

Program: **HUB Bike to School Program Logic Model 2014-2015**

Situation: Metro Vancouver municipalities have goals of increasing active transportation, but children and youth cycling rates have been falling for several decades. HUB is strongly placed to support long-term increases in safe urban cycling by delivering cycling knowledge and skills training to students in schools.

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
What We Invest: HUB Staff Management and Administrative Time / Expertise HUB Board Oversight HUB Office Infrastructure / Policies / Procedures / Insurance TravelSmart, Municipal and Grant Funding TravelSmart, Municipal and Foundations Staff Time Schools / School Board Staff Time and Engagement School Grounds and Local Streets Contract Instructors Parents Volunteers – Office and Instruction HUB Curriculum / Training Equipment / Materials Bike Fleet / Helmets / Repair Equipment Transport Van / Vehicles / Transit Partner Organizations (eg: HASTe)	What We Do: TravelSmart / Municipal / School District Communications Curriculum Development and Refinement Instructor Recruitment and Training Gather Information Resources, Sponsor Gifts Equipment Preparation, Transport, Set Up and Maintenance Schools Scheduling Course Delivery: In-Class / School-Ground / On-Road Events Planning and Coordination: eg: BTSW Collaboration on Projects and Campaigns / Strategic Partnerships Process and Outcomes Evaluation Management and Financial Administration Publicity / Media Outreach	Who We Reach: TravelSmart / Municipal / Foundation Staff Members Teachers / School Administrators / School District staff Public and Private School Students Parents Volunteers Partner Organizations	Our Immediate Results – the same day TravelSmart and municipal staff members receive timely and effective communications regarding contracted BTS services. Schools staffs organize and host BTS with minimal time investment and positive outcomes, and feel encouraged to cycle. Contract instructors are uniformly knowledgeable and prepared to deliver HUB's BTS programming. Students receive consistent cycling education to a common standard. Students build practical skills and knowledge regarding safe urban cycling. Parents feel confident that HUB's instruction has made daily cycling more safe and accessible to their children.	Our Lasting Impact – the following weeks / months TravelSmart and municipal staff members recognize the positive impact and value-for-money of HUB's services in meeting their TDM goals. Schools staffs welcome and actively facilitate HUB's BTS delivery, and increase their own cycling levels. Students ride to school in higher numbers, more often, and relatively safely. Parents learn about cycling from their children, and engage / participate with them in cycling including supporting them to cycle to school. Actual changes in post-BTS cycling habits are accurately measured and reported.	Our Ultimate Goal – the perfect world Metro Vancouver youth cycling mode share and safety continuously increase, reaching world-leadership levels. Metro Vancouver parents are consistently supportive of and involved in their children's cycling, and increase their own cycling. Schools become known in their communities for actively supporting staff and students cycling. HUB's BTS programming is broadly recognized for its impact, professionalism and cost-effectiveness.

Assumptions: Schools cycling instruction has positive long-term impacts on cycling rates; HUB's curriculum and instructor training are effective; TDM and cycling grow as priorities for TravelSmart, municipalities and the Province; schools continue to have capacities and interest to host HUB instruction.

External Factors: Public perceptions; labour actions; evaluation outcomes; health and other research outcomes; municipal budgets; price of gas / energy crunch.

