



HUB: Your Cycling Connection 2012-13 Annual Report



Your Cycling
Connection

Your Cycling Connection

HUB is a charitable non-profit society whose members work to improve conditions for cycling in Metro Vancouver, British Columbia, Canada.

Our Mission

To make cycling an attractive choice for everyone.

Our Vision

In Metro Vancouver in 2030, cycling is the preferred transportation option because it is fun, safe, convenient and comfortable for people of all ages and cycling abilities.

Investment in cycling is aligned with ambitious government mode share goals, cycling education is universally accessible and cycling facilities are connected throughout the region.

For more information and to learn how you can get involved with HUB, please contact:

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Your Cycling
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Message from the President

This Annual Report gives us a chance to look back and celebrate 2012, the “Year of the Bike”! We gave 2012 its moniker in anticipation of a year full of positive change for cycling in Metro Vancouver and for our organization itself, and it most definitely lived up to it. Thank you so much to the many staff and volunteers, partners and sponsors, members, donors and cyclists everywhere for being a part of it.

The year started with a flurry of activity as we rebranded to become HUB: Your Cycling Connection. The new look and feel was received enthusiastically, and it now helps us better convey the spirit of what we do. We also gained charitable status, showing that the work we do is providing great value to communities.

2012 saw HUB grow in great strides in the programming we provide, with over 12,000 people participating in our education and events. The HUB Bike to School program provided bicycle education to every grade five student in New Westminister, and we made agreements to teach at every Surrey elementary school over the next two years. And as always, the bi-annual HUB Bike to Work Week cheered on thousands of cyclists at our celebration stations as they cycled to work across Metro Vancouver.

Our efforts to improve cycling conditions have expanded and seen fantastic successes across the region. We are thrilled to now have a HUB local committee active in Richmond, bringing better representation of cyclists’ interests to the area. This means we now have eight local committees made up of passionate volunteers who push for changes on behalf of cyclists across Metro Vancouver! The efforts of our Ironworkers Memorial Bridge Committee are starting to pay off with progress in our work with the Ministry of Transportation and Infrastructure to improve cycling and walking conditions, including widening the sidewalks to two metres. In June, HUB representatives presented at Velo-city, the international conference on cycling, which was held in Vancouver for the first time. And HUB hosted its first workshop on engaging cycling stakeholders, Velo-Talk, with international participants from Velo-city.

Looking forward, we have a massive list of activities underway and planned. We are working hard to improve our members’ experience through a more user-friendly website. We are ensuring that cycling issues are being discussed as part of the provincial election. We are working to create a curriculum that can be a part of the school system so that every child will learn how to be a responsible road user. And we are working with ICBC to enhance the current driver’s test to include more content and questions related to pedestrian and cyclist safety.

We know what our members and the cycling public want and we are working hard to achieve it: more separated bike lanes, better bike parking, increased cycling education, and so much more! We are always looking to improve and innovate, so please communicate with us and join us at any of our events or meetings - you are always more than welcome.

I want to extend a huge thank you to the people and organizations that make our work possible: TransLink, municipal governments, many businesses and individuals. To our members, thank you for supporting us as we work to improve cycling across Metro Vancouver and for being part of our voice. Your support is essential to building a more bike-friendly future.

Happy cycling!

Tess Kitchen
President, HUB

BOARD, STAFF, AND COMMITTEES

HUB Board of Directors 2012/2013

President	Tess Kitchen
Vice- President	Lori Kessler
Treasurer	Roger Foster
Secretary	Alex Clarkson
Past President, Dir. at Large	Arno Schortinguis
Director at Large	Phil Baudin
Director at Large	Jonathan Thar
Director at Large	Craig Stewart
Director at Large (from July)	Fiona Walsh

Program Staff & Contractors

Executive Director	Erin O'Melinn
Office Manager	Brenda Louie
Director of Programs & Development	Raema Quam
Bike to Work Week 2012 Program Manager	Shana Myara
Bike to Work Week 2013 Program Manager	Lise Matthews
Bike to Work Week Coordinator	Lorraine Smith
Bike Education Program Manager	Steph Gray
Workplace Cycling Education Program Manager (to Sept.)	Karen Parusel
Bike Friendly Business Program Manager (from Oct.)	Donna Chen
Bike Friendly Business Coordinator	Lisa Slakov
Membership Coordinator & Local Committee Liaison	Heather Harvey
Marketing & Communications Coordinator (from October)	Mauree Aki Matsusaka
Programs Coordinator	Sophie Sherlock
Volunteer Coordinator	Vania Tse
Bookkeeper	Marianne Bos

Bike to Work Coordinators

Spring 2012 Eric Doherty, Emily Hein, George Rahi, Gordon Hall, Tim Hall, Sarena Talbot

Fall 2012 George Rahi, Gordon Hall, Metta Paterson, Nick Anderson, Travis Pawlak

Local Committee Chairs

Burnaby	Dennis Hansen
Maple Ridge/Pitt Meadows	Ivan Chow & Rick Halas
New Westminster	Andrew Feltham
North Shore	Jay MacDonald & Antje Wahl
Richmond	Derek Williams
Surrey/White Rock	Tim Yzerman
Tri-Cities	Simon Watkins & Jack Trumley
Vancouver/UBC	Lisa Slakov & Heather Harvey

HUB Issues Committees

Regional Advisory Committee
 Board Development Committee
 Central Valley Greenway Extension Committee (Ad Hoc)
 Ironworkers Memorial Bridge Committee (Ad Hoc)
 Marketing & Communications Committee
 Membership Committee
 Operations Committee

HUB Instructors

Ben Fleischhauer, Crispin Wye, Emily Hein, Eric Doherty, Greg Robinson, Heather Harvey, Jeremy Braacx, Karen Ageson, Kevin Chan, Kir Tancon, Leanne Kavanaugh, Lisa Slakov, Lorraine Smith, Mary Sherlock, Mona Benjamintz, Sandra Allen, Sara Ross, Tara Mowat, Tim Tewsley, Travis Clyne



HUB EVENTS 2012/2013

Ongoing / Year-round

- Bike to School cycling celebrations (14)
- Bike to School workshops, Ride the Road and Bike Maintenance classes (100)
- Streetwise Cycling community workshops (54)
- Workplace Cycling Workshops (41)
- Family Streetwise courses (6)
- Advanced Cycling Skills Courses (2)
- Local Committee meetings (~94)
- Bikeability Assessments (9)
- Learn-to-Ride group lessons (5)

Mar 4-5 Vancouver Bike Show

Mar 29 VACC speaks at Seattle Business & Bikes Summit

Apr 18 VACC moves to new office

Apr 21 VACC Annual General Meeting

Apr 28 HUB Year of the bike Kick-Off Party

May 14-18 Spring Bike to School Week

May 28 - Jun 1 Spring Bike to Work Week

Jun 19 City of Vancouver Transportation Plan Consultation

Jun 25 Velo Spoke workshop at Velo-city Global 2012

Jul 22 Prospera Valley Gran Fondo & Sylvan Family Fondo

Aug 12 HUB Summer Social 2012, Pier Park, New West

Aug 18 - Sept 3 HUB at the PNE

Sept 6-7 GranFondo VeloSpoke Festival

Sept 7-10 HUB presents at Alliance for Biking and Walking Leadership Retreat in Long Beach, California

Oct 1-5 Vancouver Committee Social

Oct 4 HUB Advocacy Gathering with Copenhagen City Planner

Oct 29 - Nov 2 Fall Bike to Work Week

Dec 18 HUB Announces 2012 Bike Friendly Business Award Winners

Jan 26, 2013 HUB New West - Festival of Volunteers

Jan 29 - Feb 2 Point Grey - Cornwall Ave Corridor Open House

Mar 2-3 Vancouver Bike Show

Mar 16 Ride Leader Training workshop



HUB directly reached more than 12,601 people through our programs in 2012.

Our adult bicycle education programs reached 1,002 participants; our Bike to School education courses reached 3,916 students, and 983 students, school staff and parents attended Bike to School events; Bike to Work Week (Spring & Fall) had 6,700 registered participants.

MEMBERSHIP

Our membership is at the core of our organization and we're dedicated to increasing the value that we provide. Members have fully embraced the new brand, the new HUB website and the membership database allows us to share more news, events, discounts and benefits with our supporters. The new look and messaging has allowed us to reach even more members and to make cycling more accessible, fun and attractive.

In the spring and summer of 2012, HUB engaged with thousands of people at community events with the help of our amazing volunteers and sponsors. We were present at a range of events from MEC BikeFest to the Khatsahlano! Music & Arts Festival and gained access to events like the PNE and the Home and Design Show through organizational partners like Urban Racks and ING Direct.

HUB finished the year with 887 members including 18 Organizational Members and we've got some fun plans in the works for 2013 to bring on even more!

ACTION

In 2012, HUB's local committees achieved significant success in bringing safer and more connected cycling facilities and cycling safety education & awareness across the region. The HUB Richmond Committee was activated, so HUB now has eight active local committees working with municipalities, TransLink and the Province, to make biking better in Metro Vancouver.

The Regional Advisory Committee (RAC) developed policy statements as well as regional action priorities, and they strive to support local committees with resources, best practises, and a cross-municipal outlook.

A number of HUB local committees contributed to their municipal transportation and cycling plans this year. Committees have been active in community outreach, attending events and sharing what they do with the public. Social media has been actively utilized by some committees: HUB Tri-Cities and HUB New Westminster have been engaging their communities on Facebook and HUB Maple-Ridge/Pitt Meadows maintains an active blog. Improved and streamlined online forums for all committees are coming in 2013.



Other notable news items from the year:

- HUB North Shore produced an online petition to garner support for improving cycling network safety and received over 1,000 signatures
- Progress is being made with Ministry of Transportation and Infrastructure on widening the bike paths on the Iron Workers' Memorial Bridge (also known as the Second Narrows)
- HUB hosted an international cycling action workshop during Velo-city Global, and hosted a local cycling action workshop for HUB committee members specifically
- HUB Tri-Cities has been invited to join Port Coquitlam's Cycling Advisory Committee
- HUB Burnaby was honoured with an Environmental Award from the City of Burnaby
- HUB North Shore received a grant from MEC and printed a pocket map for the North Shore in partnership with the City of North Vancouver
- HUB is working with a number of community partners and ICBC to improve drivers training and increasing content related to cyclist & pedestrian interactions & safety
- HUB is working with other BCCC organizations to build support for cycling investments & improvements amongst candidates and the public in advance of the 2013 BC election

VOLUNTEERS

HUB is built on the invaluable efforts of our dedicated volunteers. The HUB Board of Directors and all of our local committees are made of 100% volunteers who work tirelessly to improve cycling conditions across Metro Vancouver. Volunteers are also the face of HUB - they help to run HUB Bike to Work Week commuter stations; educate the public about HUB programs at community events and festivals; host social rides; and help out in the office 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. We are extremely grateful to our many volunteers for donating their skills, time and energy to make cycling better in Metro Vancouver.

BIKE TO WORK

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

Bike to Work Week 2012 was celebrated throughout the Metro Vancouver region from May 28-June 1 and Oct 28-Nov 2; thousands of cyclists were encouraged with food, beverages and prizes at a record 80+ commuter stations set up throughout the region.

Bike to Work Week (BTWW) is the only large-scale festival in Metro Vancouver dedicated to transforming the transportation habits of commuters to cycling.

In just 6 years since HUB's Bike to Work Week began, BTWW has motivated over 41,000 participants to adopt cycling for the week, including 7,500 who had never cycled to work before. Our surveys show that once commuters start cycling, they tend to keep up the habit.

The benefits from our program are numerous, from reducing the environmental impact of transportation, to building strong teams and communities, to contributing to improved health and active lifestyles through cycling. In 2012, HUB received extensive coverage on CBC TV, CTV, CITY TV, Global TV, CBC Radio, The Peak, and more.

BIKE FRIENDLY BUSINESS

Business for Bikes provides assessments and innovative solutions to businesses and recognizes them for being supportive of cycling.

2012 was a period of great refinement and growth for the Bike Friendly Business program. It underwent significant restructuring over last year including a new program manager combining two programs into one, a rebrand and development of Bikeability Assessments.



The primary focus of 2012 was on program development and relationship building. Notably we developed partnerships with Business Improvement Associations, Boards of Trade, bike-related businesses and community bike organizations in other areas.

We established relationships with 40+ businesses who expressed interest in the Bikeability Assessment, and completed 9 assessments with 9 different clients.

We delivered 41 Workplace Cycling Workshops to 33 business clients across 4 different municipalities, and saw a 4% increase in bike maintenance courses and a 10% increase in the overall number of workshop participants in the city of Vancouver.

Our larger vision for this program is to work with cities and the business community to establish Bike Friendly Districts. We view this as a multi-year, multi-phased project. In the coming year, in pursuit of this larger aim, we will be focused on growing relationships within the business sector by leading with resources and education. We want to disseminate our Marketing to Cyclists Guide, deliver more workshops and assessments, generate more media awareness of the business benefits, build the Bike Friendly Business membership list and develop a Bike Friendly Business accreditation system.



BIKE EDUCATION

STREETWISE CYCLING

Streetwise Cycling Courses allow anyone to gain the skills and confidence needed to enjoy riding in the city.

In 2012, HUB provided a series of cycling education courses for the public. The goal of these courses was to reach new audiences in encouraging people to take up cycling as a sustainable and convenient transportation option, and to provide interested cyclists with the skills and confidence to choose biking more often.

A number of different courses, from basic to advanced cycling skills and bike maintenance were run in community centres and at public events in 2012. For the second

“Thankyou for bridging the gap, between being able to ride a bike and being able to ride on the road, in an encouraging way”

- Marlene, Streetwise Cycling Participant

year running, funding from the City of Vancouver allowed Streetwise Cycling Confidence Courses to be offered at a substantial discount during the summer; these courses booked up quickly.

The courses being offered included:

Course Type	Courses	Participants
Streetwise Cycling	25	213
Intro Mechanics	18	154
Advanced Mechanics	15	55
Can Bike	1	3
Workplace Cycling Workshops	41	531
Learn-to-Ride	21	44
Bike to School	100	3,916
Public Events	4	175



BIKE TO SCHOOL

Bike to School provides in class and on road skills training for youth to ride their bikes safely, confidently, and joyfully. HUB provides biking resources, activities, prizes and excitement to schools that want to promote and celebrate biking.

In 2012-13 HUB hosted 1983 events and 3916 cycling courses. Approximately 1010 students, school staff, and parents attended these events in total.

In 2012, the Bike to School program maintained impressive outreach, providing cycling education courses, celebrations, and events to just under 5000 students, staff, and parents. The Bike to School program has become firmly established as the leader in cycling programming for all Metro Vancouver school districts.

Funding from TravelSmart ensures that HUB continues to transform the way that schools encourage active transportation. HUB delivers high level education and events that are tailored to specific schools and regions. With matched funding from many municipalities, we are able to respond to growing demand to provide in-school cycling programming.

The City of New Westminister showed incredible support of HUB's bike education this year by providing the funding for 27 grade 6 and 7 classes to participate in Ride the Road. 70% of students claimed their ability to bike in traffic improved or greatly improved.

In 2013, HUB aims to continue to grow and expand both educational and celebratory offerings. In particular we aim to increase hands-on bike riding courses, as opposed to in-class cycle safety discussions, as well as working more closely with Bike to Work Week in order to increase the reach of Bike to School Week.



2013 GOALS:

- 30 on-bike cycling education courses including Ride the Road and elementary playground cycling skills courses
- 40 elementary school classes that are participating in TravelSmart programs
- 15 school-based cycling celebrations
- Increased participation in Bike to School Week

BIKE POOL

Hosted by Glenbrook middle school and supported by the City of New West, 50 students biked to and from school with teachers, community volunteers, and HUB staff leading the way. Students were gathered along the ride to school to join their neighbourhood group. Community links were made, and the commutes focused on fun and safety. The kids had a great time, and parents saw a lot of value in the week-long experience.



"[My child] has had an awesome time biking this week, great learning experience, really appreciate it."

"Thank you for putting this together and getting the kids that would not normally ride to ride"

- Parents of Bike Pool Participants

MARKETING, MEDIA, & COMMUNICATIONS

HUB underwent a facelift in 2012, transforming from the Vancouver Area Cycling Coalition to HUB: Your Cycling Connection. After 16 years, the rebrand better reflects how we've evolved as an organization. Not only do we play a key role in developing better cycling facilities & policies, we also make people feel safer and more confident through cycling education; we build community; and we celebrate the joys of cycling through programming & events!



In the media, HUB and its programs were mentioned over 135 times, broadening the cycling message to new audiences around the region. 2012 was the Year of the Bike - cycling was deemed the fastest growing mode in the region at a 26% increase, new infrastructure investments were announced and Vancouver hosted its first ever international cycling conference.

Thanks to the introduction of a Marketing & Communications Coordinator role in the organization, HUB is better equipped to be strategic & consistent in its messaging and engagement with members & new audiences. In 2012, we optimized our online membership process & database; established internal communication tools & protocols & rapidly increased our social media presence through the assistance of fantastic volunteers.



HUB: YOUR CYCLING CONNECTION A HISTORIC TIMELINE

- 1996 – Started developing the idea for a cycling action group
- 1997 – Held first public meeting, developed constitution
- 1998 – Official incorporated as Vancouver Area Cycling Coalition non profit society
Developed vision of a Central Valley Greenway
- 1999 – Started to form local area committees of the organization
- 2001 – Completion of Crosstown Greenway, New Westminster
- 2002 – Cycling improvements on Lions Gate Bridge
- 2004 – Bikes allowed on Skytrain
- 2006 – Launched Streetwise Cycling Courses program
- 2007 – Launched Bike to Work Week Metro Vancouver-wide
Bike racks on all buses in region
- 2008 – Launched Workplace Cycling Workshops program
Cycling improvements to Queensborough Bridge
- 2009 – Launched Bike to School program
Construction of Golden Ears Bridge bike lanes
Construction of Canada Line bike and pedestrian bridge
Start of Burrard Bridge bike lane trial
Opening of Central Valley Greenway
- 2010 – Grew VACC membership to over 1,000 members
Launched Business for Bikes program
Start of Downtown Vancouver separated bike lane trial
- 2011 – Signed on New Westminister for cycling skills courses in every school
Creation of cycling pocket map due to efforts of HUB North Shore committee
partnered with MEC
Opening of Tynehead cycling paths, Pioneer Overpass, Surrey
- 2012 – VACC becomes HUB
Finalization of permanent Downtown Vancouver separated bike lanes
Announcement of Public Bike Share for Vancouver
Welcomed Velo-city Global conference to Vancouver
Held first cycling action workshop, Velo-Talk, with international participants
Addition of bike parking requirements for new developments in Coquitlam
Commitment from Surrey for HUB cycling education in all 100 elementary schools
Re-activation of HUB Richmond Committee



HUB BALANCE SHEET

as at: March 31, 2013

ASSETS:

Cash & Short-Term Investments	\$ 101,737
Accounts Receivable & PrePaid Expenses	\$ 49,374
Fixed Assets	\$ 1,029
Total Assets	\$ 152,140

LIABILITIES & EQUITY:

Current Liabilities	\$ 6,296
Deferred Revenues	\$ 115,675
Total Liabilities	\$ 121,971
Retained Earnings (previous years)	\$ 18,383
Current Earnings (Net Income current year)	\$ 11,786
Total Equity	\$ 30,169
Total Liabilities & Equity	\$ 152,140

HUB INCOME & EXPENSE STATEMENT

April 1, 2012 to March 31, 2013

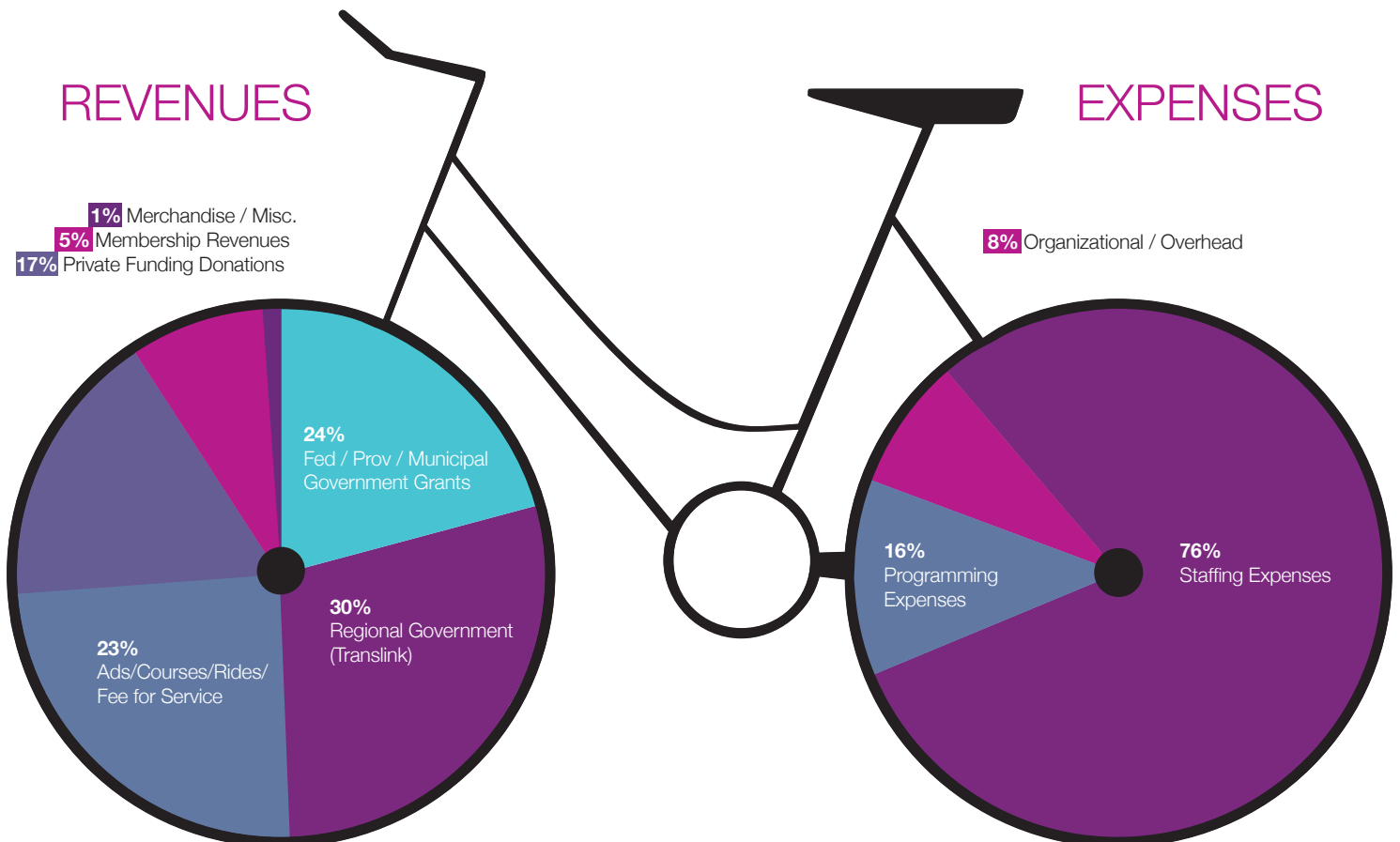
REVENUES:

Fed/Prov/Municipal Gov't Grants	\$ 124,915
Regional Government (Translink)	\$ 157,300
Private Funding/Donations	\$ 90,258
Ads/Courses/Rides/Fee for Service	\$ 124,503
Membership Revenues	\$ 26,806
Merchandise/T-Shirt Sales	\$ 2,771
Interest/Expenses Recovered/Misc	\$ 1,297
Total Revenues	\$ 527,850

EXPENSES:

Programming Expenses	\$ 84,233
Staffing Expenses	\$ 394,151
Organizational/Overhead Expenses	\$ 37,681
Total Expenses	\$ 516,064

Excess of Revenue over Expenses \$ 11,786



FUNDERS 2012

HUB would like to graciously thank our generous 2012 supporters.

\$100,000+

TravelSmart

\$50,000-\$99,999

City of Vancouver

\$20,000-\$49,999

Bike to Work BC Society (Province of BC)

City of New Westminster

City of Surrey

BC Gaming Grants

\$10,000-\$19,999

City of Coquitlam

\$5,000-\$9,999

City of Burnaby, City of North Vancouver, City of Richmond, Darychuk Deane-Cloutier, Dean & Joy Alexander, Downtown Vancouver Business Improvement Association, Mountain Equipment Co-op, Richards Buell Sutton LLP, Vancity, YVR-Vancouver Airport Authority

\$1,000-\$4,999

Arc'teryx, Brodie Bicycles, Caps Bicycle Shop, City of Richmond (TD Friends of the Environment), District of Maple Ridge, District of West Vancouver, EPIK, HASTe, NOW Developments, Live to Play Sports, One Coconut Water, SAP Software, Salt Spring Coffee, UBC Trek Program Centre, Vancouver Coastal Health

\$50-\$999

Canadian Automobile Association, Clif Bar, Downtown Suites, MODO Car Coop, Urban Racks

\$50-\$999 (cont'd)

Albert Lewis, Alin Senecal-Harkin, Andrew Feltham, Arno Schortinghuis, Christopher Porter, Claude Tani, Jaime Cathcart, Jonathan Thar, Kay Teschke, Lindsay Hill, Lori Kessler Gratl, Lorin Gaertner, Lyla Stewart, Marion Orser, Michael Cline, Neal Jennings, Philip David Baudin, Thomas J. DeMarco, Tom Fulton, Yok Leng Chang

In Kind:

1102.7 The PEAK, 24 Hours, Accent Inns, Arc'teryx, BG Urban Café, Bicycle Sports Pacific, Bike Kitchen (UBC), Bikensteins Lab, Bikes on the Drive, Brodie Bikes, Butler Did It Catering, C-Media, Café Etico, Cap's Bike Shop-New Westminster, Cap's Krusty-Richmond, Cap's Westwood Cycle-Coquitlam, City by Cycle Tours, CityTV, Cleverhood, Clif Bar, Cornerstone Café, Dave and Friends, Denman Island Chocolate, Different Bikes, Dizzy Cycles, Downtown Vancouver Business Improvement Association, Ethical Bean, Guywires, Harvest Market, Hogan's Alley Café, ING Direct, Iva Jean, Kiju Juice, Knog, Live to Play Sports, Lululemon, Mac Talla Cycles, Mighty Riders, MODO-the Car Coop, Momentum Magazine, Monkey Lights, Mountain Cycling Accessories, Mountain Equipment Coop, Musette, Nokia, Norco, Obsession Bikes, On the Rivet, One Coconut Water, PEDAL Depot, Pocampo, Potluck Café Society, Rocky Mountain Chocolate Factory, Ryder Sunglasses, Safeway, Sahn Helmet, Southshore Cycles, Starbucks, Sugoi, Terra Breads, Tim Hortons, Turks, Union Food Market, Urban Fare, VanCycle Mobile Bike Shop, VanPrint, Village Bikes, Westpoint Cycles, Whole Foods, Wilder Snail, Zipcar



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