

BC's Soaring Eagle Cycling Routes

Touring the Province by bicycle, a Spirit of BC experience



Contributing to local retail economy with a transportation oriented, touring cycling network

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Québec's La Route Verte



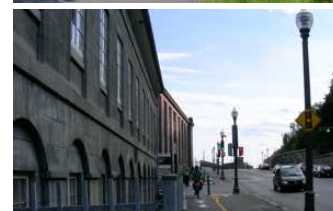
4347 km Provincial Touring Cycling Network



Two-Way Bike lanes on streets
– with or without physical separation



Rail-Trails



Bike paths on road shoulders



Bike lanes



Paved shoulders



Signed low volume roads
– no cycling facilities



Québec's La Route Verte

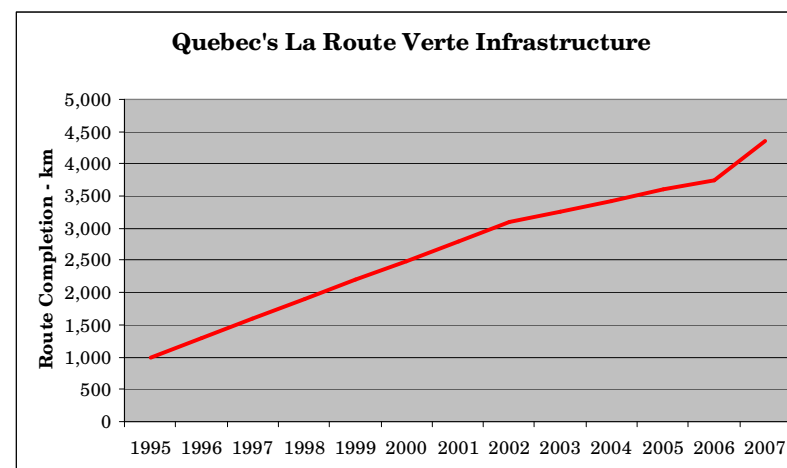


The Network

4347 km when built-out in 2007,
3748 km completed in 2006
40% of network off-road

La Route Verte bikeways will link the various regions of Québec with neighbouring provinces and states

A powerful catalyst for the development of cycling, La Route Verte carries on a tradition that has led to development of the world's greatest cycling routes:



Investment

\$200 million with municipalities' co-funding of 75% on municipal road network

Contribution to the local and provincial economy

\$134 million annual cyclists' expenditure (2006) ⁽¹⁾

\$38 million in government revenues
support 2,861 jobs (person years).

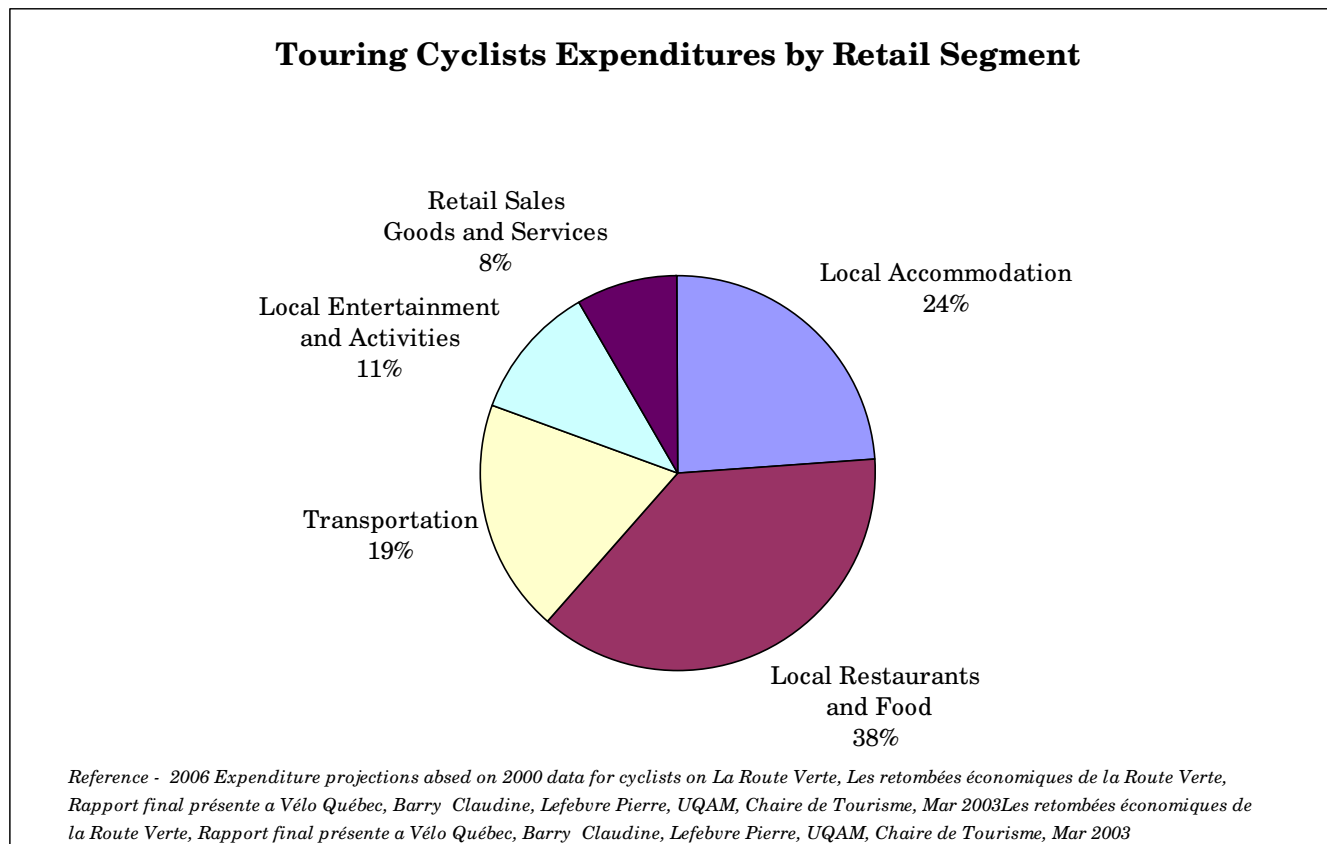
Investment payback period

6 years from tax stream from cyclists' expenditures

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Cyclists' Contribution to the Local Economy

Touring cyclists' daily contribution to the local and provincial economy from \$7 to \$116 per day
Touring cyclists local expenditure stream justifies investment of \$90k to \$300k per km



Excluding bicycle expenditures

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Conceptual Routes



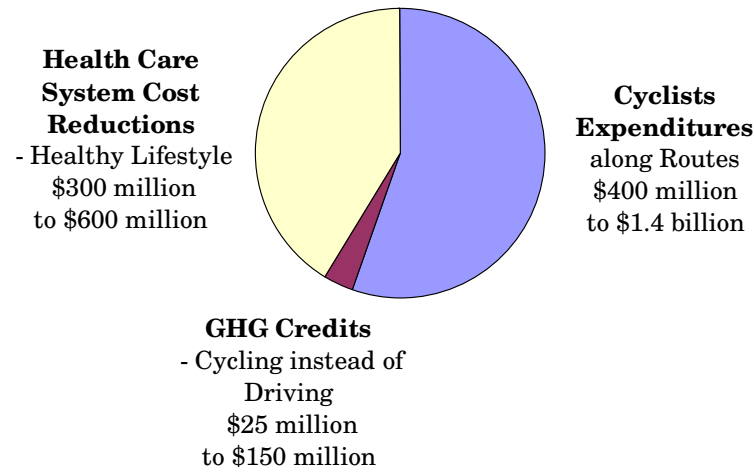
Applying Québec's La Route Verte concept to BC

BC's Soaring Eagle Cycling Routes

Business Case

Investment Expenditures Supported by Cash Income Streams

\$700 million to \$2.2 billion during Growth Market stage



Greenhouse Gas Reductions

100,000 tonnes per year

Based on:

*Vélo Québec's study of economic impact of La Route Verte on the local and provincial economy and on the bicycle industry.
Investment payback period expectation of 10 years*

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Target Market Segments

Third Wave of Cyclists Today's drivers



The third wave will be those motorists not prepared to undertake Cycling for Transportation with current cycling infrastructure designs but could be induced to cycling with more extensive designs.

Market Segments

CycloTourists

Weekend Explorers

Day Tripper

Residents - CycloRoutes Corridors

Air Passengers connecting through Vancouver and Calgary Airports

Global / Provincial, Regional, Local