

Bike Winnipeg – Education Committee Meeting Notes – Feb 4, 2015

Attending: Jim Falloon, John Wilmot, Jackie Collett, Mark Cohoe, Jeremy Hull
Regrets: Dave Elmore, Laura Donatelli, Tyler Markowsky

We reviewed the two short and medium term goals identified at the January strategic planning meeting as well as other previously identified education priorities. We confirmed that we will pursue those two goals as our first priority this year. These are:

Goal #1 (short term) Seek to develop and deliver at least 3 workplace based cyclist training courses this year modeled on last year's MB Hydro course.

Jackie talked about how the course went last year and noted that it would be helpful to have a kit or package of materials for employers including such things as a course description, a rationale citing the benefits of the course, a poster, what is required of employers, an evaluation questionnaire. Jackie will put together a package of materials from the Hydro course and share this with the committee for review and refinement.

We also talked about how best to identify interested employers. In addition to the list previously identified (attached) it was suggested that we start with employers who been leaders in the annual Commuter Challenge event. We will approach the Green Action Centre about helping us get the word out via their newsletter or through their Commuter Challenge contacts.

Goal #2 (medium term) - Bus/bike cooperation/awareness campaign.

Jim has had some initial contacts with Jim Callahan of the transit drivers union and will follow up. The general idea is to share information with both bus drivers and cyclists on how to behave around each other on the road, what the problems or risks are and how to minimize them. The campaign could take a number of directions, depending on what comes out of our discussions. We are thinking in terms of developing some info graphics or possibly links to other sources such as this Chicago video: <http://vimeo.com/7949969>. Jim will try to arrange a meeting involving Jim Callahan as well as Mark and Jeremy to pursue this idea.

It was also noted that a similar approach could possibly be pursued with the trucking industry, including long haul and delivery trucks. We could contact Terry Shaw of the Man. Trucking Assn (?). We also discussed the issue of trailers, such as tradespeople's trailers which are often wider than the truck that is pulling them, and how these trailers can be a risk for cyclists if the drivers don't provide enough clearance when passing.

Longer term goal: funding for accessible cyclist education courses.

We discussed our long standing goal of making cyclist education more accessible. We already have a proposal, and the issues at this point are: 1) finding funding; and 2) organizing and delivering the program for larger numbers of people. We are thinking to approach the City of Winnipeg via their AT committee, MPI, provincial and federal governments for funding. Ideally all levels of government would participate to give the program legitimacy, but we could scale back the program if less funding is available. The initial year of funding could be a pilot program / demonstration project which, if successful, could be the basis for an expanded program.

Mark has previously had contact with the City's AT committee which he can follow up, and Jeremy, Mark and Charles will be meeting with MPI in March, at which time we may be discussing educational initiatives among other things. We need to figure out how best to approach the federal and provincial governments.

Public safety education directed towards motorists and cyclists.

We discussed the need to educate motorists and cyclists about how to behave in order to improve cyclists' safety on the road. We discussed the idea of advertising (bus ads; billboards) but were not sure if the cost involved justifies this approach. Ideas that we thought might be affordable and effective included:

Re: Focus of Information Campaigns

- variations on the theme of workplace safety: instead of "the roadway is our workplace" we could use the theme: "safe to work" to focus on cyclist commuters and possibly other vulnerable road users
- lights at night: both cyclists and drivers need to make sure they use lights and are visible to each other

Re: Ways of getting our message across

- getting our message out on National Workplace Safety Day in early May,
- developing a joint campaign with CAA
- asking MPI to develop public education on the issue of cyclists and large vehicles (trucks, buses) and on lights at night
- approach the Bombers about a pre-season safety education campaign to reduce risks to cyclists and pedestrians
- pitch story ideas to the media at key times (May-June)

Community/Inner City Cyclist Education

We have had a couple of recent contacts regarding providing cyclist education in the inner city, to residents in general, to families, to immigrants. We would like to be able to respond to these and there may be a need to develop a new and longer course for cycling beginners. Jeremy will contact Dave about this to get his thoughts about how best to proceed.

Education Budget

Mark will develop a budget for activities that fall within the scope of the Education committee, which include:

Workplace based courses (3) based on the Hydro course budget
Transit campaign, to include amounts for graphics and printing
Accessible cycling courses based on our proposal (assuming that course development will take place during the winter of 2015-16)

We didn't see the need for any other committee expenses (unless something comes out of discussions with Dave or Laura's recent discussions with WRHA). Mark will share this information with the committee for comments.

Downtown employers to approach regarding a cycling course for their employees

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