

#Ebike2VCH

Promotional Campaign
Spring 2019



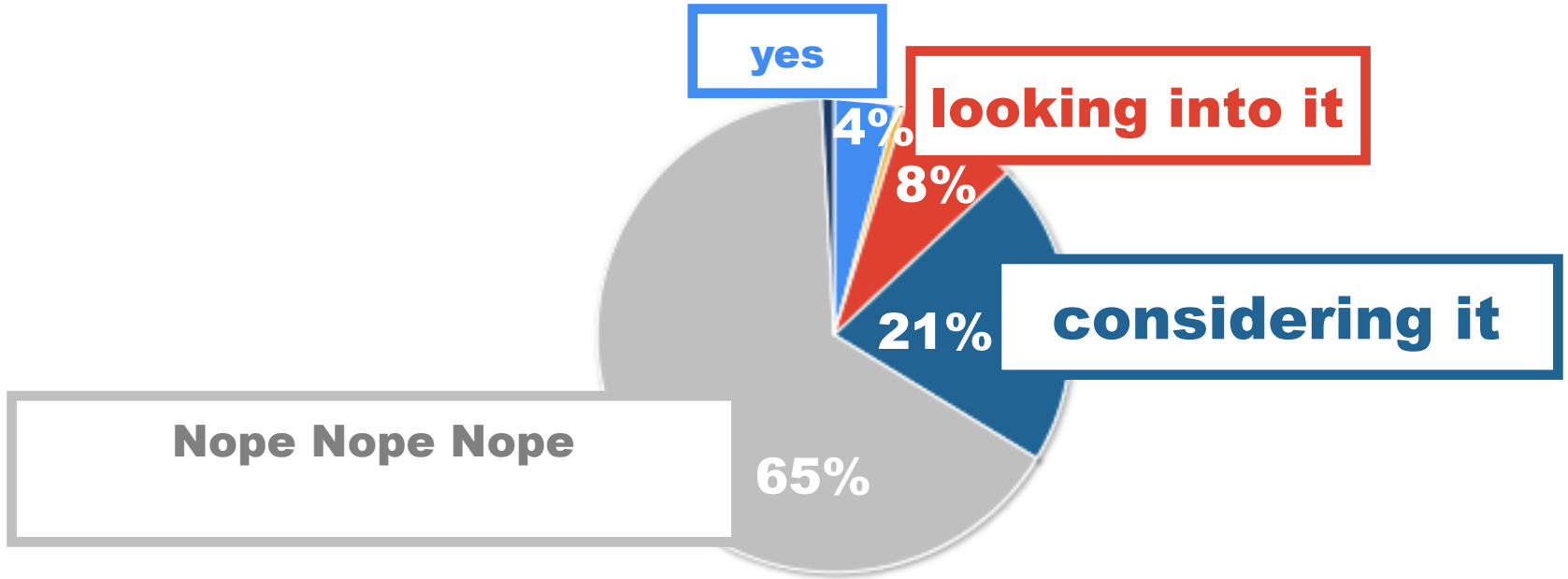
Vancouver
CoastalHealth



GOORCA
Icon representing a person walking, a bicycle, a bus, and a car.

Arthur Orsini, *Healthy Transportation Lead*
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Do you have an e-bike (electric bike, or an electric assist wheel...)?



1. young parents

needing to arrive at home/work with more energy,

2. aging staff

w/ aches/injuries & wanting to cycle through to retirement,

3. alternatives

for drivers and transit riders frustrated by congestion/overcrowding

...E-Bikes are not cheating...

VCH intranet

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Rolling into wellness with an e-bike

Arthur Dixon
Healthy Transportation Lead
April 9, 2019



Doreen Corbin, a registered nurse for 20 years, rides her e-bike regularly from her North Okanagan neighbourhood near Capilano University to VCH where she works in the Colon Screening Program. She rides almost every day except the Friday ones.

Doreen is always cheerful when pedaling up the bike in the VCH cycling facility. I decided to interview Doreen about her daily commute across the Second Narrows Bridge and her decision to choose an e-bike.

How did you learn about e-bikes?

I wasn't until a friend bought an e-bike and told it that it occurred to just get one. One day when I was one on one, I bought it on a whim. It was so much fun to ride. I felt like a kid again back on my station.

When did you start riding an e-bike?

I started riding an e-bike because of my back injury in 2008. At that time, I was on long-term disability and unable to move around much so I knew I needed to make a change. As I got stronger and took on a new job, I wanted to take some extra "exercise" so I got a companion bike for my regular bike. I later switched from the companion bike to a pedal assist CUBED e-bike with a Bosch motor as I wanted to get more exercise during my commute to work.

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The power, the sweat and the fun of an e-bike

Arthur Dixon
Healthy Transportation Lead
February 28, 2019



VCH employee Sandra Jenkins and her e-bike.

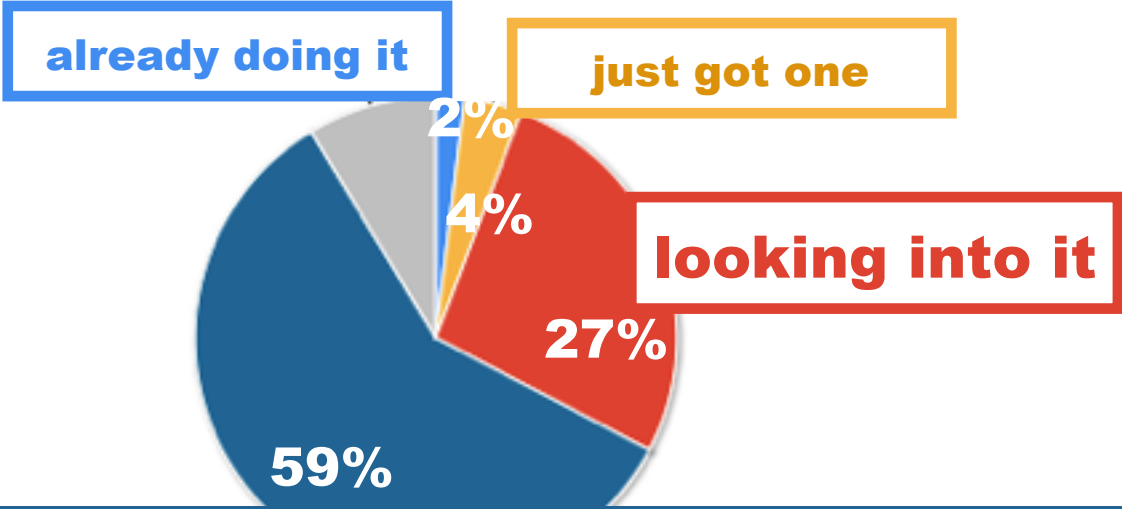
Sandra Jenkins, MD, is a VCH employee working at VCH. She regularly bikes to work and only recently switched to an e-bike. We asked her about her experience.

Sandra's e-bike experience

I thought I would stop getting a workout from cycling when I switched to an e-bike, but that hasn't been the case. Depending on how energetic I'm feeling, I choose the low, middle or high level of electric assist. Now I have a greater workout with sweat and adrenaline because I cycle practically every day. That now includes the long steep hills I've previously avoided. I take them on purpose because they make my cycling more fun and depending on how I feel, I choose the level that I need.

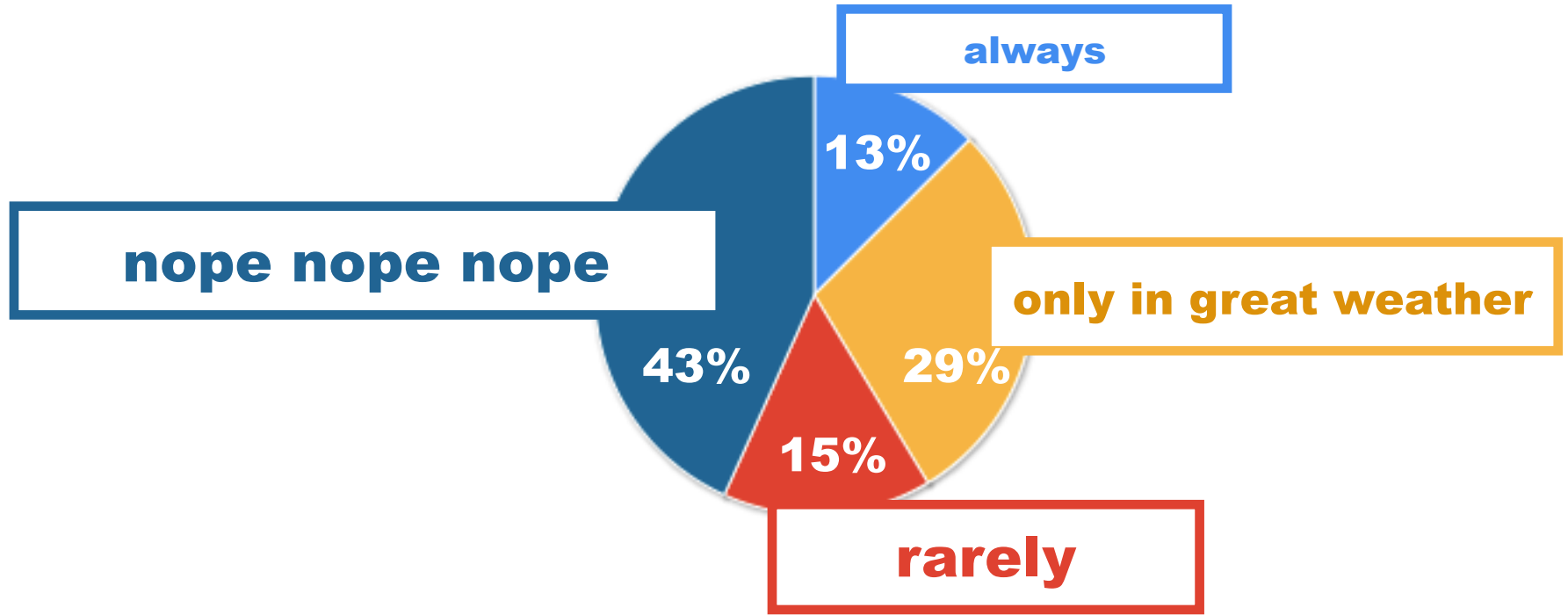
"The e-bike is gentle on my body"

1. How familiar are you with E-Bikes?



wasn't on my radar ...but now that you mention it

2. What was your bicycle commuting like in 2018?



**I just love it.
It's a game changer.**

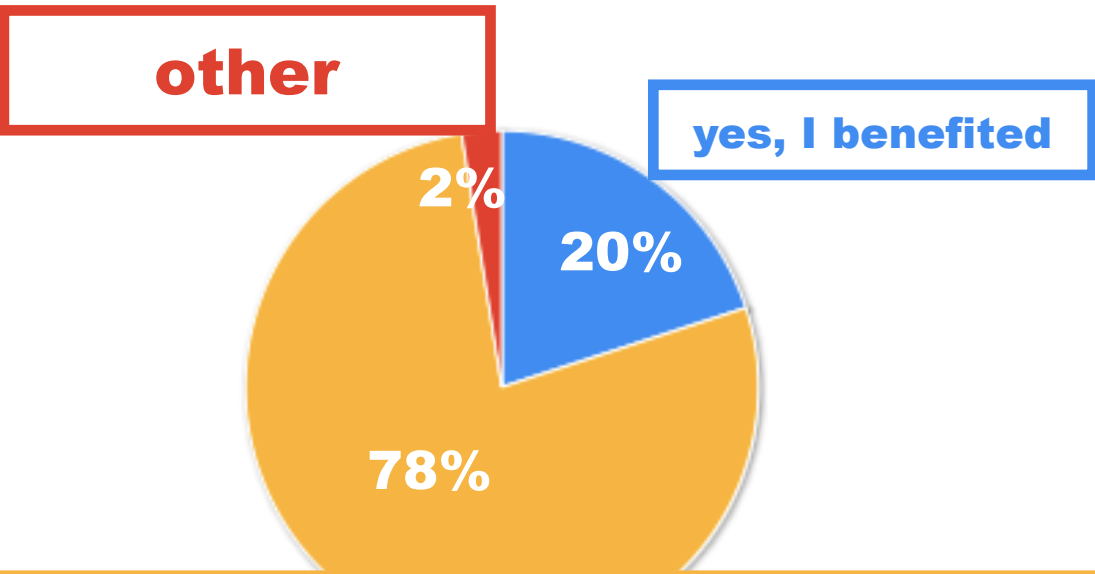
Wendy, VCH employee

I'm discovering new parts of the city on my E-Bike: Steveston last weekend, Mt Seymour the week before and Dundarave before that....

No, I absolutely wouldn't have driven there (traffic and lack of parking)



8. Should VCH allocate the time and resources for a 2020...n?



yes, although I wasn't fully able to benefit, I'd want to participate next year

“I was initially interested, but the price of eBikes was way more than I expected!”

2020

- **financing options through a credit union?**
- payroll deduction?



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