



vélovolt
From car to bike

A campaign to test, research and promote
electric bikes 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 is receiving funding assistance from the Quebec government under its Action-Climat Québec program and is aligned with the objectives of the Plan for a Green Economy 2030. This campaign is also supported by partners such as the Mobility Chair of Polytechnique Montréal, the firm Quantum, and numerous Quebec cities and organizations.

A campaign by:



In partnership with:



With the support of:



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.

Goals



Vélovolt is a testing, research and promotional campaign, that aims is to increase the modal share of active transportation, and more specifically of electrically assisted bicycles (EABs), among commuters and, ultimately, to reduce the GHG emissions from Quebec workers' commuting activities.



In concrete terms, this goal translates into **3 objectives**:

- Raise awareness among workers on the advantages of the EAB for their daily commute by arranging workplace trials.
- Produce a status report on the EAB in Quebec and understand its potential for reducing the car's modal share among commuters.
- Educate key stakeholders on the issues related to electric active mobility and provide them with the tools they need to be able to promote the deployment of bicycles and electrically assisted bicycles.

Target audiences

Workplaces:

workers and managers responsible for workplace transportation.



Socio-economic stakeholders:

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

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 on the use of EABs. The trials will be spread out over 2 months at each company and will involve 40 workers. Basically, each participating worker will have the opportunity to test an EAB for 2 weeks and use it to travel between home and the workplace. These workplace trials will be complemented by information booths set up to raise awareness on active transportation and the EAB.

As a result, close to 40 organizations will be offering these trials to some 1,300 participants.





Research on the potential of the EAB

To date, 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, the trial component will be combined with a research component. The Vélovolt campaign will therefore make it possible to gather conclusive data, notably through employee surveys of participating organizations. This data will make it possible, on the one hand, to paint a picture of the situation and EAB users in Quebec and, on the other hand, to analyze the potential of the EAB for reducing the car's modal share among commuters.

Consultation with local stakeholders

The involvement of numerous local stakeholders is one of the strengths of this campaign. By creating regional think tanks that involve key stakeholders from the transportation sector, the Vélovolt campaign will make it possible to translate the collected data into recommendations intended for businesses, municipalities and decision-makers, to encourage them to include EABs in their future action plans.

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 the trials
- **100,000+** people exposed to the campaign
- **40+** Quebec mobility stakeholders mobilized



Contact person

Agnès Rakoto
Project Manager, Équiterre
arakoto@equiterre.org (514) 522-2000

