: 21.3%
- Regional Government: 30.4%
- Private funding and donations: 30.3%
- Government revenue: 30.4%
- Interest: 0.2%
- Merchandise & t-shirt sales: 0.2%
- 8.0% Membership fees

### In-kind Contributions

- A sound investment $176,756 in-kind contributions*
HUB Cycling’s work in numbers

Bike to Work Week
On the road to success

Year
2011
2012
2013
2014
2015

Number of registered riders
5,000
10,000
15,000
20,000

Participation in our Bike to School on-bike programs
Creating confident and safe cyclists

Year
2012
2013
2014
2015

Participant numbers
1,000
2,000
3,000
4,000
5,000
6,000
7,000
8,000