**How to Talk About HUB**

**Main Objectives**

* Answer questions about cycling in general or forward people to resources
* Promote Streetwise Cycling Courses, Bike to Work Week, Bike to School Week, Workplace Workshops and HUB ‘Bikeability Assessments’
* Sign people up to become HUB members
* Sell HUB T-Shirts & encourage charitable donations ($25+ receive a tax receipt)
* North Shore committee meets second Thursday every month at NV City Library @ 6:30

**Key Messages or What does HUB do?**

* HUB is a charitable non-profit organization, established 1998 to address cycling issues
* We communicate & encourage more people to cycle, more often
* More cycling means healthier, happier and connected communities
* We’re leading the way in making cycling an attractive choice for everyone
* We make cycling better through education for all ages & abilities, action & events
* HUB promotes the joys of cycling through events like Bike to Work Week, neighbourhood rides, member parties, festivals and more!
* Build a fun & social community with events, programs & courses
* Work with governments, businesses & community organizations
* 8 volunteer local committees design & encourage better bike infrastructure
* More members = more impact with city councils to push for better cycling conditions
* HUB Members get discounted courses to learn everything you need to know about cycling safety, year-round bike commuting and maintaining your bike
* Research and write letters & reports

**How Do I Engage the Public about HUB Programming?**

**What’s your favourite bike route?**

* HUB attempts to make cycling infrastructure safer and more comfortable to people of all ages & abilities

**Do you have any issues with your bike route?**

* Ask them to write down their comments with the street and city of the bike route
* Let them know about HUB local committee meetings & encourage them to attend to improve local bike routes

**What would help you cycle more?**

* *“Safer streets and bike lanes”* - promote work we do at HUB to create a safe & connected network of bike paths suitable for all ages and abilities
* *“I don’t feel safe on the road”* - promote Streetwise and Workplace Cycling Workshops, which teaches people the skills to be safer and more confident on the road
* *“There are no secure parking or facilities at my workplace”* - promote HUB Bikeability assessment, which provides businesses, HR & property managers with resources, best practises, and concrete solutions on how to improve the bikeability of a building, workplace or overall business operations
* *“If I had someone to ride with”* - email volunteer@bikehub.ca to sign up for a Bike Buddy volunteer or to ask about upcoming HUB social rides
* *“Distances are too far / hilly”* - Don’t forget you can bring your bike on transit as well.
* *“It’s too rainy in Vancouver”* - HUB members get discounts on bike gear at bike shops and retailers across Metro Vancouver so you can suit up for the weather. Our Biking to Work - Fall & Winter Riding Workplace Workshop will also teach you tips for riding all year round.

**What has HUB accomplished?**

HUB has and continues to improve cycling conditions in several ways:

**North Shore**

* Ironworkers Memorial Bridge bikeway improvements
* Approval of AAA Cycling Network Plan for the City of North Vancouver
* Ongoing improvements to cycling safety on the Stanley Park Causeway
* Updating North Shore Cycling Map
* Improved approach to the Lions Gate Bridge & West Vancouver
* Improved access to Pemberton Heights and Westview from Capilano Rd
* Improvements to bike routes and signage across the North Shore
* Safe bike routes to schools
* Cycling facilities with new Mountain Highway Interchange and Keith Bridge
* Reopening Upper Levels Hwy - 3rd Street connection in West Vancouver Bike route north of Upper Levels Hwy (Capilano River bridge to 3rd Street)
* Cycling wayfinding signage across the North Shore
* Safe design of Spirit Trail

**Metro Vancouver**

* Bikes on transit - buses and Skytrain
* The Canada Line pedestrian and bike path on the Skytrain bridge
* Separated bikeways throughout downtown Vancouver
* Iron Worker’s Memorial Bridge sidewalk and bikeway widening
* Cyclist-triggered push buttons for traffic lights
* Bike paths & lanes across Metro Vancouver & ongoing improvements
* HUB Bike to Work Weeks & Bike to School Weeks encourage thousands of people to bike by hosting celebration stations, interactive events, group rides and prizes/incentives
* Developing & delivering Streetwise Cycling Education & Workplace Workshops to teach adults and children on how to ride safely and more confidently on the road
* Making the Burrard Bridge Separated Lanes permanent
* Widened sidewalks on Lion’s Gate & Iron Workers Memorial bridges
* Creation of the Central Valley Greenway
* Building of the Canada Line Cycling Bridge

**Why Become a HUB Member?**

* Access to fantastic benefits including discounts for bike shops, car-sharing, legal advice, health & wellness services and more!
* Membership-driven organization makes Metro Vancouver a more bike-friendly place
* Receive Bicycle Bulletin and gain exclusive HUB membership benefits & discounts
* For a full list of benefits, visit bikehub.ca/membership. But here are just a few:
* Discounts on bikes, service, parts & accessories at 30+ local bike shops
* Discounted registration & driving credits with local car-share groups
* Free consults & discounts for legal advice, massage therapy and other services
* Other bike life discounts: savings on cycle touring, accommodations, food and more!

**Individual/Family Memberships**

* $30 per year ($15 for low-income, students & seniors)
* $40 for a family membership (additional members must share same address)

**Website: bikehub.ca**