

Vancouver-UBC Local Committee

November 21, 2023

Online Meeting via Zoom

Virtual Meetings

- Please mute your phone or microphone when you are not speaking. A moderator may mute you. Ensure your name is displayed so that we know who you are.
- We have a co-host who will watch the text chat and help make sure questions are addressed from online attendees.

Land Acknowledgement

We acknowledge that HUB Cycling operates on the traditional, ancestral, and unceded territories of the Musqueam, Squamish, and Tsleil-Waututh people. We recognize and respect the stewardship of this land and waters by these Indigenous communities, who have lived here for thousands of years and continue to do so. We acknowledge the historical and ongoing injustices that Indigenous peoples have faced and continue to face, and we commit to working towards reconciliation and decolonization in our community and beyond.



Welcome and Introductions

- Welcome to new attendees
- Minutes from October meeting
- Anything to add to the agenda?
 - Election working group update - Lisa

Meeting Agenda

- Introductions and land acknowledgement
- Agenda and Action Item Review
- Announcements and Upcoming Events
- MoBI Update (Guest Speaker Mia Kohout)
- Groups.io: What you missed
- Updates from Working Group leads
- Consultations Update/Discussion
- Regional Advisory Committee (RAC)/HUB Cycling Board Update
- Correspondence
- Meeting Adjourns (8:00 pm)

Action Item Review

- Van311 – please report bike lane maintenance issues to the CoV using the smartphone app or by calling 311. Note the new features for reporting bike issues.
- Social rides: Tour de Point Grey - Completed

Announcements

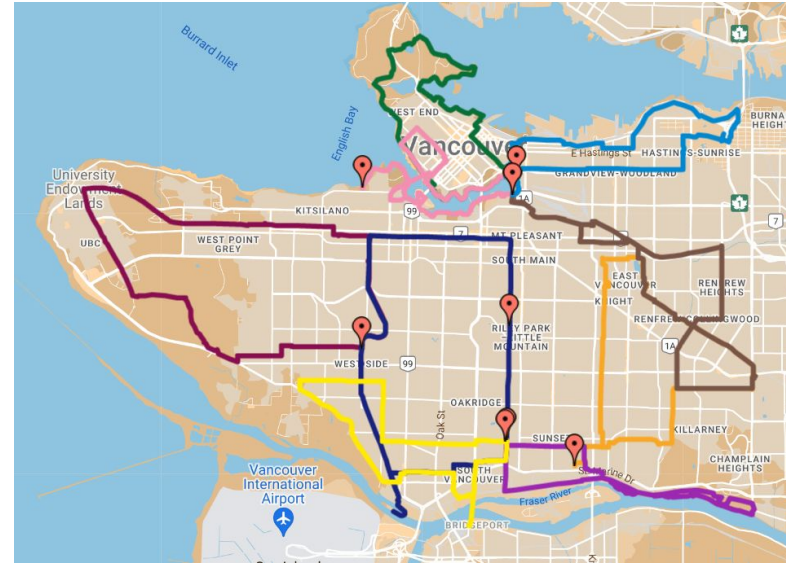
- Follow us on social media:
@HUBVancouverUBC@mstdn.ca
@HUBVancouverUBC.bsky.social
- BC Ferries public engagement “Charting the Course”
- Nominations for the upcoming HUB Cycling Bike Awards
- HUB Cycling Advocacy Workshop in January

MoBI Bike Share

- An update on MoBI Bike Share
- Presented by Mia Kohout, General Manager

VULC Social Rides

- Social pace rides (18 km/h average)
- Targeting ~20 km group riding (+ to/from)
- No drops! (No one left behind)
- All rides are loops
- Rain will not deter us
- Not assessment rides!





VULC Social Rides

Date

Sunday, Feb 26, 2023 @ 1pm

Sunday, Mar 26, 2023 @ 1pm

Sunday, Apr 23, 2023 @ 1pm

Tuesday, May 29, 2023 @ 7pm

Tuesday, Jun 6, 2023 @ 7pm

Tuesday, Jul 4, 2023 @ 7pm

Tuesday, Aug 1, 2023 @ 7pm

Tuesday, Sep 5, 2023 @ 7pm

Sunday, Sep 24, 2023 @ 11am

Sunday, Oct 22, 2023 @ 1pm

Ride

SNOWED OUT

Tour de East Van, 17 km

Ross St Gurdwara/SE Van, 18 km

Tour de Oakridge, 21 km

Tour de River District, 16 km

Tour de ~~Dunbar/Marpole~~ River District, 17 km


Tour de False Creek, 18 km

Renfrew-Collingwood Loop, 22 km

Steveston? Steveston!, 43 km

Tour de Point Grey, 21 km

If you're subscribed to "special announcements only" you missed discussions like these:

Van/UBC HUB Local Committee Meeting Tuesday November 21st - 6:30 pm - Virtual Meeting 

[#MonthlyMeeting](#)

Hi All! We will hold our monthly Vancouver UBC Local Committee meeting on Tuesday November 21st at 6:30 pm. We will me...

By [Jeff Leigh](#) · Nov 18 · 

"New" separated lane on W4th Ave at Jericho East Park  [#InfrastructureAlert](#)

Not new but new-to-me. A half-block of separation on W 4th Ave where it turns on to NW Marine Drive, 140 m of Jersey barrier...

By [Anthony Floyd](#) · Nov 17 · 

BC Ferries survey - closes Nov 28  

<https://www.bcferriesprojects.ca/bc-ferries-charting-the-course> Fill out the survey to help inform BC Ferries' long-term planning...

By [Antje Wahl](#) · Nov 16 · 

Elimination of West End/Broadway Corridor parking minimums  [#MakeYourVoiceHeard](#)

City of Vancouver staff are recommending that council eliminate parking minimums in new buildings in the West End and the B...

By [Anthony Floyd](#) · Nov 10 · 


Imagine West End Waterfront  [#MakeYourVoiceHeard](#)

Hi everyone, The draft concept design for the West End Waterfront has been unveiled, with the requisite feedback survey (ope...

By [Anthony Floyd](#) · Nov 9 · 

Thank You for Excellent Volunteer Park Detour 

Dear Tatlow Creek Project Team, On behalf of HUB Cycling, I have attached a letter of commendation for the excellent work y...

By [Lisa Slakov](#) · Nov 7 · 

Right-on-red and red-light camera motion passes in the City of North Vancouver 

Cllrs Jessica McIlroy and Tony Valente brought forward a motion in CNV that calls on staff to investigate banning right-on-red a...

By [Anthony Floyd](#) · Nov 7 · 

Speed & red light safety cameras motion on November 1

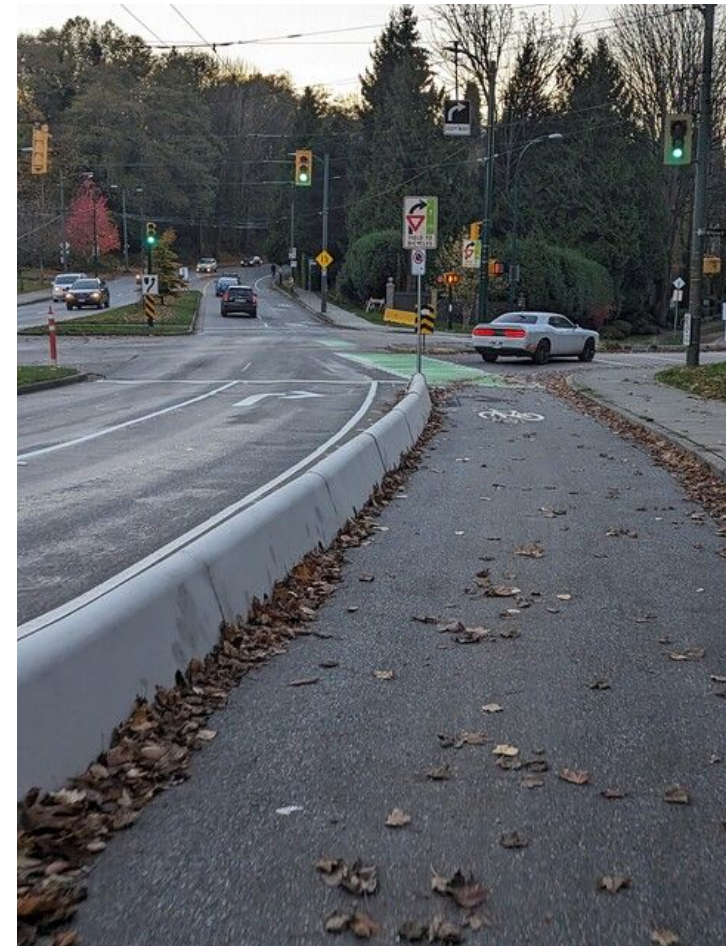
Councillor Boyle is submitting a motion on November 1 to combat the number of car crashes in Vancouver by installing more s...

By [Jesse Li](#) · Oct 28 · 

more bike cars on Canada Line - reply from Translink 

I've noticed that the Canada Line is getting crowded (SRO) during midday and no longer a reliable time for comfortable multim...

By [Cynthy Nugent](#) · Oct 25 · 





Working Group Updates



Updates from Working Group Leads

- Assessment Rides – Jeff, Anthony – No update this month
- Cycling in Parks – Lisa, update on Stanley Park Mobility Study
- Arbutus Greenway – Stan/Jeff/Anthony - no update this month
- Broadway Subway – No update this month
- Elections Working Group – Lisa
- NE Quadrant Greenway – Clark
- Social Rides - Anthony



Consultations



Imagine West End Waterfront

- A draft concept plan for the West End waterfront
- Prompted by the West End Community Plan, which is bringing more density around the perimeter, and with a goal to ensure access to the water for residents
- The plan is to cover the next 30 years
- The plan is intended to advance reconciliation with Indigenous Peoples
- The plan is designed to mitigate the impacts of climate change

Plan Scope



LEGEND

- Mean high tide water level in 2023
- 1-in-200 storm event at high tide with 1.2m sea level rise projected for 2100
- Existing Seaside Greenway pathway
- Existing facilities on site

Rising seas are expected to impact several areas of the West End waterfront.

Adaptations for Sea Level Rise

The design includes raising and extending the beaches at English Bay and Sunset Beach to adapt to projected sea level rise. The intertidal zone near English Bay Beach is expanded, with planting of flora that live by the water to support local ecologies.



Transportation - Walking & Cycling



Transit and Motor Vehicles



Area 1 - Stanley Park to Gilford St



- Retains a wide bidirectional bike lane on Beach Ave
- Eliminates sidewalk and adds walking paths in the park
- Intertidal marsh habitat and meadow

Area 2 - Morton Park to Bidwell St



- Realigns the intersection at Denman and Pacific, without providing cycling access to Denman
- Hard surfacing
- New Welcome Centre

Area 3 - Bidwell St to Broughton St

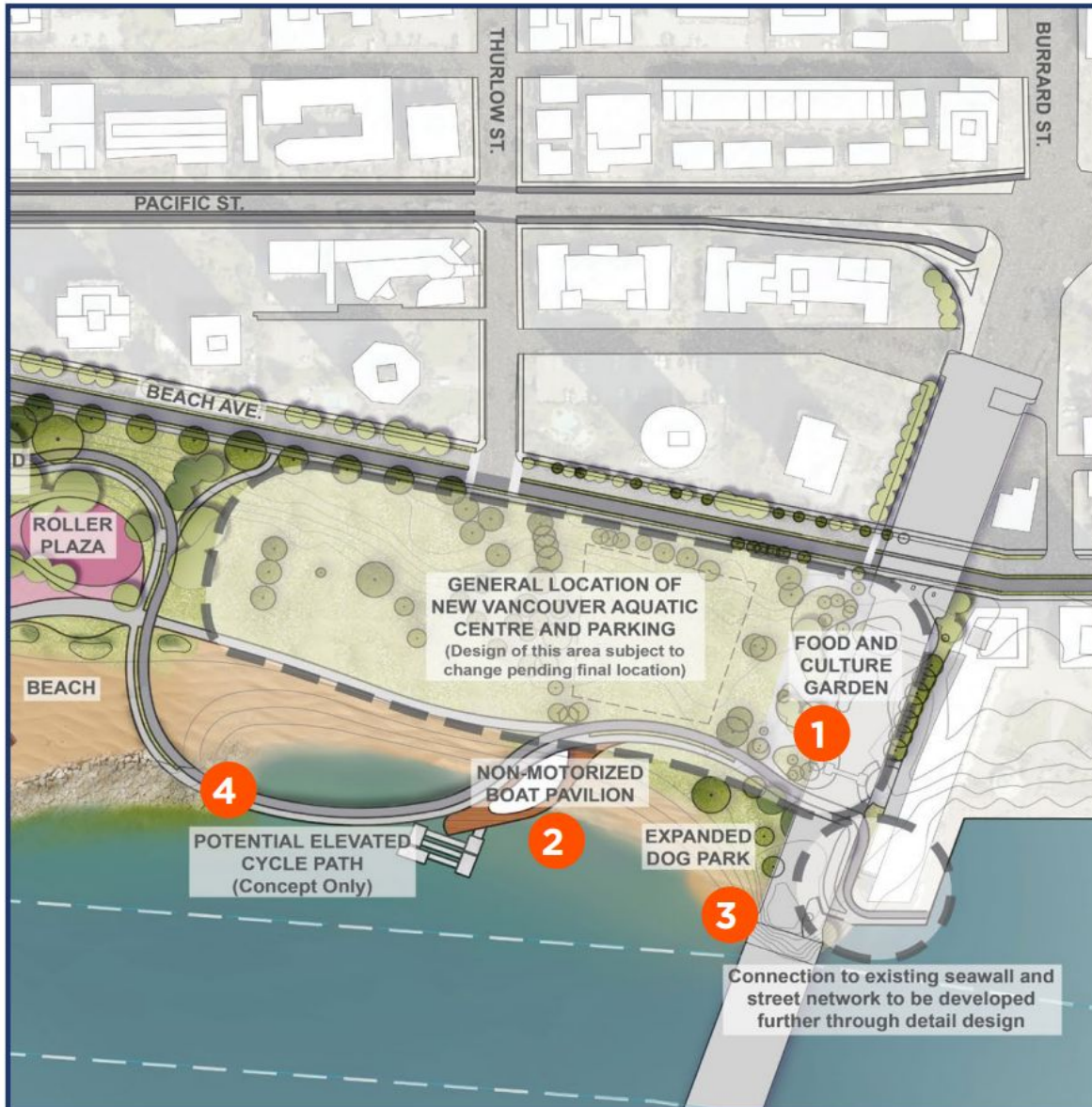


Area 4 - Sunset Beach Park



Area 5 - Burrard St Bridge and Aquatic Centre

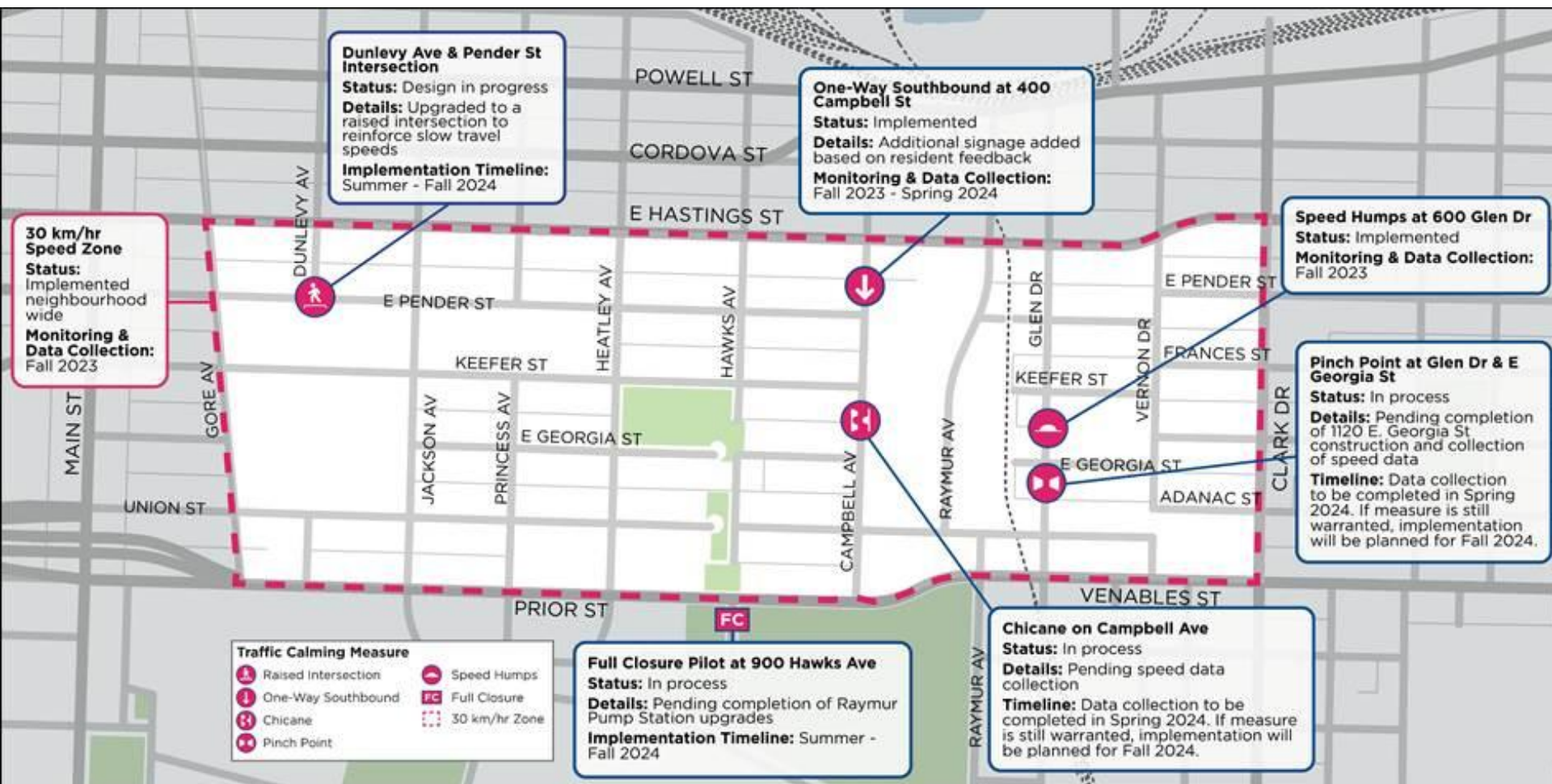
- New cycle path down to the water and behind the new Aquatic Centre
- Connections to the existing seawall and street network to be figured out



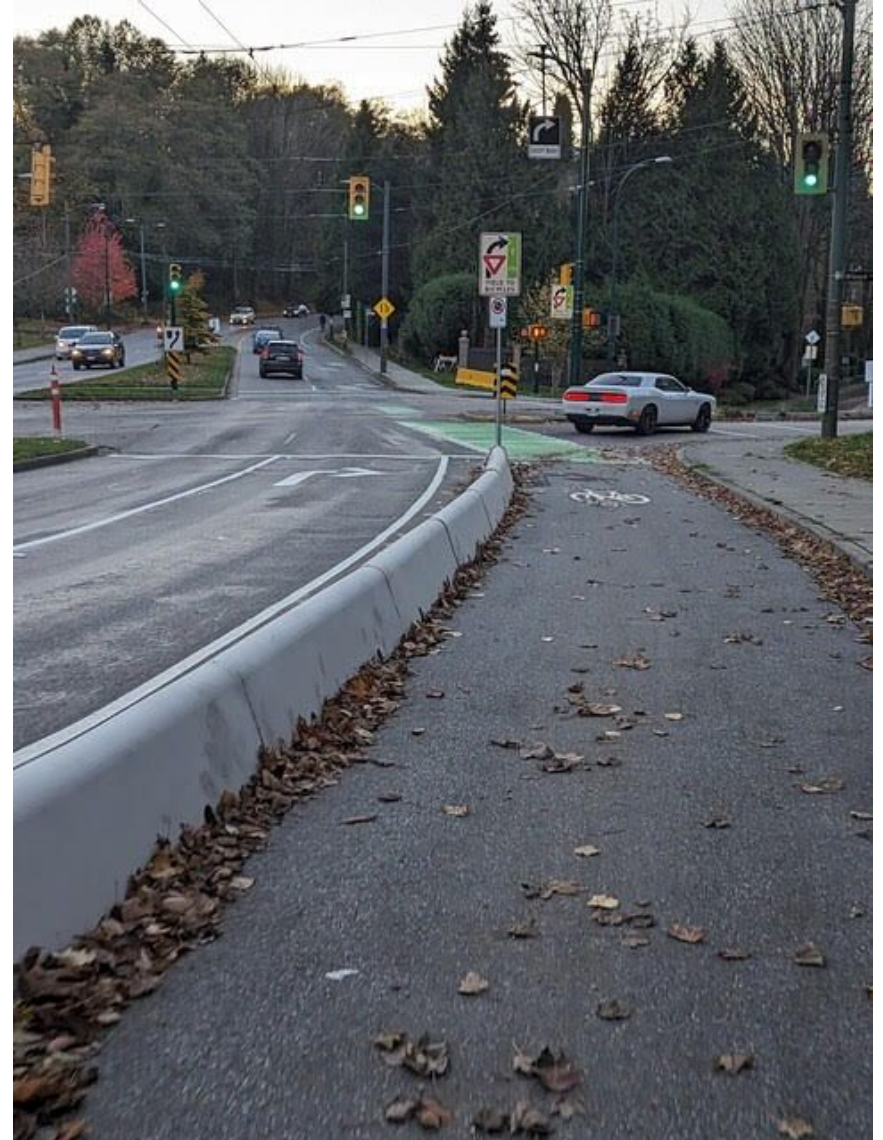
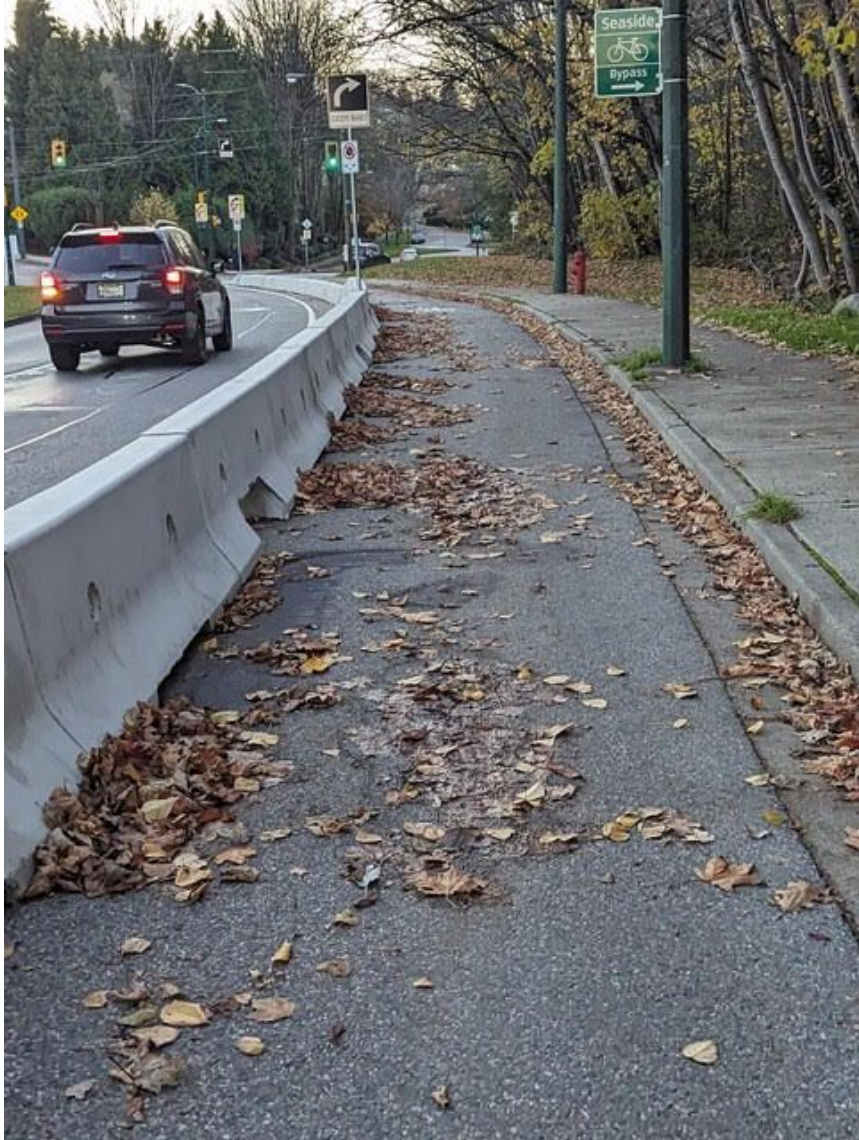
Broadway Plan

- [City Hive](#) reports that the City of Vancouver is studying walking and cycling links on Granville and Cambie streets to reach future Broadway Subway stations
- These two stations are reported as not having Active Transportation connections
- The City applied for and received a grant for a feasibility study of new north-south AT connections on Granville and Cambie for station access
- No mention was made of the other stations without AT connections. We have asked the CoV for comments

Strathcona Traffic Calming Update



4th Ave at NW Marine Drive



CoV Removal of Parking Minimums

- The City of Vancouver has approved the removal of parking minimum requirements for new developments in the West End and Broadway Plan areas
- This is to encourage dense, walkable, neighbourhoods
- Accessible spots for people with disabilities, bike parking spaces, and loading spaces will continue to be required
- Staff will report back in 2024 with the next phase of eliminating parking minimums and a framework to improve the regulation of on-street parking, via curbside regulations
- Our local committee [wrote to Council](#) in support of this staff proposal in advance of their vote.

CoV Grant Applications

- The City of Vancouver has approved a City application to the BC Active Transportation Infrastructure Grant Program
 - \$500 k for the Granville Connector, for signalized intersections
 - \$500 k for Drake St updates
- Council added a third point, directing staff to report back by the end of Q2 2024 with funding mechanisms to advance the Kent Ave corridor for safe active transportation, including grant applications, funding collaborations with Translink and Metro Vancouver, and possible reallocations within the current four year capital plan

Translink CEO Roundtable

- Kevin Quinn recently hosted a CEO Roundtable with active transportation advocates, to discuss what Translink is doing and to listen to concerns from participants
- HUB Local Committees and staff comprised $\frac{1}{3}$ of the 24 attendees
- Topics included transit in Stanley Park; transit issues along the Powell Corridor where the Portside Greenway is proposed to be built; funding issues; and more.
- Additional discussions covered the restrictions on balance bikes on transit, and Translink support for protected lanes on Broadway to access the Broadway Subway stations

RAC Update

- BC Ferries [Charting the Course](#) public engagement
- Designed to define what is needed to keep people, goods, and services in coastal communities connecting and moving through to 2050 and beyond
- [Survey](#) is available until Nov 28
- Suggested topics to mention include:
 - Access to and through the terminals for people on bikes
 - Bike storage at the terminals and onboard the vessels
 - The customer experience
 - Opportunities to reduce peak travel congestion by promoting alternatives to vehicles

Correspondence

- Beach Ave Residents Association - traffic concerns along Beach Ave with the Imagine West End Waterfront Plan
- Riley Park Residents Association - traffic concerns along the Ontario Greenway near 33rd (quick build diversions)
- Letter sent to CoV in support of parking minimums
- Letter sent to Park Board with commendation for a job well done with the Volunteer Park/Tatlow Park detour during the stream daylighting work



Wrap Up



Breakout Rooms

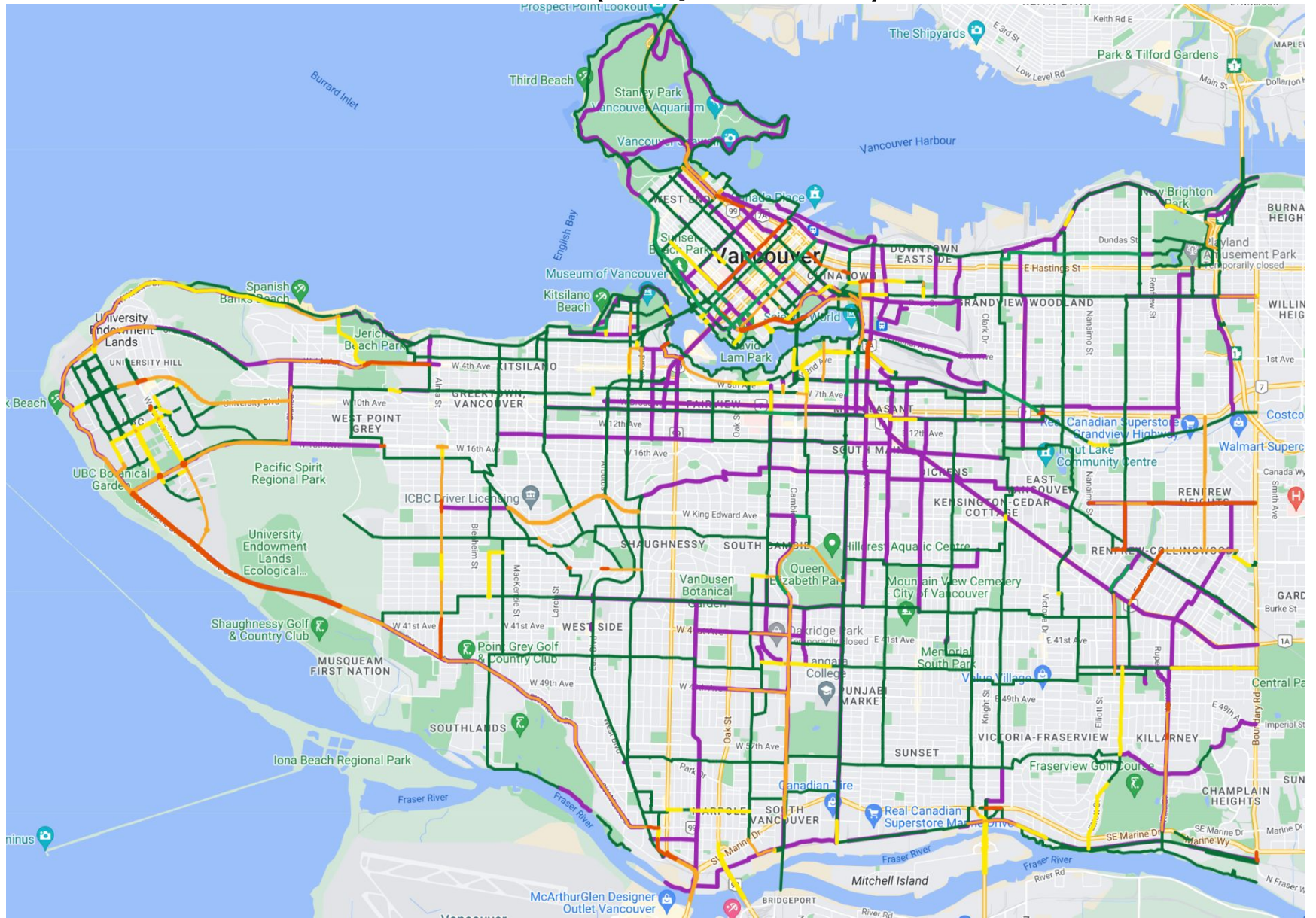
- We will keep the meeting open if people would like to stick around to discuss anything of interest



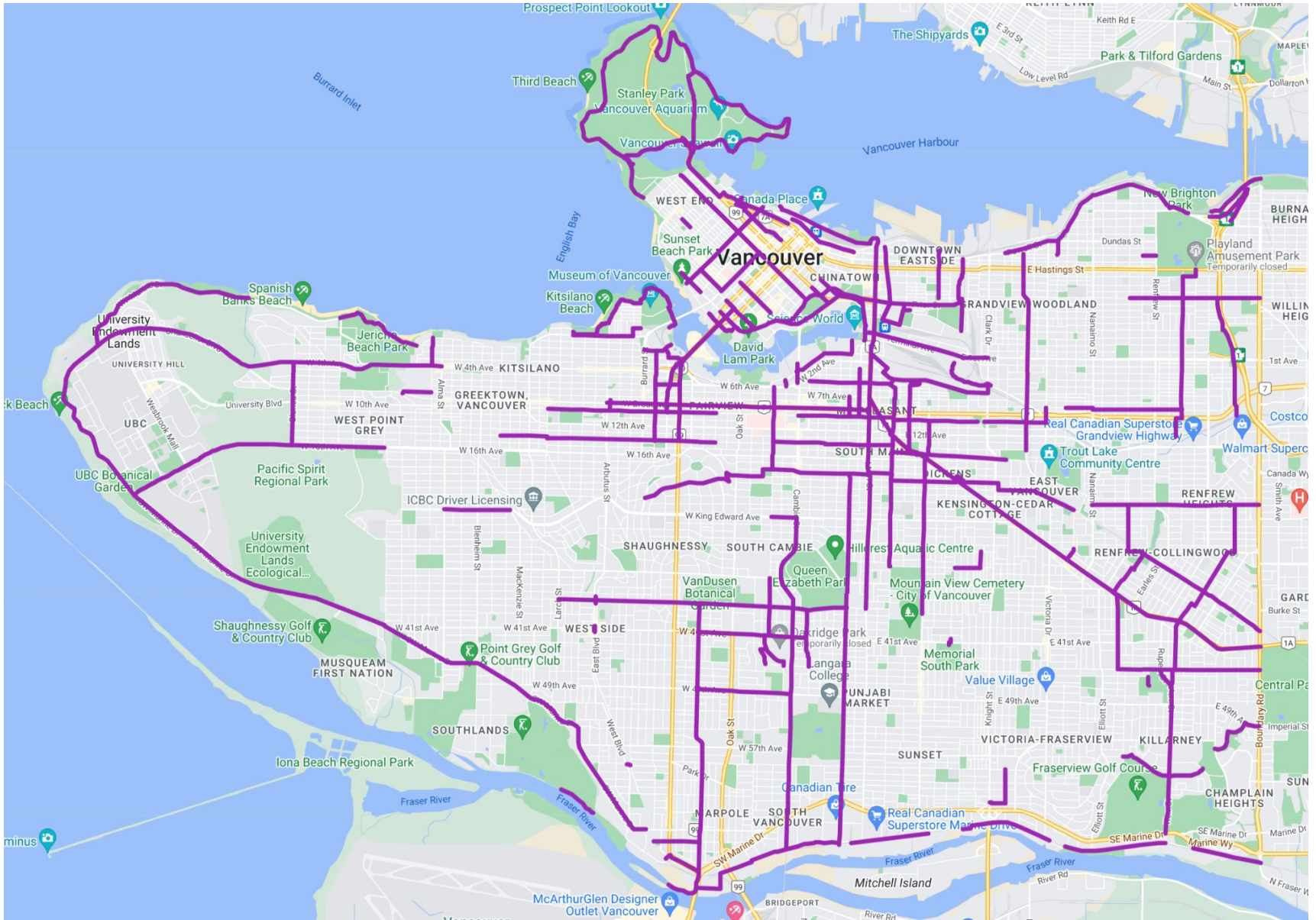
Appendices



Prototype Gap Map (Vancouver/UBC) with SoC Route Data (Sept 2023)



Vancouver UBC Local Committee Priority Gaps (Sept 2023)



CoV Active Mobility Plan 2023

Major Pedestrian/Public Realm Improvements

- 1 West End Commercial Streets
- 2 Granville - Downtown
- 3 Water
- 4 4th Ave
- 5 Granville - South
- 6 Broadway
- 7 Main - Mt Pleasant
- 8 Main - Punjabi Market
- 9 Commercial
- 10 East Fraser Lands Stairs

Complete Street

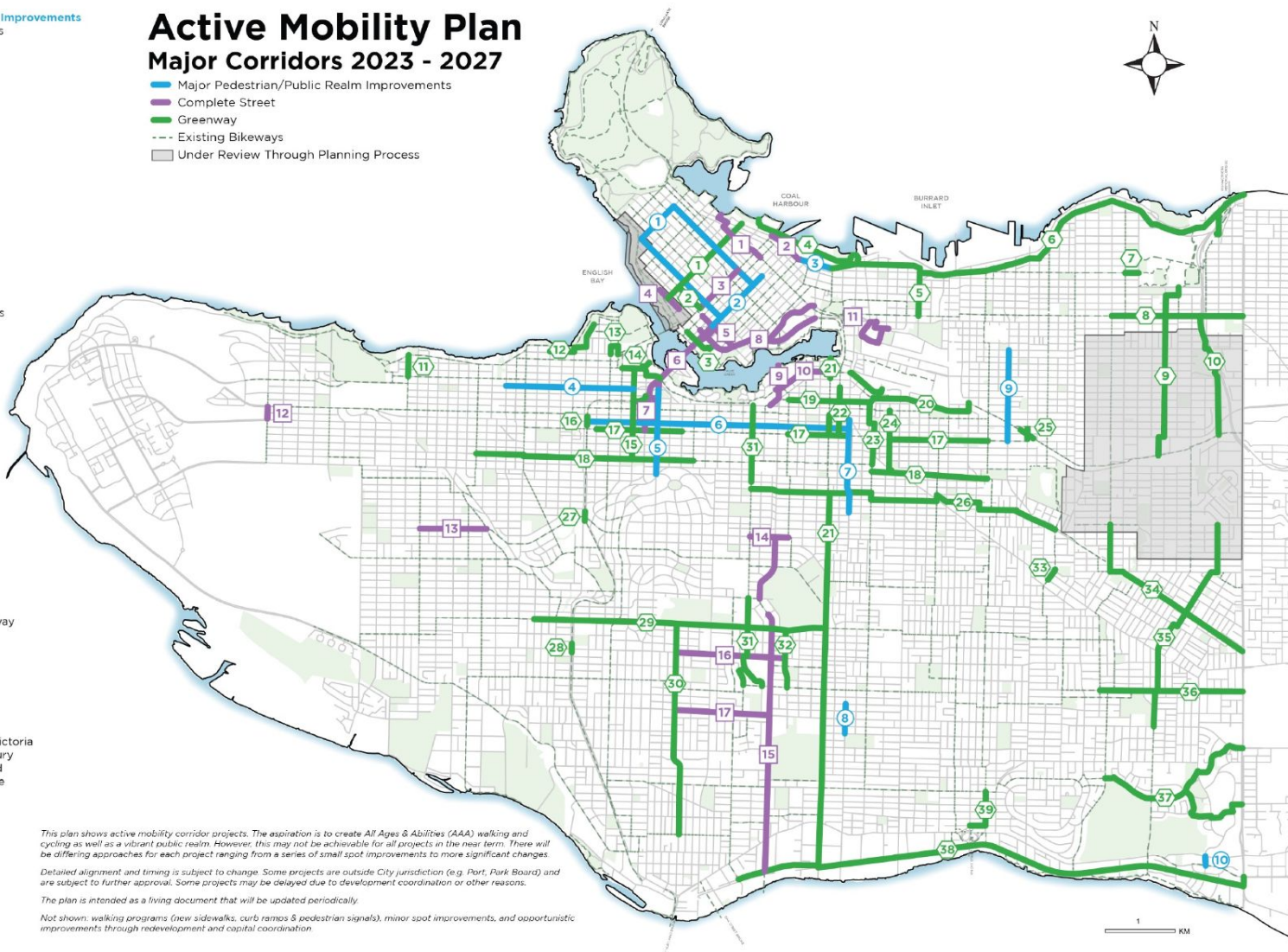
- 1 Melville
- 2 Cordova
- 3 Burrard
- 4 Pacific
- 5 Drake
- 6 Granville Connector
- 7 Fir Ramp
- 8 Pacific - Expo
- 9 Cambie Ramp
- 10 1st Ave
- 11 New St Paul's Hospital Streets
- 12 Blanca
- 13 King Edward - Dunbar
- 14 King Edward - Cambie
- 15 Cambie
- 16 41st Ave
- 17 49th Ave

Greenway

- 1 Bute
- 2 Burnaby
- 3 Beach
- 4 Waterfront Road
- 5 Hawks
- 6 Portside
- 7 Pandora
- 8 Adanac
- 9 East Side Crosscut
- 10 Skeena
- 11 Highbury
- 12 Seaside - Kitsilano Beach
- 13 Greer - Cypress - Chestnut
- 14 Seaside Bypass - 1st Ave
- 15 Pine
- 16 Arbutus Greenway at Broadway
- 17 10th Ave
- 18 14th Ave - 15th Ave
- 19 5th Ave
- 20 Central Valley Greenway
- 21 Ontario
- 22 Quebec
- 23 Prince Edward
- 24 St George
- 25 Central Valley Greenway at Victoria
- 26 18th Ave - 19th Ave - Stainsbury
- 27 Arbutus Greenway at King Ed
- 28 Arbutus Greenway at 41st Ave
- 29 37th Ave
- 30 Hudson
- 31 Heather
- 32 Alberta
- 33 Gladstone
- 34 BC Parkway
- 35 Kerr - McHardy
- 36 45th Ave
- 37 Masumi Mitsui
- 38 Kent
- 39 Borden

Active Mobility Plan Major Corridors 2023 - 2027

- Major Pedestrian/Public Realm Improvements
- Complete Street
- Greenway
- Existing Bikeways
- Under Review Through Planning Process



Protected Bike Lane

People cycling are protected from motor vehicles by physical barriers such as planters, curbs, or bollards; also includes off-street paths



Local Street Bikeway

People cycling share the roadway with motor vehicles on a relatively quiet neighbourhood street



Painted Bike Lane

People cycling have a dedicated painted lane, typically between the curb or parking lane and a driving lane



Shared Use Lane

People cycling share a lane with motor vehicles on a busy street; these lanes fill network gaps but are not comfortable for most



Connected AAA Network

The Connected All-Ages-and-Abilities (AAA) Network is a connected series of mostly protected bike lanes and some local street bikeways with lower traffic volumes.

Map Symbols

- Moderate Uphill Route
- Steep Uphill Route
- One Way Bike Route

Temporary Closure (Broadway Subway construction: follow signs for detours)

Mobi Station Zone (boundary contains all public bike share stations, including Downtown & Stanley Park)

- SkyTrain Station/Bus Loop
- Bike Parkade
- Train Station
- Bus Station
- SeaBus
- Passenger Ferry
- Hospital
- Community Centre
- School

What's New:

- Richards Street now has a protected bike lane from Pacific St to Cordova St
- Smith Street now has a protected bike lane from Expo Blvd to Thurlow St
- Mobi by Shaw Go now has 500+ e-bikes
- On-demand bike lockers now available at VCC-Clark Station



Main Map

Local Cycling Resources:

- BC Cycling Coalition Bike Sense Guide: bccycling.ca/bikesense-index
- HUB Cycling Education Programs, Events and Resources: bikehub.ca
- TransLink Bike Maps and Resources: translink.ca/riders-guide/bike-and-ride-on-transit
- The Bicycle Valet Service: bikevalet.ca
- Velopalooza Social Bike Rides: velopalooza.ca
- Our Community Bikes Programs and Services: ourcommunitybikes.org



Disclaimer of responsibility: This map is produced as a guide to cycling routes in the City of Vancouver. The City, its employees, officers, directors and representatives do not guarantee the accuracy of the information contained therein nor warrant the safety of any route, highway, road, street, designated cycling route or other shown in the map or information.

- Connected AAA Network
- Protected Bike Lane
- Local Street Bikeway
- Painted Bike Lane
- Shared Use Lane

City Core Inset

Map Symbols

- Moderate Uphill Route
- Steep Uphill Route
- One Way Bike Route
- Temporary Closure (Broadway Subway construction; follow signs for detours)
- SkyTrain Station/Bus Loop
- Bike Parkade
- Train Station
- Bus Station
- SeaBus
- Passenger Ferry
- Hospital
- Community Centre
- School



0 1 km / 5 minute ride



By walking, cycling or rolling more often you can:

- Improve your personal health
- Save money
- Get stuck in traffic less

vancouver.ca/walkbikeroll



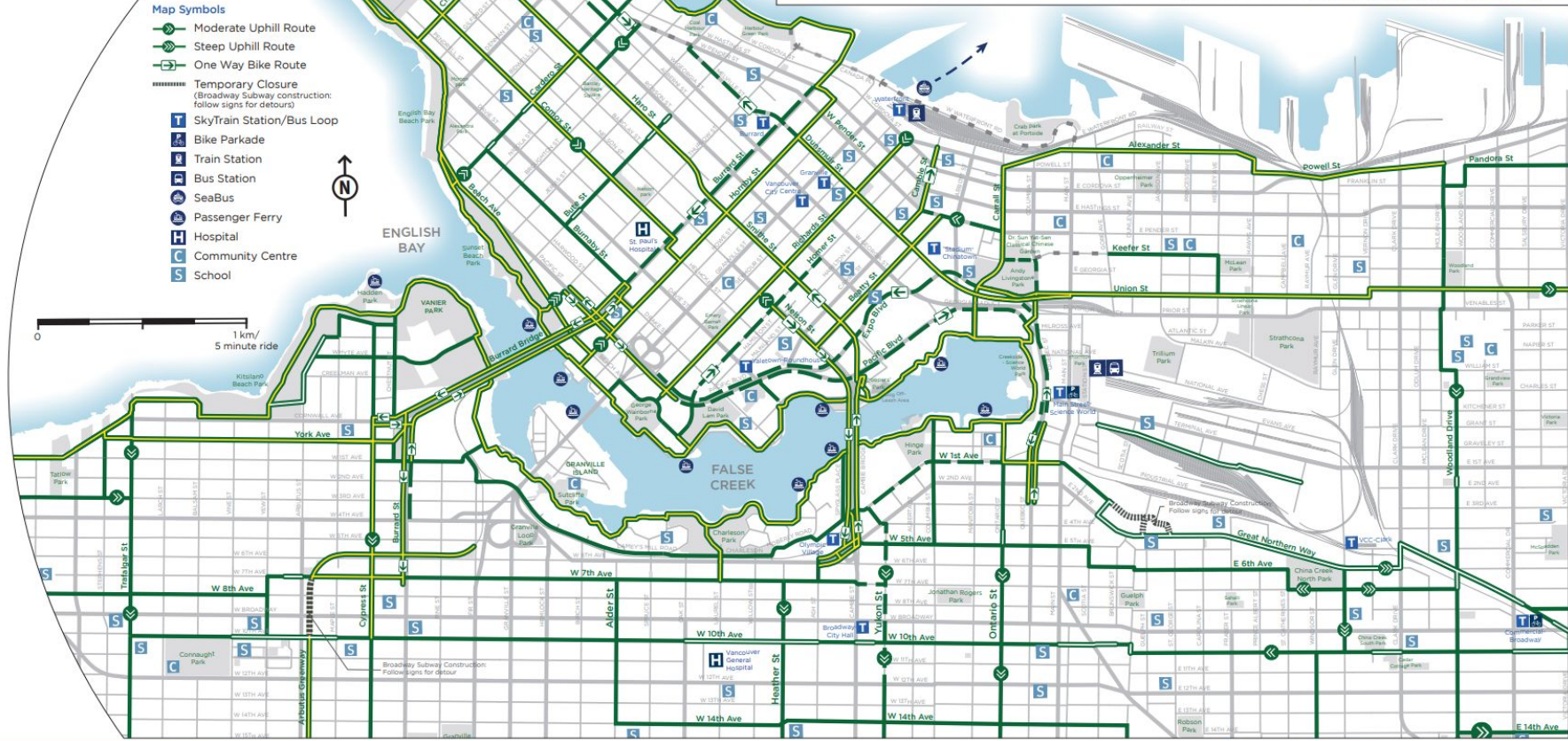
For More Information from the City of Vancouver

- Download the cycling map online vancouver.ca/cycling
- Inquire about bike network upgrades bikeupgrades@vancouver.ca
- Report issues by calling 311 or by using the Van311 app van311.ca
- Learn where people on e-scooters and skateboards can ride vancouver.ca/streets-transportation/electric-kick-scooters



Spring 2023

CYCLING MAP & GUIDE



Mobi by Shaw Go is Vancouver's public bike share system where users can unlock and return bikes to any of the 250+ stations.

- The **Mobi Station Zone** is shown on the map on page 1.
- Mobi now has 500+ e-bikes available at any Mobi station.
- Download the 'Mobi by Shaw Go' App or visit mobibikes.ca to learn more.



Did you know?

Over 5 million trips have been taken on Mobis to date!

mobi | Shaw)Go



Pavement Markings & Signals

- Bicycle**
Indicates a bicycle route or lane
- Bicycle with Arrow**
Indicates the bike route direction is changing
- Bicycle Pathway**
Indicates an off-street cycling pathway
- Shared Pathway**
Indicates an off-street pathway shared by people walking and cycling

- Special Reserved Lane**
Indicates a reserved lane for the devices noted on associated signs or pavement markings. When combined with a bicycle symbol indicates a dedicated bicycle lane. People cycling in the City of Vancouver are allowed to ride in these lanes.
- Sharrow (Shared Roadway)**
Indicates a roadway shared with motor vehicles.

- Crosswalk (Elephant's Feet)**
Identifies a crosswalk where people biking do not need to dismount.
- Green Paint**
Highlights potential conflict areas with motor vehicles. Commonly used along protected bike lanes at intersections and driveways.
- Bicycle Box**
Indicates where people cycling should position themselves at a red signal, allowing them to turn left, right, or go straight in advance of other vehicles.

- Bicycle Signal**
A dedicated signal for people cycling.

- Turning Left Using a Bike Box**
1) Go straight through the intersection when the signal is green and wait in the turn box.
2) Proceed left across the intersection when the signal changes.



Register your Bike with Project 529

It's free and takes only five minutes. In the event your bike goes missing, you can notify the police and community to help recover your bike.

For more information, visit: project529.com



Bikes on Transit

Public transit can help you and your bike go further. You can take your bike on the bus, SkyTrain, SeaBus, and WestCoast Express. Electric and folding bikes are also allowed on the system now (with some restrictions).

Bike Parkades
Bike Parkades are indoor bike parking facilities for registered Compass customers and are available in Vancouver at Main Street-Science World, King Edward, Commercial-Broadway, and Joyce-Collingwood.

For more information, visit: translink.ca/rider-guide/bike-and-ride-on-transit



Vancouver Greenways Plan

City Greenways Plan

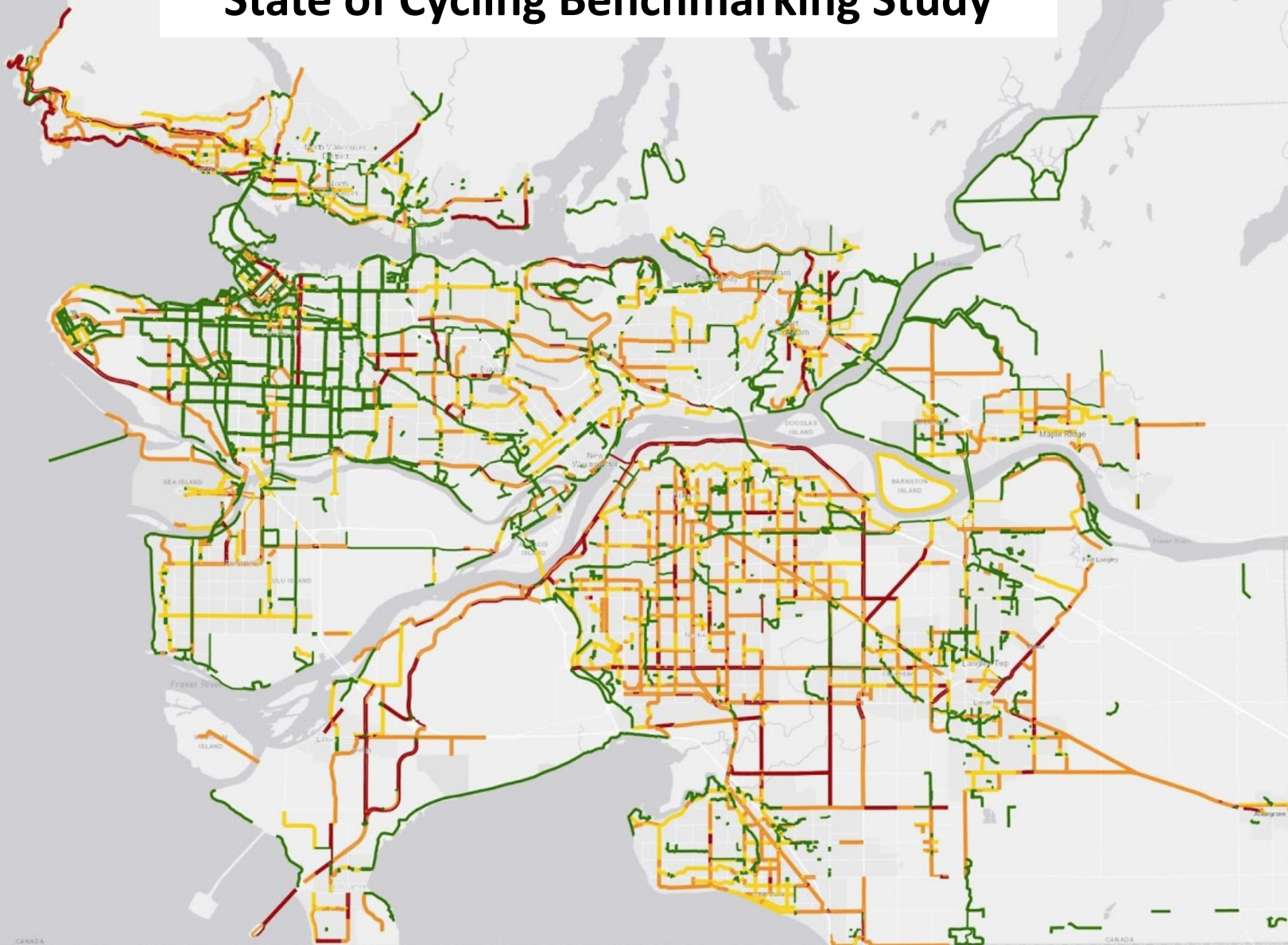
- 1 Seaside
- 2 Lagoon
- 3 Central Valley
- 4 Granville
- 5 Downtown Historic Trail
- 6 Carrall
- 7 Portside
- 8 Midtown Way
- 9 Parkway
- 10 Spirit Trail
- 11 Ridgeway
- 12 Arbutus
- 13 Ontario
- 14 Eastside Crosscut
- 15 Masumi Mitsui
- 16 Fraser River Trail
- 17 City Centre
- 18 Comox-Helmcken

- Greenway
Constructed or in progress
- • Proposed Greenway
Exact route to be determined through
public consultation and detailed study
- Bikeway
Constructed or in progress
- TransCanada Trail



Regional Bikeway Map

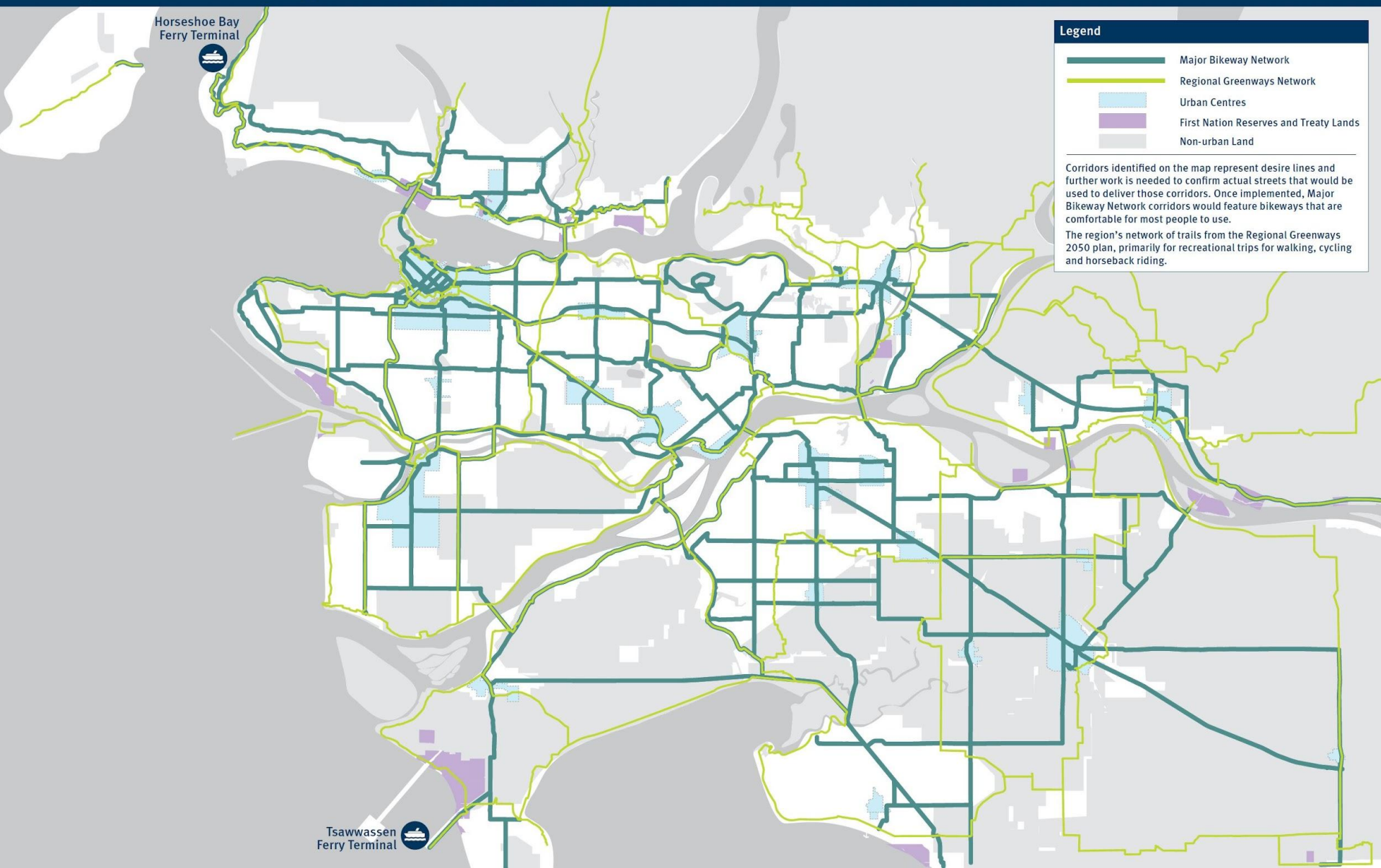
State of Cycling Benchmarking Study

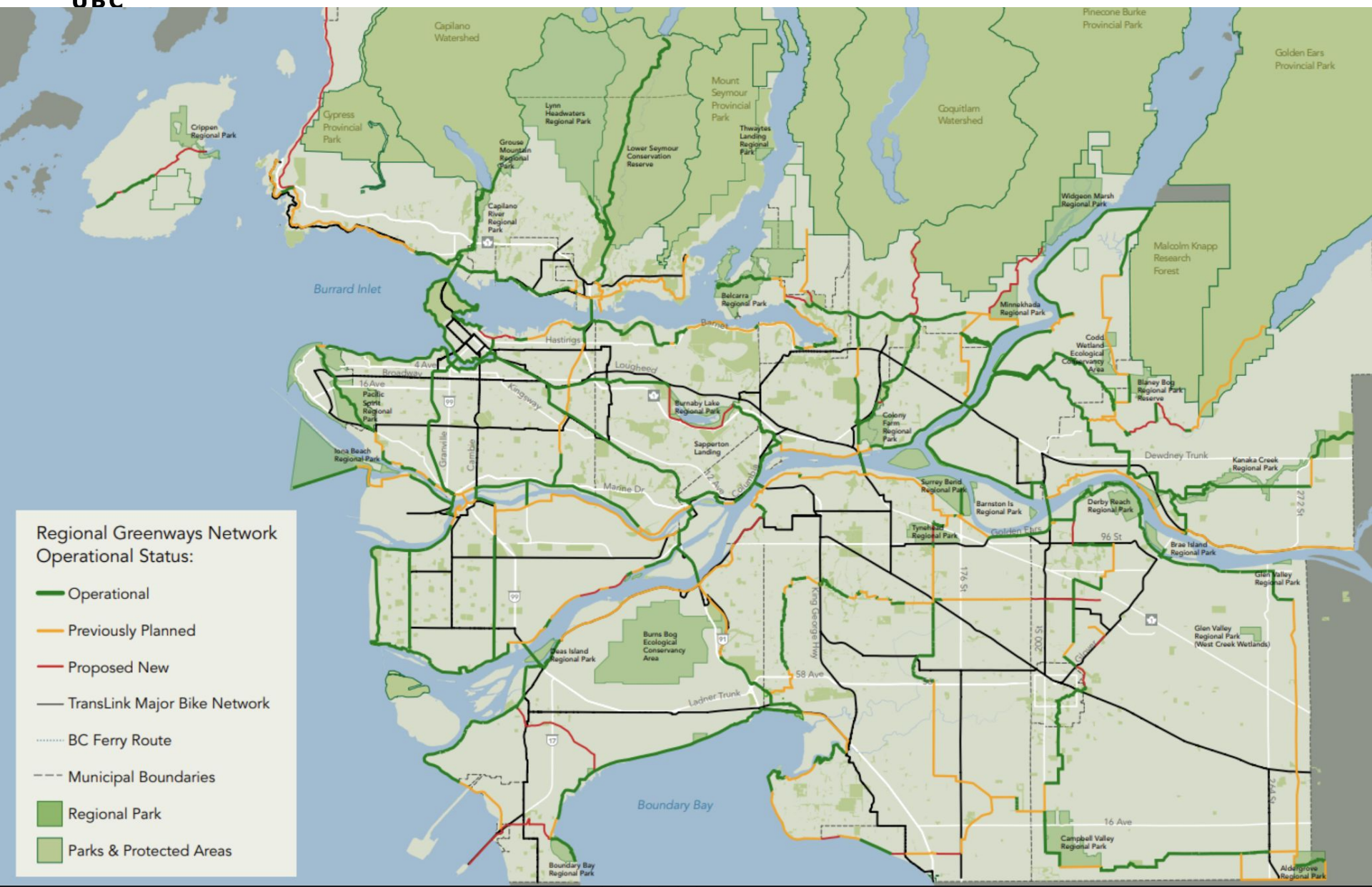




Translink MBN October 2021

Transport 2050 Regional Cycling Network



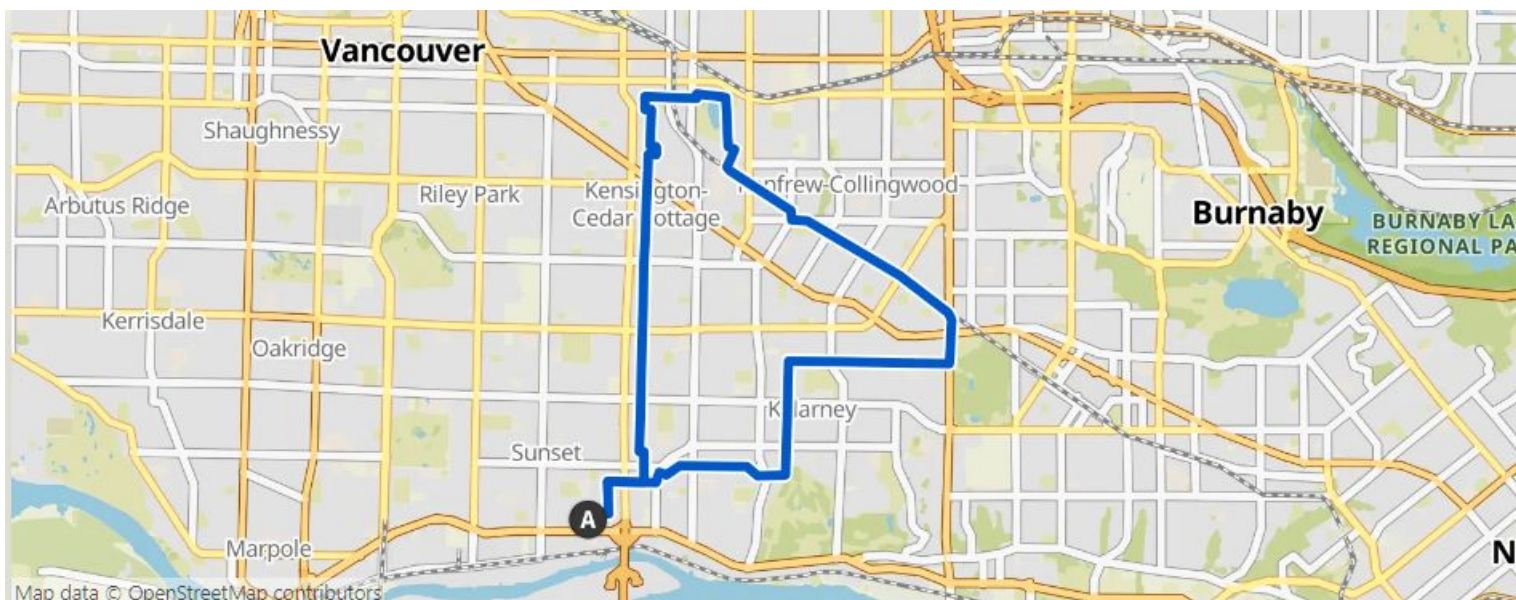




VULC Social Rides

Sunday April 23rd @ 1pm

Ross St Temple/BCP/SE Vancouver Loop



18.4 km. Start/stop @
KDS Vancouver Gurdwara

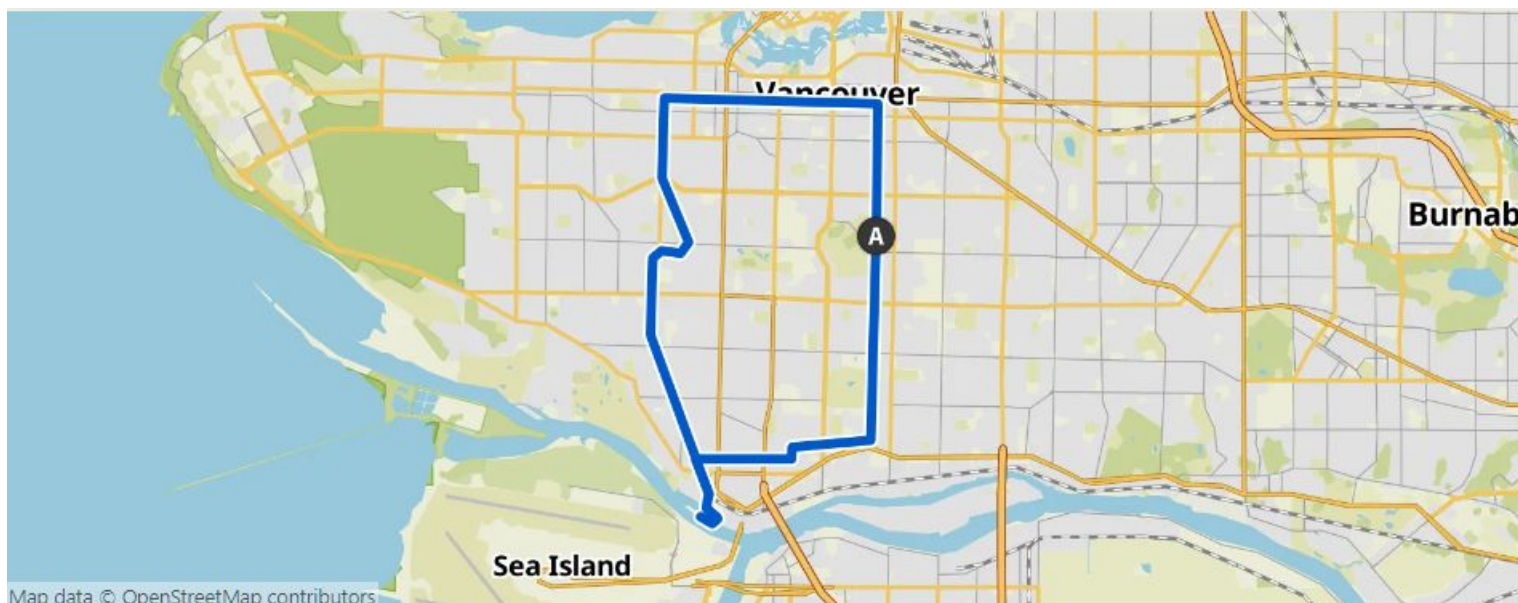
Contact anthonyfloyd@gmail.com

[Eventbrite Link](#)

VULC Social Rides

Tuesday May 2nd @ 7pm

Tour de Oakridge

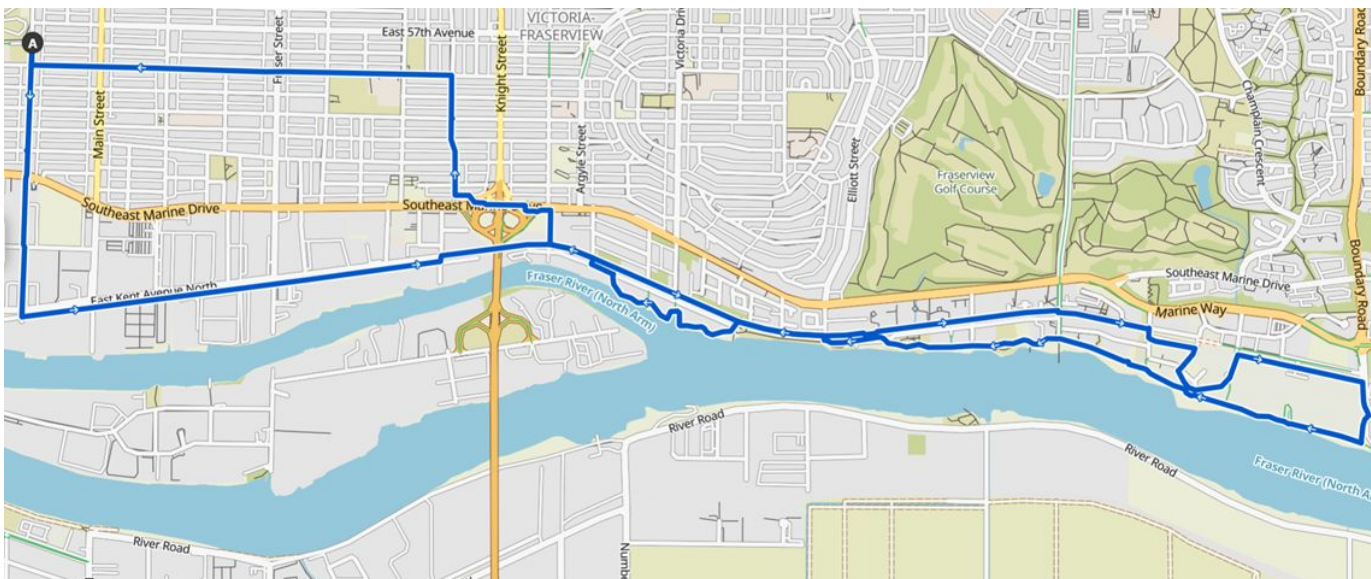


21.4 km. Start/stop @
Riley Park, incl stop @ Milltown
Contact anthonyfloyd@gmail.com

VULC Social Rides

Tuesday June 6th @ 7pm

River District/Kent Ave



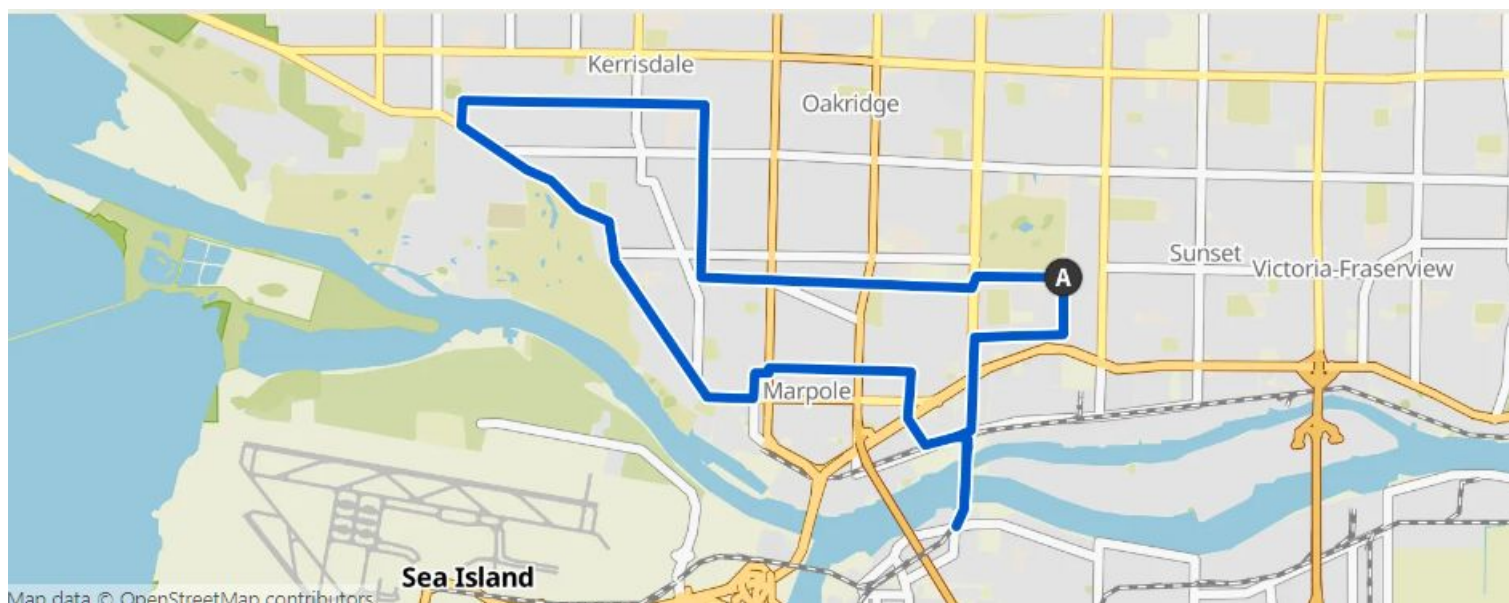
15.5 km. Start/stop @
Langara Golf Course, SE corner
(Ontario at 58th)

<https://www.eventbrite.ca/e/635165014657>

VULC Social Rides

Tuesday July 4th @ 7pm

Dunbar/Marpole + Canada Line Bridge



17.4 km. Start/stop @
Langara Golf Course, SE corner
(Ontario at 58th)

Contact anthonyfloyd@gmail.com

VULC Social Rides

Tuesday August 1st @ 7pm

False Creek



17.7 km. Start/stop @
Kits Beach

(At path 90° bend west of parking lot)

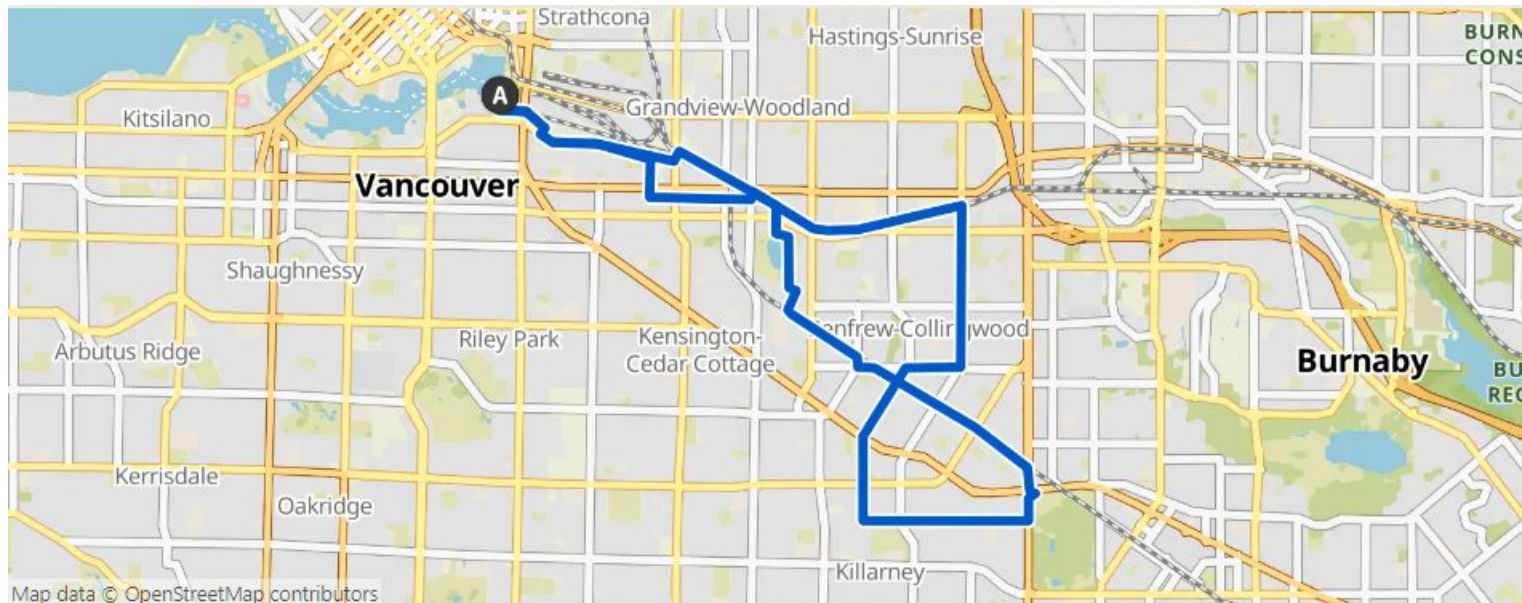
Contact anthonyfloyd@gmail.com



VULC Social Rides

Tuesday Sept 5th @ 7pm

Renfrew / Collingwood



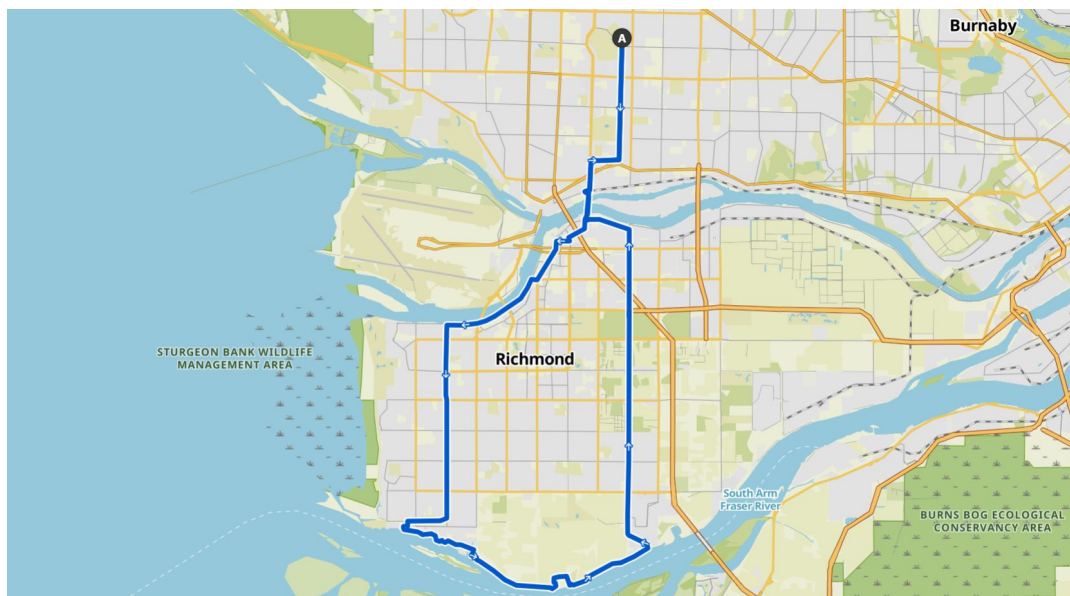
21.9 km. Start/stop @
Olympic Village Square
(The birds)

Contact anthonyfloyd@gmail.com



VULC Social Rides

Sunday Sept 24th @ 11am
Richmond!



42.7 km. Start/stop @
Riley Park

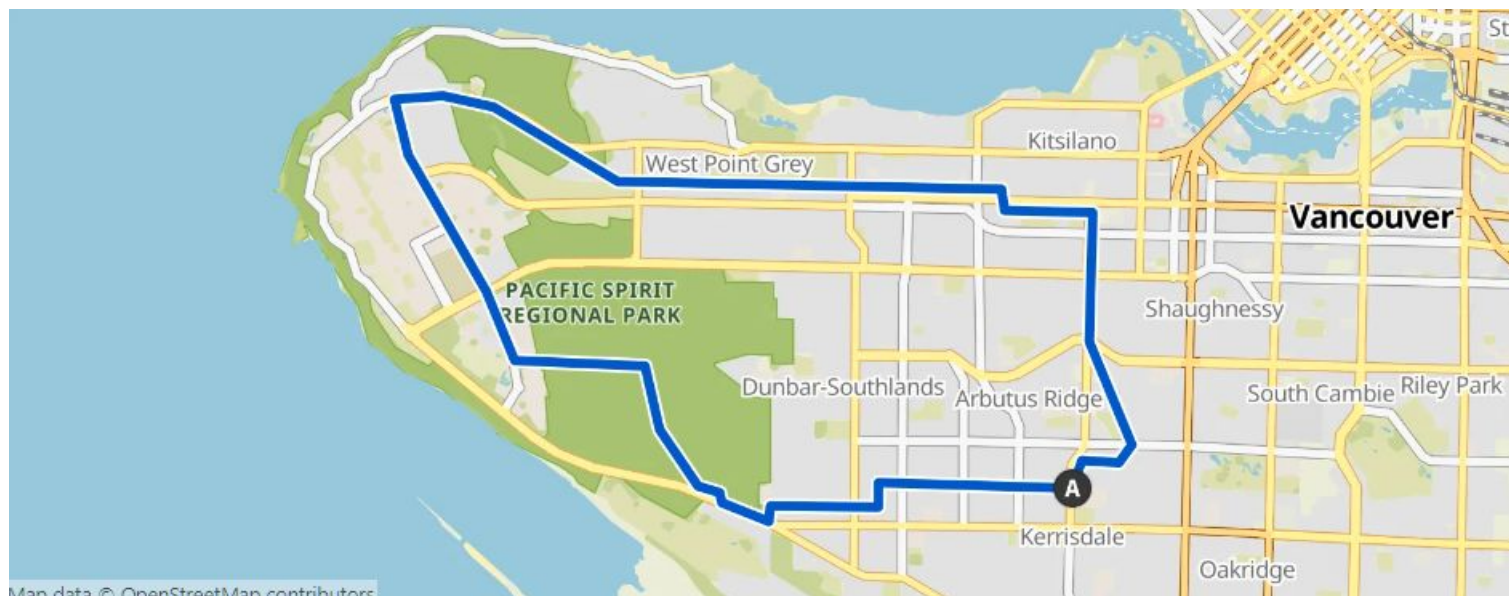
Contact anthonyfloyd@gmail.com



VULC Social Rides

Sunday Oct 22nd @ 1 pm

Tour de Point Grey



20.9 km. Start/stop @
Arbutus/37th

Contact anthonyfloyd@gmail.com



HUB Cycling Purpose

HUB Cycling has two purposes in its constitution:

1. To provide educational forums, classes, workshops, and seminars to the public that teach the following two subjects in Metro Vancouver:
 - a. how to cycle safely and interact safely with people cycling on the road and,
 - b. how to repair and maintain a bicycle.
 2. To conserve the environment and improve the health of people in Metro Vancouver by encouraging cycling as a mode of transportation through:
 - a. facilitating communication between cyclists by providing forums wherein people who cycle can discuss cycling issues;
 - b. facilitating communication between cyclists, motorists, pedestrians, bicycle retailers, non-political transportation companies and planners, real estate developers and other non-political groups dealing with people cycling by engaging these groups directly and presenting the interests of these various groups to each other;
2. (cont'd)
 - c. collecting and developing best practices related to cycling, which includes compiling research & developing expertise in relation to cycling infrastructure and urban design and resources for businesses & organizations interested in promoting cycling to the public;
 - d. organizing and operating non-political events that promote the use of the bicycle as an environmentally beneficial and healthy mode of transportation between destinations; and
 - e. improving public cycling facilities through engagement with decision makers & stakeholders in planning processes.

HUB Cycling Core Values and Goals

HUB Cycling Core Values

Community

- We believe that cycling is an exceptional catalyst for creating healthy, happy, connected and livable communities.

Sustainability

- Cycling plays a fundamental role in meeting the social and environmental needs of the people of British Columbia.

Collaboration

- Working with all stakeholders - the general public, the private sector, and the public sector - is pivotal as the best results for improved cycling infrastructure, training, and promotion come from working together.

Inclusivity

- We welcome and celebrate the diversity of all British Columbians through our work. We also recognize that socio-economic and cultural barriers must be acknowledged and considered through our advocacy, training, and promotion.

Innovation

- Through the power of creativity, proactivity, and innovation we will adapt to and create new opportunities to introduce positive change and reach more people.

Responsibility

- We are accountable to our members, supporters, and the general public through our promotion, education, and advocacy for cycling improvements. Evidence-based decisions, transparency, integrity, and dialogue are core to how we conduct our work. This fosters trust among all stakeholders.

HUB Cycling Goals

1. An expanded cycling network, with a focus on infrastructure that is comfortable for most users.
2. A network of strong HUB Cycling Local Committees that drive improvements in cycling infrastructure, education and promotion in their communities.
3. Improved and expanded cycling-related safety education for users of all transportation modes.
4. A modernized BC Motor Vehicle Act and other legislation to improve road safety and accountability for all.
5. Be British Columbia's trusted resource for cycling infrastructure, education and promotion.
6. Strengthened relationships with the communities we currently serve, and expanded collaboration with new communities throughout British Columbia.
7. Expanded participation in our current programming, and a suite of new programs to attract new user groups.
8. Expanded and diversified funding sources to maximize organizational impact and sustainability.
9. Increased cycling among groups that may face social, cultural, and/or financial barriers to cycling.
10. Better capture and utilization of data that supports evidence-based decision-making around cycling.

<https://bikehub.ca/about-us/our-strategic-plan>



HUB Cycling Local Committees

What is a Local Committee?

HUB has 10 local committees across Metro Vancouver who engage with decision makers to improve cycling conditions in their municipality.

Each committee meets regularly to discuss local cycling issues, perform assessment rides to document local conditions, develop reports and present recommendations to local councils / decision makers & plan local events to encourage cycling.

The Regional Advisory Committee (RAC) works on region-wide or cross-boundary projects and policies.

<https://bikehub.ca/get-involved/join-local-committee-0>

Key Messages

- Working together, people cycling can make a bigger impact on the decisions made in our communities related to cycling issues, policies & infrastructure improvements. HUB brings together and supports cycling enthusiasts of all levels to craft policy positions, share best practices; build community and promote cycling education programs.
- HUB committees have been central to the implementation of major cycling-related initiatives, programs & improvements in regional areas.
- HUB provides access to user perspectives, motivations, barriers, data collected from cycling programming and membership (BTWW survey results, etc)