



vélovolt

From car to bike

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

A few numbers

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

Increase modal share of electrically assisted bicycle (EAB) among commuters



Put in place measures to encourage people to ride bikes and EABs



Reduce car's modal share and GHG emissions generated by daily travel



OBJECTIVES



Raise awareness about the advantages of EABs for daily travel

Educate key stakeholders about the issues around active electric mobility

Examine the practices and potential associated with the EAB as an alternative to driving

Information booths



Trials of Electrically Assisted Bicycles

Target audience: *workplace*

Consultation and mobilization of key stakeholders



Recommendations and education

Target audience: *property managers, municipalities, transportation corporations and economic actors*

Advertising campaigns



Events and contests

Target audience: *general public*

Data collection and assessment



Analysis reports

Partnership: *Mobility Chair of Polytechnique Montréal*



ACTIVITIES

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.

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A campaign by:

Équiterre

In partnership with:

CGD
Association
DU QUÉBEC

Hydro
Québec

With the support of:

Québec