



ANNUAL REPORT



2013-14

HUB CYCLING

MESSAGE FROM THE PRESIDENT

Another year comes to an end for HUB, and we can once again say that it has without a doubt been a hugely successful year for the organization and people riding bicycles throughout Metro Vancouver. I have had the pleasure of serving as your President for 10 months, and sitting as a Director for nearly three years – here's what sticks out for me from 2013-14:

HUB is a perennial purveyor of high-quality programs and events. Both spring and fall Bike to Work Week events had record participation this year, demonstrating that more than ever, commuters are jumping on their bikes to start and end their day with ease. We continued to shape the confidence, safety and choices of the next generation of riders, teaching children in schools across the region and starting delivery of our Bike to School program to all 100 Surrey elementary schools. All in all, we had over 16,000 direct participants in all of our programming and events, the highest annual participation in our history, and an incredible 33% more participation than last year.

HUB is greater than the sum of its parts. Local committees representing Burnaby, Maple Ridge, Pitt Meadows, New Westminster, North Vancouver, West Vancouver, Bowen Island, Lions Bay, Richmond and YVR, Surrey, White Rock, North Delta, Coquitlam, Port Coquitlam, Port Moody, Vancouver and UBC meet regularly to confer on what matters most for people riding bikes in their municipality, and take action to influence positive change. The individual successes are too numerous to list here. But committees working together yield changes that connect our region, like the improvements to the Ironworkers Memorial Bridge that began this year, thanks to the collaborative efforts of our North Shore, Burnaby and Vancouver/UBC committees. And our Regional Advisory Committee is working with all of the local committees to create a "Dream Map" of a properly connected region, a piece that will guide our campaigns until the vision is realized.

HUB is expert on people riding bikes. The media come to us when it comes to cycling; we more than tripled our presence in media over the previous year, for a total of over 300 mentions. We worked with ICBC to make improvements and have greater representation of bicycle interaction in online driver training. And our reputation has allowed us to attract new benefits providers for our members, helping local businesses tap into further revenues, and broadening the products and services that our individual members enjoy.

HUB is served by an outstanding staff. We took a leap by creating and filling two new positions in our leadership team, increasing our perspective and capacity to deliver on programs, campaigns, marketing and communications. We have also welcomed new teammates across the organization. Every one of our people is fantastic, passionate about their work, and making a true difference.

HUB is largely lifted up by its volunteers and supporters. From the leadership of the local committee Chairs, to the valuable perspective and tireless efforts of the committee members, to the encouraging cheer that Celebration Station greeters bring to riders' mornings and afternoons, volunteers help the organization run like a well-tuned bike. They also pedal us forward with new ideas and fresh thinking — we wouldn't be where we are today without those who give themselves and their time to make cycling better in the region. Nor would HUB be so successful without the generosity of our funders, supporters, partners, collaborators, members and donors, who all make our work possible. A boisterous thank you to all of you who have made HUB what it is over the past year.

The future is bright for people on bikes in our region. HUB looks forward to continuing to help shape that future for you, and on behalf of your Board of Directors, thank you very much for your continued support.

Enjoy the ride,



Jonathan Thar
President, HUB Board

BOARD, STAFF & COMMITTEES 2013-14



HUB Board of Directors 2013/14

President (to November)
 President (from November)
 Vice-President
 Treasurer
 Secretary
 Past President, Dir. at Large
 Director at Large (from January)

Tess Kitchen
 Jonathan Thar
 Lori Kessler Gratl
 Roger Foster
 Jennifer Brough
 Arno Schortinghuis
 Fiona Walsh
 Julie Beynon
 Nandik Patel
 Craig Stewart
 Alex Clarkson
 Jennifer Conroy

Staff & Contractors

Executive Director
 Office Manager (to February)
 Office Manager (from March)
 Director of Programs (to August)
 Director of Programs (from October)
 Marketing & Communications
 Coordinator (to July)
 Director of Marketing,
 Communications & Campaigns
 (from November)
 Bike to Work Manager
 Bike Education Manager
 Bike Friendly Business Manager
 Bike Friendly Business Coordinator
 Membership Coordinator &
 Local Committee Liason
 Programs Coordinator
 Bookkeeper

Erin O'Melinn
 Brenda Louie
 Nicole Ford
 Raema Quam
 Timothy Welsh
 Mauree Aki Matsusaka
 Colin Stein
 Laura Jane
 Scout Gray
 Donna Chen
 Lisa Slakov
 Heather Harvey
 Sophie Sherlock
 Marianne Bos

Bike to Work Week Coordinators

Spring 2013

Eric Doherty, Dinah Steele, Gordon Hall,
 Lorraine Smith, Tim Hall, Nick Anderson,
 Theresa Lei

Fall 2013

Eric Doherty, Emily Hein, Gordon Hall, Lorraine
 Smith, Nick Anderson

Local Committee Chairs

Burnaby	Dennis Hansen
Maple Ridge/ Pitt Meadows	Ivan Chow
New Westminister	Andrew Feltham
North Shore	Antje Wahl
Richmond	Derek Williams & Lois Armerding
Surrey/ White Rock/ North Delta	Tim Yzerman
Tri-Cities	Simon Watkins & Jack Trumley
Vancouver	Lisa Slakov & Heather Harvey

HUB Committees

Regional Advisory Committee
 Board Development Committee
 Marketing & Communications Committee
 Membership & Volunteer Committee
 Operations Committee
 Ironworkers Memorial Committee (Ad Hoc)
 ICBC Committee (Ad Hoc)
 Motor Vehicle Act Committee (Ad Hoc)

HUB Instructors/ Assessors

Charlotte Watson, Crispin Wye, Emily Hein, Eric
 Doherty, George Rahi, Greg Robinson, Heather Harvey,
 Jackie Kanyuk, Kir Tancon, Lori Archer, Lorraine Smith,
 Louise Fenwick, Mary Sherlock, Marybeth Welty, Mike
 Smith, Mona Benjamintz, Nick Anderson, Sara Ross,
 Sophie Sherlock, Tara Smedbol, Tim Tewsley



HUB EVENTS 2013-14



Apr 9-20 Spin at The Cultch

Apr 20 Cycle Recycle at Maple Ridge Earth Day

Apr 21 Discovery Bike Ride to Goodbye Chums event at the Bell-Irving Fish Hatchery (Maple Ridge/ Pitt Meadows Committee)

Apr 27 Surrey Party for the Planet (Surrey/ White Rock/ North Delta Committee)

Apr 30 MEC Discount Club Night

May 10 Movement for Health (Burnaby Committee)

May 11 HUB AGM

May 25 Lynn Valley Days (North Shore Committee)

May 27 - June 2 Bike to Work Week - Spring

June 1 West Vancouver Community Day (North Shore Committee)

Jun 7-9 MEC BikeFest - North Shore

Jun 8 Burnaby Environment Week

Jun 8 Sapperton Days Festival (New Westminster Committee)

Jun 15 MEC BikeFest - Vancouver

Jun 16 Car Free Day - Commercial Drive

Jun 23 Canadian Mental Health Association - Ride Don't Hide

July 1 Coquitlam Celebrates Canada Day (Tri-Cities Committee)

July 6-7 EPIC Sustainable Living Festival

July 9 UBC Gran Prix

July 13 VIVA Vancouver

July 14 Show & Shine (New Westminster Committee)

July 21 HUB Members Family Picnic

Sept 6 Velo-Spoke

Sept 15 Autumn Shift Festival

Sept 15 Hammond Village Discovery Bike Ride (Maple Ridge/ Pitt Meadows Committee)

Sept 21 MEC Member's Appreciation Day

Sept 22 Golden Ears Transportation Initiative (Maple Ridge/ Pitt Meadows Committee)

Sept 26 West Vancouver TravelSmart Fair (North Shore Committee)

Oct 5 North Vancouver Roll & Stroll Fair (North Shore Committee)

Oct 22 MEC Discount Club Night

Oct 28-Nov 3 Bike to Work Week - Fall

Nov 12 HUB Slideshow - Pictures from Around the World

Nov 27 HUB + BEST Holiday Party

Jan 25 Festival of Volunteers (New Westminster Committee)

Feb 5 HUB Bike Friendly Business Awards Night

Mar 8-9 Vancouver Bike Show

Mar 23 Modo Spring Runoff



MEMBERSHIP

Our membership is at the core of HUB and we are all dedicated to increasing the value that we provide, through making cycling conditions better and providing member benefits. This past year more than ever we've seen all of our programs working together to help promote our membership. The Bike Friendly Business program attracted a number of new Organizational Members. Bike to Work Week, with the help of great Event Coordinators, brought in over 200 new members.

In the spring and summer of 2013, HUB engaged with thousands of people at community events with the help of our amazing volunteers. We were present at a range of events, many of with the generous support of partners, such as TravelSmart. We also put on our first members-only holiday party. We look forward to seeing you at the next one!

From April 1, 2013 to April 1, 2014 HUB membership grew 31%, from 876 to 1,150 dedicated members. We've got some great plans in the works for 2014 to bring on even more, and make it easier to renew!



VOLUNTEERS

HUB is built on the invaluable efforts of over 180 volunteers: on our Board of Directors, supporting HUB Bike to Work Week celebration stations, educating the public about HUB at community events, organizing assessment rides, helping out in the office, or working on a number of other projects. We are extremely grateful to our many volunteers for donating their skills, time and energy to make cycling better in Metro Vancouver.

ACTION

In the past year HUB spearheaded an inter-organizational committee to work on improving the ICBC driver's training and testing standards to include more information on interacting safely with cyclists, and to update their materials to include newer infrastructure such as bike-specific signals, roundabouts, bike boxes, etc. Our efforts have made an impact and ICBC has improved their online training after receiving our input. We will continue to work with them to add this to their print materials in future, and continue refining content.

2013 saw the launch of a wiki for each local committee - an online central and accessible place for all correspondence, meeting agendas and minutes and other local resources. Other capacity building included facilitation and media training for each of the local committee chairs.

- HUB ran a campaign and received commitment from the Ministry of Transportation and Infrastructure to improve cycling safety on the Stanley Park Causeway after a tragic death
- The City of North Vancouver approved an AAA bike plan due to the effective work of the HUB North Shore committee
- Widened bike paths on the Iron Workers' Memorial Bridge are now under construction, improving safety and convenience
- HUB Tri-Cities helped develop a printed pocket cycling map for the area, in partnership with TravelSmart
- Maple Ridge saw construction of a separated bike path along Lougheed Highway between 216th and Laitly streets - an important start to creating a connected network in the area
- HUB New Westminster engaged in Pattullo Bridge update discussions, urging better cycling facilities and increased traffic demand management
- Approval of the Point Grey Greenway, thanks in part to HUB's successful campaigning and public engagement
- Numerous letters were sent to decision-makers and staff identifying safety and connectivity needs, and recommendations for improvement across the region

BIKE TO WORK

Bike to Work Week uses events, friendly competition, and online interactive tools to encourage people to start riding to work and to celebrate those who already do.

In 2013, HUB Bike to Work Week was celebrated from May 27-June 2 and Oct 28-Nov 3, with 78 celebration stations set up throughout the Metro Vancouver region.

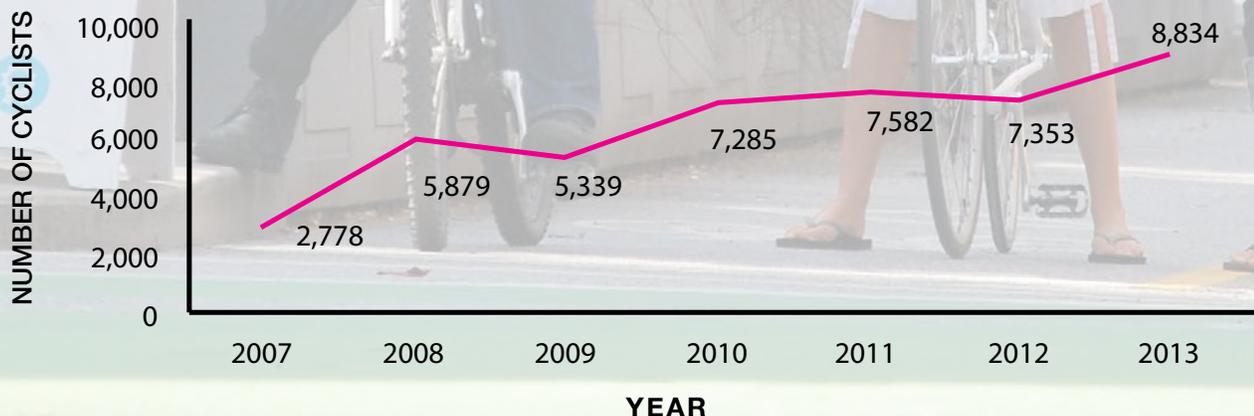
Bike to Work Week continued to show a pattern of growth in participation in 2013. 7,847 people registered online for the events, up 17% from 2012. In addition, a record-breaking 1,290 new bike commuters registered in 2013. The number of cyclists counted at commuter stations also reached 15,120 from 12,852 in 2012, a 28% increase.

Since the first HUB Bike to Work Week kicked off in 2007, over 8,000 people have tried cycling to work for the very first time during the events.

In 2013, there was also a dramatic 213% increase in the number of unique visitors to the Bike to Work Week website in 2013, demonstrating the increased reach and popularity of the event. Bike to Work Week received over 100 media hits, including extensive coverage in The Vancouver Sun, The Province, 24 Hours and The Vancouver Courier as well as on CBC TV, CTV, CITY TV, Global TV, CBC Radio, The Peak, News1130 and more.



BIKE TO WORK WEEK SPRING STATION COUNTS



BIKE TO SCHOOL

HUB's Bike to School program consists of cycling instruction and fun activities for Grades 2 and up, as well as Metro Vancouver's annual Bike to School Week event. From Learn2Ride, through to Ride the Road and Demystify Your Bike mechanics courses, HUB Bike to School goals are:

- To promote and demonstrate cycling as a fun, healthy, social and inexpensive way to exercise, experience independence, and get from A to B.
- To build and increase cycling skills
- To teach safe, responsible cycling
- To promote safe riding
- To teach the ABCs of bike care, security and maintenance

2013 saw significant growth for the program; registration for Bike to School Week tripled from 20 to 60 schools, and the number of students participating in a cycling course increased from just over 4,000 in 2012, to 5,760.

Bike to School Week had a very successful year, thanks in part to a new partnership with HASTe BC - the Hub for Active School Travel. With this, HUB was able to expand our efforts, increase prizing, participation and events, and see a very successful turnout.

We saw most impressive growth in the increase of on-bike programming. In 2012, approximately half of the courses were small in-class offerings that are helpful, but do not see the kinds of behaviour change outcomes that we are looking for.

In 2013, the majority - 75% of programs - were on-bike offerings. Each day that an on-bike course happens at a school, it is swarmed with bikes. The more that students try out cycling for the first time, the more they will feel able and confident to continue to do so in the future.

"Since BTSW ended, we have had continually full bike racks (25 bikes last week on a rainy day, 35, bikes yesterday, 50 bikes today which is 15% of students!). It has been amazing to see people continue with this new mode of school transportation!"

- Barb Towns, Lynn Valley Elementary (parent)

Course Type	Classes	Participants
In Class Only	60	1,490
On bike (at the school)	194	3,300
Advanced Mechanics	33	908
Total	223	5,760





BIKE FRIENDLY BUSINESS

HUB's Bike Friendly Business Program provides customized education, tools and resources to help organizations become more accessible to people on bike, to cultivate healthier and more productive work environments, and to attract employees and clients who cycle.

The HUB Bike Friendly Business Program kicked off 2013 with a new name, brand and fully integrated service offerings. We built and deepened relationships with clients, partners, sponsors. The program has garnered increased attention and recognition from businesses, business improvement associations, institutions, property management companies, developers as well as media in the region. HUB is currently completing market research to explore the

opportunities to develop this area of our work into a social enterprise which would be self-sustaining. In 2013, we delivered 44 Workplace Cycling Workshops and 7 Bikeability Assessments in the region, educating approximately 600 employees from 8 municipalities, up from 5 in 2012. There was a 30% increase in employee participation. Our client survey showed 100% are satisfied with the quality and delivery of HUB services; 75% indicated that workplace cycling workshops were directly beneficial to achieving their workplaces' health, wellness and/or sustainability goals.

2013 also saw the inaugural Bike Friendly Business Awards event which was designed to recognize bike friendly business leaders in Metro Vancouver; promote bike friendly practices and their benefits; and facilitate peer exchanges in the business community. It brought together 80+ bike-friendly business leaders from across the region, many of whom have never met. The event was extremely well-received.

STREETWISE

Streetwise cycling courses teach participants how to ride on the road, how to communicate with other road users, and how to maintain their bicycles. In 2013, HUB offered a wide variety of different courses, from basic to advanced cycling skills and bike maintenance courses. For the third year in a row, funding from the City of Vancouver allowed Streetwise Cycling Courses to be offered at a substantial discount to the public. Courses included public sign-up workshops as well as focused small-group programs.

Course Type	Total Offered	Participants
Adult StreetWise Cycling	15	98
Introductory Mechanics	12	71
Advanced Mechanics	12	53
Advanced StreetWise (instructor certification)	3	18
Private Learn-to-Ride		29
Total		269

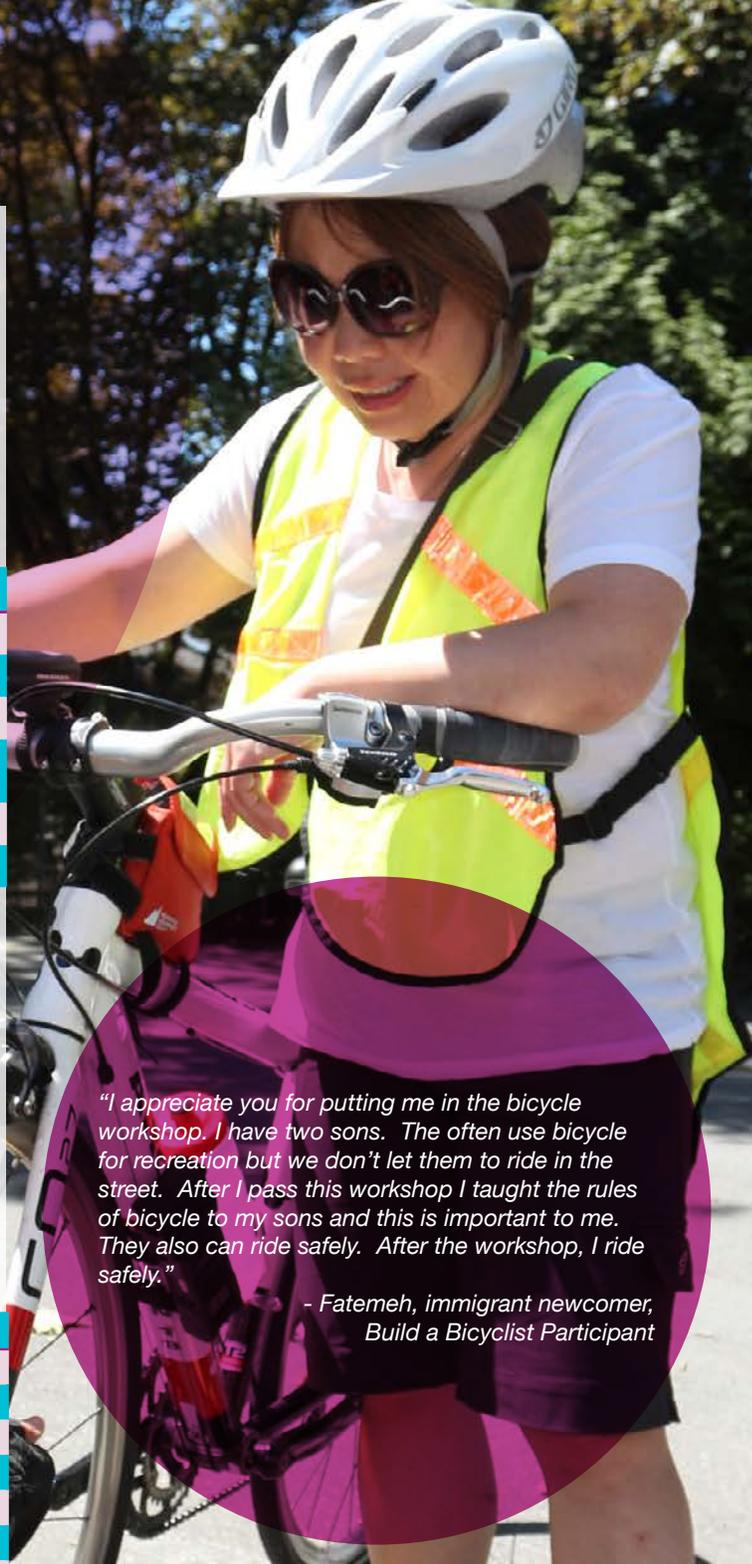
In addition, HUB ran a series of small group programs that targeted newcomers to Canada, as well as other populations with barriers to accessing bikes. We were able to not only run cycling courses, but also provide bikes to 50 participants in Vancouver through the Build-a-Bicyclist project funded by the Vancouver Foundation in partnership with PEDAL, who provided the bikes.

These customized courses were offered in partnership with the following organizations:

Course Location	# of Courses	Participants	# of Bikes Given
Vancouver Immigrant Services Society	2	26	16
Vancouver MOSAIC	2	18	10
Open Door Group	2	20	10
RainCity Housing	1	4	4
Vancouver Coastal Health	1	6	6
Surrey Immigrant Services Society	3	28	
Burnaby MOSAIC	1	10	
North Vancouver	1	10	
Richmond	1	16	
New West Immigrant Services Society	1	4	
Total	14	122	50

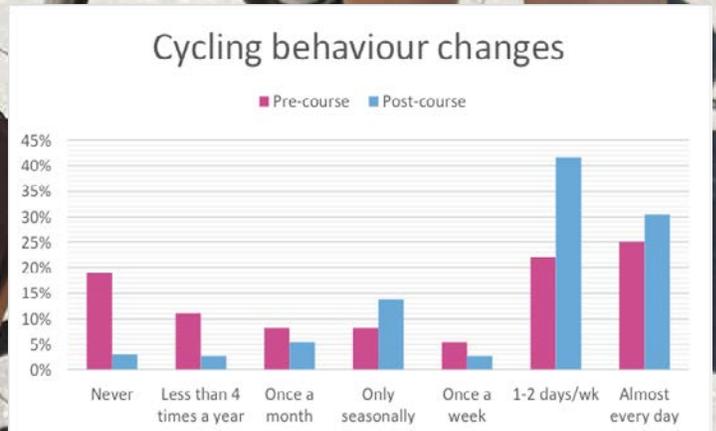
Providing a participant with a bike and the know-how to use it has the possibility to drastically change someone's life for the better.

Across all the adult education courses, average cycling rates increased by approximately 142%, from before the course to 6 months post-course.



"I appreciate you for putting me in the bicycle workshop. I have two sons. The often use bicycle for recreation but we don't let them to ride in the street. After I pass this workshop I taught the rules of bicycle to my sons and this is important to me. They also can ride safely. After the workshop, I ride safely."

- Fatemeh, immigrant newcomer, Build a Bicyclist Participant



MARKETING, COMMUNICATIONS & CAMPAIGNS

Following our successful re-branding in 2012, HUB entered 2013/14 seeking to transform the image into action - showing how cycling can be an attractive choice for everyone.

Bike to Vote, a campaign run in collaboration with the BC Cycling Coalition, raised awareness of cycling issues as part of the May provincial election. It drew together 170 volunteers and supporters and hundreds of Instagram and Facebook posts supporting the voice - and votes - of people on bikes.

By summer, Point Grey-Cornwall was a focus for HUB. Our marketing team spearheaded a petition to City of Vancouver mayor and council - to pass the Seaside Greenway and York Bikeway project. The petition attracted over 1,400 supporters, and the project was approved by Council on July 23.

A similar effort to make the Stanley Park Causeway safer for pedestrians & cyclists traveling between the north shore and other municipalities generated over 600 supporters, and contributed to the Province's decision to fast track critical safety improvements. This important work continues to this day.

The summer also brought about a change in marketing support, with a three month gap until Colin Stein joined us as our new Director, Marketing Communications & Campaigns.

During that time, choices had to be made as to which marketing goals to pursue, and how. While we fell slightly short in our social media growth targets, the contributions of HUB staff, the Marketing & Communications Committee, Board members and volunteers helped the organization achieve important growth in:

- Website page views: 140,000 (+11%)
- Website visits/sessions: 58000 (+12%)
- Website users: 40,000 (+14%)
- Email subscriber base base: 21,000 (+17%)
- Media mentions of HUB and our programs: 283 (+121%)

Our web reach grew steadily. One of our most significant decisions in this last year was to roll the Bike to Work Week website and trip tracker functionality into our organizational website bikehub.ca. An early success of 2014/15, this has already proven to be highly valuable to the program, to membership growth, and to the organization overall in years to come.

Feeding off our strong showing in the media, HUB Local Committee chairs received training on 'best practices' in media relations. We're excited to provide more support to our local committees in the months and years to come, and see our media coverage expand regionally.

Our focus for 2014/15 will be to continue to expand our program and membership reach by revisiting our various promotional strategies, and the words and images we use to connect with our various audiences. We also want to be a source of value for our members, innovation for our sponsors and supporters, and fun - across all of Metro Vancouver.

HUB FINANCIALS 2013-14

As at: March 31, 2014

Unaudited - see Notice to Reader & full financial report on bikehub.ca

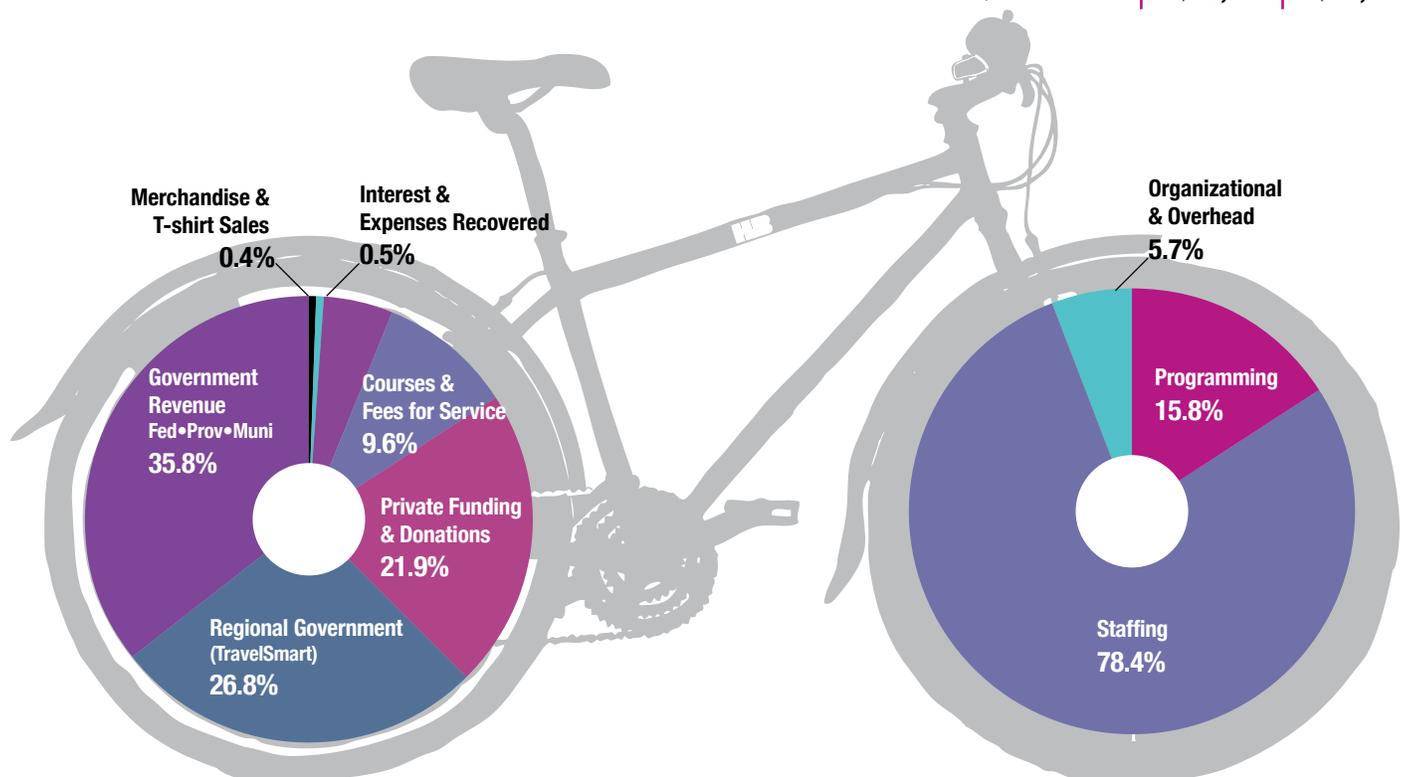
*Amounts have been re-allocated to agree with current year's presentation

ASSETS	2014	2013*
Cash & Short Term Investments	\$57,154	\$101,737
Accounts Receivable	\$43,745	\$47,882
PrePaid Expenses and Deposits	\$1,491	\$1,491
Capital Assets	\$1,742	\$1,029
Total	\$104,132	\$152,139

LIABILITIES + NET ASSETS	2014	2013*
Accounts Payables & accrued liabilities	\$4,293	\$6,295
Deferred Revenues	\$58,330	\$115,675
Total Liabilities	\$62,623	\$121,970
Total Net Assets	\$41,509	\$30,169
Total	\$104,132	\$152,139

REVENUES	2014	2013*
Government Revenue (Fed/ Prov/ Muni)	\$214,939	\$124,915
Regional Government (TravelSmart)	\$160,755	\$157,300
Private Funding + Donations	\$131,414	\$90,258
Courses + Fees for Service	\$57,930	\$124,503
Membership Fees	\$30,564	\$26,806
Interest + Expenses Recovered	\$2,911	\$1,297
Merchandise + T-shirt Sales	\$2,414	\$2,771
Total	\$600,927	\$527,850

EXPENSES	2014	2013*
Programming	\$93,360	\$86,890
Staffing	\$462,393	\$394,151
Organizational + Overhead	\$33,834	\$35,023
Total	\$589,587	\$516,064
Excess of Revenue over Expenses	\$11,340	\$11,786
Net Assets, Beginning of Year	\$30,169	\$18,383
Net Assets, End of Year	\$41,509	\$30,169



In 2013-14 HUB garnered **\$156,774** worth of **IN-KIND** contributions in addition to the financials listed here

SUPPORTERS 2013-14

HUB would like to graciously thank our generous supporters. (April 1, 2013 - March 31, 2014)

\$100,000+

TravelSmart

\$50,000-\$99,000

City of Vancouver

\$20,000-\$49,999

City of Surrey, Province of British Columbia

\$10,000-\$19,999

City of New Westminster, Dean Alexander, Vancity, Vancouver Foundation

\$5,000-\$9,999

Car2Go, City of Burnaby, City of North Vancouver, City of Richmond, District of West Vancouver, Downtown Vancouver Business Improvement Association, Norco (Live to Play Sports), University of British Columbia

\$1,000-\$4,999

Aprix, Arc'teryx, BC Hydro, Brent Marykuca, City of Coquitlam, City of Langley, Denman Bike Shop, EPIK pedilec, eProdigy Bikes, Giant, Mike Cormack, Vancouver Coastal Health

\$50-\$999

Alan Brain, Alex Mossman, Alex Taylor, Alexander Clarkson, Alistair Barrett, Andrew Feltham, Arno Schortinghuis, Barry Shell, Beth Wilson, Bill Trenaman, Brent Granby, Briac Medard de Chardon, Brian Egan, Cameron Burns, Cheryl Vickers, Colleen MacDonald, Daniel Freeman, Doug Baker, Doug Moore, Erica Kang, Erin McAlister, Fiona E. Walsh, Fulton Tom, Gavin Davidson, Glenn St. Onge, Gregg Ashby, HASTe, Heart & Stroke Foundation, HSBC, Janet Loosemore, Jeanette Frost, Jennifer Brough, Jocelyn Smith, John Whistler, Julie Beynon, Karen McIntosh & Family, Karen Nicolay, Kate Berniaz, Keith Lang, Kevin Millsip, Leandro Torrella, Lindsay Hill, Lis Tajcnar, Lisa MacIntosh PREC, Lorcan O'Melinn, Lori Kessler Gratl, Lorin Gaertner, Magnus Verbrugge, Martin Kostian, Mary Ellen Ripley, Michaela Leicht, Mike Cline, Mike Cormack, Peter Gaskill, Phil Baudin, Robert Adair, Thomas DeMarco, Tom Lightburn, Trace Bond

In Kind:

24 Hours, Accent Inns, Car2Go, Central City Brewing, CLIF Bar, Cycling BC, Downtown Vancouver Business Improvement Association, eProdigy, Giant Bicycles, Invoke, LUSH, MEC, Microsoft Office, Modo - The Car Coop, Momentum Magazine, Norco (Live to Play Sports), Save On Foods, Starbucks, Strathcona Business Improvement Association, Tangerine, The Georgia Straight, The PEAK, The Tyee, Timbuk2, Trips for Kids, Vancouver Public Library

Platinum Members

Modo (The Car Coop), Richards Buell Sutton, LLP

Gold Members

Downtown Suites, Mountain Equipment Coop, Salt Spring Coffee, Worksafe BC

Organizational Members

AMS Bike Co-op, Bike Doctor, Canadian Mental Health Association, Car2Go, Dandy Horse Cycles, David Suzuki Foundation, eProdigy Bikes, GIANT Bicycles, McComb Witten, Metro Gnome Lawn and Garden Inc., Miles Employment Group Ltd., Norco (Live to Play Sports), Strathcona Business Improvement Association, Tangerine, Urban Racks, Vancity, Vancouver Bicycle Club, Vancouver Coastal Health



For more info or to learn how to get involved with HUB, please contact us:

604-558-2002
info@bikehub.ca