

Winnipeg, Manitoba, Canada
49.8951° N, 97.1384° W

BIKE WINNIPEG ANNUAL REPORT 2016





TABLE OF CONTENTS

Bike engulfed in Snow
Westminster Avenue, Winnipeg, Manitoba, Canada

1. Message from the Co-chairs
Ian Walker and Kaye Grant
2. Executive Director Report
Mark Cohoe
3. Education Report
Jeremy Hull
4. Policy Report
Laura Donatelli
5. Advocacy Committee
Charles Feaver
6. Finance Report
Bill Newman
7. Bicycle Valet Winnipeg
Sean Defoort

Editing and photography (unless otherwise noted) by Rachael Alpern
Photography based on Active Transportation Paths throughout
Winnipeg.

Current Board of Directors
Co-Chair: Kaye Grant
Co-Chair: Ian Walker
Treasurer: Bill Newman
Secretary: Doug Grant
Director: Rachael Alpern
Director: Laura Donatelli
Director: Charles Feaver
Director: Jeremy Hull
Director: Kailey Kroeker
Director: Elizabeth Shearer
Executive Director: Mark Cohoe

YEAR END MESSAGE

With your support we are making progress towards improving cycling conditions in Winnipeg.

It has been another exciting year for Bike Winnipeg! We have all been very busy this year promoting cycling as an alternative to driving in Winnipeg. We would like to thank all of our board members for their hard work at our monthly meetings and for the work they do between meetings on their committees and in the community. We would also like to thank the many volunteers that sit on committees, that volunteer for our community outreach and the folks that help Shawn park bikes all summer long and make our Bike Valet possible.

We are really excited this year with the work done by our education committee. The BEST program was a huge success and it sounds like there is a lot of interest to expand it into other schools in Seven oaks and other metro school divisions.

Our policy committee has been hard at work this year crafting evidence based policies that will help guide Bike Winnipeg representatives when speaking with the public, the media and with elected officials. The work that we have been doing will go a long way to help our organization provide government, the public and media with informed and evidence based positions on a number of issues that affect people that ride bikes in Winnipeg.

Our advocacy committee has continued to make inroads with MPI over the year with the work they have conducted with at the PUB rate hearings. In 2016, MPI has reviewed it's advertising messaging for 2017, and they have promised to change from a 'share the road' campaign, which was ambiguous as to which road user should be



sharing, to a message in line with what Bike Winnipeg has been recommending. We would like to thank Jason Carter and Charles Feaver for all of the time they have put into guiding our council Christian Monnin at the PUB hearings.

Our membership and fundraising and membership awareness committee has also been hard at work this year securing funds for the work Bike Winnipeg does through fundraising, memberships and events.

Shawn Defoort has done an excellent job with our Bike Valet this year. He parked 2798 bikes over the 2016-2017 season and was involved in a number of different community events. He certainly got more people biking to events that he was working at!

As Co-chairs we participate in committees, organize monthly meetings and look after the governance and organizational structure of Bike Winnipeg. We would like to thank Bill Newman who has done a great job of monitoring and reporting on our finances.

We want to acknowledge our Executive Director Mark Cohoe. He is, in our opinion, a superman of cycling advocacy. He has a wealth of knowledge on everything from infrastructure to research on the efficacy of laws that protect cyclists. He is also a very hard working individual who represents Bike Winnipeg on many fronts around the city including at city hall, with the media and in public consultations. Keep up the good work Mark!

We have enjoyed our time as Co-Chairs of Bike Winnipeg and look forward to our continued commitment to get more people biking more often!

Respectfully,
Ian Walker and Kaye Grant
Co-Chairs, Board of Directors



OUR EXECUTIVE DIRECTOR

It is difficult to catch a glimpse of our Executive Director, Mark Cohoe. You can usually catch him riding the streets of Winnipeg on his bicycle, attending community events about cycling, speaking with the media and politicians, and helping out whenever he can. Here he is teaching a tourist about urban cycling at Cyclovia 2016. Go to our website, bikewinnipeg.ca to hear more about his impressive antics.

EDUCATION COMMITTEE

During 2016 the Education Committee focused on two main initiatives:

1. Skills Training (BEST) Pilot Program
2. Bicycle Education

In December, 2015 Bike Winnipeg organized a meeting to discuss experiences and ideas for promoting bicycle education for children. The meeting was attended by 17 people from different organizations involved with bicycling education. At this meeting, Bromley presented a Bike Winnipeg proposal for a pilot project for a bicycle education program to be delivered in the school system as part of the physical education curriculum. The concept was for a pilot program to be developed and delivered as a physical education unit to students in grades four through eight. A steering committee was formed to move this proposal forward, including representatives of the Active and Safe Routes to School (ASRTS) program, the WRENCH, Bike Winnipeg, CAN-BIKE, and Manitoba Public Insurance. The committee is chaired by Jamie Hilland of ASRTS.

Following the December meeting MPI offered to provide financial support for the program and the Seven Oaks School Division quickly signed on to the concept. As a result, plans were put in place to deliver the program starting in the fall of 2016. In June Bob Lawrie, who has a background in sport education, was hired as program coordinator and tasked to develop a curriculum over the summer and be the program instructor in the fall. Seven Oaks School Division bought a fleet of bicycles and helmets and provided support for participating physical education teachers to receive bicycle education training in early September. Individual schools and physical education teachers worked with the program coordinator to schedule classes and assign teachers. MPI provided \$25,000 in financial support, bicycle training for teachers and project management and evaluation staff time.

In September and October 2016 the program was delivered to 28 classes in grades four through eight with a total enrolment of approximately 700 students. Each class received six periods of instruction and were taught basic cycling skills, rules of the road and how to cycle on city streets. Instruction took place outdoors and mainly involved group rides with the program coordinator and two other teachers. Students who did not know how to ride a bike when the program began were taught separately, largely through the volunteer assistance of Mark Cohoe. The program was publicly announced in October. (<http://www.metronews.ca/news/winnipeg/2016/10/12/winnipeg-bike-safety-proram-first-of-its-kind-in-canada.html>)

An evaluation was planned and carried through surveys, interviews and other data collection from the project schools and control schools. Initial indications are that the program has been well delivered and well received by parents, students and schools. Funding and staffing resources have been an issue for the program. MPI has agreed to again provide \$25,000 in funding for 2017 plus continued staff support, and the City of Winnipeg has made a funding commitment to the project of \$15,000 per year for the next three years. Current plans call for the program to be delivered in a second set of schools in the spring. The program is to be continued for at least two more years, delivered to students in grades four through eight each year.

If successful the goal is to see the program adopted by Manitoba Education as an approved and supported curriculum option, and delivered in school divisions throughout the province. Interest in the program has been expressed by other Winnipeg school divisions, and we have had inquiries about the program from other cities in Canada and the U.S. At this point our capacity is limited and we are focusing on delivering and evaluating the pilot project, making adjustments to the program as we proceed.

BEST Skills Training Pilot Program - (Braeden Jones, Winnipeg Metro, Oct 12, 2016)



Employer Based Cycling Education (Bike It)

Two years ago Bike Winnipeg developed and delivered a pilot commuter cycling education program in cooperation with Manitoba Hydro. In 2016 MPI and Bike Winnipeg collaborated on the development of a similar program called "Bike It." The program was to be delivered to MPI employees as well as at two other employers where there had been interest expressed. The program was developed but actual program delivery was very limited, partly because there were delays getting the program defined such that it was not available until summer, and there was little interest in the program by that time.

Adult commuter cycling education is a program area that we will need to reconsider in the future. Ultimately there seems to be little motivation on the part of most potential commuters. Nevertheless an MPI supported commuter cycling course now exists which might be successful with better and more timely promotion in 2017.

Committee Members:

Jeremy Hull (chair),
Fabian Suarez-Amaya,
Bromley Basford (teacher, Winnipeg School Division),
Laura Donatelli,
Dave Elmore (CAN-BIKE master instructor),
Mark Cohoe (Bike Winnipeg Executive Director)

POLICY COMMITTEE

After a brief hiatus in early 2016, a reconstituted Policy Committee got to work. After determining that our focus should be on researching and formalizing position statements to support the Board's advocacy work and to guide interactions with the media and public, we developed a format for these statements and then focused on three priority areas. Position statements on general Traffic Control Measures, Vision Zero, and Neighbourhood Greenways were developed and approved by the Board in 2016. Once approved, these were each posted on the Bike Winnipeg website so as to also be available to the members and the public.

In late 2016 we then began work on position statements with regards to Diamond Lanes, and the always contentious Bike Helmet Legislation.

Moving forward into 2017 will be work on Snow Clearance of AT Routes, One Metre Safe Passing Distance, and a city-wide Wayfinding Strategy.

Bike Winnipeg members are invited to provide input to the Policy Committee on issues that should be addressed and are also most welcome to join our committee. If interested, please contact: laura@bikewinnipeg.ca.

You can see all the position statements at this link:
<http://bikewinnipeg.ca/position-statements>

ADVOCACY COMMITTEE

In addition to working with Executive Director Mark Cohoe to promote bike friendly solutions to city infrastructure projects, members of the Advocacy committee worked on improving safety for cyclists on roads in Manitoba.

We were again recognized as full intervenors at the Public Utilities Board review of the MPIC application for programs and rates for 2017/18. We engaged a lawyer to represent Bike Winnipeg. Our objectives at this hearing were to argue:

1. MPI road safety programs should focus on reducing accidents that cause injuries and deaths, and
2. MPI should develop road safety programs that effectively tell drivers how to steer around cyclists.

MPI presented the framework for its 2017/18 road safety program. Once again, the cycling safety program is inadequate. We have been advised outside the hearing that the cycling safety advertising message for 2017 will be significantly changed, and will be in line with one of the messages that Bike Winnipeg advocates. We have indicated that we will support this advertising campaign.

In the hearing, MPI indicated that they are beginning to look at measuring the social costs of collisions, and working with the Province on a Vision Zero approach to road safety. This is encouraging news, but it has not changed MPI's basic methodology of allocating priorities or resources to road safety.

In their decision, the Board found that further work is required in order for MPI to demonstrate that its road safety programming has reached maturity. The Board looks to the Corporation to take a more aggressive approach and to further its leadership role regarding road safety planning and strategy in Manitoba. It ordered MPI to file a five-year strategic plan with respect to road safety programming, addressing road safety issues including distracted driving, drug-impaired driving, wildlife collision prevention, mature drivers, and vulnerable road users. This is a multi-year process.

Also, advocacy committee members have been participating in the MPI road safety stakeholders committee, arguing for:

- 🚲 The need for a Vision zero road safety initiative
- 🚲 Better data collection and sharing
- 🚲 Teaching drivers correct behaviours.

FINANCIAL REPORT

Side by side comparison of 2016 and 2015

Operations for 2016 and previous year

Revenues	2016	<u>2015</u>
Grants		
MEC Grant	3,400	
MPI Funding for PUB Legal costs	26,989	25,821
Sponsors	170	400
Memberships and donations	3,989	2,388
Fundraising: Events and merchandise	4,400	8,656
Admin Fees & Misc	1,694	2,355
Bicycle Valet	11,791	15,996
Total Revenue	\$52,434	\$55,616
Expenses		
Office and administration expenses	653	694
Fees and Legal	458	450
Staff contracts	11,029	8,313
Professional development and affiliations	413	250
Membership & promotion	335	606
Advocacy		
PUB Legal Representation	26,989	25,821
Forums	1,634	1,067
Fundraising: Events and merchandise	2,755	4,103
Projects	29	461
Bike Valet Operations	11,697	16,475
Total Expenses	\$55,994	\$57,197
Net gain (loss) for Period	(\$3560)	(\$1,581)

Balance sheet as of year-end

Assets	16-12-31	<u>15-12-31</u>
Current assets		
Bank accounts	8,095	6,520
Accounts Receivable	394	1,750
Fixed Assets		
Reserves	6,953	6,948
Inventory (t-shirts)	940	745
Display Trailer	1,461	1,207
BV capital equipment	3,159	4,065
Total Assets	\$21,002	\$21,235
Liabilities		
Accounts Payable	4,814	1,488
Total Liabilities	4,814	1,488
Equity		
Reserve liabilities	6,948	6,948
Retained earnings	9,239	12,799
Total Equity	16,188	19,747
Total Liabilities & Equity	\$21,002	\$21,235

Notes

1 These financial statements are un-audited and may not follow Generally Accepted Accounting standards.

WINNIPEG BICYCLE VALET

MISSION:

To encourage the use of bicycles by providing a free and safe method of securing your bicycle at events located around the Winnipeg region.

- 🚲 Provides a temporary bicycle parking facility for your event
- 🚲 Helps reduce traffic and parking congestion.
- 🚲 Encourages Active Transportation use in Winnipeg.
- 🚲 There is no charge to cyclists for using this service.
- 🚲 Bicycles are stored in a supervised compound.
- 🚲 Will accept any A.T. equipment such as:
skateboards, strollers, chariot trailers.

2016 EVENTS SUMMARY

- 🚲 Active at 17 events over 23 days throughout the season
- 🚲 2798 bikes parked in total
- 🚲 Average of 127 bikes parked per day
- 🚲 Twelve (12) different clients/event organizers
- 🚲 New events this season included:
 - 🚲 Clean Air Day (The Forks, Green Action Centre)
 - 🚲 CMHA "Ride Don't Hide" fundraiser (Fort Whyte Alive)
 - 🚲 MEC Trail Race series (Assiniboine Park)

Bicycle Valet Operations

Staffing:

Doodle, an online booking calendar, is used as a registration system for volunteers

- 41 active volunteers in 2016, 14 of which were new recruits
- Volunteers contributed a total of 652 hours in the 2016 season, an average of about 16 hours per volunteer
- BVW volunteer tasks include:
 - Transporting equipment to and from events
 - Setting-up and tearing-down the fencing and bike racks
 - Ticketing bicycles
 - Parking and retrieving bicycles

Transportation:

- BVW owns bicycle trailers that are used when possible to transport equipment to the event.
- For larger events, BVW relies on cargo van rentals to transport gear to and from events

Priorities in 2017

- Volunteer recruitment at schools & universities
- Client outreach - expand to more events
- Upgrade worn valet station supplies - gloves, staplers, etc.
- Pursue sponsorship for new banners & signage

For more information:

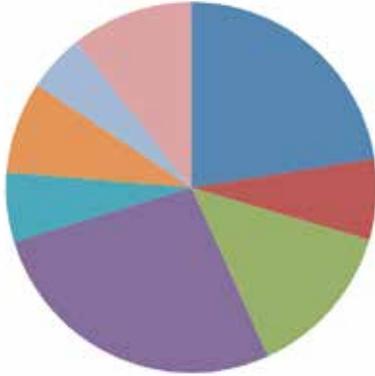
Please email: BVWcoordinator@bicyclevaletwinnipeg.ca



BICYCLE VALET FINANCES

Finances:

- Event organizers pay for service according to duration of the event and number of bikes
- Donations from cyclists are accepted on-site and account for about 9% of total revenue
- 15% of revenue goes directly to Bike Winnipeg, the rest is retained by the coordinator and used to pay operational expenses
- The event organizer may receive a 10% discount for providing "in-kind" services, such as food for our volunteers or a vehicle to transport equipment



BVW Expenses Breakdown

- Vehicle rental & fuel
- Volunteer stipends
- Insurance
- Assistant wages
- Printing
- Storage
- Supplies
- Volunteer appreciation

Fee Structure:

Setup size	Base cost	Per additional hour
Small (<50 bikes)	\$240 (2 hours min.)	\$30
Medium (50-150 bikes)	\$525 (4 hours min.)	\$45
Large (>150 bikes)	\$800 (4 hours min.)	\$70

Revenue:

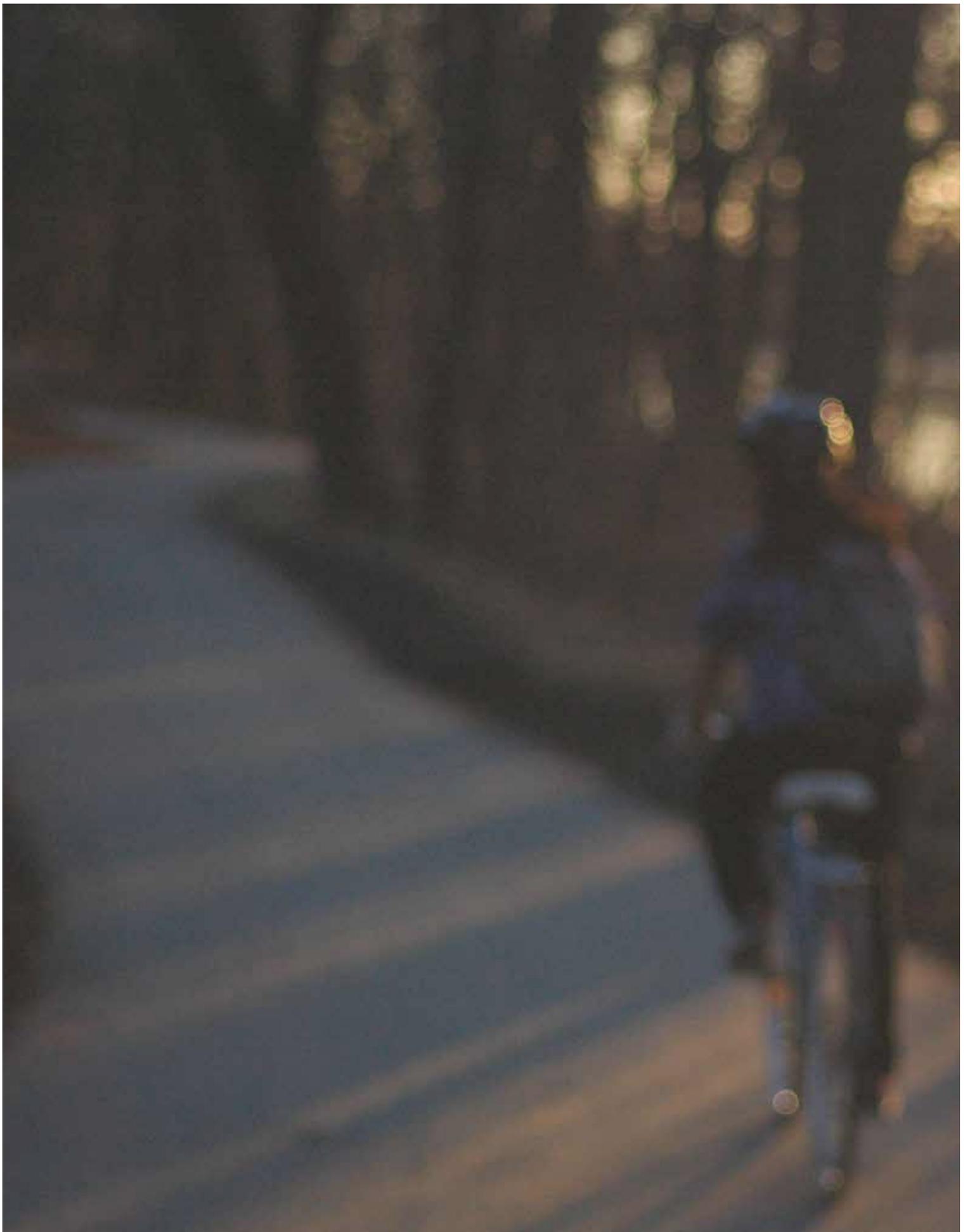
Event Revenue (Service contracts)	\$10,265.50
Non-Event Revenue (Donations)	\$1,028.40
Total Revenue:	\$11,293.90

-15% Bike Winnipeg Management Fee	(\$1,694.09)
Net Bicycle Valet Revenue:	\$9,599.82

-Operating Expenses:	(\$4,486.11)
----------------------	--------------

Net Coordinator Income:	\$5,113.71
--------------------------------	-------------------

DATE	EVENT/CLIENT	REVENUE	DONATIONS	# BIKES
April 24	Earth Day	\$390.00	\$24.60	94
May 28	Table for 1200 More	\$480.00	\$17.55	62
June 8	Clean Air Day	\$290.00	n/a	97
June 11	Happy Days on Hend.	\$100.00	\$12.65	48
June 22	Moveable Feast	\$250.00	n/a	42
June 24	Bike Week BBQ	\$540.00	\$56.75	198
June 26	Ride Don't Hide	\$346.50	\$42.15	96
July 1	Canada Day	\$832.50	\$188.60	208
July 13	Moveable Feast	\$250.00	n/a	34
Aug 12-14	Interstellar Rodeo	\$1,760.00	\$343.20	559
Aug 13	Picnic in the Park	\$148.50	\$12.50	34
Aug 17	Moveable Feast	\$250.00	n/a	38
Aug 20-21	MS Biking to the Viking	\$1,440.00	\$32.40	362
Sept 9-11	Manyfest / Ciclovía	\$2,088.00	\$298.00	803
Sept 14	Moveable Feast	\$250.00	n/a	42
Sept 25	MEC Trail Race 4	\$550.00	n/a	32
Oct 1	Moveable Feast	\$300.00	n/a	44
TOTALS		\$10,265.50	\$1,028.40	2798



A.T. paths along the Red River -Winnipeg, Manitoba, Canada