



Your **Cycling** Connection

bikehub.ca



To: TransLink Board of Directors board@translink.ca
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March 30, 2021

Re: Cycling Program Funding Appreciation

Dear TransLink Board of Directors,

I am writing to you to express thanks for your investment in cycling and active transportation even in a time of decreased fare revenues. The pandemic has been very challenging for TransLink with decreased transit ridership. It has also shown a dramatic increase in ridership for cycling, which provides a physically distanced, convenient mobility option, as well as a way for people to combine their commute with physical activity that improves both physical and mental health in these trying times. I am grateful that the board and staff leadership have seen the value of continuing to support active transportation in a meaningful way in 2021. I want to acknowledge the considerable coordination across TransLink departments that made it happen.

HUB Cycling will be delivering cycling education and motivation to thousands of residents in the region, and raising their awareness of how to pair cycling with transit to get where they need to go. We will be showcasing TransLink's bike parkades and lockers, many of which are a new addition to rapid transit stations, enhanced connections such as the BC Parkway improvements, as well as the bike-friendliness of the full bus fleet, and the more flexible options to take your bicycle on the Skytrain.

TransLink's BICCS cost-sharing program with municipalities is allowing them to meet some of the high demand for improved cycling infrastructure, and it is incentivizing facilities comfortable for most people, as well as encouraging promotion that brings out more riders. Promotion and education are a significant part of shifting to more sustainable modes, and TransLink is walking the talk by providing support to not only physical facilities, but the awareness and motivation people need to use them. With TransLink's support, HUB Cycling is expanding school cycling education with the Everyone Rides Grade 4-5 program that will eventually reach all students with the skills and knowledge to safely and confidently cycle for transportation. This is creating a generation of commuters that feel they have active mobility choices.

Thank you for your continued support of cycling network connections, education and promotion. Together, this is making our region more robust, resilient, and livable.

Sincerely,

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

Erin O'Melinn
Executive Director
HUB Cycling
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