

The Newcomer Bike Host Program: an ISSo/BC and HUB Cycling collaboration promoting social inclusion



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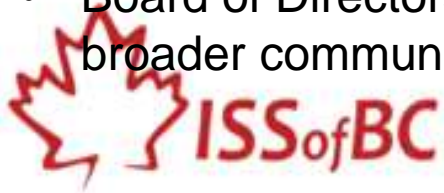
HUB Cycling

- Charitable non-profit celebrating 20 years
- Mission is to get more people cycling for transportation more often
- Achieves this through Education, Action and Events



ISSofBC

- Created in 1968 by volunteers and incorporated in 1972 in direct response to the Ismailis fleeing East Africa
- First immigrant serving agency in BC and one of the largest multicultural, immigrant serving agencies in Canada
- Pioneered settlement services, host program and refugee reception in BC (3rd refugee resettlement centre in Canada)
- Serve over 25,000 clients per year in over 45 languages
- Over 16 primary locations; 20 secondary locations (e.g. staff deployment)
- 400 staff and over 800 volunteers
- Board of Directors selected from broader community



The start of a unique partnership

Each organization brings added value to the program:

- ISSofBC – Over 30 years of working with newcomers and refugees; Volunteer and Community Connections Program.
- HUB Cycling - Urban cycling expertise; safe cycling courses; network of cycling enthusiasts.

Bike Host Program Partners

2018 Funders



In-kind Supporters



Program Goals

- Get oriented to cycling routes, rules and culture
- Cycle more often for transportation
- Build social networks across cultures
- Feel a sense of belonging and social inclusion in new home



Program at a Glance

A typical 3-month program cycle:

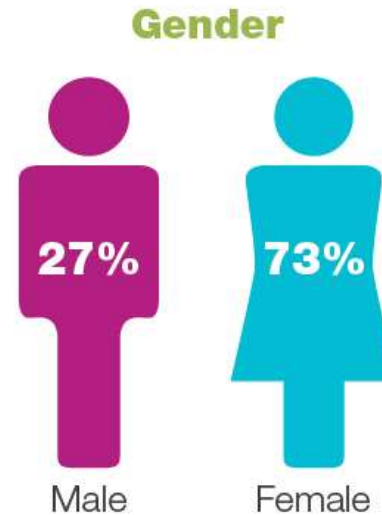
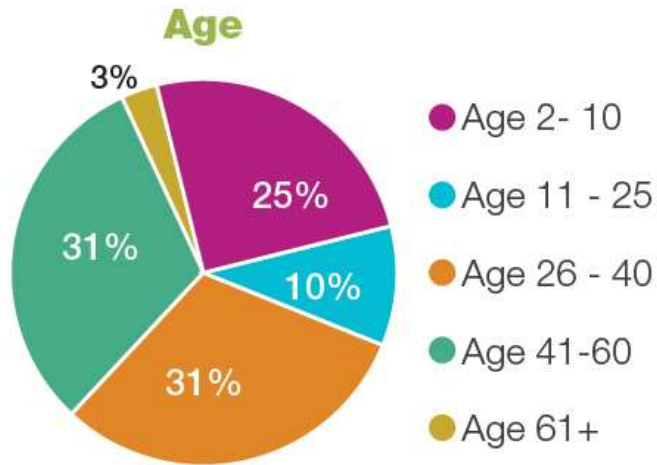
- **Recruitment and orientation:** Newcomers and volunteers join the program and receive separate orientations
- **Newcomer cycling course:** Newcomer participants receive course from HUB Cycling instructors to build cycling skills and knowledge
- **Matching day:** Volunteers and newcomers meet for the first time
- **Weekly cycling rides:** Matches meet for 2.5 hours to explore different areas of Vancouver
- **Group events:** Organized activities for all matches to take part in such as group rides, and visiting community events
- **Graduation:** Participants share stories and we celebrate newcomers' achievements. Some newcomers receive donated bikes.

Celebrating Success



Program Participants

Newcomer participant demographics



Country of origin

-
- 29% China
 - 24% Syria
 - 18% Iran
 - 29% Other countries including Morocco, Korea, Russia, India, Azerbaijan, Myanmar, Vietnam, Mongolia, Lebanon, Japan, Iraq, Ethiopia

Primary language spoken

- | | |
|---------------|--------------|
| 34% Arabic | 4% Russian |
| 29% Mandarin | 3% Other |
| 18% Farsi | 1% Japanese |
| 5% Vietnamese | 1% Mongolian |
| 5% Korean | |

Barriers to Cycling

- Cultural norms and perceptions about cycling
- Access to a bicycle, safety equipment and safe storage
- Don't know others who cycle
- Unfamiliar with rules of the road and cycling routes
- Fear of cycling with or near traffic
- Weather, hills
- Have children too young to bike
- Physical health conditions
- Past trauma



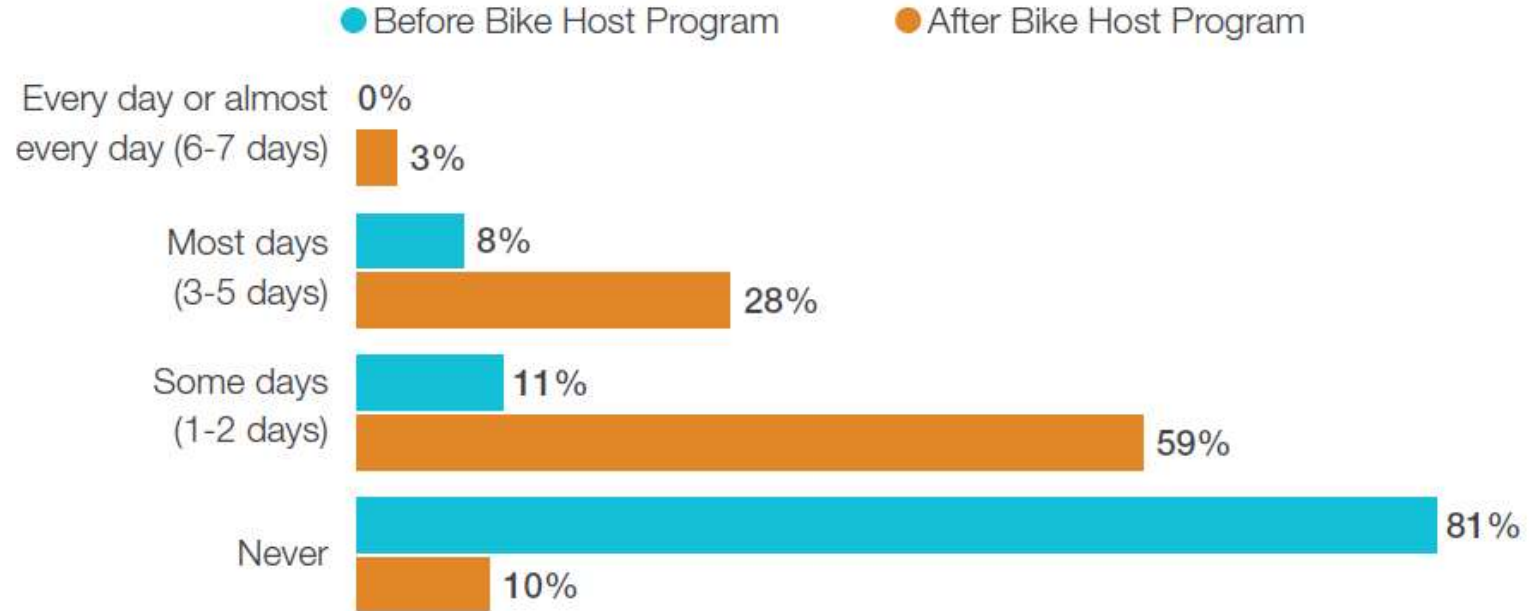


Bike Host Strategies

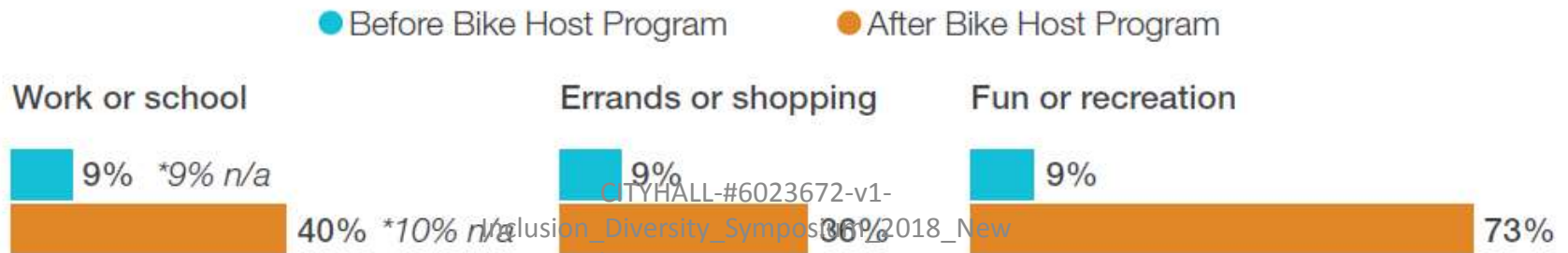
- Cycling training and resources
- Bike Access
- Mentorship
- Group activities

Program Impact - Cycling

Q: "In a typical week how many days per week do you cycle?"



% of participants that, in the last month, have ridden at least once a week for...



Program Impact – Settlement

Top 3 benefits participants reported:

1. Meeting new people
2. Health and exercise
3. Safe cycling skills

100% of participants responded positively to the statement “I feel welcome in Vancouver and feel like I belong here.”

97% agree the program has improved their knowledge of Vancouver

Participant Story



Name: Zoreh

Country of Origin: Iran

Length of time in Canada: 4 years

Program highlight: For Zoreh, gaining confidence on and off the bike was a major success. "My self-confidence goes up" she says. "I thought I could not go up the Cambie Bridge, but now I know I can. I have learned to go through traffic and also not to fall." Berni and Lucy, her two volunteers couldn't be prouder. "From week to week, she pushed herself to go a bit farther or a bit more uphill. She borrowed Mobi bikes to practice between our rides. There have been harder weeks and easier ones, but she's been determined to keep going."

Participant Story



Name: Abd Alrazak (father), Boudor (daughter) and 7 other children in the family took turns participating

Country of Origin: Syria

Length of time in Canada: Less than a year

Program highlight: With volunteers James and Rebekah, the family biked to many community gardens as Abd Alrazak is an avid gardener. He was so happy explaining things to his kids and showing them the different veggies. The family spent 4 years in Lebanon before coming to Canada, and there was nowhere to grow food. Now Abd Alrazak is more comfortable riding on the road and his daughter Boudor is excited to continue cycling with her newly donated bike from the program.

Lessons Learned

- Program design needs to address the unique barriers and needs of the group you are serving.
- Cross-cultural mentorship facilitates intercultural learning and new friendships
- Collaborative programs can draw on each organizations' strengths to create more dynamic programming
- Importance of having a flexible and adaptable program model
- Be open to unintended outcomes, and be sure to capture them

Q & A



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Group Discussions

1. What are some characteristics you have witnessed in successful partnerships or collaborations that foster equity and inclusion in your community?
1. Share an example of an initiative that has reduced barriers to active transportation (walking, biking, transit) for marginalized people in Richmond.
2. What personal commitment (inside or outside of work) are you making to advance inclusion in your community?

Thank you!



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