



Bike to the Future

c/o 3rd floor, 303 Portage Avenue

Winnipeg, Manitoba, R3B 2B4

Fax: (204) 942-4207

Email: biketothefuture@gmail.com

Web: <http://biketothefuture.org/>

Bike to the Future Strategic Planning Session Flip-Chart Notes

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Brainstorming: words that reflect Bike to the Future, our purpose

- comfortable
- convenient
- voluntary
- inclusive
- safer
- friendly
- healthy
- sustainable
- enjoyable
- year-round
- integrated
- community
- comprehensive network
- bicycle culture
- working for those who don't or can't bike
- working together for anyone who rides for whatever reason
- fill gap for people who use bikes as TRANSPORTATION
- 'Pro Bike'
- re: proposed screening of Critical Mass film - people from Critical Mass should show film; if we do, it might polarize us as a group (and to mainstream)
- road safety for all
- impossible to remain apolitical: too afraid of making a statement
- politicians controlling resources – it is political
- Bike to the Future focuses on on-road infrastructure
- politicians control funds required to make changes
- encouragement of cycling
- infrastructure is “horse”
- education and infrastructure go together, spiral up
- consider other programs that exist
- support other groups

- education as drivers, influencing politicians (Katz, Clement)
- Autopac (MPI) can do it
- our focus has been political
- lobby for money for education
- celebrate cycling (with others, i.e. Critical Mass, SPIN)

What is our vision for 10 years from now?

- city with mutual respect for the rules of the road
- helmet safety law
- safe roads – share, road users
- get on bike, go anywhere, not worry that you might be hit by a car
- own projects, fundraising to get done (i.e. Toronto group). advocacy burnout
- well-developed cycling culture, people “get it”
- Winnipeg on top 10 list (of bicycle-friendly cities) in Bicycling Magazine
- city encourages cycling, safe on any road, places to park bikes, bikes considered in planning
- makes sense to ride bike, not to drive a car
- legislated: mandatory cycling facilities; trails are connected
- sustainable transportation is a priority, not an afterthought
- networks: on-road, off-road
- safety & accessibility for cyclists
- legitimacy for cycling, natural choice
- Winnipeg gets to where other Canadian cities already are
- bike is primary, just as good to be in Winnipeg
- city department on cycling
- no injuries or deaths of cyclists
- transportation hub: Winnipeg is a biking hub
- new refugees – on bikes
- social access – class, race
- what’s good for bikes is usually good for wheelchairs

Why are we here?

- have to have a thriving cycling advocacy group
- give more voice to cyclists
- accessible to broader range of people; network of routes

Draft mission statement:

We are a voluntary, inclusive group of concerned cyclists working to make cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation choice, year-round.

Our Vision

- culture, networks, connectivity, way of thinking
- cycling embraced as preferred mode of transportation
- build on a network of connected routes
- cycling integrated in urban design and planning
- preferred mode
- recognize the major positive impact this would make for Winnipeggers for health and the environment
- envision a city where Winnipeggers are healthier, safer because of cycling
- routes: includes on streets and pathways

Draft vision statement (Beth's draft):

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.

Our strengths

- Winnipeg Free Press called us the best advocacy group on the map
- broad spectrum of talents
- we're all cyclists
- we represent different groups and can therefore take our message further
- grass roots, co-operative
- non-partisan, don't tow a party line
- we have the bicycle on our side
- bikes are important at this point in time for environmental reasons
- filling a need in the city
- we work by consensus – have common ground
- we value mutual respect
- we have techie people
- access to other cycling coalitions, Winnipeg Trails Association, Resource Conservation Manitoba

Our weaknesses ("work-ons")

- copyright lawsuit (re: logo)?
- logo needs revision (arrow going forward)
- T-shirts to be produced for sale
- danger that someone from "left field" could represent our group
- no governance structure or constitution yet
- lack of experience?
- lack of funding or membership base
- how well do we represent the city?

- those present live in WK, Osborne, Corydon, Ft Garry, Pembina, Ft Rouge, St. Boniface, W Broadway, and Transcona
- lack of time

Our opportunities

- can build on the Active Transportation study
- upcoming provincial election
- councillor questionnaires
- Kyoto/global environment/climate
- mainstreaming climate change
- \$60/barrel oil
- Plan Winnipeg 2020, 2025
- momentum, increase next summer
- Marconi trail
- seminar to educate planners
- new city councillors
- Critical Mass rides
- SPIN ride
- alternative media

Who are our partners or allies?

- Resource Conservation Manitoba
- Winnipeg Trails Association
- Manitoba Cycling Association
- Natural Cycle
- Other bike shops
- Bike Dump
- Rob Altemeyer
- Harvest Moon festival
- Physical Activity Coalition of Manitoba – Active Transportation committee
- health groups
- planners' network
- Winnipeg Cycle Touring club?
- U of Wpg and U of Man student organizations
- Media: Marlo Campbell (Uptown), Bartley Kives (Free Press), Margaux Watt, Marci Marcousa (CBC radio)

What are our threats?

- being co-opted by bureaucracy
- negative press
- being appeased by the Marconi project (need a strategy)

- money spent on track for car racers
- Active Transportation report recommendations not going to be what we want, no input, no ways to provide input
- Public-Private Partnerships
- localized input into planning process: if you don't live in an area you don't have input
- car culture vs. bike culture
- cycling not recognized by Katz and Doer as a main means of transportation

Action plan?

Re: City

- Letter to new council to follow up AT study recommendations
- advocate networked routes
- integrate cycling into planning
- contact politicians
- contact bureaucrats

Re: province/Manitoba Public Insurance

- review Highway Traffic Act
- expand low-cost helmet program
- contact Transportation Ministry re: bicycle policy
- contact MPI re: education

Re: community activities

- hold mass ride?
- scavenger hunt, treasure hunt?
- purple pirate?
- work with Sustainable Transportation Institute
- seminar for planners
- policy document: implementation plan input
- "best practices binder"