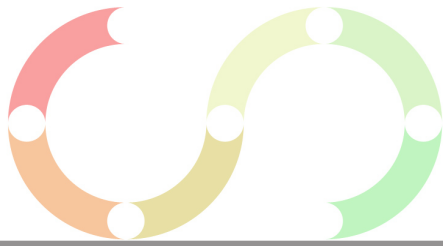


START THE CYCLE



Increasing daily physical activity by just 1 minute saves **\$1.17** in healthcare spending in Ontario alone.

A single Start The Cycle Bike Library can generate over **180** minutes of physical activity a day or save the Province **~\$5895.80** per month



Start The Cycle



Start the Cycle is a non-profit organization with the strategic goal of developing a cycling culture from the ground up. By targeting youth from low socioeconomic backgrounds and new Canadians; we can develop a new generation of cyclists that otherwise might have never existed.

Start the Cycle aims to create the first youth bike share program in Hamilton, Ontario, launching in spring 2015. Using public libraries youth will be able to borrow a bike like they borrow a book. The bikes can be checked out to ride to school, a friends house, the park or after school programs. The Bike Library is complimentary to existing youth focused cycling education and safety programs run through other non-profits and bike shops. The Library provides the opportunity to access a bike to develop the skills gained during those programs. As a child grows the Bike Library grows with them, offering different sized bikes for different sized kids.

Start the Cycle fulfills the physical activity component of a healthy lifestyle through enabling access to bicycles where it would previously be cost restrictive. Ideally paired with an adult bike share the whole family can ride together. We need your help to introduce inner city youth to cycling as a means of transportation, fitness and recreation.

Our Beginnings

Start the Cycle was created in 2014 by two McMaster University Graduate Students, Charles Burke, a PhD in Transportation Planning and Justin Hall, a MSc in Transportation Planning. They asked themselves the question: How do we create a new generation of cyclists?

The answer: Provide access. Every young person in Canada should be able to ride a bike regardless of their economic background.



Charles Burke
Co-Founder



Justin Hall
Co-Founder

“We’re kind of a new breed of academic, which McMaster is trying to foster. We don’t want to write about what we do and have it sit on page 1440 in a journal. We want to go out in the community and we want to translate what we do into practice.” - Charles Burke



The Bike Library - How It Works

[**“Borrow a bike like you borrow a book”**]

The goal behind the development of the Bike Library concept was to create a system that is easy to set up and easy to use for both the librarians and young cyclists. Start The Cycle acts as a facilitator bringing together key stakeholders to ensure each library has a successful launch. If a bike breaks down - don't worry there is a solution for that too. Big or small any community can join with Start The Cycle to provide access and develop a family friendly cycling environment.

- 1** Check out the selection of bikes through your local library's catalogue offered in a range of sizes
- 2** Choose the one you wish to borrow and grab the proper sized helmet off the bookshelf
- 3** Proceed to the check out station and request the key to your bike from the librarian
- 4** If you are a first time rider you will need to have a parent or guardian complete a liability waiver
- 5** Find your bike conveniently located outside the library. Unlock and Go! Use the bike anywhere from 24 - 48 hours.
- 6** When your bike is due - Return the helmet and key back to the library service desk during operational hours

Check out the bikes as often as you need!





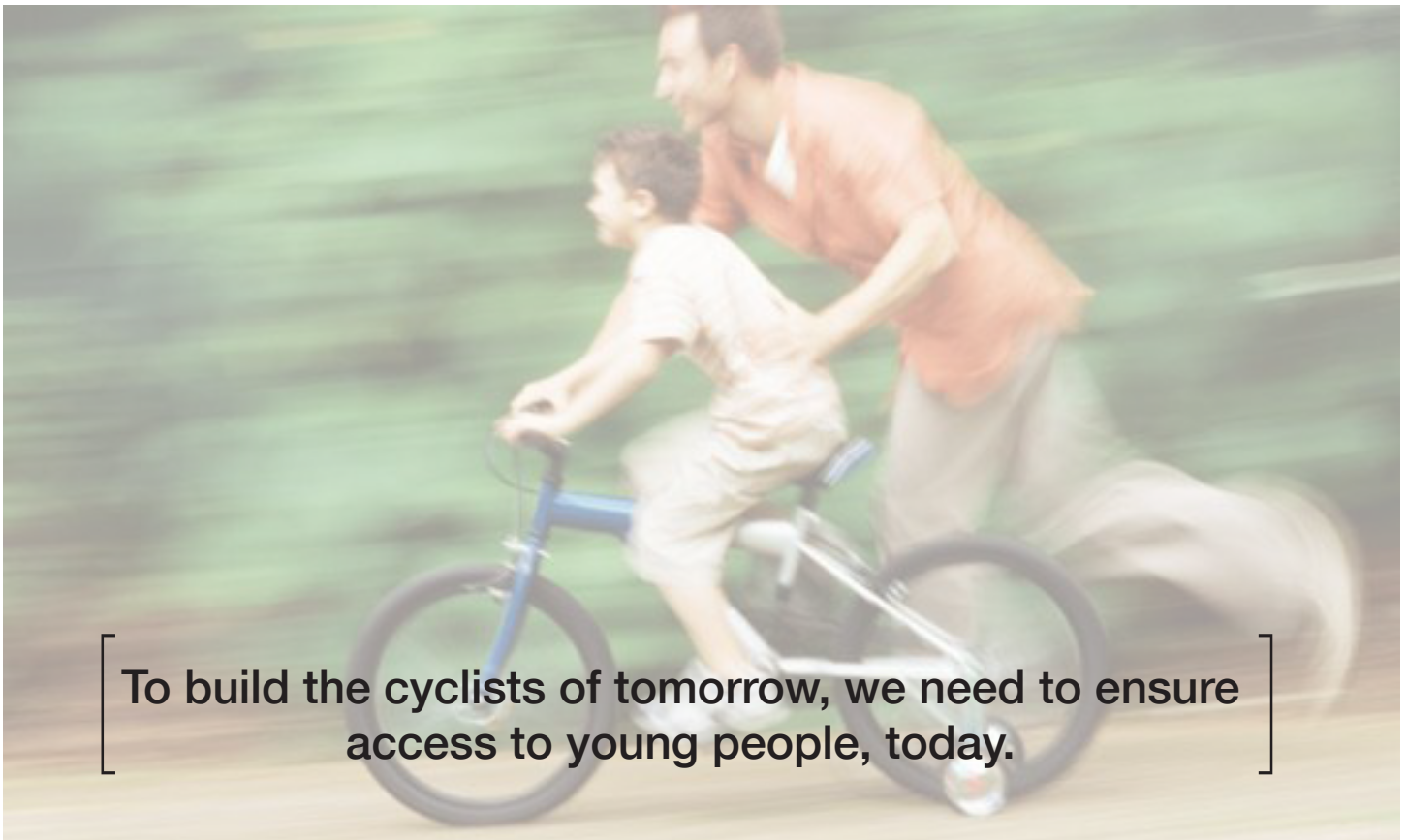
Where We Fit In

Purchasing a Bike

Bikes are relatively inexpensive, but when you add the cost of a helmet, lock, light and bell, the total cost of safe ridership grows. For families that have several young children or single income homes the relatively low cost of ownership can represent a significant part of a households monthly budget. Additionally costs multiply as children grow and bikes inevitably require new parts for maintenance. Today the cost of a children's bike must be weighed against necessary items a household requires: rent, heat, water, food, etc. When it comes down to household priorities a bike might not even be on the radar. In fact many young people today may not even know that they would enjoy riding a bike. The value of access is not related to the cost of the product. Books are inexpensive too, but access is invaluable.

Bike Share Programs

Bike Share models provide active transportation access for adults, but do not internally generate new ridership by restricting access to youth. The youngest individuals allowed access to bike share programs must be at least 16 (or in most cases 18) and the bikes are sized for adults. At that age many young people are focused on getting their drivers license and purchasing their first car. Start the Cycle assists current bike share programs by generating new users familiar with borrowing and sharing a bike, providing a return on investment for existing programs as the next cohort graduates from a bike library.



[To build the cyclists of tomorrow, we need to ensure
access to young people, today.]



Where We Fit In

Donation Programs

Donation programs are a fantastic way to get a young person a bike. If it was feasible to donate every young person a bike the need for Bike Libraries would be less urgent. The advantage of Bike Libraries are their scalability and sustainability. With just a handful of bikes we can provide access to hundreds of youth, and provide a range of different sized bikes to ensure our program grows with the individual. Through our maintenance partner all bikes are always in good working order. With more than 3,000 libraries in every region of Canada the reach of Bike Libraries are practically endless.

Education Programs

Currently, much of the focus devoted to developing young cyclists is centred on education programs. Safety programs provide a young person with the skills necessary to ride safely, while other programs teach cycling maintenance. We ensure that these programs have the necessary outlet to translate a young person's new found skills into practice. For many young Canadians these brief training sessions are their only experience with cycling. Start the Cycle partners with education organizations to make sure that every student cyclist has access to a bike when the lesson ends.

Organized Sports

Competitive sport programs are a great way to maintain activity not only in youth but throughout life. However we understand that some young people lack the immediate skillset necessary to participate in organized sports. These barriers become higher with age as individuals develop in a sport and competition amongst participants grow. Cycling is a passive activity that can be done at any age competitively, recreationally or for transportation, allowing every young person the opportunity to freely participate as they see fit.





Building Physical Literacy

Imagine a world where children in Canada could access a tool to stay active as easily as they can access reading material. Libraries have long been our answer to building a society that values literacy, they develop a love for reading in young people that transitions into a highly productive adult population comfortable reading for pleasure, education, or information.

Today we are faced with a new literacy challenge, one that we are failing to overcome – the challenge of building physical literacy. With the help of Start the Cycle, libraries again can tackle the barriers to literacy head on, developing a love for cycling in children that builds a healthier, more active generation of Canadians that benefits us all. The bike is the new book.

Why bikes?

Cycling is an activity that is easily accessible to all Canadians irrespective of age, ethnicity, income, and activity level. It requires only the most basic skills of bicycle operation to participate. The greatest benefit of cycling may be derived from how easily it can be incorporated into daily life as a means of active transportation. Even if a young person rides to a friend's house to access the Internet, watch television or play video games s/he is still passively participating in a physical activity.

A Healthier More Active Generation

According to Statistics Canada – 1 in 3 Canadian children under the age of 17 are faced with obesity. If we can motivate these young people to incorporate an additional ten minutes of exercise into their routine everyday the Ontario Medical Association reports we can save \$150 million dollars a year in direct health care spending in Ontario alone.





Adding Value

A Bike Library program adds value to existing community programs and infrastructure:

- ***Library catalogs and programs.*** By making the library the activity 'hub' in the transportation network, a young person's origin and destination now becomes a local library, adding value to the library and traditional literacy programs.
- ***Cycling education programs.*** By ensuring that each child educated by a safe cycling or bicycle maintenance program has access to a bike when they graduate, the value of that education can translate into practice.
- ***Cycling infrastructure like bike paths, trails, and bike lanes.*** Studies have shown that the best way to ensure the maximum utility of cycling infrastructure in the long term is to encourage the use of bike paths among youth. In the future, more bike paths will provide a safer environment for youth to get around their city on bikes.





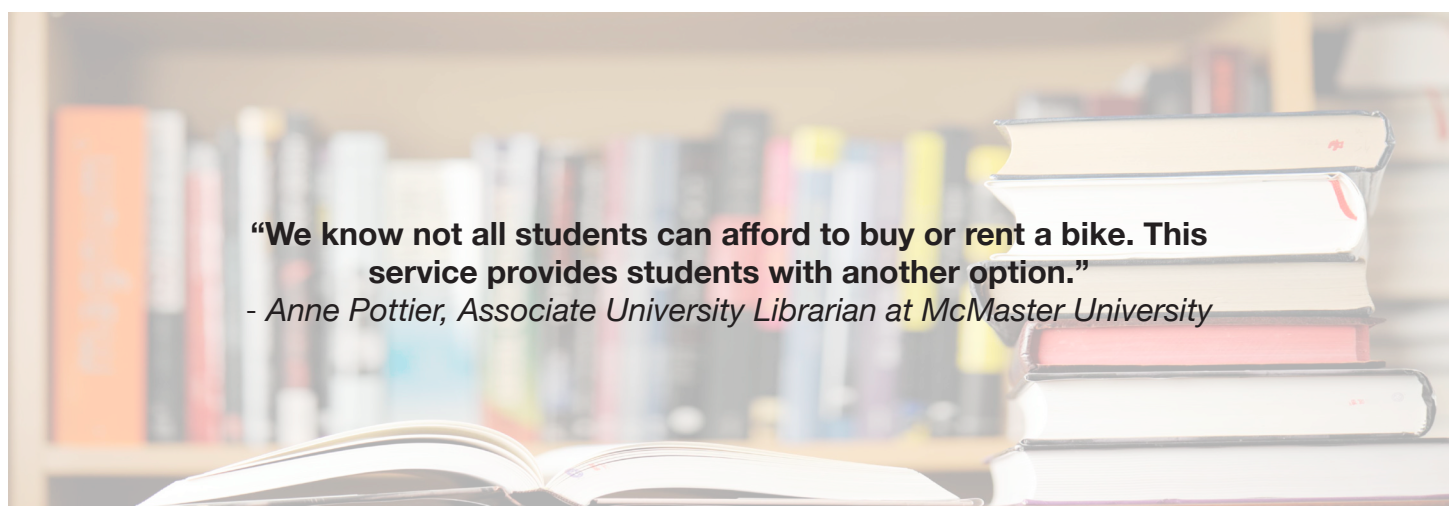
Creating A Living Laboratory

The founders of Start The Cycle met while conducting research at McMaster University's TransLab, one of Canada's premier transportation study facilities. Upon first meeting in 2013 each found that they shared an interest in applied academic work. The founders of Start the Cycle believed the future role of academic work is rooted in transitioning good research from the page to the real world, in turn fostering innovation in Canadian communities. With this thought in mind, they decided to create a living laboratory at McMaster University's Mills Library.

In September 2014, Charles and Justin approached the McMaster librarians regarding the prospect of opening a Bike Library on campus. The goal was to facilitate access to active transportation on and around the university - with the understanding that every student or staff member could borrow a bike like they borrow a book. To ensure the project was sustainable, Charles and Justin founded Start the Cycle as an over arching organization they used to facilitate the stakeholder connections necessary to create and maintain the program, which, along with the librarians included:

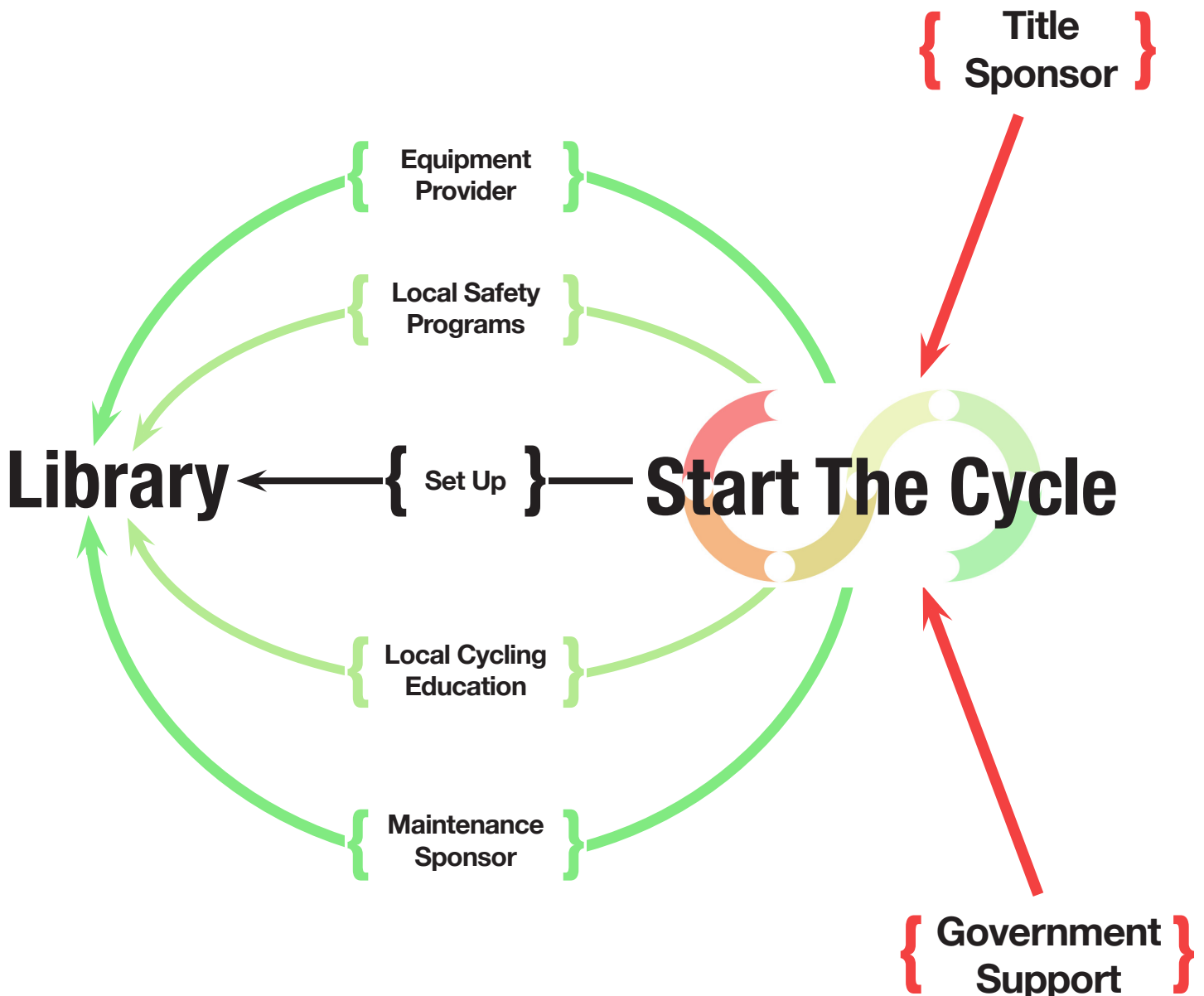
- A maintenance partner – the University bike Co-op, MACycle
- Equipment partners – Canadian Tire Dundas, The City of Hamilton Helmet Initiative, and McMaster Security and Parking Services
- Program liability and safety – the campus Environmental and Occupational Health and Safety department and McMaster's Corporate Legal Council

Since opening to students in the fall semester of 2014, the program has been an overwhelming success - both in usage and visibility. Students and staff have taken advantage of the bike library program, adding hours of physical activity to their daily lives. The Mills Bike Library was the most shared article on the McMaster Daily News and landed on the front page of the McMaster Newspaper, The Silhouette.



How Do We Build A Bike Library?

Building a sustainable bike borrowing program is more challenging than simply unloading a rack of bikes on your local library's doorstep. After all, books and other media require little day to day upkeep, however a successful bike program works when each bike is properly maintained in good working order. Also, a bike is better used when the rider has had the opportunity to participate in proper cycling and safety instruction. Start The Cycle provides the linkages between the library and key community stakeholders that are committed to a Bike Library's long term success. Linking the following partnerships are the key to borrowing a bike like you borrow a book.





How Do We Build A Bike Library?

Equipment

First and foremost, Start the Cycle relies on an equipment sponsor or sponsors to seed the bike library. Bikes, helmets, locks, bells and lights, and other cycling equipment has been donated to our bike library programs by local and national Canadian businesses, city health and transportation departments, and engaged local citizens like you. Everything a cyclist needs to legally and safely operate a bike is provided. Each bike library typically starts out with 10 bikes and can grow with demand as needed.

Maintenance

Next, our organization builds a partnership between the library or libraries and a local cycling organization that pledges to maintain each of the library's bikes to safe operating standards. Maintenance partners tend to be local bike shops, city bike share programs, cycling clubs and non-profit cycling organizations adept at maintaining bicycles, allowing the library to treat every bike as if it were a book. Like a damaged book, a bike that requires maintenance is reported to the librarian and it is then taken out of circulation until the required maintenance is performed by the partner organization.

Education

Start the Cycle partners with local cycling education initiatives to generate a greater return on the value that each education program provides. Every Bike Library member is encouraged to take part in safe cycling and bicycle maintenance classes. Once those classes are finished however, the education organization can be confident that their students will have access to the equipment necessary to apply their new cycling skills. Our education partners are often local police departments, non-profit and municipal cycling programs.

Title Sponsors

The title sponsor helps facilitate the administration of the program in a local region. To assure that the relationship between each of the Bike Library stakeholders is never broken and that the library can sustain both their core function and the new program, Start the Cycle relies on the sponsorship of larger corporations and government to act as a steward. Funding from the title sponsor covers the administration costs of the program in each region, as Start the Cycle assigns a representative to each local area. The representative allows us to facilitate, maintain, and grow the program into an enjoyable, valuable, sustainable operation for everyone.





Key Growth Regions



Growth Beyond Hamilton

Start The Cycle's goal is to create Bike Libraries across the nation. Our primary growth target is to reach the three major Canadian urban centres: Vancouver, Montreal and the GTHA, over the next two years introducing 5 Bike Libraries in each city.

To grow the organization requires a regional representative to facilitate the necessary connections to establish new Bike Libraries. The cost of each additional Bike Library is low - only \$1,745. This assumes none of the required equipment is donated to the program, however we have been very successful in starting libraries requiring no financial investment through the tremendous support of local businesses.

\$12,480/Region

+

\$1,745/Library =



+

\$1,745/Library =

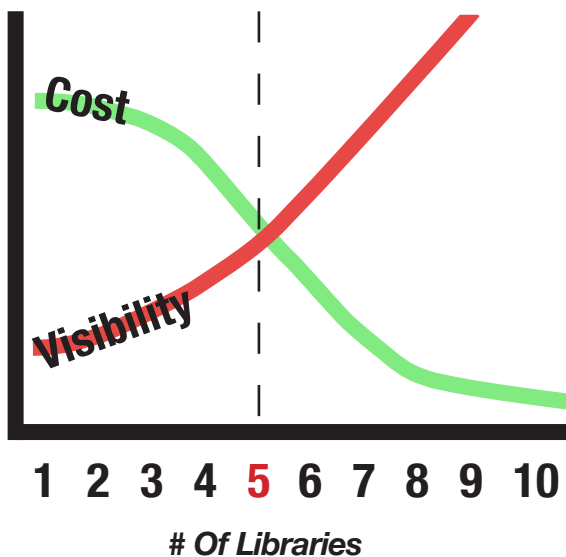


+

\$1,745/Library =



By The Numbers



The cost of developing a Bike Library is relative to that of setting up a regional representative for the organization. Their objective is to reach 5 Bike Libraries in the first year and facilitating the connections necessary to run the program. With each successive Library launch the program gains more visibility and traction within the community. Five libraries is the projected threshold where community support and visibility creates an environment that enables us to rapidly grow the program in a given city, while drastically reducing cost.

In Hamilton, Ontario, within the first year of incorporation, Start The Cycle has created 4 Bike Libraries and designed the structure for future growth. We are an organization that provides a social good that works at the pace of business.

STC Rep

(\$15.00hr x 16hr/week) x 52 weeks =



\$12,480/Region

ITEM	# OF UNITS	UNIT COST	TOTAL
Bikes	10	\$50.00	\$500.00
Helmets	20	\$15.00	\$300.00
Lights (Front & Back)	20	\$2.50	\$50.00
Bike Lock	10	\$12.00	\$120.00
Bells	10	\$2.50	\$25.00
Rack	2	\$175	\$350.00
Signage	2	\$150	\$300.00
Promotions	1	\$100	\$100

Total Library Cost (without equipment donations) = \$1,745.00



INCORPORATION

JUNE 2014

**MCMASTER BIKE LIBRARY
LAUNCH**

- The Silhouette - "Bike Share Coming to Mills"
- McMaster Daily News - "Bike Library Makes Getting Around Campus A Little Easier"
- The Bill Kelly Show - "Start The Cycle"
- Innovation Factory - "Client Spotlight with Start The Cycle"
- CBC Hamilton - "Young Programmers Skip Sleep to Hack for Social Change at McMaster Event"
- The Hamilton Spectator - "Bike Library Program Seeks City Support"
- The Bill Kelly Show- "Start The Cycle Update"
- The Silhouette - "Battle of the Bikes"
- The Ottawa Sun - "Library Bike Rental Program Wants Ottawa"
- CBC Hamilton - "McMaster Students will Stock Libraries with Bikes for Kids to Borrow"

BIKE DRIVE

**GETTING TO GOLD
TRANSPORTATION SUMMIT**

DISCOVERY CONFERENCE

**PUBLIC BIKE LIBRARY (2)
MOHAWK COLLEGE BIKE
LIBRARY**

JUNE 2015





Frequently Asked Questions

What about breakdowns?

Part of Start The Cycle's role is to match maintenance partners with each library. Each library is adopted by a local bike shop or cycling organization. The role of the adopter is to provide timely and regular maintenance to the bike library. Librarians flag an inoperable bike like they would flag a damaged book, and an e-mail is sent to notify the adopter of the problem. The bike is removed from circulation until it is deemed operable by the adopter. Start the Cycle is setting up an online network to streamline this process.

What if something happens?

Each library member must sign a waiver before accessing the bike library. If the user is under the age of 18 a parent or legal guardian must sign the waiver and check a box attesting to the skills of the prospective member. Through the library, we can connect youth to organizations that can provide skills and safety training to ensure that Start The Cycle Bike Library users are the safest cyclists on the road today. In addition, Start the Cycle is insured through the Canadian Sport Insurance Board against all potential injury for individuals using the bikes for up to \$2,000,000 in damages.

I am a Librarian how do I get involved?

Setting up a Bike Library is simple. The same procedure used to add the latest book can be applied to introduce bikes to your catalog. No additional work hours are required to manage the program, nor do you need to worry about maintenance. Check out can work with an automated self serve process or enjoy facetime with your library users at the front desk. As long as your library can fit a handful of helmets on a shelf your library can offer a Bike Library service.



Our Team



CHARLES BURKE

Co-Founder

Charles is completing his doctorate in transportation planning at McMaster University and is an advocate for active transportation infrastructure, as well as active modes of transit throughout both his research and daily life. He is a published author and has been a featured columnist for Canadian Geographic.



JUSTIN HALL

Co-Founder

Justin is a Master Candidate working out of McMaster University's TransLab. Working in the field of transportation planning, Justin is also an avid cyclist with research interests in active transportation and health.



SHILOH COVEY

Executive Director

Shiloh is a senior student at McMaster University studying geography and environmental studies. An advocate for social justice and accessible transportation, she peruses these interests in both academic, and daily life.



KEVIN MACKAY

Designer

Kevin transforms advertisement into art. In addition to completing a PhD in health geography at McMaster University, Kevin is responsible for communicating the organization's goals through design.



JACOB MITCHELL

Volunteer

Jacob Mitchell is a student at McMaster University studying geography and environmental studies. He is an advocate of active transportation and avid bike racer for McMaster.



Our Team



THE FORGE

Start-up Accelerator

From Left: Marc Directo Manager, The Forge Hamilton; Glen Crossley, Business Development Advisor, McMaster Industry Liaison Office



INNOVATION FACTORY

Business Advisors

From Left: Geordie Stewart, Manager Client Services Innovation Factory; David Carter, Executive Director Innovation Factory



THE AGENCY

Public Relations Team

From Left: Luke McKee, Kelsey Kumhyr, Alicia Potvin, Jordan Hamilton, Tessa Cozzi, Farah Shah



www.startthecycle.ca



<https://www.facebook.com/bikeshare4kids>



@STC_Hamilton



_startthecycle

