

# Implementation Guide



A campaign involving trials, research and promotion of the  
Electrically Assisted Bicycle as an alternative to the car  
2021 - 2024

This campaign is being carried out jointly by Équiterre and the Association des Centres de gestion des déplacements du Québec (ACGDQ). Vélovolt receives financial assistance from the Government of Quebec under the Action-Climat Québec program and is in line with the goals contained in the Plan for a Green Economy 2030. This campaign also receives support from Hydro-Québec and partners such as the Mobility Chair of Polytechnique Montréal, the firm Quantum, and various Quebec municipalities and organizations.

A campaign led by:

Équiterre

In partnership with:

Association  
CGD  
DU QUÉBEC

Hydro  
Québec

With support from:

Québec

# Background

Vélovolt is a campaign involving trials, research and promotion that is designed to show how the use of Electrically Assisted Bicycles (EABs) can be an alternative to cars for short day-to-day trips, and thereby help reduce the greenhouse gas (GHG) emissions associated with daily travel.

To meet this goal, the Vélovolt campaign is organizing EAB trials involving some forty Quebec organizations. The data collected through these trials will serve as the basis for a scientific study conducted by the Mobility Chair of Polytechnique Montréal to better determine the potential of EABs in reducing the automobile's modal share of daily commutes. This campaign is also designed to establish coordination committees that work with companies, stakeholders and local decision-making bodies to encourage them to include EABs in their transportation planning.

By engaging in this initiative, your organization is positioning itself as a model for active and sustainable mobility in the work environment and, more broadly speaking, the decarbonization of our cities. Thanks to your involvement and that of your staff, the Mobility Chair of Polytechnique Montréal will be able to collect valuable data<sup>1</sup> for use in painting a picture of EAB use in Quebec, and thus define what mobility will be like tomorrow.

1. None of the data collected during the trial program will be used for any purpose other than the research conducted by the Mobility Chair of Polytechnique Montréal.

## Presentation of the implementation guide



The purpose of this guide is to provide you with everything you need to organize, plan and deliver the Vélovolt trial program in your organization. Throughout this process, you will be supported by your region's Centre de gestion des déplacements (CGD). However, your own investment remains essential if you are to reap the full benefits of the campaign, and establish your organization as an innovative leader in sustainable mobility.



**Do you have a question about the trials?**

**ACDQG**  
velovolt@acdq.com

Association  
**CGD**  
DU QUÉBEC

## Overview of the major steps of the Vélovolt EAB trials program

	Steps	Timetable
<b>Implementation of trials program</b>	Appoint a coordinator from within your organization	As soon as your organization decides to join the campaign
	Choose a location for storing the bikes	As soon as your organization decides to join the campaign
	Internal announcement regarding selection of participants	2 months prior to start of the campaign
	Choose a location for your organization's information booth	2 months prior to start of the campaign
<b>Information booth and start of trials</b>	Set up information booth	1 month prior to start of the trials
	External memo to promote your organization's participation in the project	Beginning 2 weeks prior to start of the trials
	Delivery of fleet of EABs to your organization	Day 1 of trials
	Distribution of bikes to first 5 participants	Day 1 of trials
<b>During and after trial program</b>	Coordination and transfer of EABs to the various participants	Every 2 or 4 weeks
	Internal memo	During or after the months of the trials (status report)
	External memo	During or after the months of the trials (status report)

## Summary

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# 1. Internal human resources

## Logistical resource

Your area CDG will provide support throughout the campaign. However, your campaign's success will depend on the level of your organization's involvement in the logistics and implementation of the trial program. It is therefore critical that you appoint someone from within your organization to coordinate this program.



### *Responsibilities*

- Be the primary contact with your regional CDG.
- Perform logistical duties at the information kiosk, including delivery of the EABs.
- Coordinate internal communications activities using materials provided by your regional CDG.
- Schedule a re-launch if the number of registrants is too low.
- Carry out post-trial follow-up: send the post-trial survey to participants, gather their testimonials and provide photos from the trials.

## Communications resource

Various communications activities both internal (staff awareness) and external (promotion

of the campaign in your networks and in the local media) are planned over the course of this program. It is therefore important to have a dedicated communications resource within your organization who will be responsible for sharing activities and messages through the available internal and external channels.



### *Responsibilities*

- Distribute internal communications: newsletter, emails, photos, testimonials, etc.
- Publicize the organization's participation: update the website, intranet site, publications on social media networks or in the local media (if desired).





**The estimated workload for the entire duration of the campaign (3 or 4 months) is as follows:**

	Coordinator	Communications Officer
Pre-trials	Hours	Hours
Logistics involved in finding a location for the bikes	6	
Support for the logistics, preparation and presence at an information booth	9	
Support for logistics and holding a webinar/conference	3	
Preparation of plans for delivering bikes to participants (date, place, time)	6	
<b>During the trials</b>		
Support for participants (email and link to CGD)	10	
<b>Communications</b>		
Distribution of internal and external communications (if desired)	6	16
<b>TOTAL</b>	<b>40</b>	<b>16</b>

## 2. Insurance



Any employee taking part in the trials is required to assume financial liability in the event of breakage, loss or theft of the loaned bike. In order to reduce the amount that a participating employee is required to pay in the event of such an incident, it is suggested that the bike be added to the participating employee's personal insurance coverage (home or civil liability).

However, some insurance companies may not agree to cover this type of property or will require that the insured pay a deductible that could be very high, and this could limit participation in the trial program.

To avoid this type of situation, your organization may want to assume financial liability for the loaned equipment through your employer's insurance.

In the event of damage to a bicycle, the participant must immediately contact the local retailer or the CGD to assess the severity of the damage and if extensive repairs are required, a replacement EAB will be provided to the participant to allow him/her to continue with the trial.

Here, then, are two possible options available to you:

### Option 1

- *Your organization assumes financial liability for the loaned bikes in the event of breakage, loss or theft of one of them. You will need to advise your insurance carrier to add the value of 6 bikes (\$24,000) to your coverage for the duration of the trials within your organization. In the event of a claim, a deductible may be required and an additional premium could be applied by your insurer. The amount reimbursed will then be paid out to the person in charge of the program for replacement of the equipment (either directly to the supplier or to your CDG).*
- *Your organization will then need to sign an agreement with the CDG to confirm that you have taken on financial liability for the loaned bicycles.*

### Option 2

- *The participating employees insure their loaned EAB through their own insurance company and thereby assume the financial liability in the event of breakage, loss or theft of the bicycle. A participating employee insures the bicycle as third-party property for a value of \$4,000 for the duration of the trial. The insurer may ask the employee to pay a deductible and an additional premium.*
- *Participating employees will then be required to sign an agreement with the CGD to confirm that they have assumed financial liability for the loaned bike.*

Feel free to contact your CGD for any additional information.



### 3. Keeping the bikes secure: criteria for choosing locations

The host organization must ensure that participants store their bikes in a secure location. Any site selected must be able to accommodate a minimum of 5 electrically assisted bicycles from the Vélovolt program. If a site is heavily used, your organization may have to reserve it for the duration of the program.

Sites should preferably have controlled access (card or key) and be accessible only to designated staff, where participants can lock their bikes to a rack.

→ *Type: local, enclosed, inside or outside, office of a staff member.*

Where a controlled-access site is not available, preference should be given to (open-access) sites with full-time supervision.

→ *Type: indoor parking with surveillance cameras, parking area viewable by a security officer.*

If a location cannot be found that meets both of these control and monitoring profiles, it must at a minimum meet all of the following criteria<sup>2</sup>:

- *Located near main entrances and exits*
- *In an open, well-lit and highly trafficked area during the day to discourage theft or vandalism*
- *Visible from the establishment's building (and preferably where the window looks out on an area where staff or customers are present during business hours)*

In any case, a site must have bike racks that meet the following requirements:

- *Bikes are kept upright*
- *Must provide for the ability to lock both wheels and frame<sup>3</sup>*
- *Must be made of strong materials, such as stainless steel or galvanized steel*
- *Types of stands not approved when it comes to choosing sites: fences, Jaw, wave, trombone*

Handy source for help in choosing sites and stands: [Vélo Québec](#).



2. We ask that participants notify their homeowner's insurance company to request they add non-owned equipment (property loaned off-site) for the duration of their participation in the trials (2 to 4 weeks).

3. The locking system provided will allow both wheels and frame to be secured to a compliant bike rack.

## 4. Participant selection process

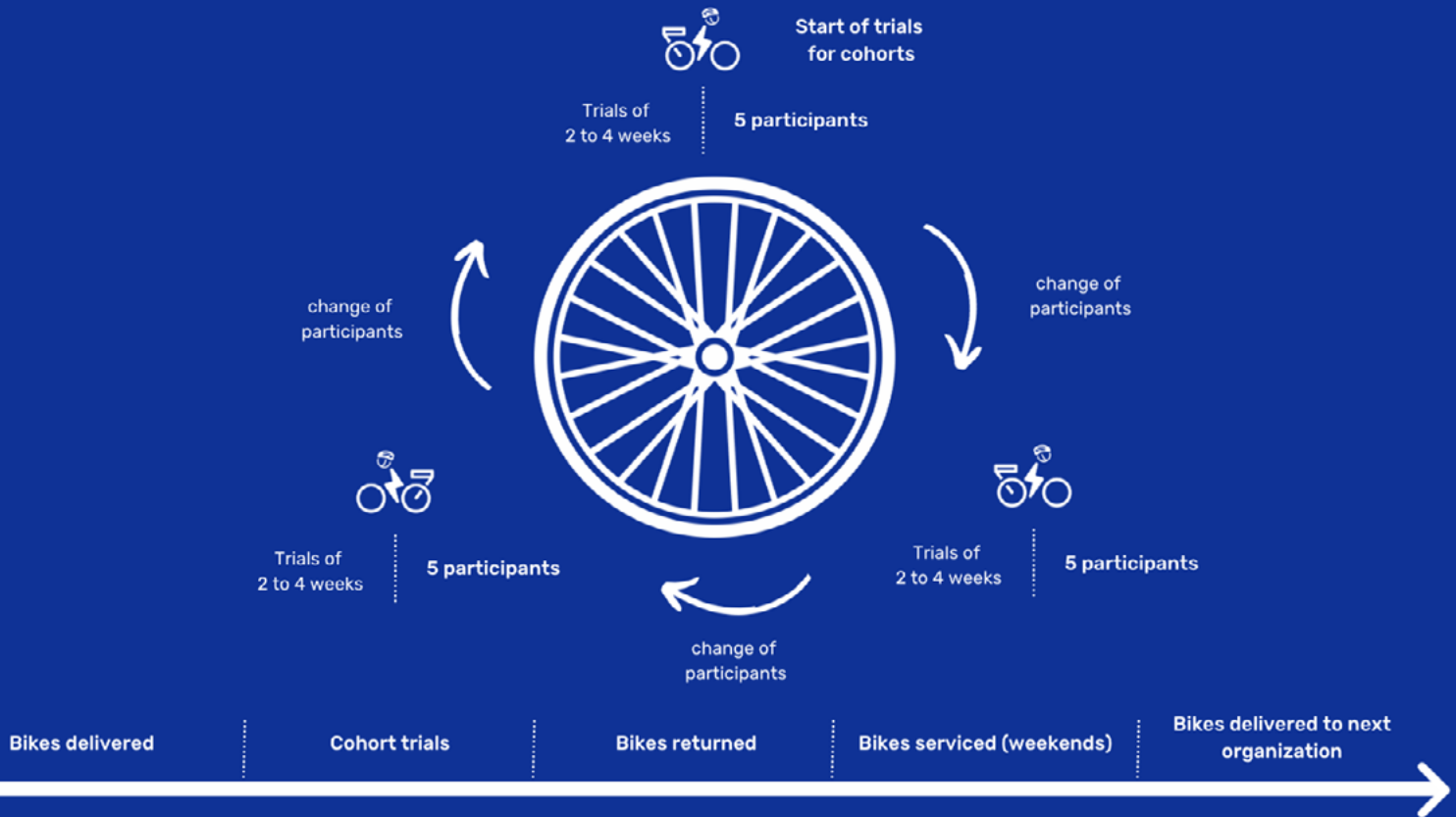
Participants will be selected by the regional CGD and chosen based on their representative nature and interest in the research. None of the answers gathered through the electronic questionnaire will be kept, and no data will be used for any purpose other than selecting campaign participants.

Tâche	Responsable	Outils nécessaires	Quand
<b>Inform your staff about the campaign in order to recruit participants (15 to 40 required)</b>	Organisation	<ul style="list-style-type: none"> <li>• Sample newsletter</li> <li>• Sample email</li> <li>• Participant selection form</li> <li>• Announcement on your Website (where applicable)</li> </ul>	1 to 2 months prior to start of trials
<b>Process and analyze candidates' profiles</b>	CGD*	<ul style="list-style-type: none"> <li>• Data collected from the participant selection form</li> <li>• Response processing form</li> </ul>	1 to 2 months prior to start of trials
<b>Re-announce if not enough people register</b>	Organisation	<ul style="list-style-type: none"> <li>• Sample repeat announcement email</li> </ul>	1 month prior to start of trials
<b>Finalize participant selection</b>	CGD	<ul style="list-style-type: none"> <li>• Participant selection grid</li> </ul>	3 weeks prior to start of trials
<b>Inform those selected</b>	Organisation	<ul style="list-style-type: none"> <li>• Sample email</li> <li>• Pre-trial questionnaire to be completed prior to the start of the trial</li> </ul>	2 to 3 weeks prior to start of trials

*\*Note: The CGD is responsible for keeping the coordinator informed of the number of responses received and whether a re-announcement is necessary.*



## 4. Trial-related Logistics



A fleet of 5 Medeo T9 bikes supplied with accessories (lights, fenders and locks) will be delivered to you at the beginning of the trials and will remain with your organization for from 3 to 4 months. Every 2 or 4 weeks, 5 employees will have an opportunity to test-ride one of the EABs. Overall, between 15 and 40 of your employees will have an opportunity to test ride an EAB.

### The Gazelle Medeo T9



Technical features of the bikes supplied	
Value of the bike	3 499 \$ + taxes
Assistance levels	<p><b>OFF</b> = no assistance.</p> <p><b>ECO</b> = active, but light, assistance, resulting in maximum efficiency and range.</p> <p><b>TOUR</b> = regular assistance for long trips, with a heavy focus on range.</p> <p><b>SPORT</b> = immediate and powerful assistance for city and country.</p> <p><b>TURBO</b> = direct and powerful assistance in the highest pedaling frequencies for sporty riding.</p> <p><b>WALK</b> = assistance when the bike needs to be pushed.</p>
Battery range	<p>The range is affected primarily by the level of assistance being used, changes in altitude, battery capacity (kW), the road surface, weight and weather conditions (wind, cold temperatures).</p> <p>The bike is capable of covering distances of between 80 and 100 km over a relatively flat course, using a low level of assistance.</p>
Charging the battery	<p>There are two ways to charge the battery from a regular 110 volt electrical outlet:</p> <ul style="list-style-type: none"> <li>• directly on the bike</li> <li>• by removing the battery from the bike</li> </ul> <p>Normally, it takes 5 hours to come to a full charge using the included 4-amp charger.</p>
Lock	For very brief stops, a U-shaped lock is required to secure the frame and front wheel to a bike rack, thereby ensuring maximum security.
Height and weight	The bike weighs 22 kg and is about the same length as a regular bike.
Display	The display shows speed, distance covered, remaining range and selected level of assistance.
Accessories to plan for	You must have a <b>bicycle helmet</b> (as required by current regulations governing EABs). For added comfort, you could also consider a bike bag.
Equipment included	As part of the trial, you will be provided with a bike that is equipped with a luggage rack, fenders, lights, a built-in lock with key, and a U-shaped lock with key.



## 5. Delivering the bikes

	Who is responsible	Tools required	When
Delivery of bikes	CGD/Local retailer	<ul style="list-style-type: none"> <li>5 loaned EABs (+1 spare)</li> <li>Commitment form</li> <li>Pre-trial survey</li> </ul>	1st day of trails
Assign bikes to participants (every 2 or 4 weeks)	Host organization	<ul style="list-style-type: none"> <li>Participants' coordinates</li> <li>Hexagonal wrench and bicycle pump to make any necessary adjustments for the participants</li> <li>Keys to lock (2, 1 of which is kept by the by the CGD)</li> </ul>	Every 2 or 4 weeks
Return of bikes	CGD/Local retailer	<ul style="list-style-type: none"> <li>Email to remind participants of the date, place and time when bikes are to be returned to the predetermined point for final return.</li> </ul>	The final day of the tests (date to be confirmed with local CGD)

## 6. Kiosk and webinar

The purpose of this kiosk, which is intended for the organization's entire staff, is to raise awareness about active transportation and educate as many people as possible about EABs and how they can be used for daily commuting, primarily by offering test rides. In some areas, the area retailer responsible for maintaining the fleet may join with the local CGD to provide technical information about the electrically assisted bike. The kiosk will open a few weeks prior to the start of the trials.

The purpose of webinar, to be hosted by the regional CGD, is to provide participants with helpful and practical information to help get them started with the trial and be able to pedal safely. This will also be an opportunity to answer any questions they may have before the trials get under way.





## 7. Communications

Promotional activities for the campaign are handled by the designated coordinator within the host organization, and will include internal and external communications components. During the trial phase, internal communications are intended primarily to ensure that participants are provided with all the necessary information and to follow up in the event that enrolment is not sufficient. The second communications objective is to raise awareness among as many employees as possible as to the benefits of active transportation as a practical mode of transportation and, more specifically, demonstrate the potential of the electric bike. You will also have an opportunity to take the pulse of the trials, gather feedback from the participants, and share testimonials and photos (screens, newsletters, etc.).

External communications consist in promoting your participation in the Velovolt campaign, particularly on social networks and in the local media. To this end, the CGD and Équiterre can join you in communicating your participation or showing your successes within their respective networks and, depending on the level of interest shown, it may also be possible to conduct joint media relations.

### Good to know

All the supplied content is adaptable. You know your organization and the channels preferred by your employees better than we do. If you have communications needs other than those mentioned above, please feel free to contact your local CGD.



### Resource person

Got a question about the trials?

**ACGDQ**  
[velovolt@acgdq.com](mailto:velovolt@acgdq.com)

