

VISION 2015



**2015 IS NOT A
RACE.
IT'S A TARGET
DATE.**

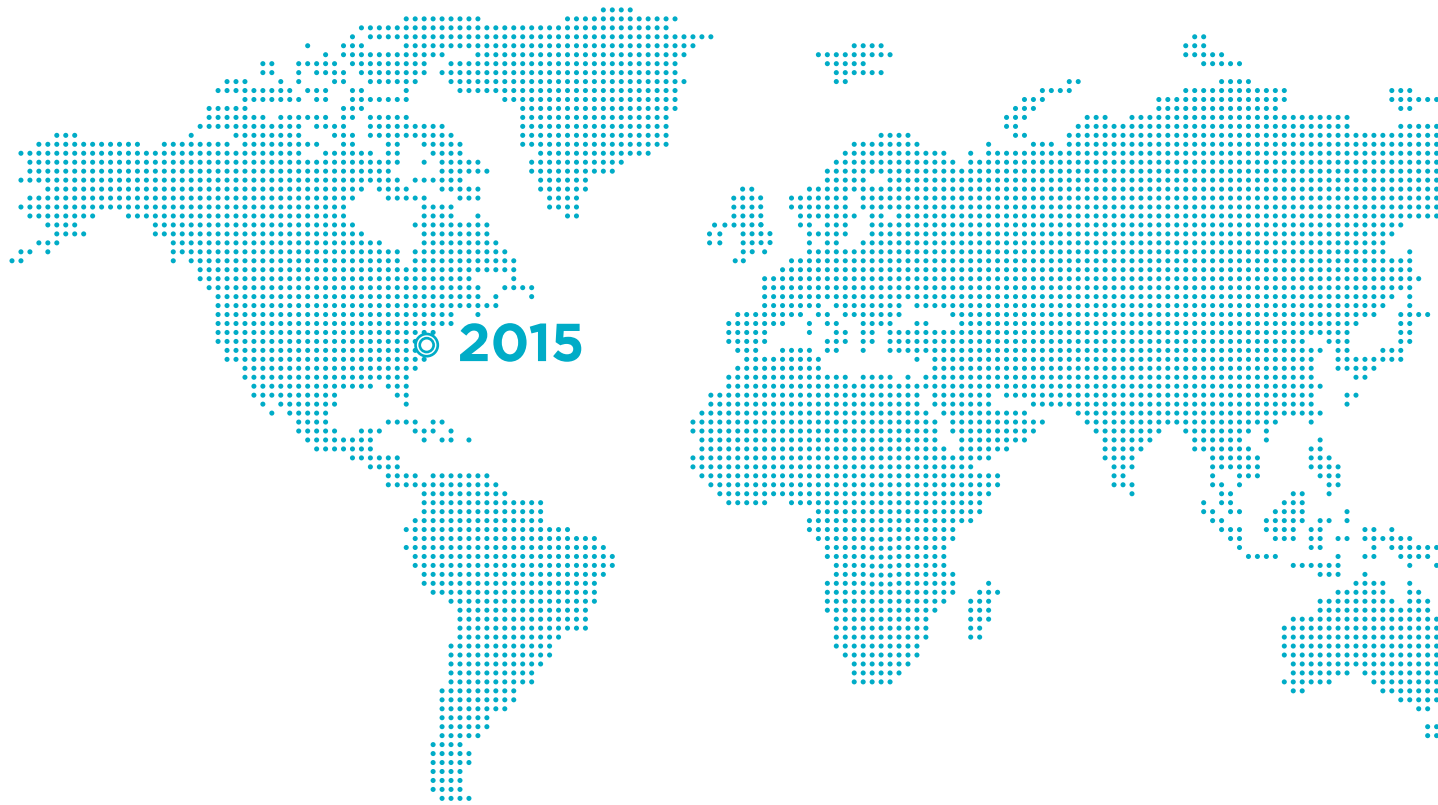


**IT'S TIME FOR
RICHMOND TO MOVE
CYCLING BEYOND
LANCE.**



HEALTH, SUSTAINABILITY, & RESILIENCY.





A FLAVOR OF SCENES FROM RVA BETWEEN NOW AND 2015...



2015 CHAIRS ANNOUNCE AN ASPIRATIONAL GOAL OF RUNNING THE “CLEANEST” CHAMPIONSHIPS



AT THE SITE OF JEFFERSON'S DECLARATION OF RELIGIOUS FREEDOM



**CHARTER 2015
IS A
COMMITMENT
BY EMPLOYERS
TO EMPLOYEES**



**“CHARTER
2015 BIKE
FRIENDLY
ACCREDITED
”**



STUDY WATER SUPPLY & QUALITY ISSUES



NEW FORD FUSION ALL-ELECTRIC VEHICLES IN SUPPORT OF THE CHAMPIONSHIPS.



GE DEPLOYS ITS CONCEPT ALL- ELECTRIC BUS TO BE DEPLOYED IN RICHMOND



+



TOM FARRELL DECLARES 2015 TO BE A CARBON- NEUTRAL EVENT



MARRIOTT DEPLOYS THE LATEST SUSTAINABLY DESIGNED HOTELS FOR THE RICHMOND MARKET



PRESIDENT RAO COMMITTS VCU TO DEVELOPING THE MOST BIKE- FRIENDLY CAMPUS IN THE US BY 2015



**LEADING
PARTNER
CORPORATIONS
HOLD INTERNAL
EMPLOYEE TEAM
TIME TRIAL
CHALLENGES**



**VMFA LAUNCHES
A SERIES
CALLED
*THE ART OF
THE BIKE***



**THE VIRGINIA
HISTORY MUSEUM
AND RICHMOND
HISTORY CENTER
HOST *HISTORY
THROUGH BIKES***



**VCU BRANDCENTER IS
CHALLENGED TO BUILD
URBAN GUERRILLA
CAMPAIGNS TO MAKE
RVA THE “BIKE-IEST”
CITY IN NORTH AMERICA**





HDL PARTNERS WITH VCU HEALTH SYSTEM TO ADDRESS OBESITY AND CHRONIC HEART CONDITIONS THROUGH GETTING URBAN POPULATIONS ON BIKES



STRATEGIES TO ENABLE ACTIVE EMPLOYEES



Photo by G. Paul Burnett/The New York Times



TRAIN & TRAIL



UPS DEPLOYS ITS CONCEPT ELECTRIC CARGO DELIVERY BIKE



UPS DEPLOYS ITS ELECTRIC-HYBRID DELIVERY TRUCK FLEET TO RICHMOND



SUBSIDIZED SOLAR PANELS FOR BUSINESSES ON THE RACE ROUTE



**GE TIES ITS “50%
OF FLEET TO EV
BY 2015”
COMMITMENT TO
THE WORLDS**



QATAR AIRWAYS BECOMES GLOBAL AIRLINE SPONSOR



**VCU SCHOOL OF ARTS
CHALLENGED TO DESIGN
AN INTERSECTING
“MONUMENT AVE”
DEDICATED TO
MONUMENTS TO BIKES AND
SUSTAINABILITY**



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