



Bike to the Future

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Minutes from the Bike to the Future Strategic Planning Session

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Participants: Gord McGonigal, Mark Cohoe, Kevin Miller, Tim Hunt, Molly McCracken, Jackie Avent, Beth McKechnie, Rob Cosco, Ken Gerrard, Alain Foidart, Jeremy Hull, Anders Swanson, Ben Goldstein, Lindsay McBain, Robyn Webb, Matthew Froese and Don English

1. Welcome

2. Brainstorming

a) Draft Mission and Vision

MISSION

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.

VISION

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.

b) Strengths, weaknesses, opportunities and threats

Strengths

- recognized as a strong cycling advocacy group
- broad spectrum of talents
- we're all cyclists – first hand experience
- represent different groups – can take message further
- value mutual respect
- grassroots, co-operative, voluntary
- non-partisan, no need to tow party line
- we have the bicycle on our side
- bikes are important at this point in time (environment)
- filling need in city
- use consensus-building, common ground
- access to cycling coalitions elsewhere in Canada

Weaknesses

- lack governance model
- lack of funding/membership base
- lack direct experience in cycling advocacy
- existing participants don't represent all geographic areas of the city
- voluntary (no staff, time commitment issue and energy demands)

Opportunities

- timing of interest in environment (climate change)
- AT study
- upcoming provincial election
- commitments from city councilors from election survey
- increasing gas prices
- Plan Winnipeg 2020-2025
- momentum in the city – cycling rides from summer (CM, Spin), etc.
- Marconi Line
- new city council – good timing to do education
- Critical Mass / Spin
- alternative media

Partners & Allies

- Winnipeg Trails Association
- PACM AT Task Group
- Resource Conservation Manitoba
- MCA Rec & Trans Committee
- Bike shops - Natural Cycle, Bike Dump
- Rob Altemeyer
- Harvest Moon
- Planners Network
- Winnipeg Cycletouring Network?
- Media – Marci Markusa, Bartley Kives, Margaux Watt

Threats

- being co-opted by bureaucracy
- negative press
- Marconi Line sucking up all the City's dollars
- implementation plan for AT Report recommendations not to be what we want – may be no way to input
- private/public partnerships
- if don't live in an area, don't have input
- cycling not recognized as mainstream, legitimate form of transportation (both Katz and Doer)

c) Development of goals and activities

- City – letter to new council; AT study; networked routes; integrate in planning; Sustainable Transport Institute; educate planners, politicians, bureaucrats – seminar (“Best Practices” binder)
- Province – Highway Traffic Act, low cost helmets program – expanded; Transportation Minister: bike policy; MPI: education
- Community (mobilizing membership, partners) – events: bike festival (could sell memberships) with scavenger hunt, bike repairs, etc.
- PR/Communications
- Fundraising
- Administration