



From car to bike

A campaign to test, research and promote
electric bikes as an alternative to the car
2021-2024

Vélovolt is being carried out jointly by Équiterre and the Association des Centres de gestion des déplacements du Québec (ACGDQ). It is financed in part by the Government of Quebec as part of the Action-Climat Québec program and meets the objectives of the 2030 Plan for a Green Economy. The campaign is also supported by Hydro-Québec and other partners such as the Mobility Chair of Polytechnique Montréal, Quantum, and numerous Quebec cities and organizations.

A campaign by:

Équiterre

In partnership with:

Association
CGD
DU QUÉBEC

Hydro
Québec

With the support of:

Québec ■■■

About Équiterre and the ACGDQ

Founded in 1993, Équiterre is one of the most influential environmental organizations in Quebec. Équiterre's mission is to make the necessary collective transitions towards an equitable and environmentally sound future more tangible, accessible and inspiring. Since 2003, Équiterre has been developing projects and activities, specifically in the workplace, aimed at raising the public's awareness of sustainable mobility.

The *Association des Centres de gestion des déplacements du Québec* is a group of eight Transportation Management Centres (TMCs). Supported by the *Ministère des Transports du Québec*, their mission is to inform employers, institutions and municipalities on matters relating to sustainable mobility, with a view to achieving environmental, social and economic benefits for all.

Objectives



Vélovolt is a campaign to test, research and promote electrically assisted bicycles (EABs) which seeks to reduce the GHG emissions generated by daily travel by encouraging commuters to opt for active transportation.



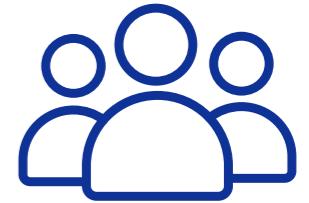
This goal has been translated into **4 objectives**:

- Arrange workplace trials to raise awareness among workers about the advantages of EABs for daily travel.
- Better understand the potential of the EAB for reducing the car's modal share among commuters through producing a status report on the EAB in Quebec.
- Educate key stakeholders about the issues around active electric mobility and provide them with the tools they need to be able to encourage the use of EABs and bikes.
- Create awareness among the general public about the benefits of EABs for daily travel as an alternative to the car.

Target audiences

Workplaces:

workers and managers responsible for workplace transportation.



Socio-economic stakeholders:

municipalities, transportation planners, property managers and other actors that could potentially promote the use of EABs.

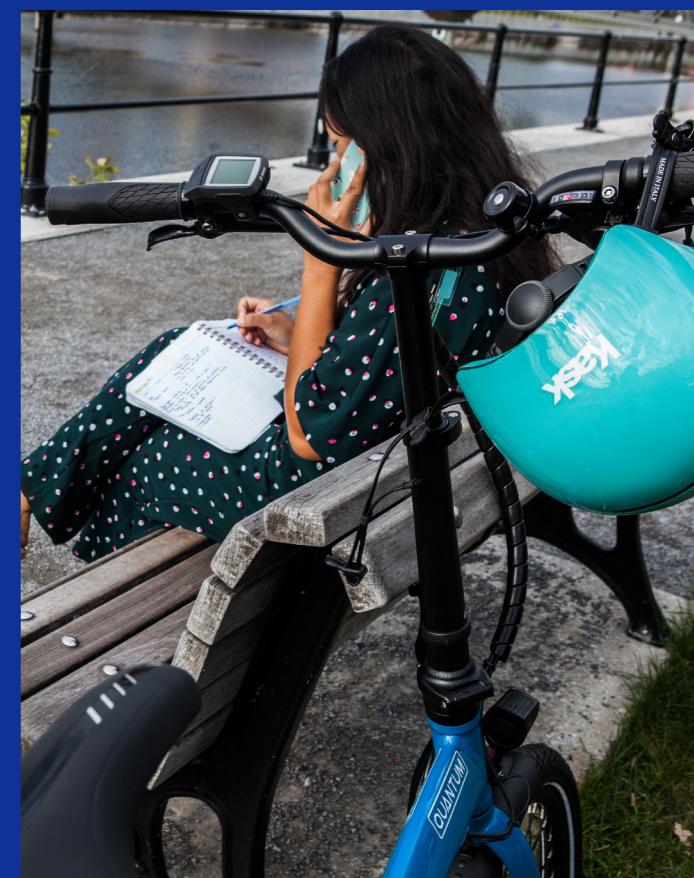
The general public.

Activities

Workplace trials *(Fall 2021-Spring 2024)*

Working with the ACGDQ, the Vélovolt campaign will be rolled out in 10 regions of Quebec through workplace trials, to raise employee awareness about EABs. The trial periods of three to four months at each company will involve 15 to 40 workers. Each participant will have the opportunity to test an EAB for two to four weeks and use it for daily travels. Workplace trials will be complemented by a webinar and information booths on active transportation and on EABs.

Close to 40 organizations will be offering these trials to some 1,300 participants.





Research on the potential of the EAB

Currently, there is no data on EABs in Quebec and very little from the rest of the world. With the support of the Mobility Chair of Polytechnique Montréal, first-hand data on the use of electric bikes in Quebec will be gathered through the workplace trials, making it possible to advance research on this mode of transportation and its potential to replace car usage.

Consultation with local stakeholders

One of the strengths of this campaign is the involvement of numerous local stakeholders. By establishing regional think tanks with key actors in the transportation sector, Vélovolt will help translate the collected data into recommendations that will be sent to businesses, municipalities and decision-makers to encourage them to include EABs in their future action plans.

Raising public awareness

Beyond the workplace, the Vélovolt campaign also seeks to raise awareness among the general public about the benefits of the EAB as an alternative to driving for daily travel.

A few numbers

- Campaign duration: **2021 to 2024**
- **10 regions of Quebec**
- **40+ participating organizations** and municipalities
- **60+** workplace awareness-raising activities
- **1,300+** people participating in the trials
- **100,000+** people exposed to the campaign
- **40+** Quebec mobility stakeholders mobilized



Contact person

Agnès Rakoto
Project Manager, Équiterre
velovolt@equiterre.org

