

**Vancouver Area Cycling Coalition
North Shore Committee**

Presentation to JBAC
July 7th, 2010



VANCOUVER AREA
CYCLING
COALITION
Metro Vancouver's Cycling Advocates

Definitions

Paradox A group of statements that leads to a contradiction or a situation which defies intuition.

!= Not equal, sometimes expressed as <>



!=



≠



MVA

PARADOX!



Everyone agrees: **more people cycling is good**

Healthier community means less health care costs

Reduce GHGs

Lower transportation maintenance budgets

Etc, etc, yadda yadda yadda

BUT

We must work within the context of a paradox.

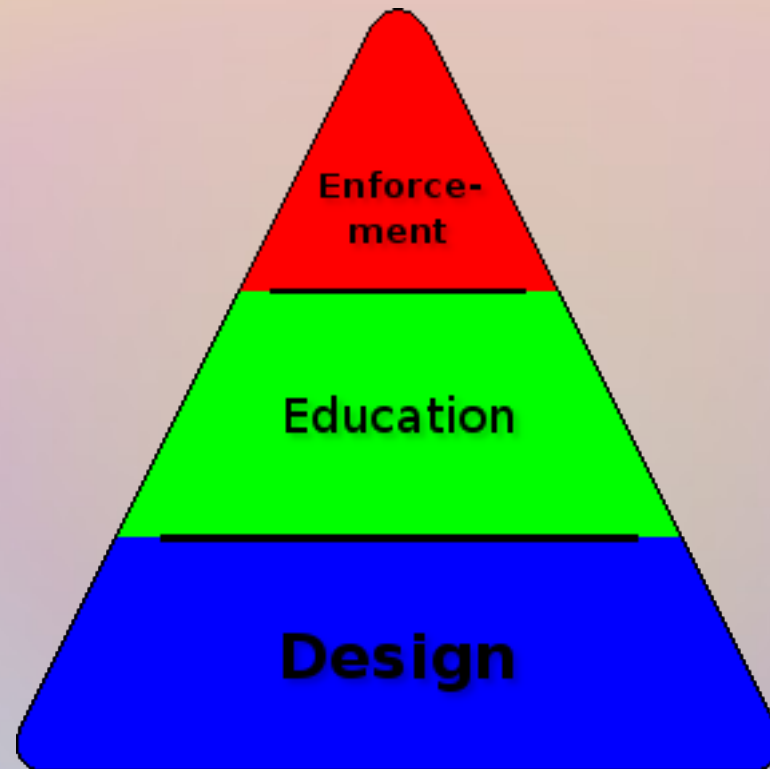
Yay...

HOW?

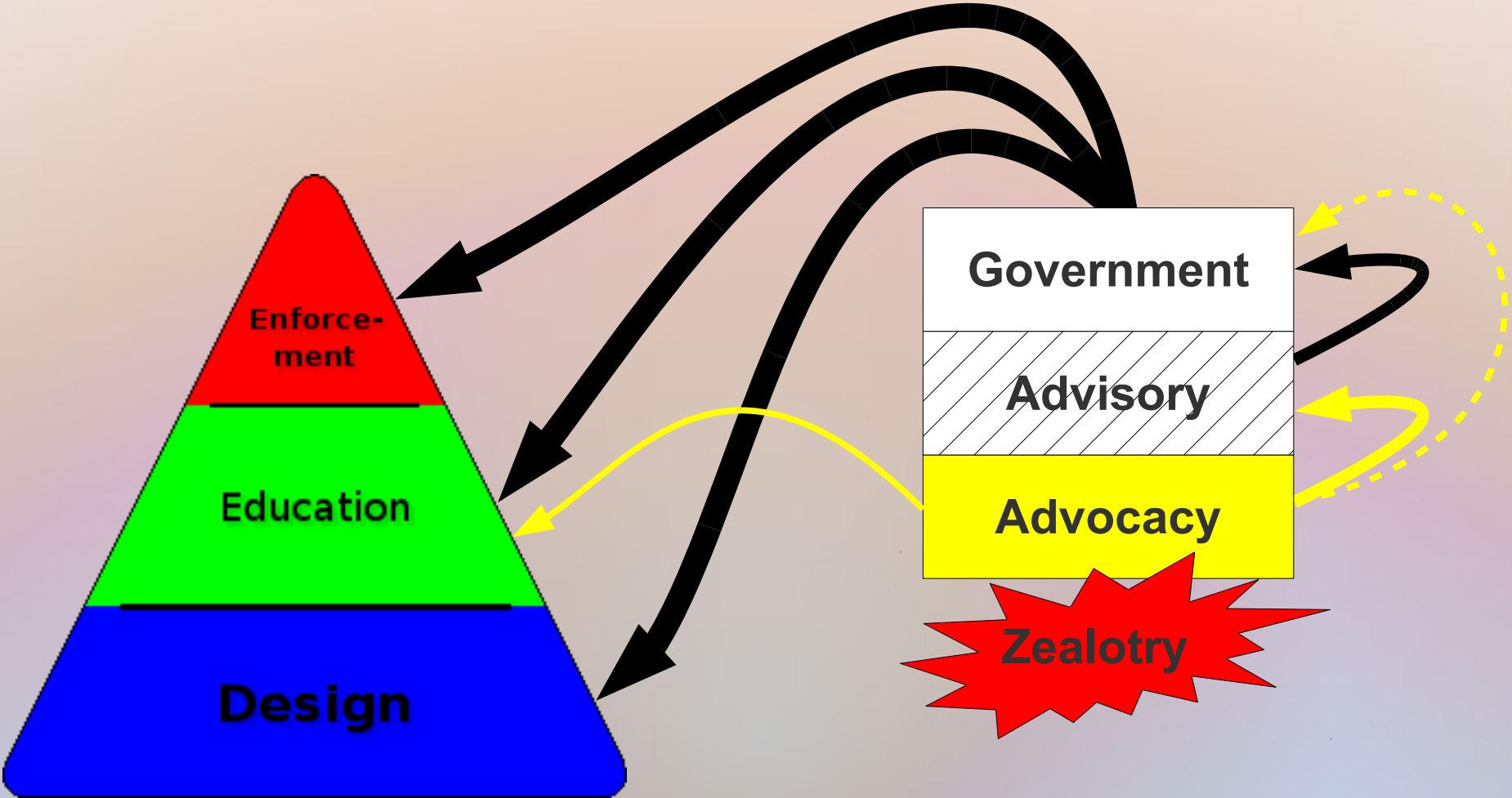
Improve safety and convenience of cycling

HOW?

Improve safety and convenience of cycling



ROLES



Advisory: JBAC

Purpose: "...to ensure that the North Vancouver Bicycle Master Plan (BMP) is implemented and updated in an expeditious manner, and to provide a forum for ongoing public involvement."

BMP Goals:

- Increase bicycle trips
- Improve safety for cyclists

Ten dedicated, hard core cyclists working to achieve the goals of the BMP.

Advocacy: VACC

VACC: Advocates for better cycling facilities in the lower mainland

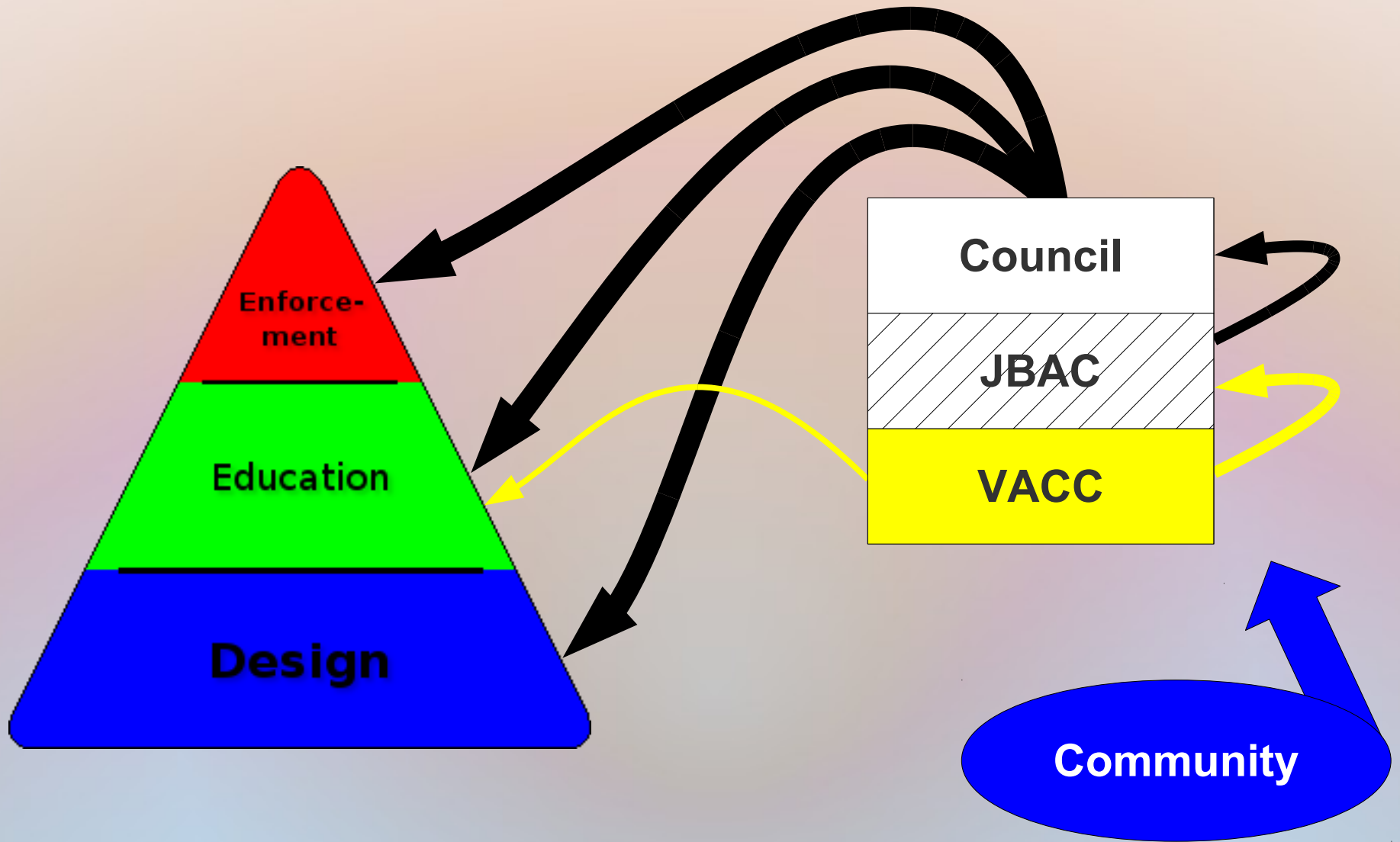
A voice for the community

NS-VACC: Committee of the VACC to work with City and District of North Vancouver, West Vancouver, Lions Bay and Bowen Island

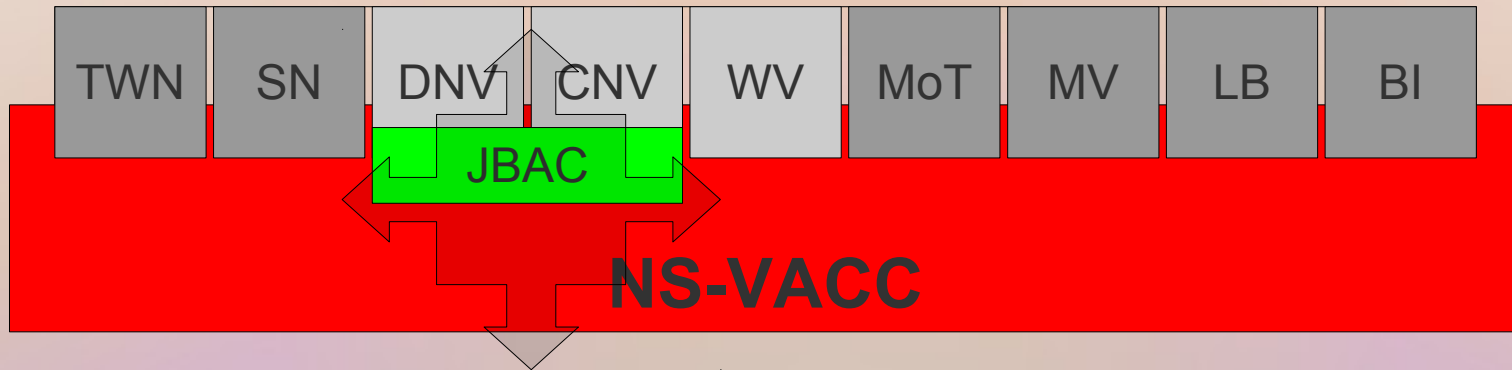
It's Better On A Bike!



PLAYERS in NORTH VANCOUVER



North Shore Entities



Open dialogue is critical for success

VACC METHODS

- Open membership
- Wiki Page - *<http://northshore.vacc.bc.ca>*
- Mailing list
- Planning workshops
- Events
- Articles
- Letter writing
- Public Relations

It's all about

COMMUNICATION