



# 2017/18 ANNUAL REPORT

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



## MESSAGE FROM THE PRESIDENT

With HUB celebrating its 20th year working hard for better cycling infrastructure, my message to the members this year is simply: keep working hard because your efforts have assisted in creating safer, cleaner and more beautiful communities for all.

HUB needs to continue being the rational voice. Residents have been consulted and they spoke-up for bike lanes, bike lanes have increased ridership for both men and women, and bikes lanes have reduced conflicts between people cycling and people driving. The argument for better infrastructure is being won by the projects themselves and the residents on and around them. We know that the changes we need are possible and that they are good. We simply need to keep fighting for them.

Within this report you'll find the ways we've been working to get more people cycling more often: from our record-breaking Bike to Work and Bike to School week to our cycling education for newcomers to Canada. Thank you for your support and I hope to see you at Bike the Night among all the people riding together.

A handwritten signature in black ink, appearing to read 'Alex Clarkson'.

ALEXANDER CLARKSON  
HUB PRESIDENT



## MESSAGE FROM THE EXECUTIVE DIRECTOR

2017/18 was another immensely successful year, thanks to the work of our staff, volunteers, committee members and partners.

We continued to see positive growth in our events like Bike the Night, Bike Shorts, Bike to Shop Days and Bike To Work and School Weeks. Our educational programs also helped thousands of people across Metro Vancouver become more confident riders.

In 2017, we also launched our Bike Host program. The first project of its kind in Vancouver, the program helps newcomers get oriented to Vancouver's cycling routes and community, while having fun exploring the city by bike.

Infrastructure gaps continue to be a major barrier for the over 40% of people who are interested in but concerned about cycling. HUB Cycling's #UnGapTheMap campaign is helping municipalities fill key gaps in the cycling network across Metro Vancouver.

As we entered our 20th anniversary year, our membership also continued to grow, giving us a strong voice to speak on behalf of people on bikes throughout Metro Vancouver. I am very proud of HUB Cycling's 10 local and one regional advisory committees and volunteers who are building relationships with local communities and decision-makers across Metro Vancouver.

It has been a busy year, with great successes, but we still have a lot of work ahead. We're looking forward to your help in making cycling better for everyone.

A handwritten signature in blue ink, appearing to read 'Erin O'Melinn'.

ERIN O'MELINN  
EXECUTIVE DIRECTOR

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

MORE MEMBERS  
THAN EVER BEFORE

2,376

INDIVIDUAL  
MEMBERS

50

ORGANIZATION  
MEMBERS



## 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 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.

### Continuing to #UnGapTheMap

Thanks to priority gaps identified by our Local Committees, our #UnGapTheMap campaign continues to play a crucial role in influencing municipal staff, TransLink, and the Ministry of Transportation and Infrastructure to create a safer and more connected cycling network.

Over the past year, some of our top infrastructure successes included:

- Fairview-Dogwood Greenway (Tri Cities)
- Bike lanes on 48th Ave, Grade Crescent to 202nd St (Langley)
- Separate and mixed-use paths on West Keith Road / East 13th (North Shore)
- Mixed-use path along Westminster Hwy from Nelson Rd to McMillan Way (Richmond)
- Complete Street upgrade along the Burrard Street corridor from Burnaby Street to W 7th (Vancouver)
- Ambitious new urban street standards with separated cycling infrastructure and protected bike lanes for users of all ages and abilities (Surrey)

In the Spring, we showcased #UnGapTheMap at TransLink's first Bicycle Infrastructure Knowledge Exchange (B.I.K.E.) to an audience of municipal transportation staff from across the region.

At the provincial level, our #UnGapTheMap data is playing a major role in the Ministry of Transportation and Infrastructure's work to improve Metro Vancouver's cycling network. This includes efforts by the HUB North Shore local committee to build grade-separated, longer-distance routes - known as cycling highways - as part of the Highway 1 - Lower Lynn improvement project.

## GETTING MORE PEOPLE ON BIKES



17,228  
registered

50,399  
cyclists  
counted from  
stations

757,976  
kilometres  
biked

2,161  
biked to  
work for the  
first time

### Bike to Work Weeks

Both Bike to Work Weeks saw a strong turnout in 2017, making this the third year in a row that over 17,000 people were registered between the spring and fall events. This included over 2,100 people brand new to bike commuting. In addition to an extensive marketing campaign, HUB Cycling hosted another successful spring launch party, a great Rush Hour Challenge media event, and a fall fashion show at Oxford Properties' MNP Tower. During the spring and fall Bike to Work Weeks, there were a record breaking 129 Celebration Stations across Metro Vancouver!

a media challenge where sponsors and supporters raced through the city collecting items on bike. From July 21st to 23rd participants could get discounts at local shops, join a guided ride to West Vancouver, complete our passport challenge and visit celebration stations across Metro Vancouver. At our celebration stations registered participants were able to get their bike tuned up, learn how to carry items by bike, and win prizes!

1,768 people registered online for the event, 924 stopped by our celebration stations, 40 people joined the guided rides and 100 local shops offered discounts exclusively to two-wheeled customers.

23% of participants said Bike to Shop Days motivated them to first use their bikes to go shopping.



### Bike to Shop Days

Bike to Shop Days is a free community event that celebrates cycling for transportation and demonstrates how fun, convenient and affordable it is to make trips by bike. The event kicked off with



## Bike the Night

HUB's second-annual Bike the Night ride took place on Saturday, September 16th, 2017 and celebrated cycling in a fun, unique way by helping people feel more confident riding at night. The event kicked off with a public outdoor festival with music, giveaways, free bike repairs, free bike decorating and educational information. 3,500 community members, including 350 children, with colourfully lit bikes and creative costumes rode 10 kilometres together.

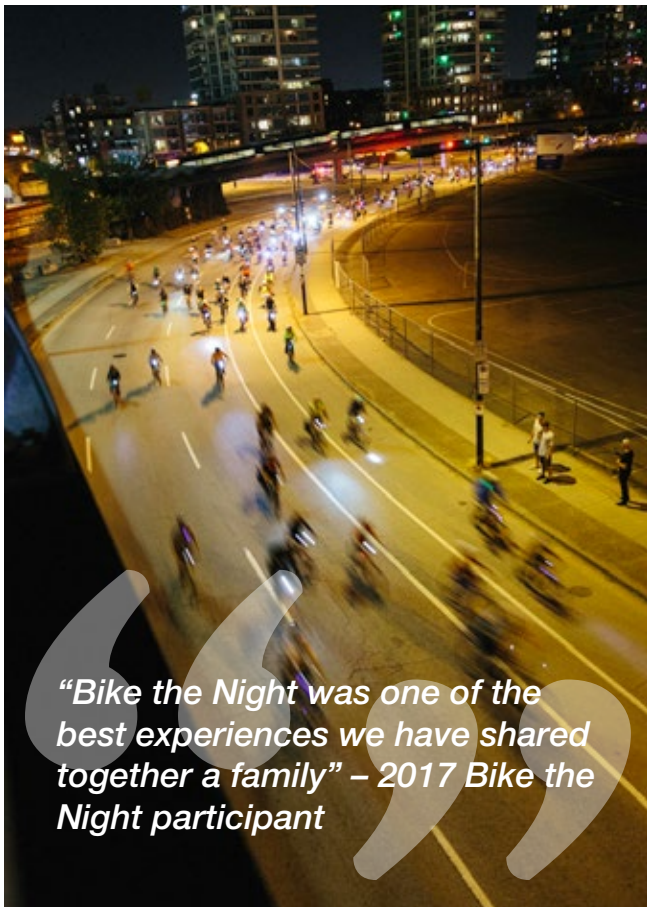
After the event, participants reported a 10% increase in use of lights, 6% increase in use of bikes as transportation and 8% increase in participants reporting feeling more comfortable riding at night.

## Bike Awards

HUB expanded its Bike Awards in 2017 to include recognition not only of businesses but also individuals and municipalities that are doing amazing work to get more people cycling, more often.

## Bike Shorts

On November 1st HUB hosted its annual Bike Shorts Film Event and Fundraiser. A full-house of 400+ guests watched short films about bikes and bid on silent auction items. More than \$10,000 was raised for HUB's Better Biking Fund.



*“Bike the Night was one of the best experiences we have shared together a family” – 2017 Bike the Night participant*

# HUB EVENTS TIMELINE 2017-18

## Ongoing / Year-round

Bike to School cycling celebrations • Bike to School workshops, Ride the Road and Bike Maintenance classes • Streetwise Cycling community workshops • Workplace Cycling Workshops • Family Streetwise courses • Advanced Cycling Skills Courses • Learn-to-Ride group lessons • Bike Friendly Business Certifications • Local Committee and Regional Advisory Committee meetings • Engagement with multiple stakeholders to #UnGapTheMap and improve cycling safety

## April

MEC Members Night

## May

HUB Bike to Work Week Launch Party • HUB Rush Hour Challenge • HUB Bike to Work Week • HUB Bike to School Week

## June

B.I.K.E (Bicycle Infrastructure Knowledge Exchange) with TransLink • HUB VIP Reception

## July

HUB Membership and Volunteer Appreciation picnic • HUB Bike to Shop Challenge Media Event • HUB Bike to Shop Days

## August

Newcomer Bike Host Picnic

## September

HUB Bike the Night • HUB Annual General Meeting • #BikeToTransit Campaign Launch

## October

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

## November

HUB Bike Shorts: An Evening of Films about Bikes • HUB + BEST Member Holiday Party

## January

20th Anniversary Celebrations Launch • #20ReasonstoBike Media Campaign Launch

## February

HUB Bike Awards • Membership Drive

## March

Vancouver Bike Show





## BIKE EDUCATION

HUB Cycling is the leading organization delivering urban cycling education in Metro Vancouver. Our dedicated team of instructors and coordinators provide engaging cycling education and events throughout Metro Vancouver, rain or shine, from April to November, reaching thousands of participants of all ages and abilities annually.

### Bike to School

For some, the joy of cycling sparks at a young age. HUB Cycling's Bike to School program nurtures kids' natural interest in cycling and introduces them to the multiple benefits cycling can offer. Our courses teach safe urban riding skills and include in-class and on-bike lessons delivered in schools to students in grades 3-7. We've reached over 39,000 youth in the past seven years. In 2017 we expanded our reach to 13 municipalities across Metro Vancouver and taught 5,278 students.

### Bike to School Week

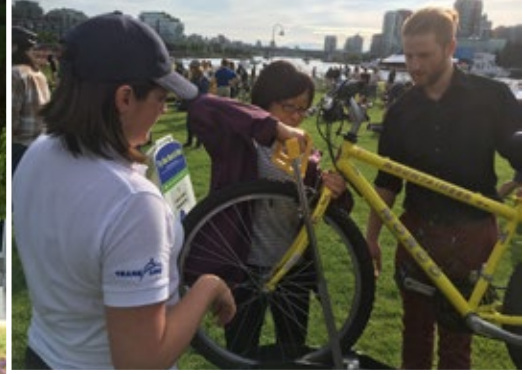
HUB Cycling organizes Metro Vancouver's annual Bike to School Week to promote and celebrate cycling for youth. Bike to School Week is a free and fun week-long celebration of biking to school for parents, students, and schools. This year 109 schools took part, and over 8,000 students rode to and from school. Schools reported stories of overflowing bike racks and high levels of excitement and energy surrounding the event. A number of school organizers and parents shared how Bike to School Week has motivated their students to continue riding afterwards.

*"I learned hand signals that I didn't even know were a thing!"*

*"Now I feel safer on the road, because I know the rules of the road."*

*"This made me realize how much I love biking."*





## StreetWise

HUB Cycling's StreetWise program includes cycling courses for the general public and targeted demographic groups that build participants' skills and knowledge to become safe, confident riders. Through classroom and on-road practice, our StreetWise courses cover a range of topics and are available for a range of skill levels including brand new riders, daily cyclists, and those who want to be leaders in urban cycling skills and knowledge. In total, 735 participants took part in 2017. New this year, HUB developed a specialized Family StreetWise course for parents and children aged 8-14 to learn safe cycling skills and experience the joy of cycling together. The courses were very popular and will be expanding to additional cities in Metro Vancouver for the 2018 season.

## Newcomer Bike Host Program

In 2017 HUB Cycling piloted the Newcomer Bike Host Program in collaboration with the Immigrant Services Society of BC (ISSofBC). Modelled off of Toronto's CultureLink program, and the first of its kind in Western Canada, the program matched recently arrived immigrants and refugees with local "host" volunteers for companionship and cultural orientation to Vancouver's cycling transportation lifestyle. Newcomers received city cycling instruction, and met weekly to spend time with their host volunteer and get oriented to Vancouver's cycling routes, rules, and culture, practice English out of class, and have

fun exploring the city by bike together. The top three benefits newcomers reported receiving at the end of the program included meeting new people, improved health and exercise and increased safe cycling skills.

### Program Highlights:

- 59 newcomer immigrant and refugee adults and children from 15 countries of origin participated
- 39 local host volunteers took part
- Collectively, matches spent 1000+ hours cycling together from May to September
- 31 newcomers activated a free Mobi by Shaw Go membership during the program
- 26 newcomers received donated bikes, locks and helmets at the end of the program

## Workplace Cycling Workshops

Workplace Cycling Workshops are "lunch and learn" style courses, custom delivered for work teams as part of our Bike Friendly Business program. These fun, interactive, on-site workshops are designed to build skills and knowledge for employees of all riding abilities. These workshops build work team relationships, improve workplace health and wellness, and further employer sustainability goals.

- 33 workshops were delivered: 16 Lunch Hour Primers, 13 Bike Maintenance, 1 Fall and Winter riding, 2 Commuter Skills, 1 Ride the Road.
- 469 participants took part, up 42% from 2016



# FINANCES: APRIL 1, 2017-MARCH 31, 2018



Below are the unaudited finances for the year ended March 31, 2018. See the full report at bikehub.ca. Please note that in addition to the financials here, HUB Cycling received \$374,207 of in-kind contributions.

## Assets

	2018	2017
Current Assets		
Cash & Short-Term Investments	336,546	208,468
Accounts Receivable	16,250	64,252
Prepaid Expenses & Deposits	4,830	4,091
Capital Assets	1,548	2,248
<b>Total</b>	<b>359,174</b>	<b>279,059</b>

## Revenue

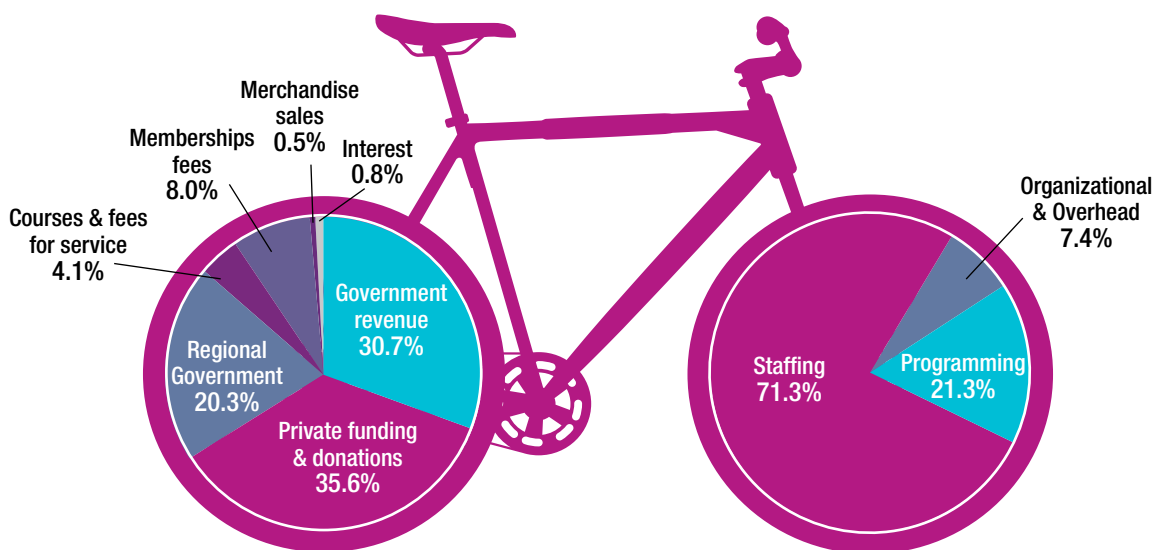
	2018	2017
Government Revenue	277,522	220,338
Private Funding & Donations	321,108	306,881
Regional Government	183,125	140,750
Courses & Fees For Service	37,033	51,942
Membership Fees	72,346	70,463
Interest & Expenses Recovered	4,852	1,240
Merchandise Sales	6,696	3,978
<b>Total</b>	<b>902,682</b>	<b>795,592</b>

## Liabilities and Net Assets

	2018	2017
Current Liabilities		
Accounts Payable & Accrued Liabilities	8,261	5,251
Deferred Revenue	174,401	187,234
<b>Total Liabilities</b>	<b>182,662</b>	<b>192,485</b>
Net Assets	176,512	86,574
<b>Total</b>	<b>359,174</b>	<b>279,059</b>

## Expenses

	2018	2017
Programming	173,277	124,533
Staffing	579,408	574,032
Organizational & Overhead	60,059	51,997
<b>Total</b>	<b>812,744</b>	<b>750,561</b>
<b>Excess Of Revenue Over Expenses for the Year</b>	<b>89,938</b>	<b>45,031</b>





THANK YOU

## 2017/18 We'd like to thank you

### Organization Members

Richards Buell Sutton LLP • TransLink • Downtown Vancouver Business Improvement Association • Cypress Capital Management • Exodus Travels • Midas Gold Corp. • Cross Canada Cycle Tour Society • Two Wheel Gear • Affinity Bridge • Vancouver Bicycle Club • Mosaic • Boffo • Langara College • Giant Bicycles Canada • BikeMaps.org • Arc'teryx • AMS Bike Co-op • Norco / Live to Play Sports • BC Nurses Union • Shape Property Management • Burnaby Board of Trade • car2go Vancouver • Provincial Health Services Authority • Fraser Health • Providence Health Care Society • Cadillac Fairview Corporation's Vancouver Properties • BCIT Bicycling Committee • Lafarge • Vancouver Coastal Health • Museum of Vancouver • Cycle for Sight (The Foundation Fighting Blindness) • Strathcona Business Improvement Association • Surrey Board of Trade • Bungay Law Office • Hastings Crossing BIA • Bike Doctor • DV BIA • David Suzuki Foundation • MEC Vancouver • Reckless Bike Stores • West Point Cycles • Kwantlen Student Association • MODO The Car Co-op • Creative Coworkers • Rec for Kids • St. Georges • Bullfrog Power • Wesgroup Properties • RBC • Tsawassen BIA • Vancity • Oxford Properties

### Local Committee Chairs

TRI-CITIES: Andrew Hartline, Jack Trumley • SURREY / WHITE ROCK: Tim Yzerman, Ken Wuschke • DELTA: Patrick Thompson, Sandra Jones • BURNABY: Cathy Griffin, Keith Lim • MAPLE RIDGE - PITT MEADOWS: Barry Bellamy, Ivan Chow • NORTH SHORE: Tony Valente, Peter Scholefield • VANCOUVER / UBC: Jeff Leigh • LANGLEY: Dan Millsip, Tony Bisig • REGIONAL ADVISORY COMMITTEE: Alexander Clarkson • NEW WESTMINSTER: Andrew Feltham, Fulton Tom • RICHMOND: Derek Williams, Stephen DesRoches

### Board of Directors

Alex Clarkson, *President* • Jeff Leigh, *Vice President* • Derik Wenman, *Treasurer* • Meredith Seeton, *Secretary* • Corrie Bownick, *Secretary*  
*Directors at Large:* Stuart Smith • Kevin MacDuff • Mir Ali • Fiona Walsh • Morgan Maguire • Matthew Alexander • Rebecca Chaster • Annie Merritt • Jeff Rotin

AND THE HUNDREDS OF  
OTHER HUB VOLUNTEERS!