

# GET IN GEAR AND BIKE TO WORK

## Cycling is a fun, clean and cheap alternative for commuters

Oil tanker shipments from Westridge have fallen significantly since 2010 because crude oil producers have not successfully created the new markets they promised. Robyn Allan, economist

Starting Monday, expect to see an increase in two-wheel traffic during your daily commute. From May 30 to June 5, B.C. will hold its annual Bike To Work Week, a provincewide initiative that promotes commuting by bicycle.



*JASON PAYNE/ FILES* The annual Bike To Work Week begins Monday in the Lower Mainland. The event promotes the use of bicycles for rush-hour commuters.

The initiative has grown tremendously since its start 21 years ago in Greater Victoria. According to Bike To Work B.C., in 2015, more than 34,000 participants cycled to work as part of the event, a 73 per cent increase over the past three years.

Bike To Work Week has been successful because it tapped into — or helped spark — a growing trend among local riders who have discovered the health, environmental and economic benefits of cycling. Last year, Bike To Work Week participants burned 28.6 million calories, kept more than 200,000 kilograms of CO<sub>2</sub> from entering the atmosphere, and saved \$61,700 in fuel costs.

Note: food calories cost a lot of money and impacts the environment. The CO<sub>2</sub> saving is about \$50/ton\*200tons ie. \$10,000. Extra time (not accounted for) is money. More balance needed in this sales pitch. -cjk

In addition, the annual biking initiative aligns with our region's lifestyle, enabling residents to stay active, protect the environment, enhance the livability of our cityscape and detach from the frenetic pace of life, offering an escape from the everyday.

When we started designing and manufacturing Brodie Bikes more than 30 years ago, there was a small community of diehard enthusiasts who shared our love of bikes and passion for riding. While our bikes are still tailored to the demands and interests of the most avid cyclists, our community has grown to include casual riders.

Local biking culture has also thrived because of our unique location. Our city's temperate climate, bikefriendly infrastructure and breathtaking environment have helped turn Vancouver into one of the most bikefriendly jurisdictions in North America. According to a recent survey, a higher proportion of people bike to work in Vancouver than any other major city in North America.

The riding community and its supporting industry have also benefited from our location in a port city, which has been critical to our supply chain. More than 25,000 metric tonnes of bicycles and bike-related equipment pass through the port annually, suggesting there is no end in sight to our appetite for two-wheeled transportation.

While Brodie Bikes encourages everyone to participate in Bike To Work Week, we recognize cyclists will need to share the road with motorists. Last year, nearly 11,000 bikes hit Metro Vancouver roads during this time, so here are a few tips to help cyclists and drivers safely share the road this week:

Use extra vigilance. Not all cyclists suiting up this week will be experienced. More than 7,600 new riders participated in Bike To Work Week last year. Motorists should be vigilant this week when driving around cyclists. Obey the rules of the

road. While seemingly obvious, cyclists should use designated infrastructure and avoid drifting into vehicular traffic lanes. Cyclists and motorists should avoid rolling at stop signs. Cyclists should use hand

signals. New riders should become familiar with and experienced cyclists should use standard hand signals when switching lanes or turning. Motorists should be aware of the additional volume of cyclists this week and check bike routes before switching lanes or opening car doors. Use the right gear. Helmets are essential, bike mirrors are a big help, and cyclists should never wear earbuds or headphones while riding.

Participants can register for Bike To Work Week at Bike Hub. Biking route maps can be found via the City of Vancouver, and a theft prevention bike registry, which is used by the VPD and the RCMP, is available through Project 529.

Bike To Work Week is a great way to stay active, enjoy the beauty of our city, save money and preserve the environment. We look forward to seeing many of you on the roads this week, and encourage cyclists to stop by celebration stations throughout the city, including at Union and Main, where Brodie Bikes will be helping to support cyclists and promoting this great initiative