

Bike Winnipeg – 2013-2014 -- Goals and Achievements

Over the past year Bike Winnipeg has faced some major challenges as we worked towards becoming a more effective advocacy organization. This was our second year with a part time Executive Director, creating a need for revenue to cover a small monthly salary. At the same time we wanted to find ways to broaden participation in the organization and adopted a new committee and meeting structure. All of this is intended to support our role as advocates for cyclists and our overall vision of “More People Cycling More Often.”

ADVOCACY GOALS AND ACHIEVEMENTS

“Advocacy” takes in a number of activities and goals and includes efforts to have an impact on city and provincial government policies and budgets, efforts to interact with the public, including cyclists and others, participation in various public forums, and educational efforts. Most of the work of the Executive Director is focused on these activities, and our Advocacy Committee takes the lead in developing our plans and strategies, supported by the Education and Membership Committees. Our advocacy activities are intended to achieve three inter-related goals.

Goal 1: Improve Cyclist Safety

We increased our efforts and focus on cyclist safety this year, particularly by adopting the concept of “Vision Zero.” This approach does not accept traffic injuries and deaths as inevitable and looks at ways of eliminating them, including through such measures as reduced speeds, traffic calming and separation of bicycles from car traffic on major arteries. We also pursue the goal of increased safety through our interactions with the Provincial Government and Manitoba Public Insurance. This included our participation as intervenors in the Public Utility Board hearings on the MPI rate application. (See attached Advocacy Committee Report.)

Cyclist Safety is also one of the goals of our educational efforts, which include publicizing and promoting better knowledge of how motorists should drive around cyclists, as well as how cyclists can ride safely on our streets. We are both seeking to have the provincial government, including MPI, undertake more public education on these issues, and to increase the accessibility of cyclist educational courses and programs. To date our cyclist education programs have had limited response. We believe this will change if the courses become more accessible to people through lower course fees and wider distribution of course locations.

Goal 2: Increase Cycling

We want to see more people traveling by bicycle and it is clear that we need safe, bicycle-friendly infrastructure to make this happen. To this end we are continuously monitoring infrastructure plans and developments in Winnipeg, making presentations at open houses and city council meetings, submitting our budget proposals, and critiquing plans and designs put forward by consultants and city engineers. We were heavily involved in the expanded Bike Week this year, organizing a Priorities Forum at the Forks, as well as infrastructure, historic and art-related bike tours. In addition to promoting improved infrastructure we help to educate the public about the new infrastructure and how to use it, the new Sherbrook parking protected bike lane being a case in point. This is an area that is not adequately addressed by the City when new infrastructure is built.

We also seek to make cycling a year-round choice for people, and we publicized the need for winter snow clearing this year at a “shovel in” that gained some media attention, and through our participation in winter bike to work day. We would like the city and the province to do a better job of monitoring the level of cycling and to set goals for increasing the numbers of cyclists. To this end we have organized a volunteer count of cyclists and reported our findings for the past 8 years. We also keep in touch with the City to coordinate our counting efforts and to encourage them to increase their capacity to monitor cycling levels.

Goal 3: Engage the Public and the Political Systems

We had a major impact on the civic election this year through our strategy of inviting as many candidates as possible to meet with us to learn about our views of what is needed in Winnipeg. We established the ibikeivote.ca web site where we posted our video interviews with each candidate who participated along with other information on their positions. We were able to meet with 25 of 66 candidates for mayor and city council several of whom were successful, and we plan to follow up with others who have now been elected. In this election almost every candidate talked about their approach to cycling and Active Transportation, thanks to our involvement in the process. In connection with this we followed up with a short survey of cyclists and candidates and found that the 300+ cyclists and 34 candidates who responded shared many views about what needs to happen in Winnipeg. The results of this survey were released just prior to the election.

This year the city commissioned a study of Pedestrian and Bicycling Strategies, then cancelled it, and then re-instated it following public protests, including ours. We encouraged cyclists to participate in open houses related to this strategy, and then organized the “Our Priorities” forum for cyclists to identify their own priorities. The process also involved an in depth survey of cyclists’ needs and priorities that will help us identify our priorities for advocacy (see attached report).

At the same time, we had hoped to do more in the way of public consultations concerning the needs and developments in several areas of the city, such as the northwest area where we have been planning to engage the community in looking at the concept of a multi-use trail along the Manitoba Hydro right of way west of McPhillips. We simply haven’t had the time and resources to do this, or haven’t prioritized this activity over other competing needs. Similarly we have long talked about the need to work with local community groups to form a network of groups concerned with local issues throughout the city. We recognize that one central organization cannot deal with all the local needs and concerns but the process of organizing or facilitating these groups is time consuming and has proven to be beyond our present capacity.

ORGANIZATIONAL GOALS AND ACHIEVEMENTS

As a volunteer-run organization we face challenges in trying to get our message out, organize ourselves to make the best use of available volunteer resources, and increase the participation of members and volunteers.

Goal 1: Increase Membership and Participation

We have been busy recruiting members and volunteers throughout the year, and especially at the many cycling-related events and festivals that occur throughout the summer months. Our display trailer appears at these events where we sign up new members and inform people about issues that may affect them, such as city infrastructure plans in their areas. We have also improved our ability to monitor our members and email subscribers, with our email list now reaching close to 2,000 addresses. With an estimated 14,000 commuter cyclists in Winnipeg and a desire to cycle more among thousands of others, we believe our membership numbers and email subscribers can be much higher.

Goal 2: Make Efficient Use of Volunteers

At last year's AGM we adopted a new committee structure and approach to monthly meetings designed to make it easier for members to get involved. (See last year's minutes.) While this resulted in some new participants in some of our committees, this is still a work in progress. At this point we have been successful in attracting a few members to participate on our committees, but we would like to see greater involvement. This will be an ongoing issue for the new board to deal with.

FINANCIAL GOALS AND ACHIEVEMENTS

Our financial goals were to establish a budget and to increase our revenue to cover the Executive Director's contract and other expenses.

Goal 1: Establish a Budget Process

Through the work of our Treasurer, our Executive Committee and our Executive Director we established a budget and a process for tracking our monthly financial statements against the budget. We expect to improve on that process in the coming year.

Goal 2: Generate Revenue to Pay for Advocacy Work

Ideally we would like to have enough revenue to increase the Director's paid time from its current level of 15 hours per week.. As a non-profit membership organization we wanted to increase donations, memberships, grants and sponsorships, as well as fundraising activities. Although we have not achieved all of our goals, between April and September we have been able to raise over \$5,000 through these activities. (See attached Fundraising Committee report.)

In addition, Bicycle Valet Winnipeg has had a successful year both in terms of providing services and in financial terms. During the 2013 season BVW lost money, largely due to the requirements of meeting the large increase in demand for services at the Investors Group stadium, without a similar increase in contract fees. In the spring of 2014 BVW negotiated a more realistic contract with the Blue Bombers such that costs are now being covered. At the same time demand for services from other events and organizations continued and increased. It is expected that BVW will generate a surplus of over \$5,000 this year. (See attached BVW Annual Report.)

Still, we continue to face financial challenges. Our revenue is generated mainly by efforts of volunteers – the many BVW volunteers, those who help with fund-raising events and sales, those who help out with our informational displays at events. Our challenge in the coming year will be to improve our recruitment, management and support of volunteers while also examining how we can best use our limited staff and volunteer resources to increase memberships, donations and grants.

Organizational Goals

CHALLENGES FOR 2014-15

We will have several challenges in the coming year, the main ones being:

- We need to recruit additional members and volunteers and provide them with good volunteer opportunities and support.
- We need to review how we use our limited resources to meet our priorities.
- We need to improve our fundraising capacity and effectiveness.

Still, we are in a good position to build on our successes of recent years to have an even greater impact on the growth of cycling in Winnipeg.

Bike Winnipeg Accomplishments and Activities, 2013-2014

- Developed and implemented an effective **2014 Civic election strategy**, including;
 - **Meeting with 25 candidates** to explain our goals and positions
 - Creating the **ibikeivote.ca web site** with interviews with those 25 candidates plus AT election news and positions of most candidates concerning AT issues
 - Conducting a **survey responded to by 34 candidates and more than 300 cyclists** comparing their views on AT issues and publicizing the results
 - **Participating in election forums** and getting candidates' responses to questions concerning bicycling needs, including responses on our question on AT infrastructure from **all seven mayoral candidates**
- **Delivered cyclist educational courses** to the public and to Manitoba Hydro employees
- **Participated in the PUB hearings on MPI rates** in 2013 resulting in a board order that MPI
 - produce "an **updated map of collisions and fatalities** related to cyclist/motor vehicle accidents in Winnipeg and in rural Manitoba and report on any patterns" and a PUB recommendation that
 - MPI "reinforce the message of **one meter safe passing distance** between motor vehicles and cyclists" and "Convene a stakeholders' meeting to discuss Road Safety strategic planning and better co-ordination, and appoint a lead agency."
 - Gained **intervenor status** at this year's **PUB hearings** on MPI rates.
- Successfully lobbied, along with many others, for reinstatement of the city's **pedestrian and cycling strategies** study after it was cancelled.
- Participated in the expanded Bike Week in several ways, including
 - organizing and hosting the "**Your City Your Priorities**" forum,
 - launching the **Your City Your Priorities online survey** on cycling issues and priorities,
 - hosting the **Point Douglas Art/Bike tour**,
 - co-hosting the **downtown Art Ride** with the Winnipeg Arts Council,
 - assisting with the **Moveable Feast** organized by downtown BIZ,
 - hosting a **pit stop on Bike to Work Day**
 - organizing **bicycle counts** on Bike to Work Day
 - organizing **StrikeBike** historic tours of the 1919 General strike
 - hosting the **Bicycle Infrastructure Tour** led by planner Erik Dickson
- Provided **input on city infrastructure plans** and other developments including:
 - **Polo Park Infrastructure Improvements** project
 - **Rapid Transit Extension**
 - **Pembina – Jubilee Underpass**

- Preparation of educational materials to help with implementation of the **Sherbrook Parking Protected Bike Lane**
- **Corydon-Osborne Neighbourhood Plan** (two written submissions)
- **Northeast Exchange District Engineering Study**
- **Waverley West Arterials Project**
- **Pembina Highway Buffered Bike Lanes** (extension)
- **Plans for Widening Marion** between Lagimodière and Des Meurons
- Plans for **Osborne Rehabilitation project**
- Comments on the **KPMG Operational Review** (re: snow clearing)
- **Written submission on the City's 2014 Budget**
- **Revisions to the City bylaw on parade permits**
- Participated in **Provincial Government** forums, including
 - the **Manitoba Active Transportation Advisory Committee**
 - an **Infrastructure Round Table** hosted by Stan Struthers, Minister of Local Government, and Kevin Chief, Minister responsible for the City of Winnipeg
- Co-sponsored, with the Green Action Centre, a series of 12 monthly **Webinars** offered by the **Association of Pedestrian and Bicycle Professionals** on topics such as winter cycling, health benefits, engineering, traffic calming, rail-to-trail design, and others.
- Organized **spring bike counts** for the 8th year with the participation of many volunteers and produced a report on commuter cycling growth, locations, and trends showing a dramatic increase in cyclists where there are new bike lanes and paths.
- Continued to operate and expand **Bicycle Valet Winnipeg** providing secure bicycle parking at large and small community events including a new agreement with the Winnipeg Blue Bombers to provide additional support for the service at the stadium.
- Undertook other fundraising activities, including sale of Black Pearl coffee, a joint fundraising concert with the Winnipeg Adult Education Centre featuring Romi Mayes, two more sold out StrikeBike tours, and the sale of Bike Winnipeg jerseys.
- **Attended many events** throughout the year with our display trailer, where our volunteers promoted cycling issues and signed up new members. These events have included street festivals, Ciclovía, various rides and cycling-related events, Earth Day, open houses, etc.