

Serving Victoria: Year In Review

City of Victoria
November 23, 2023



Who is Capital Bike?

- ✿ **Registered Charity!**
- ✿ Advocacy
- ✿ Education
- ✿ Celebration
- ✿ Free / Low-Cost
Programming



Mission:

To help get more people biking, more places, more often.



Organization

🌸 5 F/T staff

🌸 2 Co-ops/Summer Students

🌸 3 P/T Casual Staff

🌸 17 Cycling Instructors

🌸 14 Directors



GO BY BIKE WEEK 2023



2,868

riders



19,635

trips by bike



700

teams



165,589

kilometres cycled



35,900

kg of GHGs
averted



Celebration!

🌟 11 Celebration Stations

🌟 4,241 Station Visits





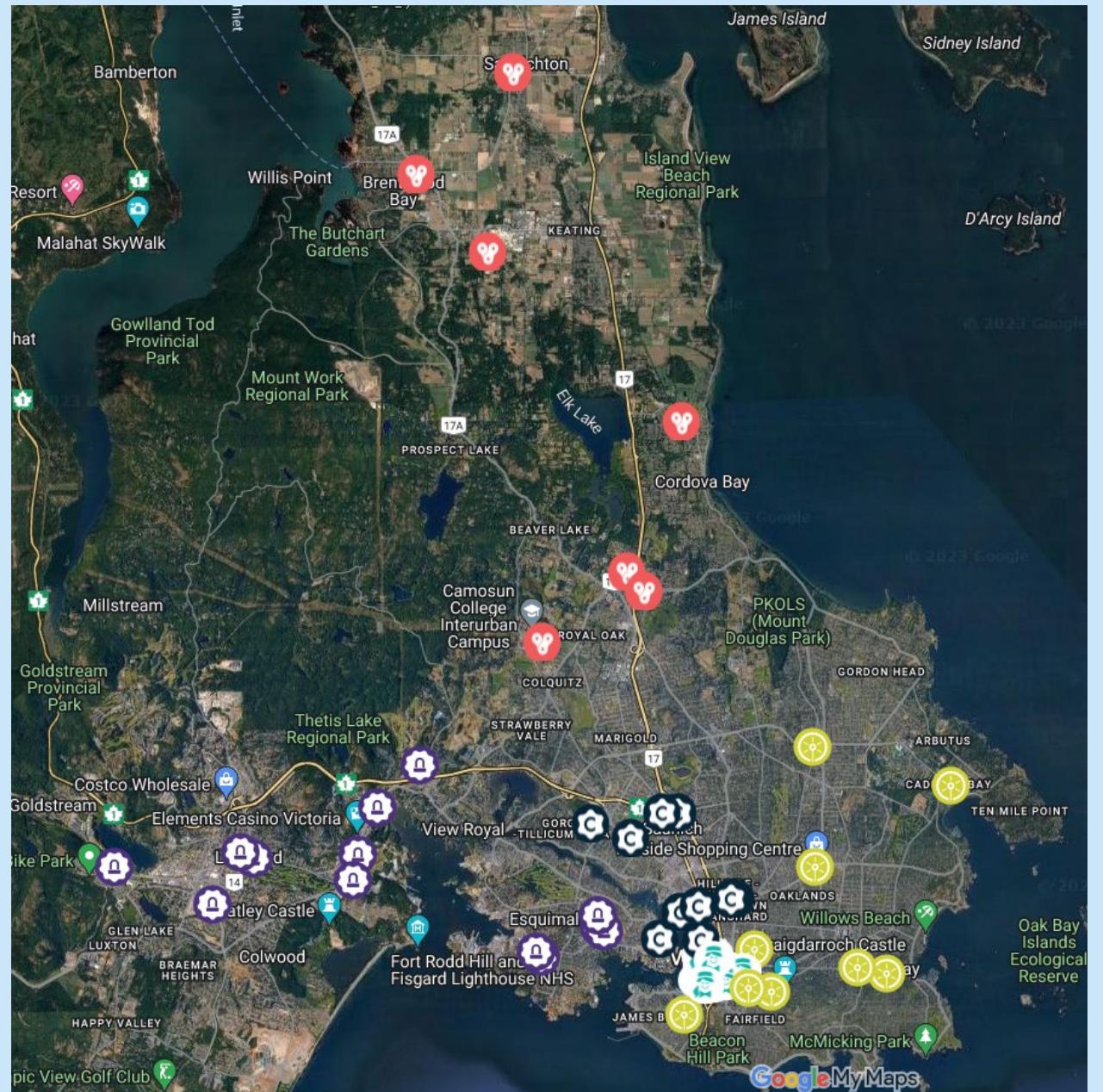
AUGUST
14 - 27

STICKER CHALLENGE



Sticker Challenge

- 🌸 29 Businesses in Victoria
- 🌸 271 Participants
- 🌸 941 Location Visits
- 🌸 \$2,500 in Prizes





The Locker

2023 VICTORIA EVENTS

- **30** total events
- **36** days of valet service
- **5,252** total bikes parked
- **1,626** family bikes parked
- Rifflandia: **2,045** bikes - 6 over days
- South Island Powwow: **616** bikes





Truth and Reconciliation Day Ride September 30th



Everyone Rides Grades 4 & 5

- ★ 588 kids trained
 - ★ South Park Elementary
 - ★ James Bay Elementary
 - ★ Sir James Douglas Elementary
 - ★ Quadra Elementary





Looking Ahead: 2024 Initiatives

1. 30th Go By Bike Week

I Bike to Work Week

Greater Victoria • May 27 – June 2, 2019

25th
Anniversary



Ministry of Health
Bikes to Work



Over \$25,000
in prizes to win!

LINK UP!
Love your
commute



2. Guided Tours

- ✿ Fall 2021 and Summer 2022
- ✿ 14 Rides
- ✿ 129 Participants
- ✿ High-Quality Training

Free Guided Bike Tours^{series}



Free guided tours presented by Capital Bike
in partnership with the City of Victoria



Ride #1

EXPLORE VICTORIA

WED SEPT 22ND 5:30^{PM} – 7:00^{PM}



3. Ride the Road Grades 6 & 7: Central Middle School



Capital Bike

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Thank you

capitalbike.ca