

# Bike to the Future Monthly Meeting

April 9, 2013 – 5:46 to 7:20 PM  
Sport for Life Centre, 145 Pacific Ave

## Minutes

### Directors:

**Present:** Tom McMahon (chair), Kevin Miller (notes taker), Jeremy Hull, Chris Chypyha, Kaye Grant, Bill Newman

**Regrets:** Charles Feaver, Dave Elmore

**Absent:** Loren Brault, Curt Hull, Jim Falloon, Barrett Ens

### Members

**Present:** Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg), Jason Carter, Currie Gillespie, Kevin Champagne, Bromley Basford (until 6:45), John Wilmott (until 7:00)

### 1. Welcome and Introductions

- All attendees introduced themselves.

### 2. Approval of Agenda

- We approved the agenda by consensus.

### 3. Approval of Minutes from the previous Monthly Meeting

- The March Monthly Meeting minutes, which have been posted at [biketothefuture.org/about/meetings](http://biketothefuture.org/about/meetings) for 3 weeks, were briefly reviewed and then approved by consensus.

### 4. Sharing

#### a. Good News!

- The Provincial Committee had a good meeting with the NDP caucus today. A number of MLAs attended, including a few important (for AT) cabinet ministers. Andrew Swan even said that “MPI can do more”.
- Currie gave us the last few “1 Metre Please” jerseys left from last year’s fundraiser. We can sell them and keep the money.

#### b. Emerging Challenges:

- None.

### 5. Monthly Updates

#### a. Finances

##### i. Treasurer’s Report (Bill)

- Bill emailed a Treasurer’s Report to directors at 5:00 PM today. He didn’t bring copies to the meeting. Kevin pointed out that we didn’t have a chance to review them so we couldn’t discuss them, and that last month we had re-emphasized the importance of the directors becoming familiar with our finances. Bill briefly explained the format of the reports. **Bill’s reports are attached.**
- In late March, Bill had emailed directors after he completed two reports: *Income/Expense For Period Covering 2012-04-01 to 2013-02-28* and *Balance sheet as of 2013-02-28*. Kevin had commented that they look very good, and they provide a good picture of BttF’s current financial status, but that our previous (old) accounting system also had a General Ledger statement that showed all financial transactions within a fiscal year, so we could see exactly what money had come in and what money had gone out. Bill explained why he didn’t think that was useful info. Tom acknowledged that a list of transactions had limited usefulness, but it wasn’t zero, especially in terms of financial transparency. **Directors expressed an expectation that a photocopy (or the original) of the most recent monthly Assiniboine Credit Union statement would be circulated at each monthly meeting.**

ii. Budget (Jeremy)

- We've discussed this and reviewed draft budgets at the last two Monthly Meetings. Jeremy had emailed directors a "final draft" a few days ago, and he asked that we approve it.
- Kevin questioned why we needed Directors Insurance, given that we've never had it before and that we are a small organization with few risks. This led to a broad discussion of insurance, including liability and AD&D ([workers compensation](#)), and a brief summary of Bicycle Valet Winnipeg's insurance. Jason has a very good grasp of this subject, so he later met with Mark to discuss it. **Directors asked Mark to make a recommendation about insurance, which will be considered at the May Monthly Meeting.**
- The discussion made it clear that the budget is a plan and a process and that actual revenue and expenses will vary from the budgeted amounts. The budget is to be reviewed monthly at which time variances will be identified and decisions concerning changes to the planed expenditures may be made.
- Kevin noted that it's a balanced budget and that we are 9 days into the 2013-2014 fiscal year, so despite questions surrounding the \$803 expenditure on directors insurance, we should approve the budget. **Motion to approve the budget (attached): Kevin. Second: Tom. Approved by consensus.**  
Note: Significant specific expenditures must still be approved by the Board.

b. Administration (Mark)

- Fundraising / Grants / Partnerships, Communications / new website, Executive Director's report
  - Mark's ED Report is attached.
  - There was a long discussion about making a high-level editorial decision about what types of material we want to present on the new website vs "let's stop talking and start doing" vs the opinion that we already have a good basis of content on the new website. We eventually agreed that the website needs to go live ASAP, and then we can improve content, determine content and update policy, and train directors to update.

c. Public Advocacy

- **Province** (Charles)
  - Charles' report is attached.
- **City** (Mark)
  - City issues are part of Mark's ED Report (attached).

d. Safety and Education (Dave)

- Dave's report is attached.

e. Community Bike Events

- Riverview Health Centre's Cycle on Life is on Sunday June 9. We should ensure our display trailer is there.
- Jason suggested using BC-based CCN for event registrations. The MCA uses CCN.

f. Bicycle Valet Winnipeg (Amanda)

- Amanda's 2013 contract was supposed to be signed today, but Loren has it and he's not at the meeting.
- Amanda's 2013 BVW Business Plan isn't quite ready. **Jeremy will send it to us soon (done) so we can approve it at the June Monthly Meeting.**
- Amanda re-sent her 2012 BVW Annual Report -- to Mark -- shortly after the March Monthly Meeting when we mentioned not yet seeing it. **Mark will forward it to directors.**

g. **The four “priorities” committees formed at our December Planning Session**

(see the [February and March meeting minutes](#))

i. Fundraising (Jeremy)

- The committee sent three documents to directors a few days ago: *Fundraising Committee Report – April 2013* (attached), *Fundraising Committee meeting – April 6* (attached), and a draft *Sponsorship Package*. **Directors should send comments to Jeremy.**

ii. BttF Awareness (Kevin)

- Shortly after our March Monthly Meeting, there was a good email conversation about the report from the committee’s January meeting. Consensus emerged on most of the 7 items in the report:
  1. We do not have the resources to broaden our Mission to all of Manitoba, but we would certainly work with non-Winnipeggers to help them achieve their goals.
  2. There is agreement with most points under “Determine how to increase our membership”.
  3. There is agreement with most points under “Develop plans for migrating content to our new website and keeping content on the new website current and interesting”.
  4. There is agreement with all points under “Develop a communication strategy: how to create contents, using social media”.
  5. *Determine a process to discuss and resolve branding*
    - There is agreement that we should not engage in research from our members and the public (for time, cost, and other reasons), and therefore we will not proceed with the NRGResearch proposal.
    - All directors either prefer a change of name to *Bike Winnipeg* or can support the change if we sometimes use a tagline of *Bike to the Future* and if we title our fall forum *Bike to the Future*.  
**Motion to change our name from *Bike to the Future* to *Bike Winnipeg*, create a new logo, and change our website URL to [bikewinnipeg.ca](http://bikewinnipeg.ca): Kevin. Second: Tom. Approved by consensus.**

**Implementation steps:**

- We could ask David Pensato or another branding/graphics professional to design a new logo, but the cost would probably be more than we can afford, so we decided to ask the 1500+ people on our email list to submit logo ideas. As an incentive, all people who send submissions prior to April 30 will be entered into a draw for a *1 Metre Please* jersey. We may or may not actually choose one of the submitted logos. The Awareness Committee may consult with a branding/graphics professional to assist them in providing a recommendation to the Board, who will ultimately approve a logo.
- The domain name [bikewinnipeg.ca](http://bikewinnipeg.ca) (which we own) will be the address of the new website. The new website’s banner text and logo must change from *Bike to the Future* to *Bike Winnipeg*.
- Our email addresses must change to [@bikewinnipeg.ca](mailto:@bikewinnipeg.ca).
- All printed materials will eventually be changed to have the new name and logo. Bicycle Valet Winnipeg materials for 2013 haven’t yet been produced, so they will say *Bike Winnipeg* or *BikeWinnipeg.ca*.
- For 2014, we should consider changing *Bicycle Valet Winnipeg* to *Bike Winnipeg Valet*.
- 6. Our new website shouldn’t try to be the “go to” site for all cycling-related rides and maps in Manitoba because we don’t have the resources to be successful.
- 7. There is agreement with all points under “Determine opportunities for increasing awareness via *Bicycle Valet Winnipeg* and *Bike to Work Day*”, but we must ensure that *Bike to Work Day* and *Bicycle Valet Winnipeg* implement as many of the suggestions as possible.
- The committee’s report has been updated and it is attached.

iii. Education (Dave)

- See Dave’s Safety and Education Report (attached).

iv. Rules and Regulations – BttF’s City/Provincial/Federal advocacy (Tom)

- **We are waiting for Charles to provide the next iteration of the document for review.**

6. **Issues**

- None.

7. **Other Items**

- None.

8. **Upcoming Dates**

- May Monthly Meeting: Tuesday, May 14, 2013 at 5:30.

## **Treasurer's Report – April 2013 – by Bill Newman**

Attached are a Treasurer's Report for March and another one for April, and also a spreadsheet summarizing Bicycle Valet Winnipeg operations for the last three years

The Treasurer's Report is intended to be a simple explanation of what has happened in the previous month. It summarizes general income/expense and our net worth for the previous month. I feel this is an appropriate format for distribution with the minutes.

There are also more detailed financial reports on the new website, under *About->Financial Reports*. These are alluded to in the Treasurer's Report. This may or may not be the best way to distribute this information.

The figures should be re-graded as "tentative". Using the accrual method of accounting, additional expenses or income for that period can come to light later. It sometimes takes a month or two for everything to be submitted and paid out. This is normal practice. The only official "engraved in stone" report is the final year-end report that is typically released several weeks or months after our fiscal year-end of March 31.

### **Depreciation**

This is calculated once a year at year-end. YTD reports reflect depreciation as of the beginning of the fiscal year. The procedure is to post a depreciation amount to each fixed asset as a percentage of the current (depreciated) balance. Depreciation amounts are accumulated in two accounts: one for Bicycle Valet Winnipeg assets and one for other equipment (currently the display trailer). There is no consideration for partial depreciation in the year of acquisition. This avoids the need for a special spreadsheet to handle depreciation.

### **Tweaking**

Hopefully I'm done making adjustments and corrections. If you've been using the online reports you should be warned that some adjustments have been made in the last few days.

### **Bicycle Valet Winnipeg**

There were several adjustments here. Income from the River Ex (\$2400) was moved from YE2013 (Year End 2013-03-31) to YE2012 where it belonged. An additional grant (\$1500) was identified as being for Bicycle valet Winnipeg. This is all corrected in the *BV Operations.xls* report.

## Treasurer's Report -- March 12, 2013

The following brief summary is provided as a monthly reporting of the financial activity and position of the organization. (This report is for the previous two months since the last report was as of Dec 31.)

### Cash flow for the period Jan. 1 - Feb. 28, 2013

#### Red Moon Road event

Total income	\$5,348.34
Expenses (includes shared profits)	\$4,476.99
Net profit to BttF	\$871.35.

This event was a joint effort with the Winnipeg Adult Education Centre (WAEC) who shared in the profits. Expenses include 89.25 for t-shirts (7 @ 12.75). PayPal bank fees were not included since they are an administrative overhead (like the Executive Director's time).

#### Additional income

Membership, donations, and interest	\$533.57
"1 Metre" T-shirt profits (joint MCA project)	\$715.30

#### Other expense

Administration, Staff	\$1,220.15
Conferences	\$750.00
Bicycle Valet Operations	\$1,371.66
<b>Net income/(loss) for January/February</b>	<b>(\$1,221.59)</b>

#### Financial position as of 2013-02-28:

Current assets minus liabilities (funds available)	\$16,180.42
Fixed assets and inventory	<u>\$14,207.92</u>
<b>Retained earnings (net worth)</b>	<b>\$30,388.34</b>

Additional financial statements are available online. Contact [treasurer@biketothefuture.org](mailto:treasurer@biketothefuture.org) if you need additional detail.

## Treasurer's Report -- April 9, 2013

This is a brief summary of the financial activity and position of the organization for the month of March 2013. It includes all items reported to date. Additional income/expenses may be received which will alter the final picture for the month.

More comprehensive financial statements are available online. Contact [treasurer@biketothefuture.org](mailto:treasurer@biketothefuture.org) if you need additional detail.

### Cash flow for the month of March, 2013

#### Income

Membership, Interest	\$66.00
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#### Expenses

Administration, Staff	\$602.79
Depreciation (display trailer)	\$586.70
Bicycle Valet Operations	\$790.00
Bicycle Vale depreciation	\$2,054.90
<b>Net income/(loss) for March</b>	<b>(\$3,968.39)</b>

#### Financial position as of 2013-03-31

Current assets minus liabilities (funds available)	\$13,707.79
Fixed assets and inventory	<u>\$11,566.32</u>
<b>Retained earnings (net worth)</b>	<b>\$25,274.11</b>

#### Notes

Depreciation on capital equipment is declared once a year on March 31 (fiscal year-end). This is the only month that will show depreciation expenses

## Bicycle Valet Winnipeg

Summary of Operations since inception

	YE 2014	YE 2013	YE 2012	YE 2011
<b>Revenues</b>				
BV Fees		10,505.00	7,800.00	
BV Grant Inc		1,500.00	7,700.00	10,850.00
BV Donations		148.31		
Total Revenue		12,153.31	15,500.00	10,850.00
<b>Expenses</b>				
BV staff contracts		7,815.44	1,177.03	
BV Volunteer Support		621.67	1,665.83	107.01
BV Supplies & Maintenance		180.52	1,806.55	815.19
BV Advertising & Website		508.64	35.97	364.30
BV Insurance		904.15	872.77	862.82
BV Storage		560.00	40.00	
BV Depreciation		2,054.90	2,568.64	1,122.63
Total Expenses		12,645.32	8,166.79	3,271.95
Net income (loss)		(492.01)	7,333.21	7,578.05

Based on financial data as of 2013-04-01

## **Bike to the Future 2013-14 Budget**

April 9, 2013

The purpose of this budget is to set **revenue and spending targets for 2013-14**. Over the past few years our activities have increased, including the development of two ongoing self-contained projects: Bike to Work Day and Bicycle Valet Winnipeg. These projects generate their own revenue and both help support Bike to the Future operations through administrative fees. In 2012-13 we also entered into a contract with Manitoba Public Insurance to deliver cyclist education courses, for which an administrative fee was received by Bike to the Future and used for core operations.

In November, 2012 we established an Executive Director position. Currently this is a ¼ time position but we are planning to increase the funding for this position over the course of the coming year through grants, projects and fund-raising activities. Similarly, Bicycle Valet Winnipeg has a Project Administrator hired on a part-time contract. The 2013-14 contract for this position has been increased by approximately 50% over last year, and it is expected that the project will generate a 50% increase in contract revenues as a result.

The budget is sub-divided into four parts:

- Core Operations,
- Bicycle Valet Winnipeg,
- Bike to Work Day, and
- Other Projects.

Revenues and expenses are identified for each of these, and a total is shown in the overall Bike to the Future budget. The following assumptions have been built into the budget.

It should be noted that the budget will evolve over the course of the year, and that this is just meant to be our starting point. Depending on our actual cash flow and success in generating revenue we may decide to reduce or increase some of the expenditures. We will need to keep an eye on revenues and expenditures and make adjustments from month to month.

### **BIKE TO THE FUTURE CORE OPERATIONS - REVENUES**

#### **Revenue from memberships, donations and sponsorships**

It is projected that revenues from memberships will increase substantially once we initiate a membership and donations drive, in combination with the development of our new website. Our annual membership revenue declined when we went to a lifetime membership system in 2010, and also because we have not undertaken a membership drive since then. Renewal of memberships is now voluntary at a suggested \$10 per year for individuals, \$20 for families and \$40 for organizations. With more than 700 current members and an email list of more than 1500 we believe that a membership drive will generate at least \$2,000 in memberships.

We are planning to put more effort into soliciting donations and also to make it easier for people to donate on our web site. This will be complemented by our new effort at recruiting sponsors and the new sponsorship package we are developing. We have estimated that we will generate \$1,000 in donations and \$2,000 in sponsorships as a result.



### **Administrative Fees**

The budget assumes that both BTWD and BVW will contribute 10% of their revenues to the core operations as an administrative fee.

### **Fundraising Initiatives**

In the current year we have received more than \$1500 from fund-raising initiatives through sale of merchandise (“one metre please” jerseys) and a fundraising concert. We are planning two fundraising concerts over the coming year, one to take place in the fall at the time of our planned Fall Forum, and another one in the winter. We are hoping that the fall concert will bring in \$2,000, and the winter concert \$1,000.

### **Grants & Project Funding**

Over the past two years we have received grants from MEC and Assiniboine Credit Union. In 2011-12 these grants totalled \$6,000, and in 2012-13 they totalled \$7,000. The grants were given for specific purposes, including equipment for BVW (Assiniboine Credit Union), the cost of web site development (MEC), and the cost of our display trailer.

For 2013-14 we have applied or are in the process of applying for the following grants:

- Assiniboine Credit Union - Public Workshops re: Mb Hydro Right of Way west of McPhillips
- City of Winnipeg - Public Workshops re: Riverside Bicycle Boulevard Development in East Fort Garry
- City of Winnipeg - Bike to the Future Fall Forum on City AT Strategy
- Green Shield Community Giving Program - Cycling Skills and Bicycles for Low Income Neighbourhoods
- Mountain Equipment Coop – Public Consultations re: City of Winnipeg Cycling Strategy

In the budget we estimate the total of grants from these sources to be \$7,500. Other sources will be explored by the Fundraising Committee, including two we are planning for 2014:

- Various Funders - Accessible Cycling Skills Training
- City of Winnipeg / Others - Elmwood/East Kildonan Community AT Consultations

## **BIKE TO THE FUTURE CORE OPERATIONS - EXPENSES**

### **Staff Contracts**

Currently the Executive Director contract is based on a monthly amount of \$600 plus bonuses based on revenue from grants and sponsorships that is secured. We are projecting a 50% increase to \$900 per month plus bonuses over the course of the year, based on an expectation of increased revenue from grants, donations and fundraising. Actual increased fees will be phased in as revenues increase.

### **Administrative Costs**

We are planning for several new administrative costs next year including liability insurance for directors, the cost of our email service provider, support for our volunteers (volunteer appreciation). The insurance amount is an incremental amount based on a quote from the Cooperators Insurance who are already providing liability insurance for BVW and other volunteers. (See BVW budget.)

Although we don't maintain an office, we maintain membership in the Eco-Network and use this as our mailing address and use the board room for occasional meetings. We may also wish to join or affiliate with other organizations.

**Outreach**

As has been discussed in our various committees we need to make efforts to promote cycling and increase awareness of cycling issues and of our organization, and to generally provide information to our members and the public about many cycling-related developments. We are tentatively planning to organize a fall forum for the purpose of providing input into various issues, including the City's AT plan that is to be developed in the coming year. We will be seeking funding support for the forum, but we also expect to spend some of our own money on the effort. The outreach budget also provides an amount to pay for fees to set up booths at appropriate events.

**Professional Development**

We have allowed some funds to help promote professional development among those professionals involved in cycling planning, engineering and advocacy. Part of the cost is to host webinars that have been effective ways of gaining access to knowledge from other places, and part is for conference fees for staff or members of BttF, to help increase our expertise and effectiveness.

**BICYCLE VALET WINNIPEG**

**BVW Revenues**

Based on discussions with the Project Administrator it is projected that revenues from service contracts with various organizations will increase by 50% over last year, based on higher levels of demand identified this year. The local MEC store has provided grants each year in support of BVW and in addition it is expected that BVW will undertake a sponsorship campaign. These two revenue sources are expected to generate \$3,000.

**BVW Expenses**

The Project Administrator's contract is based on a base amount plus an amount for office and telephone costs plus bonuses for revenues secured. The 2013-14 base amount is 50% higher than last year, on the assumption that a 50% increase in contracts will require 50% more work. The rationale for the Administrator's contract is as follows:

Base amount	(As per contract)	7,500
Office & telephone amount	(As per contract)	1,500
<u>Bonuses</u>	<u>(10% of total revenue)</u>	<u>1,815</u>
Total Estimated Expense		10,815

Other expenses include \$1,000 for volunteers support (such as food, drinks). As noted above, growth of BVW is limited by the number of volunteers available, and this amount is intended to help in recruiting additional volunteers. In addition there are expense items for insurance, storage, transportation, advertising and replacement of equipment. Improved storage arrangements are needed and the cost for this is expected to increase. An amount is specifically required to support transportation expenses for hauling equipment to various sites. These amounts are based on last year's expenditures and on needs identified by the Project Administrator. An administrative fee of 10% of revenues is to be contributed to Bike to the Future core operations.

**BIKE TO WORK DAY**

BTWD is a wholly separate operation with its own board, although it is administered by Bike to the Future. A \$20,000 annual grant has again been provided by the City of Winnipeg, of which 10% will be contributed to Bike to the Future core operations as an administration fee. BTWD has other sources of revenue and produces its own detailed financial statements each year. This budget is only concerned with the amounts that flow through Bike to the Future's books.

Table 1 below provides an overview of the proposed Bike to the Future budget, while Tables 2-5 (appended) provide details for the Core Operations, Bicycle Valet Winnipeg, Bike to Work Day, and Special Projects components of the overall budget.

**Table 1: Overview**  
**2013-2014 Budget – Bike to the Future**

<b>Item</b>	<b>2011-12 Actual</b>	<b>2012-13 Estimated</b>	<b>2013-14 Proposed</b>
<b>BIKE TO THE FUTURE – SUMMARY</b>			
<b>Core Operations</b>			
Revenue	14,441	12,560	20,375
Expenses	9,722	10,469	20,153
Net	4,719	2,091	223
<b>Bicycle Valet Winnipeg</b>			
Revenue	13,100	12,154	18,150
Expenses	13,100	10,392	17,800
Net	0	1,761	350
<b>Bike to Work Day</b>			
Revenue	0	20,000	20,000
Expenses	0	20,000	20,000
Net	0	0	0
<b>Other Projects</b>			
Revenue	0	11110	0
Expenses	0	11110	0
Net	0	0	0
<b>Bike to the Future Totals*</b>			
Revenue	20,538	52,564	54,710
Expenses	15,819	48,711	54,138
Net	4,719	3,852	573

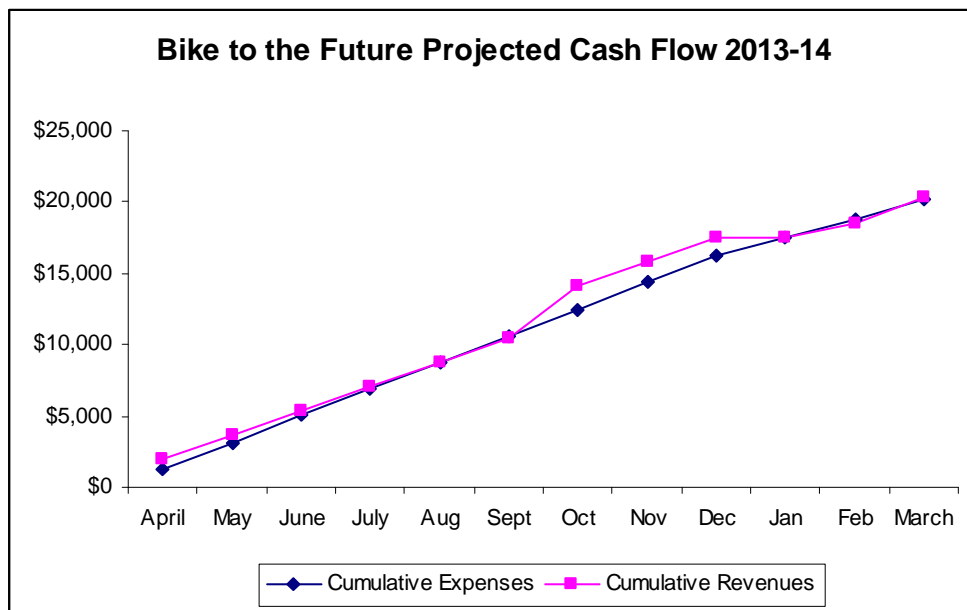
\* Internal transfers have been removed from totals.

### Cash Flow Projection

A cash flow projection has been estimated based on assumptions concerning the expected receipt of various types of revenue. Most revenue is expected to be received over the period from May through December. Fundraising income is based on the expected timing of events. Admin fees are to be transferred at the end of the fiscal year. The following table and chart show the expected cash flow and net balance. This will be monitored and a monthly variance report will be prepared to determine whether targets are being met, so that adjustments may be made as required. There is a sizable reserve currently available that can absorb temporary deficits in the cash flow.

**Bike to the Future Core Operations – Projected Cash Flow – 2013-2014**

Month	Revenue					Expenses				Net Cash Flow
	Members, Sponsors	Grants	Fund-raising	Admn Fees	Total	Exec Dir	Other Admin	Advo -cacy	Total	
APR	0	0	0	2,000	2,005	900	409	0	1,309	<b>696</b>
MAY	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>524</b>
JUN	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>352</b>
JUL	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>180</b>
AUG	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>7</b>
SEP	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>-165</b>
OCT	625	1,063	2,000	0	3,693	1,331	409	125	1,865	<b>1,663</b>
NOV	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>1,490</b>
DEC	625	1,063	0	0	1,693	1,331	409	125	1,865	<b>1,318</b>
JAN	0	0	0	0	5	900	409	0	1,309	<b>15</b>
FEB	0	0	1,000	0	1,005	900	409	0	1,309	<b>-289</b>
MAR	0	0	0	1,815	1,820	900	409	0	1,309	<b>222</b>
<b>Total</b>	<b>5,000</b>	<b>8,500</b>	<b>3,000</b>	<b>3,815</b>	<b>20,375</b>	<b>14,250</b>	<b>4,903</b>	<b>1,000</b>	<b>20,153</b>	



**Table 2: Core Operations**  
**2013-2014 Budget – Bike to the Future**

<b>Item</b>	<b>2011-12 Actual</b>	<b>2012-13 Estimated</b>	<b>2013-14 Proposed</b>
<b>Revenue</b>			
Memberships Fees (Individual/Organizational)	1,338	500	2,000
Donations	100	100	1,000
Sponsorships			2,000
Internal Transfers:			
Bike to Work Day Admin Fee	0	2,000	2,000
Bike Valet Winnipeg Admin Fee	7,003	0	1,815
Cycling Skills Course admin fee		1,260	0
Fundraising Initiatives	0		
Winter Concert		1,000	1,000
Fall Concert		0	2,000
Merchandise		700	0
Grants			
City – Fall Forum			1,000
ACU	4,000	3,500	4,000
MEC – Partnership	2,000	3,500	0
MEC – Capacity Building	0	0	3,500
Interest/Investment Income			60
<b>Total</b>	<b>14,441</b>	<b>12,560</b>	<b>20,375</b>
<b>Expenses</b>			
Service Contract			
Contract Fees	5,214	5,942	10,800
Bonuses	0	0	3,450
Administration			
Web Site & Email	126	3,808	375
Insurance – Directors	0	0	803
Memberships & Affiliations	0	0	100
Volunteer Support	0	0	500
Bank Fees & Other Costs	438	20	175
Advocacy			
Workshops	0	0	750
Printing	0	0	250
Outreach & Awareness			
Fall Forum	0	0	2,000
Printing	0	0	250
Booth Fees	0	0	200
Cycling map	300	0	0
Display Trailer	3,644	0	0
Special Events & Sponsorships	0	450	0
Professional Development			
Webinars & Conferences	0	250	500
<b>Total</b>	<b>9,722</b>	<b>10,469</b>	<b>20,153</b>
<b>Net Income – Core Operations</b>	<b>4,719</b>	<b>2,091</b>	<b>223</b>

**Table 3: Bicycle Valet Winnipeg  
2013-2014 Budget – Bike to the Future**

Item	2011-12 Actual	2012-13 Estimated	2013-14 Proposed
<b>BICYCLE VALET WINNIPEG</b>			
<b>Revenue</b>			
Fees	5,400	10,505	15,000
Grants	7,700	1,500	3,000
Donations		149	150
<b>Total</b>	<b>13,100</b>	<b>12,154</b>	<b>18,150</b>
<b>Expenses</b>			
Admin contract - base fees	1,666	6,917	9,000
Admin contract - bonuses		901	1,815
Volunteer Support	1,927	622	1,000
Supplies	1,793	181	400
Insurance	435	904	1,000
Advertising & Promotion	36	509	500
Storage	240	360	1,020
Transportation		0	500
Capital purchases/replacement	0	0	750
Transfer to BttF Operating Budget	7003	0	1,815
<b>Total</b>	<b>13,100</b>	<b>10,392</b>	<b>17,800</b>
<b>Net Income – Bike Valet</b>	<b>0</b>	<b>1,761</b>	<b>350</b>

**Table 4: Bike to Work Day  
2013-2014 Budget – Bike to the Future**

Item	2011-12 Actual	2012-13 Estimated	2013-14 Proposed
<b>BIKE TO WORK DAY</b>			
<b>Revenue</b>			
Fees	0	0	0
Grants	20,000	20,000	20,000
<b>Total</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>
<b>Expenses</b>			
Admin Fee	0	0	2,000
Bike to Work Day Expenses	20,000	20,000	18,000
<b>Total</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>
<b>Net Income – Bike to Work Day</b>	<b>0</b>	<b>0</b>	<b>0</b>

<b>Table 5: Other Projects</b>			
<b>2013-2014 Budget – Bike to the Future</b>			
<b>Item</b>	<b>2011-12 Actual</b>	<b>2012-13 Estimated</b>	<b>2013-14 Proposed</b>
<b>OTHER PROJECTS (MPI Training Program – 2012-13)</b>			
<b>Revenue</b>			
Contract		10,900	
<b>Total</b>	<b>0</b>	<b>11,110</b>	<b>0</b>
<b>Expenses</b>			
Admin Fee		1,260	
Trainer Fees		8,400	
Training Expenses		1,450	
<b>Total</b>	<b>0</b>	<b>11,110</b>	<b>0</b>
<b>Net Income – Other Projects</b>	<b>0</b>	<b>0</b>	<b>0</b>

# Executive Director's Report – April 2013 – by Mark Cohoe

Memberships: 784  
Listserve : 1651  
Facebook Likes: 147

## Cycling and Pedestrian Strategies

Anders Swanson and I met with Susan Freig (who will be managing the public consultation portion of the cycling and pedestrian strategies) on Monday April 1<sup>st</sup>. In addition to Freig and Associates, the consultant team will also include Urban Systems of Vancouver (the project lead), Montufur Group of Winnipeg, Nelson Nygard Consulting (New York), Copenhagenize (Copenhagen), Alta Planning & Design (U.S.), and the Walkable and Liveable Community Institute. They are looking at utilizing a number of sessions to gather public input for the process. An advisory committee will be formed, and will meet about 5 times over the year. They are also hoping to host a number of coffee shop type meetings, and will try and hold 4 or 5 regional meetings as well. Finally, they are considering a 2 day summit as a way to provide a learning experience and gather input near the start of the process.

## Media Requests

I was interviewed for an item in the Uniter's annual urban issues roundup. You can view the story [here](#).

I have also been asked for an interview by CTV on the morning of April 30<sup>th</sup>, the day before the provincial helmet legislation comes into effect.

## Admin

### Budget

Jeremy, Amanda, Bill and I have been working to produce a budget for the current year, which Jeremy will be presenting at the April meeting.

### List-serve Management

The draft budget included an amount to pay for a much richer email list serve program (Constant Contact). I will be moving forward with this in order to automate our subscription services, and to allow for a more professional looking newsletter/announce format.

## Web Site Development

### Migration

I've continued to work on the web-site migration. Sections still needing work are

- Local Media
- Get Involved
  - Join/Donate – needs some simplifying
  - Volunteer – needs volunteer jobs
  - Advocacy Resources (will probably get dropped for now)
- Riding in Winnipeg
- Riding Tips (needs a written blurb)
  - Community Bike Shops
  - Local Bike Shops
  - Bicycle Parking Tips
- Know Your Route (needs a written blurb)

### Training Workshops

Ultimately, we want the board to take the initiative on entering and publishing data, so I would like to set up one or two workshops next week to provide some hands on training on publishing to the website.



# Fundraising

## Grants

### Greenshield

Kaye and I put together an application for a "Create a Commuter" type program that would provide both a bicycle and the skills to ride it along with help in route selection, etc.

We requested \$10,273, and committed to a \$1,250 contribution from BttF.

### Assiniboine Credit Union

Kaye and I put together an application for Assiniboine Credit Union's Sustainable Community grant. The application centers on a community and stakeholder consultation process for a potential active transportation corridor along the McPhillips Hydro right-of-way. We requested a contribution of \$5,000, and committed to a contribution of \$2,391 from BttF. I also completed an interim report for the 2012 grant.

## Fundraising Events

The fundraising committee has tentatively set a date for a fall concert fundraiser to coincide with a resurrected fall forum. The fundraising goal would be \$2,250.

## Membership/Donations Drive

In conjunction with the Fundraising Committee, I will need to start scheduling membership/donation drives for the spring and fall. We will work on bike shops as one source, and will look into other potential sites as well.

## Other Grants & Proposals in Development

### Cycling Skills

I have met with Dave to discuss insurance, and Jeremy has been in contact with our agent. The only gap in insurance is with the instructors. I was also in contact with Robert Johnson of PedNet in Columbia, Mo. They ran a very successful cycling skills program as part of the U.S. Non-Motorized Transportation Pilot Program. They had a budget of \$200,000 and were able to teach 4,000 cyclists.

- Their courses were 9 hours and based on the League of American Cyclists' Traffic Skills 1010 course
- Enrolment was 90% female
- One-to-one selling was their most effective marketing device
- They charged \$20 for the course
- Initially, the courses were offered free of charge, but turnout was a problem
- Without subsidy, they charge \$50 for the course
  - \$15/hr for instructors x 2
- They found that the longer comprehensive course attracted more people than shorter courses (3hr commuting).

Jeremy and I met with Health in Common to discuss an evaluation model for the project to be carried out by Health in Common.

### Riverside Drive

There may be potential to negotiate a public consultation project with the City centred around AT in East Fort Garry, particularly a cycling connection between Jubilee Ave and Crescent Drive.

# **Outreach**

## **Events Attended**

### **Green Routes (U of W)**

I attended a workshop (and put out a display table) as part of an end of the week workshop put on by the U of W on March 9<sup>th</sup>.

### **Winnipeg Transit Riders Association**

I attended a Winnipeg Transit Riders Association event with the display trailer on Saturday March 23<sup>rd</sup>. I think there were some decent connections made at this event that I hope to build on in the future.

## **Upcoming Events**

### **City of Winnipeg Bike Auction**

I have signed us up for the Winnipeg Bike Auction. It takes place April 27<sup>th</sup> and 28<sup>th</sup>. We will need volunteers to help out with the trailer display.

### **Sisler High School**

I will be speaking at Sisler High on Wednesday April 24<sup>th</sup>. The McPhillips Hydro Corridor will be a key part of the presentation and discussion.

### **Elmwood-East Kildonan**

As a follow-up to the discussion paper I put out last month, I have been keeping in contact with community and trail groups and champions in the Elmwood –EK area, as well as with planners who have been completing work in the area. I hope to come up with a partnership that will help refine and advance the cycling network in this area as a result of these actions. There is the possibility of trying to develop a consultation process similar to our McPhillips Hydro right-of-way proposal that we described in our application for the ACU grant.

### **Virology Lab**

I have set up a presentation for employees at the virology lab (~400 employees) on Tuesday May 14<sup>th</sup>. I will try and tie this in to Bike to Work Day.

### **2013 Timeraiser**

I have signed us up for the 2013 Timeraiser, which tries to match volunteers with volunteer opportunities. I have made particular requests for graphic artists, facilitators, and people with social media expertise.

Thursday May 30<sup>th</sup>, 2013

Manitoba Hydro Place

### **MEC Bikefest**

I have agreed to have BttF take part in MEC's Bikefest at The Forks Saturday June 15<sup>th</sup>. We will need a few volunteers for this.

### **Happy Days on Henderson**

June 1<sup>st</sup> – This will be a family oriented event in Elmwood. We've attended in previous years under a different name.

# Advocacy

## Rapid Transit

I attended a meeting of various groups concerned about the routing of the second phase of the Southwest Rapid Transit Corridor, with information from that meeting having been shared with the Board. I think we were able to provide good quality information to the other groups, and that being part of this process has built goodwill for us.

With the Parker routing now passed by council, we will need to start advocating for proper cycling facilities along the RT corridor. Keys to this include the Pembina crossing, the Bishop Grandin crossing, sections north of the Parker/Hydro/Letellier crossing, and the final leg into the University. A decision on the final leg into the University has not yet been finalized, although it looks like the Markham option is favoured by Transit, the planners and the U of M. We will need to be engaging all partners in our discussions (City, Province, U of M, Transit, Neighbourhood Groups).

## Waverley West Southwest Neighbourhood Area Structure Plan

The Neighbourhood Area Structure Plan for the Southwest section of Waverley West came before the Riel Community Committee on Monday afternoon (plans were only made public with the committee meeting agenda on Thursday or Friday). The city is backtracking from recommendations included in the City of Winnipeg Transportation Master Plan, Complete Communities, Sustainable Transportation, and the overall Waverley West Area Structure Plan. I attended the public hearing in opposition as I felt that the AT features being offered were inadequate. I don't seem to have affected any change, other than that the developer will consider median refuges where the greenway system intersects Waverley Street. The next step is for the Area Structure Plan to go before either Property and Development or EPC about a month from now. I think we need to keep applying pressure by engaging our supporters and partners in the effort to improve AT facilities. View the submission [here](#).

## Charleswood Transportation Study

The City's Property and Development agenda for Tuesday April 9<sup>th</sup>, which was released on Friday April 5<sup>th</sup>, included an agenda item to declare lands south of Shaftesbury High as surplus, including the right-of-way along Bower that separated Shaftesbury High School from St. Paul's Collegiate between Grant and Bard Pl. The Bower right-of-way had been identified during the Charleswood Transportation Study process as a potential connection between the Grant and Shaftesbury trails at the northwest corner of Grant and Shaftesbury (which ends at the intersection) and the residential street network in South Tuxedo. I contacted the local councillor (Paula Havixbeck) and the members of the Property & Development Committee to stress the need to reserve an easement for an AT pathway along this right of way. I also passed along this information to the student union at the Canadian Mennonite University (who spoke in delegation before the committee) and Shaftesbury High School asking for support. Councillor Havixbeck in turn got in touch with Public Works (my email to Public Works went unanswered). She also suggested that the funds from the land sale could go towards an extension of the Grant pathway (kudos to her on that).

The City administration felt that a continuation of the Grant pathway from Shaftesbury to Holland was the better option, giving safety and expense (there is a buried hydro cable along part of the right-of-way). I'm not sure I agree with their assessment. The trail along Grant requires 3 crossings, which present a very real safety hazard as cyclists will be outside of the focus of drivers making a left turn into both Bower and St. Paul's High School off of Grant. Easement issues and trees are also a concern. View the submission [here](#).

## Priorities for the next Meeting

- Fundraising
  - Grants & Proposals
    - Cycling Skills Proposal
    - Riverside Proposal
    - Elmwood-EK Proposal
    - Fall Forum (Per Capita Grants)
  - Membership Drive/Donations
    - Accomplishments Document
- Website Development
  - Content
  - Training Workshops
  - Implement Email Conversion
- Outreach
  - Sisler Presentation
  - Virology Lab Presentation
  - Bike to Work Day – Bicycle Shorts

## **Bike to the Future Provincial Issues Report April 9 1013**

### **MPI hearing at PUB**

This year, the PUB and MPI have agreed to review road safety at the beginning of this year's MPI rate hearing. The PUB "encouraged" MPI to "put forward the names of potential witnesses... on or before March 31." Therefore, the rate hearing process has effectively started.

The first step will be to decide which "experts witnesses" will appear to give testimony on the safety issues. MPI will identify who it proposes to call, then interveners (including us) will probably be asked to identify who we want to call. Then, if the PUB is not satisfied with the completeness of the proposed witness testimony, they may call some witnesses to fill any gaps.

We have engaged James Benson of Booth Dennehy to represent our organization before the PUB with respect to MPI. We have asked James to approach the PUB to request "standing" on behalf of BttF right away, so that we can be formally involved in reviewing this, and all future materials that will relate to the upcoming hearing.

Because he is an avid cyclist, and a colleague in his firm represents the motorcycle associations at the MPI / PUB hearings, he has offered to work pro bono for any part of his work that is not covered by filing for costs. BttF will reimburse James for incidental expenses such as copying, courier, and long distance calling. We have asked him for monthly reports about the amounts he is "billing" and expecting to recover from MPI cost awards, as well as any incidental expenses for BttF to pay. We are very grateful to James for his generous offer to help us make this intervention successful.

### **Provincial Legislature**

We responded to an offer from Brian Pallister to put forward questions to be asked during the annual review of Estimates in the Legislature. We suggested:

Has the government dedicated a percentage of the annual roads and bridges capital and operating budgets to fund a cost-share program with municipalities to encourage the development and maintenance of active transportation infrastructure in and between Manitoba communities?

How much funding has the government dedicated to:

- Public outreach informing drivers of the proper ways to share the road, and
- Cyclist education programs for students and adults?

We arranged a briefing with the NDP caucus on April 9<sup>th</sup>.

## **Safety and Education Report – April 2013**

**Submitted by: Dave Elmore, Director of Safety and Education**

### **Education Development Sub-Committee**

The committee has not met again since the initial meeting on February 18. The main action items identified were:

- Working with the fundraising committee on development of possible cycling course costs and sponsorship.
- Preparing a letter to PUB regarding the lack of an MPI road safety conference
- Developing designs for a possible bus board advertising campaign

Work is on-going on each of the above action items.

### **MPI's Cycling Champion Courses**

MPI's sponsorship for Bike to School Week (BTSW) will include a series of cycling champion courses. Participation and/or dates for these course has not yet been confirmed

### **Bike Safety Video**

No update on the completion or potential release of any videos.

### **CAN-Bike**

Updates to the Can-Bike curriculum and documents is ongoing.

There have been some discussions recently with MPI regarding the need to further expand instructor resources for CAN-Bike. Future sponsorship of CAN-Bike courses by MPI will be dependent on the success of the Cycling Champions program.

### **Leisure Guide Courses**

The City of Winnipeg cycling courses through the Leisure Guide are available for registration. No update has been provided on registration. The beginners course will be offered on May 4 (12 to 4) at Fort Rouge Leisure Centre and a commuter course will be held on May 11 at St. James Civic Centre. BttF needs to continue promoting these courses.

# **Fundraising Committee Report – April 2013**

**Fundraising Committee:** Jeremy Hull (chair), Kaye Grant, Amanda San Filippo, Chrys Chrypha, Mark Cohoe

We held our fourth meeting on April 6 (see attached notes). We reviewed progress on several funding proposals.

## **Manitoba Hydro Right of Way – Public Workshops & Open House**

A proposal has been submitted to Assiniboine Credit Union to support a series of public workshops concerning the possible development of the Manitoba Hydro right of way west of McPhillips as a multi-user path. The proposal calls for a series of three workshops in the area followed by an open house to present information and receive feedback. A report summarizing the results would be prepared. The total cost of these activities is approximately \$7,500. We are asking ACU for \$5,000 and will contribute \$2,500, partly in the form of labour.

## **Other funding proposals**

We are also working on the follow funding proposals:

### **For 2013**

- Cyclist training and bicycles for low income residents
- Riverside Bicycle Boulevard – public workshops and open house
- Fall Forum on City of Winnipeg's AT Strategy

### **For 2014**

- Accessible Cyclist training courses
- Elmwood-East Kildonan community engagement

## **Membership Campaign – Membership Committee Proposed**

We have been discussing the need for a membership campaign that would include recruiting new members and asking existing members to renew their memberships or make donations. The campaign should include the following:

- Phone call appeals to current members/contacts telling them what we've accomplished and asking for support for specific activities in the current year
- Development of a set of membership benefits, such as discounts, free gifts, etc.
- Setting up membership tables at appropriate venues and events, including bike shops, Bike to Work Day, and events where Bicycle Valet Winnipeg is set up
- Identifying other opportunities to set up the display trailer with membership information
- Reviewing our organizational membership fees and policies, and developing a strategy for recruiting organizational members

In order to do this we are recommending that a membership committee be formed, including at least one Director and several (5?) other volunteers to help with the work.

## **Sponsorship Package Developed for Board Review**

Amanda has taken the lead in developing a sponsorship package that can be customized for different audiences. Members of our committee will be dividing up the work of customizing the package and contacting various categories of organizations and businesses. We will then have a graphic designer make the package as attractive as possible before starting to use it.

The package includes a matrix with a proposed set of sponsorship levels and the types of recognition that we would provide to sponsors (such as placing their logos on our web site, free tickets to fundraising events, etc.). We would like board members to look at this part of the package in particular and give us your thoughts and suggestions. The package will also be adapted and used by Bicycle Valet Winnipeg. This will be a separate sponsorship effort, and care will be taken not to contact the same organization twice.

## **Fundraising Events**

We're planning to have at least two fundraising concerts, one in association with our fall forum, and one in the winter. We're looking for appropriate bands and venues with a view to attracting younger cyclists, as well as raising money.

## **Budget – Finance Committee Proposed**

We have developed a Bike to the Future budget for 2013 (previously forwarded to the board) that includes a cash-flow projection. The monthly cash flow will need to be monitored in relation to the projections. We propose that a finance committee be established, separate from the fundraising committee, to oversee financial decisions, reporting and monitoring. The committee should include the Treasurer and 2 or 3 other Directors or volunteers.

# **Fundraising Committee meeting – April 6, 2013 – Second Cup on Corydon**

**Attending:** Kaye Grant, Mark Cohoe, Amanda San Filippo, Jeremy Hull

## **Status of Fundraising Proposals and Grants**

The following proposals have been submitted or are being prepared:

### **1. Public Workshops re: MB Hydro Right of Way west of McPhillips**

We have submitted a proposal to Assiniboine Credit Union to fund a series of public workshops and an open house to raise awareness of this possible active transportation corridor, and to receive feedback from residents of the area. This area of Winnipeg lacks bicycle paths and other AT infrastructure and seems to have low numbers of commuter cyclists. The proposal asks for \$5,000, with approximately \$2,500 to be provided by Bike to the Future. Timing would be roughly May – September.

### **2. Public Workshops re: Riverside Bicycle Boulevard Development**

We are planning to prepare a proposal to hold a series of public workshops and an open house to raise awareness of the idea, being considered by the City of Winnipeg, to turn Riverside Drive and other streets in East Fort Garry into a bicycle boulevard extending from Jubilee Ave to Crescent Park. The proposal will be submitted to the City of Winnipeg, and is expected to have a similar budget to the McPhillips proposal.

### **3. Bike to the Future Fall Forum**

We are proposing a public forum to take place in September to focus on the City of Winnipeg's development of an AT strategy this year. BttF members and the general public would be invited. This might take place at the University of Winnipeg, as in previous years. Details of the program and costs are to be worked out. We plan to approach the City of Winnipeg and others for funding and sponsorship.

### **4. Cycling Skills and Bicycles for Low Income Neighbourhoods**

A proposal has been submitted to Green Shield Community Giving Program to support cycling education and to provide bicycles to low income residents of Winnipeg. *(Amount? Timing?)*

### **5. Cycling Strategy**

We plan to submit a proposal to MEC requesting support for public consultations in connection with the development of the City of Winnipeg's new AT strategy. *(Amount? Timing?)*

### **6. Accessible Cycling Skills Training**

We are developing a proposal for funding to subsidize cyclist training courses to be offered in 2014. A \$20,000 budget has been developed for the delivery of 20 courses in 4 locations in Winnipeg. Funding will be requested from several organizations, including MPI, City of Winnipeg, Healthy Living, MEC, ACU, and MCSC. The funding would allow for the development of courses, reasonable fees to instructors, materials, and administration, and would allow the 4-5 hour courses to be provided for a fee of \$15 per student.

### **7. Elmwood/East Kildonan Community AT Consultations**

We are planning to develop a proposal for a community consultation process in this area of Winnipeg concerning cycling routes, facilities and needs. The process would be similar to what is planned for other regional consultations, but the scope would be broader, on AT routes and needs throughout the region. This would take place in 2014.

### **8. Other possible Funding Sources To Be Investigated**

Investors Group? Great West Life?

## Membership Fees and Donations

We will propose that Bike to the Future establish a Membership Committee, with at least one board member and several volunteers to do the following:

- Solicit new memberships and donations from existing members through various means;
- Plan a membership campaign that includes setting up membership tables or displays in bike shops, at events, in connection with Bicycle Valet Winnipeg, in connection with Bike to Work Day, and in connection with the BttF display trailer;
- Plan to systematically phone current and past members to make an appeal for donations;
- Identify and develop membership incentives;
- Develop materials describing the benefits of membership and the achievements of BttF;
- Review and revise the membership data base as needed to maintain contact with members.

## Sponsorships

The sponsorship package is almost complete. The following steps are planned:

- Amanda will forward the package to others on the fundraising committee. The package will include general text for the appeals for sponsorship, plus specific information to be used with different types of organizations. Jeremy and Mark will provide introductions to the package.
- The package will be forwarded to the board of BttF for review and comment, especially the part concerning sponsorship levels and types of recognition provided to sponsors.
- Once it is approved the package will be given to a graphics designer to make it attractive to potential sponsors.
- Each committee member will take on some of the identified categories of contacts (about 2 categories per committee member) and follow up with the organizations falling within that category.
- The sponsorship package is designed for appeals from Bike to the Future, which are separate from sponsorship appeals that Bicycle Valet Winnipeg may make. However the same basic sponsorship material will be used by BVW in developing its own sponsorships. The fundraising committee will maintain close communications with BVW to ensure that the same organizations are not being approached more than once for sponsorship.

## Fundraising Events

We are planning to hold several fundraising events, including fall and winter fundraising concerts. It is estimated that a fall concert with a good band could bring in a surplus of more than \$2,000. The fall fundraising concert is to take place in conjunction with the fall forum which would also help with promotion of the event. Mark and Amanda are going to start identifying and contacting possible bands about the fundraiser idea.

Arrangements may also be made with particular venues such as Rumours Comedy Club to have a fundraising night and share revenues. The possibility of house concerts was also discussed. In general, we want to use these events both to raise money and to reach a wider public, particularly younger cyclists.

## Budget and Financial Report

There is a need for a BttF Finance Committee to complement the Fundraising Committee. The Finance Committee would oversee general financial reporting and ensure that monthly reports are prepared in a form that will allow us to know where we stand with respect to our fundraising targets and expenses. Jeremy is going to develop a monthly cash flow plan based on projected income and expenses, and the monthly financial report should let us know the extent to which these projections are inaccurate so that we can adjust accordingly.

The BVW budget will identify a capital depreciation amount. There will also be a BVW cash flow budget that includes an expenditure of \$750 this year for capital purchase/replacement.

## Information Management

- Kaye will prepare a list of funding sources.
- Mark will prepare a calendar of fundraising-related activities such as project timing, fundraising events, membership and sponsorship campaigns, etc.
- Jeremy will maintain a list of potential sponsors, who is assigned to approach them, and the outcomes.

Jeremy will develop a cash flow projection for the coming year and will prepare monthly variance reports comparing expected to actual cash flow, using information from our monthly financial statements.





Working to make  
cycling in Winnipeg  
a safe, enjoyable,  
accessible and convenient  
transportation choice  
year-round



# BIKE TO THE FUTURE

## SPONSORSHIP

### SPONSORSHIP PACKAGE



### Who We Are:

Bike to the Future is a voluntary, inclusive group of concerned citizens working to make cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation option all year-round.

### Who We Represent:

We aim to represent every one who values cycling in any capacity, from the casual commuter to the extreme racer all across the city.

Today, our main goals are:

- Vehicle and cyclist driver education
- Lobbying Government and relevant agencies for rules and regulations that are favourable for cycling
- Engaging the public through the use of social media
- Expanding Bike to Work Day and other events and projects that help promote cycling
- Promoting public engagement processes for the City's Cycling Strategy
- Membership and partnership engagement in the Pembina Corridor

### What We Do:

Bike to the Future's main objective is promoting cycling as transportation. Our primary avenues for attaining our objectives are:

**Bike to Work Day:** Bike to Work Day is a well organized, popular, and rapidly growing bi-annual event. It aims to celebrate cycling culture, encourage commuters to choose active transportation, and advocate for cycling safety and the continued development of bike friendly infrastructure in the city. Bike to Work Day provides commuters with prizes, snacks and refreshments when they visit a pit stop and all registered riders are invited to head to the Forks for a free BBQ and party featuring a free bike valet service, basic bike maintenance, live music and prizes.

**Bicycle Valet Winnipeg:** Valet Winnipeg's aim to work with event promoters to offer Bicycle Valet services at events to reduce traffic and parking congestion and encourage Active Transportation use in Winnipeg. Having a safe place to park event goers "wheels" will encourage people to choose an active lifestyle and increase the use of Winnipeg's growing Active Transportation infrastructure. Since it's inception, Bicycle Valet Winnipeg has tripled it's bookings. In order to support it's continued growth, new equipment and more volunteers are needed.

**Cycling Skills Courses:** Just like riding a bike, safe cycling skills have to be learned. Bike to the Future offers both beginner and commuter level cycling skills courses that teach cyclists how to navigate city streets safely and confidently. CAN-Bike certified instructors provide instruction on the rules of the road, signals, safe roadway positioning, and emergency manoeuvres. All classes include both classroom and on-road instruction.

**Public Awareness and Outreach Campaigns:** The City of Winnipeg is planning pedestrian and cycling strategies that will govern active transportation over the coming years. In December 2012, the city issued a request for strategy proposals. Bike to the Future is developing a series of open forums which will provide cyclists and would-be cyclists with an opportunity to learn about current cycling issues and to provide input on improving current cycling accessibility. The process will result in a comprehensive report to the city. The project requires extensive research, development and marketing as well as rentals for meeting facilities.

**Professional Development:** Reaching levels of cycling like those seen in cities like Amsterdam and Copenhagen require a paradigm shift in the way we design our streets and market cycling to the public. Bike to the Future works to advance best practices related to cycling by co-hosting monthly webinars that present lessons learned from local and international transportation professionals and advocates.

**Volunteer Coordination and Support:** We cannot attain our vision without the dedicated work of the volunteers who assist us in achieving programme and outreach goals. We strive to connect our volunteers with roles that interest them and to provide them with continued support and recognition.

**Community Engagement:** Many cycling issues affect local communities, including cycling routes, lack of infrastructure, lack of educational programming, traffic, and business concerns. Each year infrastructure projects are undertaken, often including a public consultation process. It is important for cyclists and community members to stay informed and to be provided with a platform for open-dialogue. Community forums and rides have been successful, are limited. Increasing revenue allows us to expand this type of outreach, notably to under-served areas such as north and northwest Winnipeg.

Why Sponsor:

By supporting Bike to the Future, you are helping to ensure the health and safety of our current generation and those to come. The sponsorship from your company will directly benefit members of our city and beyond by helping to increase and improve our programming.

***Identify why you believe this company would benefit by sponsoring your event/organization***

**Ex: Sponsor shares the same target audience as your event/organization;  
Business operations in the same city; Company supports health and active living and encourages its employees to engage in community fundraising**

**Examples we've discussed:**

***Sustainability*** - "You'll be seen actively supporting a green community initiative that reduces pollution and traffic congestion and you'll be recognizing growing consumer concern for the environment"

***Work Productivity*** –

***Youth Activity/Health and well-being*** – "The youth of today are your future employees and consumers" ....

***Tourism*** -

***Economic Impact*** -

<b>Sponsorship Matrix</b>					
<b>Sponsorship Level</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Friends</b>
<b>Sponsor Contribution</b>	\$5,000.00	\$2,500.00	\$1,000.00	\$500.00	\$ or In Kind
Logo on Main Page of website	√	√			
Logo on dedicated sponsor area of website	√	√	√	√	√
Company logo on all membership announcements and emails	√	√	√		
Company mention in all press releases	√	√			
Company name included in annual reports	√	√	√	√	√
Large company logo on all printed materials	√	√			
Small company logo on all printed materials			√	√	
Company logo displayed on all event banners	√	√	√		
Live on-stage public address system mentions on event days	√	√			
Admission tickets for # employees at fundraising/awareness events	5	3	2	2	
Company name on "Swag"	√				
Distribution of company's business cards or informational material at events	√	√			
Company logo and name on all social media outlets	√	√	√	√	√

\*There are five levels of sponsorship opportunities offered. Please keep in mind that these levels are flexible. Our sponsorship team will work its hardest to provide you with what you see as most valuable to your organization while maintaining equity between our sponsors.

# Thank you

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Working to make  
cycling in Winnipeg  
a safe, enjoyable,  
accessible and convenient  
transportation choice  
year-round



# **Awareness Committee Report** (updated on April 11, 2013 -- version 2)

**Awareness Committee:** Tom (chair), Mark, Kaye, Kevin

The first meeting of the committee was held on Thursday January 3 at Tom's house. The first report to the Board was at the February Monthly Meeting. Email discussions followed the March Monthly Meeting. Decisions were discussed and approved at the April Monthly Meeting.

## **Actions**

### **1. Develop a process to decide whether we broaden our Mission to all of Manitoba**

- Most of us agree that continuing to work with the provincial government and provincial agencies (for example, MPI) is mandatory, and that anything they do will affect the entire province.
- We recognize that any advocacy we do with respect to the provincial government and provincial agencies will impact cyclists outside the City of Winnipeg.
- We recognize that cycling advocates outside the City of Winnipeg are unlikely to ever have a critical mass and there should be a cycling advocacy group that they can feel they are welcome to join.
- We recognize that many Winnipeg cyclists cycle outside of the City and that cycling outside of the City is important to Winnipeg cyclists.
- We recognize that as an organization we need new members.
- We are worried about inflated expectations. We do not have the resources to monitor local situations outside of Winnipeg or to advocate for those local situations. Only volunteers from the local municipalities themselves can do that.
- We do not have funds to pay for teleconferences or video link-ups to members outside the City for monthly meetings, and even the logistics involved in setting those up may be beyond our capacity.

#### **April 2013 decision:**

**We do not have the resources to broaden our Mission to all of Manitoba, but we would certainly work with non-Winnipeggers to help them achieve their goals.**

### **2. Determine how to increase our membership**

- Various strategies for increasing membership were discussed, including:
  - improvements to the web site;
  - making Bike to the Future more open to cyclists outside of Winnipeg;
  - examining the name of the organization;
  - ensuring that the organization's branding is present on all of our activities, including Bike to Work Day and Bike Valet;
  - ensuring that we have signage, membership forms and donation jars available at every Bike Valet event and any other event where we are present;
  - investigating distribution of posters/brochures at bike stores.
- Mark will prepare a set of volunteer work descriptions that are specific and detailed, so that a person knows exactly how to succeed at the task and how much time the task will take.

#### **April 2013 status:**

**A number of these actions have either been done or will be done. See the Fundraising Committee's report.**

### **3. Develop plans for migrating content to our new website and keeping content on the new website current and interesting**

- In 2012, BttF made the decision to hire Dave Pensato to develop a new web site based on WordPress and ready-made templates. That contract is now complete.
- BttF must migrate content to our new website. In November, Kevin documented how Triathlon Manitoba migrated historical content during its early 2010 website conversion. He had forwarded it to the Board.
- BttF must make the new web site go live. This should be done soon.
- It seems unlikely that Forums will generate much traffic; we should focus instead on a comments feature under new items.
- Discussions/comments from the public on the web site should require a registration process to reduce abuse from anonymous posters and reduce the burden of monitoring the discussions/comments on the web site.
- We are worried about inflated expectations. It takes a lot of effort to maintain a good website with current content, which requires the willingness of our volunteers, especially directors, to actively and regularly contribute content.

#### **April 2013 status:**

**In progress.**

#### 4. Develop a communication strategy: how to create content, using social media

- We have a Facebook page and Twitter account. A year ago they were being used often.
- Our Announce list newsletters should be produced using a modern newsletter tool such as MailChimp or ConstantContact, but be careful not to ask readers who have already opened the email to click again to open a second attachment and wait for it to load.
- Add an unsubscribe - MailChimp or ConstantContact would both automate this.

**April 2013 status:**

**These actions will be done in upcoming months.**

#### 5. Determine a process to discuss and resolve branding

- David Pensato was recommended to BttF in large part due to his expertise in branding issues. In fact, his expertise is branding and not so much in programming web sites. David's work with the Green Action Centre rebranding was a primary reason why BttF chose to engage David. David has recommended that BttF change its name to either Bike Winnipeg or Bike Manitoba.
- In early December, Kevin compiled all previous rebranding / visioning / priorities discussions and from February 2011 to July 2012 and sent it to all directors" along with many other Directors' arguments/comments.
- One method for dealing with rebranding would be to engage in research from our members and the public (remembering that we are trying to reach people who are not currently members). The purpose of the research would be to assess the "brand value" of Bike to the Future and to compare reactions between "Bike to the Future" and one of "Bike Winnipeg" or "Bike Manitoba". NRGResearch has provided a proposal.

**April 2013 decisions:**

**We should not engage in research from our members and the public (for time, cost, and other reasons).**

**The Board has passed a motion: Change of our name from *Bike to the Future* to *Bike Winnipeg*, create a new logo, and change our website URL to [bikewinnipeg.ca](http://bikewinnipeg.ca). Implementation steps were determined.**

#### 6. Outreach schedule – link with the Education Committee's schedule

- This would be a listing of bicycling events in Manitoba, with a particular but not exclusive focus on events where the BttF bicycle trailer would be present.
- One discussion was whether and how to make our web site a "go to" site cyclists. The discussion is whether the web site should be limited to advocacy and educational items, or whether it should expand to provide information about group rides offered by others and various trail maps.

**April 2013 decision:**

**Our new website shouldn't try to be the "go to" site for all cycling-related rides and maps in Manitoba because we don't have the resources to be successful.**

- The schedule would include the dates of any upcoming education courses at hand.
- One objective is to use the outreach events as a way to sign up students for the cycling skills courses.

**April 2013 status:**

**These actions will be done in upcoming months.**

#### 7. Determine opportunities for increasing awareness via *Bicycle Valet Winnipeg* and *Bike to Work Day*

- BtWD
  - Add a check-off box on the BtWD online registration form that allows us to add the registrant's email address to our announce list.
  - Ensure our logo and website address is on BtWD T-shirts and new banners.
  - We would also want to have a stack of brief/small (1/4 page) BttF promo sheets available at every pit stop.
- BVW
  - Add a field for email address to the paper BVW user form, and add an opt-out box to the form that prevents us from adding the BVW user's address to the BttF announce list.
  - Have a stack of brief/small (1/4 page) BttF promo sheets available at every BVW event, and encourage BVW users to take one.
  - Have a donation jar and "please donate" sign.
  - Set up our display/trailer at large BVW events.

**April 2013 status:**

**We must ensure that BtWD and BVW implement as many of the suggestions as possible.**