



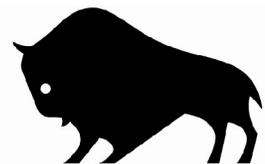
Bike to the Future Transportation Cycling Conference - Final Report

Submitted to the

**Sustainable Development Innovations Fund
Manitoba Conservation**
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Manitoba



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Attachments:

- * **“Why Not Winnipeg” – Forum Proceedings Report**
- * **Bike to the Future Fall Forum 2008 – Financial Statements**
- * **Receipts**

1. Background

In September 2006 a public forum on cycling issues took place at the University of Winnipeg, focusing on how to improve conditions for cyclists who use their bicycles as everyday transportation. A report was prepared summarizing the presentations and discussions that occurred and the recommendations arrived at by forum participants. This report was delivered to the city and provincial governments. The forum generated a great deal of interest in cycling issues and led to the formation of an ongoing advocacy group called Bike to the Future, incorporated in March 2007 as a non-profit membership-based organization. A second forum took place in the fall of 2007 with estimated attendance of 150.

Following is the organization's mission and vision statement:

Bike to the Future is a voluntary, inclusive group of concerned citizens working to make cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation choice year-round. We envision a city where cycling is embraced as the preferred mode of transportation, where cycling is integrated into urban design and planning, and where Winnipeg is recognized as a leader in cycling infrastructure and programs.

Bike to the Future has a board of 12 working directors, most of whom have a specific area of responsibility – two co-chairs, secretary, treasurer, city committee, provincial committee, education and safety, membership, communications, and fundraising. The organization has monthly meetings open to all members, and has pursued its objectives through many advocacy and promotional activities over the past two years.

In April 2008 Bike to the Future submitted a proposal to the Sustainable Development Innovations Fund for funds to help support our third annual forum scheduled for the following fall. Based on this proposal project funding was awarded in August. This report will provide a description of the project, its objectives and outcomes, and an account of project revenues and expenses.

2. Project Description

Bike to the Future organized and put on a Transportation Cycling Conference titled "Why Not Winnipeg?" that took place on October 15, 2008 at the University of Winnipeg. The conference was free and open to the public. It was conceived as a way of raising issues concerning bicycle transportation in the city of Winnipeg and the province of Manitoba, and engaging the public in discussing these issues and working towards improvements. The conference was also intended to increase public awareness of the role of sustainable transportation options in Manitoba and to engage leaders within provincial and city government in the process. The conference provided information on how cycling can be promoted and how the number of daily transportation cyclists can be increased. Through the awareness raised during the conference, and through follow-up of the conference recommendations, the project will help Manitoba meet its goals in the area of climate change, as well as in other related areas including health, transportation, community development and tourism.

A planning committee made up of 17 volunteers met weekly from August 20 through Oct. 22 to plan and implement the conference. The Project Manager chaired the meetings and created a project charter that defined the overall objective of the project, the tasks that needed to be accomplished, the roles of committee members, and time lines for completion of tasks. This charter was reviewed and revised from week to week to reflect decisions and to monitor progress. Committee members had backgrounds and expertise in a variety of areas, and some represented the interests of their respective organizations. The following table lists the committee members and their roles, although some did not have a defined role but participated

in discussions and decision-making. In addition, most committee members also volunteered at the forum itself such as helping with registration, being a group facilitator or notetaker, selling memberships, etc. (as shown in Appendix A).

Project Steering Committee Members and Roles		
Committee Member	Committee Role	Organization
Curt Hull	Project manager	Climate Change Connection
Jackie Avent	Volunteer co-ordinator / Liaison with project sponsor	Bike to the Future Co-chair
Kevin Miller	Liaison with project sponsor	Bike to the Future Co-chair
Todd Andres		
Jen Beirnes		
Cory Bellhouse	Skit	Bike to the Future Board
Janice Briggs	Break-out sessions	
Ron Brown	Media	Manitoba Cycling Association
Mark Cohoe	Handouts and research	Bike to the Future Board
Liz Erickson	Treasurer	
Ben Goldstein	T-shirt production & sales	Bike to the Future Board
Tim Hunt	Displays and prizes	
Jeremy Hull	Evaluation and reports	Bike to the Future Board
Janice Lukes		Winnipeg Trails Association
Bev Peters	Videos	
Holly Poklitar		
Anders Swanson	Poster design	One Green City

A contract Event Planner was hired in September, following the development of terms of reference, advertising the position, receipt of some 25 applications. Additional volunteers were recruited and oriented to assist with various aspects of the conference, and a total of 42 volunteers provided more than 500 hours of volunteer labour on the project. In addition to volunteer labour and the provision of a grant from SDIF, support for the event was solicited and provided by various organizations and individuals, resulting in the provision of more than \$3,000 in donated funding, services, and prizes, as detailed in the attached financial statements.

The event was held at the Bullman Centre at the University of Winnipeg, on October 15 from 6:30-10:00 p.m. and was attended by about 200 participants and speakers. The evening included several components: introductory remarks by Winnipeg Mayor Sam Katz, a skit on the theme of how the first mayor of Winnipeg might have planned for cycling in the city, presentation of several short videos describing cycling developments in other places, a panel discussion involving representatives of the provincial and city governments, Manitoba Public Insurance and the Winnipeg Police Service, and 10 topical break-out group discussions. The panel discussion was broadcast live on CKUW, the University of Winnipeg radio station, and is also available as a pod cast. A public report was prepared, describing the event and the outcomes of the discussions. (See attached.) This report will made available to interested individuals, will be

posted on the Bike to the Future web site, and will be used by the board to plan follow-up action and activities.

The main theme of the conference was “Why Not Winnipeg?” It focused on developments in other places, including cities in Canada and other countries. The topics addressed in the panel discussion and the break-out groups included:

- Integrating Transit and Cycling
- Bike Parking
- Bike Repair
- Safety and Education
- Sharrows and Bike Lanes
- The Highway Traffic Act
- Provincial Support for Cycling
- Bicycle Trails, Routes and Infrastructure
- Enforcement of Traffic Laws
- Cycling Advocacy
- Biking to School

Handouts were prepared and made available concerning many of these topics. Various bicycle-related organizations provided displays. Evaluation forms were handed out to participants at the end of the evening and completed. (See attached evaluation report.)

3. Project Objectives and Outcomes

Following is a summary of project objectives and related project outcomes:

Objective 1: Organize and put on a conference on cycling in Manitoba with attendance of more than 200 people for cyclists, people interested in cycling, and members of cycling, environmental, active transportation and related organizations.

Outcome: People were counted by a volunteer (using a counter) as they entered the hall, resulting in a count of 176 attendees. This did not include the approximately 30 volunteers who had already arrived to set up the various display, information and registration tables, food, and other things. This results in an estimated attendance of about 205. Peak point-in-time attendance was 170 based on actual count during the skit.

Objective 2: Provide useful and constructive information, speakers and workshops that reflect current issues affecting cycling in Manitoba, and that build on knowledge gained in previous conferences.

Outcome: Information was provided in several ways: through videos, panel discussion, and break-out groups. According to the evaluation results, the videos received good or excellent ratings from 85% of the respondents, the discussion groups had positive ratings from 67% of respondents, but the panel discussion had positive ratings from only 38% of respondents. There was some frustration that the panel discussion did not allow for sufficient depth of discussion and

interchange of ideas, and there was also dissatisfaction with some of the responses provided by panellists. The break-out groups provided an opportunity for more detailed discussion of issues and development of recommendations, and made use of facilitators with specialized expertise. (See Appendix B.)

Objective 3: Review the developments that have occurred in Manitoba over the previous year.

Outcome: This aspect was addressed mainly as an incidental aspect of the break-out group discussions and the panellists' answers to questions. However, there was no formal report on developments over the previous year. Given the limited time available and the desire to include a panel discussion, it was difficult to fit this into the agenda. In planning the conference, the committee decided to emphasize the involvement of the public and exchange of ideas over lecture-style presentation of information. However, the lack of more information about Bike to the Future and its activities was an issue raised by some people in the evaluation forms. (See Appendix B.)

Objective 4: Obtain and record the input of conference participants on the various issues raised.

Objective 5: Produce a conference report summarizing the discussion with recommendations to non-profit organizations, businesses, and government organizations.

Outcome: A report on the conference has been prepared summarizing the content of the discussions and the recommendations of the break-out groups. (See attached.) This report will be printed, made available to interested people and posted on the Bike to the Future web site, and reviewed by the Bike to the Future board in planning activities over the coming year.

Objective 6: Publicize the conference both before and after the event to ensure that the interested public, non-profit organizations, the business community, and governments are aware of the event and the major issues raised.

Outcome: Attractive and eye-catching posters were designed, printed and put up in key locations throughout Winnipeg, including bike shops, libraries, universities and other locations. In addition post-card sized announcements were printed and distributed. Email announcements were sent out to Bike to the Future and other related email lists and organizations. A promotional recording was made by the Event Planner and played on CKUW radio. An ad was placed in Uptown Magazine and small filler ads were printed in the Winnipeg Free Press in the week leading up to the conference. Unfortunately the Free Press went on strike just before the conference and this limited some of the planned publicity.

As noted above, CKUW broadcast and recorded the panel discussion and has made it available as a pod cast via the radio's web site. In addition CKUW is now exploring the idea of having a regular program on cycling-related issues. (See Appendix D.)

4. Performance Measures:

Prior to the forum the planning committee identified several performance measures. Following are the measures that were identified and the outcomes for each of them.

- **Number of participants:** approximately 200 (as described above).
- **Number of volunteers:** 42 volunteers donated 529 hours of labour (Appendix A).
- **Conference evaluation and participant assessment:** – Evaluation completed (Appendix B).
- **Conference proceedings document:** Completed (See Appendix C).
- **Report on communications strategy:** Summary completed (Appendix D).

5. Long Term Sustainability Plans of the Initiative

The longer term goals of Bike to the Future are to continue to improve the quality of our annual conference and to increase its impact on the public and government bodies within Manitoba. In our first two years the conference relied entirely on volunteer labour, with minimal funding for basic costs. With the support of the SDIF the 2008 we were able to employ an Event Planner, and this allowed us to put on a better run and more professional conference than we would otherwise have been able to do. However, given that the SDIF funding is not available as ongoing support, we will need to build on this year's experience as the basis for next year, including the development of a fund-raising plan to meet conference costs, such as the cost of an Event Planner.

The 2008 conference was successful in soliciting funding and donations, although this was not a major focus of the planning committee. With more effort and attention to this area it is expected that we could raise substantially more funds for next year's conference. In addition, we have developed cooperative relationships with a number of organizations with whom we have shared goals, such as the Manitoba Medical Association, the Heart and Stroke Foundation, One Green City, Winnipeg Cycle Touring Club, Full Contact Sports, Natural Cycle, Mountain Equipment Co-op, Wheely Green, Resource Conservation Manitoba and others. One potential strategy would be to invite some of these other organizations to become partners in the development of next year's conference, allowing the conference to broaden its audience while maintaining our focus on transportation cycling. The board of Bike to the Future is going to review the outcome of the forum and begin the process of planning for 2009 at the December and subsequent board meetings.

6. Project Income and Expenses

Following is a summary of the project's income and expenses. The bulk of the cash income came from the Sustainable Development Innovations Fund. Bike to the Future provided cash flow where necessary, but because of other donations was able to keep its total cash contribution to less than \$50. However, the major component of income was in the form of donated goods and services and volunteer labour, amounting to more than \$9,000 in value. (Details concerning volunteer labour are provided in Appendix A. Volunteer labour is valued at \$12/hr.)

INCOME

Item	SDIF (Cash)	BTTF (Cash)	Donated Goods and Services	Cash Donations	Volunteer Labour	Total
Event Planner	3,500.00					3,500.00
Promotion (poster printing & design, flyers, advertising, promotional CD)	860.30	45.44	800.00	143.50		1,849.24
Information Packages (printing)	86.32					86.32
Food	553.38					553.38
Audio-Video Equipment rental				111.50		111.50
Room Rental			1,200.00			1,200.00
Volunteer Labour (planning, registration, food, group facilitators, notetakers, reporting, etc.)					6,348.00	6,348.00
Prizes			915.50			915.50
Totals	5,000.00*	45.44	2,915.50	255.00	6,348.00	14,563.94

* includes \$500 holdback not yet received

EXPENSES

Item	Cash	In Kind	Total
Event Planner	3,500.00		3,500.00
Promotion (poster printing & design, flyers, advertising, promotional CD)	1,049.24	800.00	1,849.24
Information Packages (printing)	86.32		86.32
Food	553.38		553.38
Audio-Video Equipment rental	111.50		111.50
Room Rental		1,200.00	1,200.00
Volunteer Labour (planning, registration, food, group facilitators, notetakers, reporting, etc.)		6,348.00	6,348.00
Prizes		915.50	915.50
Totals	5,300.44	9,263.50	14,563.94

A detailed spreadsheet that includes the details of project-related income and expenses is also attached.

Appendix A: Bike to the Future Forum 2008 – Volunteers and Estimated Hours Worked

Name	Role	Hours Worked			
		Meetings	Forum	Other	Total
Todd Andres	Steering Committee, Buddy, Notetaker	4.5	4.0	2.0	10.5
Jackie Avent	Steering Committee, MC, Facilitator	9.0	5.0	40.0	54.0
Jen Beirnes	Steering Committee, Registration	4.0	4.0	2.0	10.0
Cory Bellhouse	Steering Committee, Skit, Facilitator	1.5	4.0	4.5	10.0
Jonathon Borland	Facilitator	0.0	3.5		3.5
Janice Briggs	Steering Committee, Notetaker	10.5	5.0	6.0	21.5
Ron Brown	Steering Committee	12.5	4.0		16.5
Caroline	Notetaker	0.0	3.5		3.5
Claire	Skit	0.0	1.5		1.5
Mark Cohoe	Steering Committee, Facilitator, Handouts	4.5	4.0	26.0	34.5
Rob Cosco	Facilitator	0.0	3.5		3.5
Fanny Drouet	Registration	0.0	3.5		3.5
Dave Elmore	Steering Committee	3.0	0.0	3.0	6.0
Don English	Bike Shorts Tickets	1.5	4.0	8.0	13.5
Liz Erickson	Steering Committee, Finances, Greeter, Membership	13.5	5.0	15.0	33.5
Mary Fisher-Smith	Registration	0.0	3.5		3.5
Matt Gemmel	Facilitator	0.0	3.5		3.5
Ben Goldstein	Steering Committee, T-shirts	3.0	3.0	13.0	19.0
Toby Hughes	Skit	0.0	1.5		1.5
Curt Hull	Steering Committee, Project Manager	13.5	3.0	45.0	61.5
Jeremy Hull	Steering Committee, Funders Report, Evaluation, Buddy (Irvin-Ross), Notetaker	13.5	4.0	24.0	41.5
Tim Hunt	Steering Committee, Display Tables	7.5	5.0		12.5
Barley Kives	Moderator	0.0	1.0	0.5	1.5
Jessie Klassen	Notetaker	0.0	3.5		3.5
Karen Kliewer	Membership	0.0	3.5		3.5
Kathy Knowles	Greeter	0.0	3.5		3.5
Mark Loepky	Skit	0.0	1.5		1.5
Janice Lukes	Steering Committee, Notetaker	3.5	4.0	3.0	10.5
Beth McKechnie	Facilitator	4.5	3.5		8.0
Coral Maloney	Skit	0.0	1.5		1.5
Kevin Miller	Org. Support	1.5	4.0	11.0	16.5
Orla Nazarko	Food	0.0	3.5	1.0	4.5
Bev Peters	Steering Committee	7.5	5.0	4.0	16.5
Holly Poklitar	Steering Committee, Facilitator, counter	1.5	5.0	1.0	7.5
Debbie Shkolny	Photographer	0.0	3.5	0.5	4.0
Howard Skrypnyk	Notetaker	0.0	3.5		3.5
Jared Spier	Facilitator	0.0	3.5		3.5
Anders Swanson	Steering Committee, Buddy, Notetaker	3.0	5.0	52.0	60.0
Roger Suss	MMA/BttF table	0.0	4.0		4.0
Anna Weir	Facilitator	0.0	3.5		3.5
Anna Zonneveld	Registration	0.0	3.5		3.5
Total		123.5	144.0	261.5	529.0

Appendix B: Bike to the Future Forum 2008 Results of Participant Evaluation Survey

A one-page participant evaluation questionnaire was given out to everyone at the end of the discussion groups, including the volunteers in the room who were not in any of the groups. A total of 59 completed questionnaires were received, representing about 1/3 of the estimated total attendance at the forum. [165 people were in attendance during the skit. Some people arrived after the skit, but many people left after the panel discussion and weren't in the hall at the end of the discussion groups.] The questionnaire included check-off items as well as a few open ended questions. Because it was done at the end of the evening the survey probably represents the more committed and involved segment of the crowd; more casual participants are likely to have left by that time.

How did you hear about this forum?

The largest proportion of participants (about 41%) heard about the event through Bike to the Future, either via email or the web site, but a large number (34%) heard about it through other personal contacts such as friends, co-workers or direct invitations. The posters were also effective, accounting for about 10% of participants. Free Press ads had some effect, but the influence of other media seemed to be minimal, and no one indicated having seen the Uptown ad.

BttF email announcement	24.7%
Friends	19.2%
BttF web site	16.4%
Posters	9.6%
Co-workers	8.2%
Invitation or other personal contacts	6.8%
Involved in planning or volunteering	6.8%
Free Press ad	5.5%
Other media	1.4%
Facebook	1.4%
Uptown ad	0.0%

How would you rate these aspects of the forum?

People were asked to rate five main aspects of the forum on a three point scale – Excellent, Fair, or Poor. A couple of people chose to put their check marks in between Excellent and Fair, shown as “good” in the table below. In general most aspects had high ratings except for the panel discussion, where more than half of the participants rated it as fair or poor. The breakout groups had a somewhat mixed rating, but still had 2/3 Excellent or Good. The other aspects were rated very positively.

Aspect	Excellent	[good]	Fair	Poor
Short Videos	83.3%	3.7%	13.0%	0.0%
Panel Discussion	33.9%	3.6%	48.2%	14.3%
Breakout Groups	63.5%	3.8%	32.7%	0.0%
Overall Organization	84.2%	1.8%	14.0%	0.0%
Atmosphere	84.5%	1.7%	13.8%	0.0%

People were also asked which breakout group they attended which allows their ratings of the groups to be related to which group they attended. The ratings were converted to numbers from 1 (Excellent) to 3 (Poor). The “good” responses were assigned a score of 1.5. Following are the average ratings for the people who attended the various groups. There was an inconsistency between the questionnaire, which identified groups by letter, and the way they were actually identified in the forum (by number), so some people did not respond to this. Most simply converted the letters to numbers without apparent difficulty, or noted the number of their session. The results show that all of the discussion groups were rated positively, but those on bike parking, trails & routes, and police enforcement issues were rated a little less positively than the others by those who participated in them.

Topic	No. of Respondents	Score
Transit & Bikes	4	1.25
Bike Parking	6	1.50
Bike Repair	5	1.00
Bike Safety	5	1.00
Sharrows	3	1.33
Provincial Issues & Advocacy	5	1.30
Trails & Routes	7	1.57
Police & Enforcement	8	1.56
Bike Evangelism	1	1.00
Biking to School	1	1.00

What did you like most in this year’s forum?

People gave a variety of answers to this open-ended question. Some people identified more than one aspect of the forum that they liked best, while others gave no response. Their answers were categorized as shown below. “Participants” refers to comments such as, they appreciated the energy of the crowd or being with a group of like-minded cyclists. The percentages refer to percentage of responses – 53 responses were counted, made by 45 individuals.

It can be seen that the videos, breakout groups and panel were all mentioned frequently as the best aspect of the forum, in spite of some negative ratings of the panel.

Videos	22.6%
BOGs	20.8%
Panel	20.8%
Skit	11.3%
Participants	9.4%
Everything	7.5%
Food	3.8%
Prizes	1.9%
Katz	1.9%

What was missing from this year's forum? Do you have any other suggestions for next year's forum, to improve either the content or format?

The responses to these two open-ended questions tended to overlap and are combined here. Comments are grouped under four headings below:

Issues Concerning the Panel

- A number of people were not happy with the panellists and their level of knowledge of the issues or the nature of their responses to the questions. For example one person wrote that the forum needed a "more diverse panel; people who are actually doing stuff about biking on the panel."
- Many people commented that they wanted more interaction between the audience and the panellists, such as questions asked directly from the floor.
- One person felt that either the panel was too long or it needed more members with more information to share.

Breakout Groups

- Many people wanted to be able to attend more than one breakout group.
- Some mentioned that the time for discussion was too short.
- A couple of people mentioned problems hearing what was being said.

Information Provided

- Several people wanted Bike to the Future to provide more information such as to report on what we have been doing, upcoming meetings, and how to get involved.
- People were looking for more detailed information on some of the specific infrastructure projects and plans that were mentioned.
- It was suggested that participation or presentations by other organizations and more informational displays or kiosks would be helpful.
- One person suggested that a civic issues breakout group was needed.

Overall Comments

- Some people commented that they would like to see more people at the event or that the event should be held over a longer time, such as a full day or on the weekend. A couple of people suggested more fun activities, such as music or games designed to highlight issues.
- Several people made very positive comments congratulating us on the event and thanking everyone for all their hard work.

Profile of Participants

62% of participants were men and 38% were women. Their average age was about 38 years, but they were divided fairly broadly across age groups with 38% under 30, 34% between 30 and 50 and 28% over 50. No-one admitted to being over 62.

The vast majority of participants said they cycle regular for transportation (64%) or for both transportation and recreation (24%). Only 5% described themselves as strictly recreational cyclists, and 7% said they don't cycle often, but would like to cycle more. 75% of the respondents said they were members of Bike to the Future.

Type of Cyclist	Percent
Transportation cyclist	63.8%
Recreational cyclist	5.2%
Both	24.1%
Infrequent cyclist	6.9%

Where do you live?

Respondents were asked what area or neighbourhood they live in, and their responses have been grouped as shown below. Most participants live in central areas of the city, especially River Heights, Wolseley, Osborne/Fort Rouge, the West End, and Spence/West Broadway. Relatively few participants live in more outlying areas, such as Charleswood, St. Vital or East Kildonan. Very few participants were from the North End.

Neighbourhood	Percent
River Heights	13.6%
Wolseley	13.6%
South Osborne	10.2%
Spence/ W Broadway	10.2%
St. James	8.5%
Fort Garry	6.8%
Osborne Village/Fort Rouge	6.8%
West End	6.8%
East Kildonan	5.1%
North Kildonan & North End	5.1%
Downtown	3.4%
St. Vital	3.4%
Tuxedo	3.4%
Charleswood	1.7%
Elmwood	1.7%

Appendix C: Publicity Campaign

Bike to the Future got the message out about its fall forum in the following ways:

Radio and TV

Our spokesperson, Ron Brown, appeared on two radio shows, Word Up! on University of Manitoba's station, UMFM, and Up to Speed with Margaux Watt, on CBC Radio. He was also interviewed by Kim Babij on Shaw TV.

Forum organizer Kaj Hasselriis recorded free radio commercials that were aired frequently on three Winnipeg radio stations: UMFM, CKUW (University of Winnipeg) and KICK FM (Red River College).

The University of Winnipeg's radio station, CKUW, broadcast the forum live on its station and then posted an audio recording of the show on its website (which Bike to the Future then linked to its site).

Print & Internet

Marlo Campbell wrote an article about the forum for Winnipeg's CanStar news weeklies, including the Metro, Lance and Herald.

Margo Goodhand, editor of the Winnipeg Free Press, wrote an article about the forum that appeared on the newspaper's website.

Graphic designer Mike Carroll designed a half-page ad for Uptown Magazine, which was published a week before the forum. He also designed several "filler ads" for the Winnipeg Free Press, which were published for free throughout the week leading up to the forum.

Details of the forum were published for free in "what's on" listings in various different publications, including the Winnipeg Sun, the Uniter and CanStar newsweeklies, as well as internet sites like Kijiji, Event Almanac, Craigslist and The Mingle.

Posters

Bike to the Future volunteer Anders Swanson designed a poster and handbills which were distributed across the city via the Winnipeg Public Library, Winnipeg Parks and Recreation, Assiniboine Credit Union and other organizations.

Networking

Bike to the Future collaborated with many different community supporters, including the West Broadway Neighbourhood Association, Sport Manitoba and the Rapid Transit Coalition, to spread the news about the forum.