



Mayor Smith and the Council of the District of West Vancouver
750 - 17 Street
West Vancouver BC V7V 3T3

Cc: Raymond Fung, Director Engineering and Transportation, West Vancouver
John McMahon, Manager Roads and Utilities, West Vancouver
Emily Willobee, Engineering Outreach Coordinator, West Vancouver
Norm Wong, Transportation Engineer, West Vancouver

RE: North Shore bike map project completed

June 14, 2012

Dear Mayor and Council,

HUB is pleased to report that the North Shore bike map design and printing has been completed and the map is being distributed free of charge to the public across the North Shore. Enclosed please find a copy of the map. A pdf version for download and viewing on mobile devices is available at bikehub.ca and on the municipal websites.

The map shows not only the designated bike routes but also routes recommended by people who ride regularly, whether for transportation, recreation, or health, who know the most direct and safe routes in their neighbourhoods. Mountain bike trail access points are also marked on the map. The maps are being distributed through libraries, community centres, municipal halls, bike shops and at community events.

The map is extremely popular and after just three weeks the majority of the 20,000 maps printed are already in the hands of people interested in cycling on the North Shore. HUB hosted booths at the recent West Vancouver Community Day, at MEC Bikefest and at Lonsdale Quay where people of all ages were very interested in the map, many seeking the maps out because they had heard about it in the news. The Norwest Cycle Club operating from the Seniors' Centre asked for maps for all of their members. The West Vancouver Memorial Library reports: "We handed the new North Shore bike maps out to the public [during Bike to Work Week]. They were an extremely popular item." (Tara Matsuzaki, Librarian).

We would like to thank the District of West Vancouver for their letter of support when we applied for the grant from Mountain Equipment Co-op that paid for the design and printing of the map, which was supplemented by a grant from the City of North Vancouver. The help of your staff in planning the design of the map and assisting with the distribution through the library and the community centres is also much appreciated.

The map supports cycling in West Vancouver by making it easier to find convenient and safe routes. Along with improvements of the physical cycling infrastructure it will help create healthier communities and provide residents with more transportation choices.

Sincerely,

Antje Wahl
HUB North Shore Committee Member and North Shore Bike Map Coordinator