

# Bike Winnipeg 2016 Strategic Planning Minutes

Tuesday December 15, 2015

Sport 4 Life Centre

**Present:** Bill, Jeremy, Fabian, Kaye, Ian, Rachael, Dustin, Laura, Mark

**Regrets:** Doug, Stephane, Charles

## Call to Order

6:15pm

## Introductions

### Review of Last Year's Goals

Mark gave a quick review of our priorities for 2015 and our outcomes for 2015. Note that we are cutting short 2015 to change our year end date.

#### **Membership/Fundraising had identified 3 goals for 2015**

- 1) Change from a life time membership structure to an annual membership structure. Aim for 200 members and \$4,000 in revenue (partial success – we were able to sign up 128 members, collecting \$1,600 in revenue in a shortened  $\frac{3}{4}$  year).
- 2) Increase Bike Shop Corporate Sponsorship. Aim for \$2,000 in sponsorship in 2015/2016 fiscal year. (failure – we developed a sponsorship presentation and set up meetings with a number of bike shops, but ultimately only our existing sponsor, Bikes & Beyond agreed to sponsor us in 2015).
- 3) Seek corporate sponsorship for specific projects. (Limited success as we did get two corporate sponsors for the fall concert).

#### **Advocacy/Education had identified 4 goals for 2015**

- 1) Complete McPhillips Consultations by June 2015 (failure – events around the passage of the pedestrian and cycling strategy sidelined this project)
- 2) Work towards two downtown protected bike lanes as a pilot project (failure – the retirement of Kevin Nixon and subsequent delay in hiring his replacement meant there was no point person at the City to manage this project)
- 3) City of Winnipeg Budget for infill Pedestrian and Cycling Infrastructure
  - a. Minimum \$5 million allocated for 2015/2016 (actual allocation was \$2.4 million)
  - b. Minimum \$50 million allocated for 2016-2020 (projected allocation is \$25.5 million)
  - c. Work with/expand partnerships to reach this goal – broaden the voice calling for more AT spending (limited success – we have been working with DMSMCA, West Broadway CA, and U of W Students Union to develop and lobby for projects, and are starting to work with South Osborne neighbourhoods)
- 4) Continue/Expand Corporate Cycling Skills Training Programming

- a. Contact 10 businesses and provide 3 courses. (limited success – we developed some leads that can be pursued this year, but we will need to be more aggressive in marketing)
- 5) Bus/Bike Cooperation/Awareness Campaign
  - a. Contact Transit Union & set up Working Group (limited success – we held initial discussions with the transit union and had some follow up, but have not been able to find the time to pursue this goal – the door is open for a collaboration)

### **Emerging Goals that Were Moved Forward in 2015**

#### **Advocacy**

- 1) MPI Rate Hearings – We continued to push for safer streets and better enforcement and training of drivers through the PUB hearings on MPI rates.
- 2) CPR Yards Crossing – We have continued to push for improved crossings of the CPR Yards that will work for people biking across the yards, and have had a positive influence on the design of the new Arlington Street Bridge and approaches.
- 3) Other City of Winnipeg Infrastructure Projects – Waverley Underpass, Chief Peguis Trail Extension, Marion Rehab and Grade Separation, SWRTC/Pembina Underpass,

#### **Education**

1. School Cycling Skills Pilot Project – Jeremy and the Education Committee have been working toward the development of a more comprehensive cycling skills curriculum for school aged children that would be piloted in the Winnipeg Schools Division. The committee is also gathering the various organizations and individuals currently working on the development of cycling skills in school aged children to develop collaborative efforts and learn about each other's programs.
2. Bike Together Winnipeg – Laura worked with Bike Together Winnipeg and piloted an after school cycling skills program at Norquay Community Centre this year, providing an excellent lessons learned report on the experience.

### **2016 Goals**

Ian gave an overview of 3 goals that the executive committee thought we should look into in the coming year.

- Membership Drive & Outreach
- Provincial Election Strategy
- Education – Transit Education, Corporate Cycling Skills, School Program

#### **Additions/Discussion**

- Membership – outreach work with other cyclists
- Membership – create a database to record our membership

- Advocacy – Election Strategy & Community Partnerships
- Fundraising – Bike shops outreach – present them with what we have done, let them know what they can do for us
- Education – Keep working on the goals that the committee has identified

## Break Out Group Reports

We broke into two groups to come up with some specific goals and actions.

### Advocacy -Provincial Election Strategy Break Out Group

#### Major Asks

##### *Annual Funding of Infill AT Projects*

- \$20 million was discussed as an amount to ask for, but we also discussed the possibility of asking for a more aspirational number.
- We wanted to use costs for various infrastructure types to help put the funding amount in perspective (i.e \$20 million would purchase x km of protected bike lanes, x km of separated multi-use path, etc.)
- We wanted to use costs for specific projects to provide context for the requested funding amount. (.e. U of M Red River AT crossing will cost \$20 million, protected bike lanes on Provencher will cost \$2 million, protected bike lanes on Arlington will cost xxx million).

##### *Vision Zero*

We would want the province to adopt a vision zero policy, or to at least adopt specific components of a vision zero policy.

- We felt that Vision Zero might not be well enough defined to be a specific ask
- Change the HTA to allow municipalities to define reduced speed zones with 30km/hr speed limits without having to go through the highway traffic board.

##### *Education*

- Adding a requirement for comprehensive cycling skills education in the K-12 school curriculums
- Providing funding for K-12 cycling skills education

##### *Capital Region AT Plan*

Push for a commitment to move forward with an AT and public transportation plan for the capital region, as recommended in the Capital Region Master Plan released in March 2014.

Of particular concern would be:

- Creation of Park & Ride and Park & Pedal sites;

- Identification of regional bicycle routes;
- Ensuring cohesive connections with the City of Winnipeg plans and the plans of towns within the capital region
- Ensuring that major work, institutional, recreation, education and other attractors are located in spots that are accessible by foot or by bike.

### Collaborate with other groups

We wanted to work with other groups to help amplify our voice in the provincial election, and to broaden the message so that our requests are viewed as a more general, grass roots request that benefits all Manitobans rather than just coming from a special interest group. We thought there were three layers of groupings for organizations we could hope to partner/collaborate with:

- AT Focused organizations
  - Winnipeg Trails Association
  - Manitoba Recreational Trails Association
  - Manitoba Cycling Association
  - The WRENCH
  - Green Action Centre (especially Active and Safe Routes to School)
  - Walling Groups?
- Transportation Focused Organizations
  - Rapid Transit Coalition
  - Functional Transit
  - Winnipeg Transit Users Association
  - Climate Change Connection
  - Green Action Centre
  - Water, Waste & Riverbanks Groups
- More General Organizations
  - Manitoba Eco-Network
  - CARP
  - OURS Winnipeg
  - Social Planning Council
  - MB Planners Network
  - Anti-Poverty Groups
  - Neighbourhood Groups
  - BIZ Groups
  - Aboriginal Youth Organization

### Strategies

- Incorporate COP21 Targets into our arguments
- Meet with Parties before the election blackout period (January 16<sup>th</sup>)
- Organize a Media Campaign
  - Press conference to introduce our request

- Editorials
- Events
- Social Media
- Messaging
  - Identify People who would benefit
    - Cycling is everyday event
  - Show what the 2030 Build out looks like at current funding levels vs. requested funding levels
  - Put funding Numbers into Perspective
    - The AT funding request amounts to a small piece of the budget pie, but will deliver big results in terms of health, climate, and economic impacts
    - What do facilities cost
      - General cost/km or item
      - Specific costs for identifiable projects
- Reaching the Public
  - Ibikelvote website
  - Photo endorsements
  - Online Petition
  - Look at the Hub in BC

### **Membership/Fundraising Break Out Group (see below for more detailed notes from this group meeting)**

The membership break out group identified four Priorities

- Revenue from members
- Awareness and Promotion of Bike Winnipeg
- Engaging Members and the Public
- Database

#### **Membership Revenue**

- Goal of 300 paying members

#### **Awareness & Promotion**

- Try to increase/focus on direct contact with people at events
- Increase promotion through articles and editorials, especially with partner organizations
  - Explain what we have done/accomplished
  - Editorials and articles
    - EcoJournal, ...
    - Corporate Newsletters
  - Presentations...

- Approach corporate/institutional Health & Wellness Coordinators about making presentations
  - Get Handouts distributed
- Design and distribute an annual Bike Winnipeg membership sticker - fluorescent

### **Engaging Members and the Public**

- Membership meetings
  - Find topics that attract potential members/interested people
  - Get topical speakers
- Engage members in an advocacy event
  - Shovel In was a good example
- Rides
- Have a Bike Winnipeg Team at Events
  - Cycle of Giving
  - Fundraising Events?
  - Have a specific ask for people

### **Develop a membership Database**

- Look into CiviCRM and other options
- Kaye, Mark & Bill to review

### **Bike Winnipeg Strategic Planning Meeting, Dec. 15, 2015**

#### **Notes on “Membership” priorities for 2016**

Participants: Bill Newman, Jeremy Hull (notes), Kaye Grant, Fabian Suarez-Amaya

We talked about our goals and priorities for the Membership Committee under 4 headings:

#### **1. Membership targets – number of members and revenue**

Currently we have paid membership of about 130 and our revenue from memberships and donations to the end of September this year is about \$1600. This is higher than previous years (when we had a lifetime membership policy).

***Goal: Our membership goal for next year was set at 300 memberships, and income of \$6,000.***

A number of methods of promoting membership were identified, including

- a) Selling memberships at events

- b) Working more closely with bike shops to get our information to cyclists
- c) Providing members with an annual “Bike Winnipeg 20—“ decal for their bikes with the year to reward them for becoming members and to help remind them when it’s time to renew.
- d) Developing promotional cards/handouts that tell people what Bike Winnipeg does for them and how to renew their membership – to be placed in locations cyclists frequent.
- e) Using our online newsletter to more aggressively tell our story, recruit members

**Action: Fabian and Kaye will work on developing the content and design for handouts, using old draft handouts and recruiting graphic design help as needed.**

**Action: Kaye to work with Mark to help produce newsletter, removing some of the burden from Mark**

## **2. Development of our membership database**

Our member database is currently an Excel spreadsheet file and needs to be improved for greater functionality or ease of use. The issues of automated contact lists, automated additions to the database from new memberships received online, identifying volunteers or members with specific interests or geographic locations.

**Goal: Develop a user friendly, automated membership list that can be used for several purposes by March 31, 2016.**

**Action: Kaye, Bill and Mark to follow up.**

## **3. Increasing public awareness of Bike Winnipeg and our activities**

We talked about the need to make a broader segment of the public aware of us as an organization and aware of our issues, activities and past accomplishments.

**Goal: Increase the number of cyclists and others who know what Bike Winnipeg is and what we do.**

Several ideas were discussed for increasing awareness. Traditional advertising was felt to be too expensive and maybe not effective. Other strategies that were considered promising were:

**Actions:**

- a) **Work with other organizations by writing articles for their newsletters or publications.**
- b) **Provide information to corporate Health & Wellness staff, in conjunction with our employer-based cycling courses.**

## **4. Engagement of members in Bike Winnipeg decisions and activities**

We talked about getting members more actively involved in Bike Winnipeg and in their local communities, as volunteers, at public events and in advocacy activities. We discussed doing this through

presentations, meetings and public forums, including AGMs, member meetings, and advocacy events such as last year's "shovel in." We also talked about inviting/recruiting members to participate as a visible "team" in group events, such as fundraising rides or rallies, wearing BW t-shirts for example.

***Goal: Document and increase the number of people who volunteer with Bike Winnipeg.***

***Action: Make frequent, specific requests for volunteer help through our newsletter and direct contact (based on our member database information).***

***Goal: Continue to put on at least 2 or more events per year designed to interest and involve segments of the cycling community, as we have been doing.***

***Action: Organize two member-friendly meetings (including the AGM this coming April). Plan the next AGM to reflect cycling issues in a particular community, such as the West End.***

***Action: Recruit members to participate in advocacy related to the upcoming provincial election.***

***Action: Continue to organize and participate in local/regional community meetings in Winnipeg, such as in the Arlington area related to plans for the CPR tracks, etc.***