

Jan. 8, 2015

Strategic Planning Flip Chart Notes

### **Advocacy Committee**

#### **Goal (first priority)**

Complete McPhillips consultations by June 30/15

- Mark to review proposal to outline steps that must be taken

#### **Goal (second priority)**

Work towards 2 downtown protected bike lanes (one north and one south) as a temporary pilot project to be ready by Bike Week 2015

- First activity to contact the City, Downtown Biz, and Exchange Biz to see if we have interest/buy-in.
- Need to do early spring bike counts on proposed streets to assess current traffic
- Must incorporate evaluation process into this initiative to support moving beyond pilot stage

#### **Goal (ongoing and longer term):**

The City of Winnipeg budget for infill cycling and pedestrian infrastructure for 2015/16 – minimum of \$ **5 million**, and for 2016 – 2020 (5 year) – minimum of **\$50 million**.

- to achieve this, we must work with/expand partnerships/infiltrate so more voices than just Bike Winnipeg's are heard.
- One activity associated with the above goal is to identify and lobby for spending priorities – by fall 2015.

## Education Committee

### Goal (short term)

Continue/expand corporate cycling skills programing.

We would offer programming on a cost recovery basis the first time around, but if a repeat organization, then should generate some small profit for BW. E.g. MB Hydro, could potentially offer repeat course for \$500.

### Activities:

- Develop pitch/business case
- Identify and contact 10 potential corporations to provide a minimum of 3 courses over this cycling season
- Plan/implement programing

### Brainstorm of potential corporations:

- MB Hydro (redo)
  - Boeing
  - Great West Life
  - Investors Group
  - Defehr
  - Wawanesa
  - City of Winnipeg
  - City Police
  - Credit Union Central\*
  - MPI (in City Place)
  - Manitoba Legislature
  - WRHA\* (may be useful partner to help create business case)
  - Health Sciences Centre
  - St. Boniface Hospital
  - MTS (on Pioneer)
  - Red River College
  - U of W (may not be interested since have bike lab)
  - U of M. downtown campus
  - U of M Fort Garry campus
  - College Universitaire de St. Boniface
- } For educational org's,  
} could be for staff, faculty  
} and/or students - could  
} be held spring or early  
} Sept.

### Goal (medium term)

Bus/bike cooperation/awareness campaign

### Activities:

- Contact Jim Callahan (head of transit drivers union)
- Set up working group with Transit Union. MPI may help? Skilled volunteers?
- Research educational best practices (bike vs bus) from other cities/countries. Chicago video is one model, info graphic?
- Develop outline of campaign, including potential costs and funding sources