



## 2015 Annual Report

### Mission

We are a voluntary, inclusive group of concerned citizens working to make cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation choice year-round.

### Vision

We envision a city where cycling is embraced as the preferred mode of transportation, where cycling is integrated into urban design and planning, and where Winnipeg is recognized as a leader in cycling infrastructure and programs.

### Governance

Bike Winnipeg is governed by a Board of 12 Directors. The board includes two co-chairs, treasurer, secretary, plus eight additional directors. The board of Bike Winnipeg is a working board and as such performs many of the operational tasks related to the organization. Bike Winnipeg retains one part-time Executive Director who reports to the Board.

Much of the work of Bike Winnipeg is done by the use of our committee structure that was approved at our AGM in 2013.

#### Internal Committees:

- i. Executive: Administrative, HR, day-to-day management related issues, organizational structure, by-laws, recruiting and orientating new board members
- ii. Finance: Budgeting and accounting, proposing and overseeing major expenditures
- iii. Policy: Managing the development and maintenance of policies for the board, ensuring the organization establishes, documents, and communicates effective policies to support the needs of its members.

#### External Committees:

- i. Fundraising: Identifying funding opportunities, developing a fundraising strategy, work with the ED to develop proposals, and to implement fundraising activities

- ii. Education: Identify educational needs for cyclists, motorists and general public, develop educational strategy, identify needed educational programs or initiatives, work with ED to implement educational activities
- iii. Membership/Awareness: Identify and develop ideas to attract and engage members, develop awareness strategy including new member recruitment, work with ED to implement membership activities
- iv. Government Relations (renamed Advocacy) : Provincial/city advocacy, monitor and identify advocacy needs, develop strategies and plans to address advocacy needs. Work with ED to implement advocacy strategy

Operationally over the past year some of these committees have been partnered together due to the limited number of volunteers. The Executive and Finance committees are working as one as well as the Membership and Fundraising committees. The Policy Committee has not been very active. It's hoped that as we get more volunteer committee members that this committee might become more active. Meanwhile our Executive Director has maintained a list of basic policies approved by the board over the past two years.

## Executive Director Summary Report

Passage of Winnipeg's first ever pedestrian and cycling strategies has been a definite highlight of the past year. There were certainly a lot more detours and stumbles on the pathway to the strategies eventual passage in July, but the effort we and cycling community in general put into this will be rewarding us for years to come. The next 3-5 years will see a significant transformation in Winnipeg's cycling facilities that will be guided by these strategies. Work on the pedestrian and cycling facilities included with the Southwest Rapid Transit Corridor will provide us with unprecedented access to the southeast of Winnipeg and the University of Manitoba's Fort Garry Campus. Conversion of our downtown bike lanes into a well-connected network of protected bike lanes will bring new connections and vibrancy into the downtown and exchange districts. The beginnings of a bicycle network for the city's northwest quadrant will be underway, and plans to finally create a safe, comfortable and convenient connection across the CPR Yards should be funded and underway.

We have also been hard at work lobbying to bring protected bike lanes into areas of the city where this much needed improvement was missing from the strategies. Through the hard work of our volunteer directors, we have developed compelling proposals for protected bike lanes to be installed on Provencher Boulevard, the Downtown, Main Street and Arlington Street, and have been working within the community to build up grass roots support for these proposals.

Looking beyond infrastructure improvements, Bike Winnipeg has continued to build up awareness of our mission and goals over the past year through our ongoing outreach program utilizing our display trailer, through our ongoing participation in Bike Week Winnipeg, and as a go to source for Winnipeg media when reporting on cycling issues.

During the civic election campaign in 2014, we made a significant effort to advance the need for better cycling infrastructure and programming by meeting with as many candidates as possible and asking them to answer a series of questions on video that we then published on our election website [ibikeivote.ca](http://ibikeivote.ca).

On the safety front, Bike Winnipeg has once again achieved intervenor status at the Public Utility Board hearings for MPI's rate increase. Gaining intervenor status at these hearings has allowed us to push MPI to incorporate a more robust road safety program that would protect people on bikes with better infrastructure, better training of drivers, and better law enforcement.

On a financial note, 2015 has seen us improve on our finances and on our budgeting and reporting, creating a better financial foundation for the organization that will allow us to continue advancing the needs of our members. We have had a number of successful fundraising events over the year (StrikeBike!, Fall Concert) and have begun to increase both our membership and donations base. Most of all, we have made a significant effort to engage our membership over the past year. We held membership meetings to discuss our Provencher proposal in May (along with a screening of FM Youth by filmmaker Stéphane Ostryk), showcased our protected bike lane proposals for Main Street, Provencher and the Downtown at a membership meeting in May, and solicited input on the CPR Yards Crossing and Arlington Street projects in February and September. We hope to build on this in 2016 as we develop relationships with neighbourhood groups and build up our volunteer base across the city. See the separate ED report for more details.

## Committee Reports

Although our Annual yearend financial report will be as of March 31, 2015 all of our other reports including a financial update will cover the period from December 2014 to October 2015 unless otherwise indicated.

### **Executive /Finance Committees:**

The executive committee meets on average monthly. The members for 2015 include: Kaye Grant (Co-Chair), Bill Newman (Treasurer), Ian Walker (Secretary), Mark Cohoe (Executive Director) and Stephané Dorge.

The key focus of the Executive Committee is the internal operations and governance of Bike Winnipeg.

The executive committee developed and conducted a skills assessment to determine required skills needed to achieve our mandate. Then we assessed the skills currently existing with staff and board. The list of skills included: advocacy, marketing and communications, fundraising, facilitation, strategic planning, volunteer management, event management, transportation, contract management, finance and accounting, education, public presentations, and organizational planning.

It was determined that we are limited in skills related to sponsorship and donation, event planning and management, volunteer recruitment and management, communication specifically related to social media and specific transportation knowledge. These are areas where the executive committee want to focus new board recruitment.

Other areas of our work included planning for meetings, recruitment for vacant board positions, overseeing and managing staff and monitoring the strategic planning and implementation to ensure that the organization is operating within its mandate.

On the finance side the focus has been to refine the budget process. A budget was developed and approved by the board in April 2015 (for the fiscal year April 1, 2015 to March 31, 2016). Although we

don't have a significant budget amount we have been able to make significant achievements. One area that we need more focus on is revenue generation. We have managed expenses to stay within our available resources; however this has restricted the impact that we could have if sufficient resources were available. As it stands now we are very dependent on a very limited volunteer base to carry out our mandate.

		<b>Budget</b>	<b>Year to Date</b>
<b>Revenues</b>	April 1, 2014 to March 31, 2015		Sept. 30, 2015
	<b>Grants</b>	\$6,000	\$0
	<b>Fundraising/Sponsorship</b>	\$12,575	\$4,231
	<b>Membership</b>	\$4,000	\$1,661
	<b>Advocacy</b>	\$0	
	<b>Education</b>	\$2,300	\$50
	<b>Consulting Contracts</b>	\$0	\$1,463
	<b>Bicycle Valet</b>	\$13,900	\$14,745
<b>Total Revenues</b>		<b>\$38,775</b>	<b>\$22,150</b>
<b>Expenses</b>			
<b>Admin</b>			
	<b>Staff</b>	\$11,933	\$5,613
	<b>Board</b>	\$450	\$93
	<b>General Administration</b>	\$1,289	\$1,005
	<b>Projects</b>	\$2,250	\$411
	<b>Volunteers</b>	\$200	
	<b>Membership &amp; Awareness</b>	\$340	\$240
	<b>Education</b>	\$1,950	\$50
	<b>Fundraising</b>	\$6,250	\$2,860
	<b>Advocacy</b>	\$350	\$25
	<b>Transfer to Capital Reserve</b>	\$400	
	<b>Sub Total expenses</b>	\$25,412	\$10,297
<b>Bicycle Valet</b>			
	<b>Total Bicycle Valet Expenses</b>	\$11,815	\$9,631
<b>Expense Sub-total</b>		<b>\$37,227</b>	<b>\$19,928</b>
	<b>Contingency</b>	\$931	
<b>Expense Total</b>		<b>\$38,158</b>	<b>\$19,928</b>
<b>BALANCE</b>		<b>\$617</b>	<b>\$2,222</b>

## Education Committee:

Committee Members in 2015: Jim Falloon, John Wilmot, Mark Cohoe, Jeremy Hull, Dave Elmore, Bromley Basford, Laura Donatelli, Jackie Collett (resigned in May)

This year the committee met four times in February, March, June and August.

### Initial Goals & Progress

Following from the Bike Winnipeg strategic planning meeting in January we had three initial goals:

Goal	Time Frame	Progress	Follow Up
Develop and deliver 3 workplace based cyclist training courses	Short term (in 2015)	Course descriptions and materials were developed. 3 employers contacted. Agreement reached with one employer to deliver a course in September but course was cancelled during to low registration.  Discussions took place with MPI about their sponsoring the course through Cycling Champions.	Plans to make a bigger push next spring.  We and MPI were not able to move forward with revisions to the Cycling Champions course in time for 2015. We plan to revisit this in 2016.
Develop and implement a Bus/bike awareness campaign in cooperation with the transit union. Goal is to educate each about the other.	Medium term (in 2015?)	Positive meeting with union president and bus driver trainer. Discussed content of campaign, and how and when to put on an educational program/event. Project stalled during transit union negotiations.	Arrange another meeting with transit union.
Secure funding to make cyclist education courses more widely accessible	Longer term (2016-?)	No progress. We previously developed a proposal but it has been dormant for a couple of years.	Review & revise existing proposal; Identify potential funders and arrange meetings.

### Other Goals and Activities in 2015

Goal	Time Frame	Current Status	Follow Up
Promote public safety education for motorists and cyclists	2016?	Some ideas and avenues have been identified; funding/action needed by others: province, MPI, City of Winnipeg...	Propose specific ideas or programs to province, MPI, City of Winnipeg
Public safety education for employers	2015	Attended National Occupational Health and Safety Week kick-off meeting and provided information to employers.  The importance of physical activity and health on worker	Continue to pitch our programs to employers and employee groups.

Goal	Time Frame	Current Status	Follow Up
		productivity and mental health was a theme at the event.	
Cycling education in the schools	longer term	An initial proposal outline was developed. We reviewed it and discussed need, benefits, and how to organize a pilot project to provide cycling education in school systems.	Need to meet with other interested people/ organizations and further develop our proposal.
Participate in “Bike Together Winnipeg” planning and seek to improve its educational impact on children	short-medium term	Participated on BTW committee;  Developed and delivered a children’s bike club as a pilot project, and provided a summary report with recommendations	Continue to participate in BTW.  Consider developing a revised bike club format in light of pilot project. Follow up with WRHA and others as appropriate.
CAA Member Survey	medium term (2015)	We were asked by CAA to provide possible questions related to cycling for their bi-annual member survey, which we did.	Look for survey and results in CAA magazine when they appear.
Strike Bike tours	short term (2015)	We worked again with Danny Shur to help organize several Strike Bike tours which he led. The tours were quite informative and successful again.	This is the last year that Danny will be able to do these tours.
Meetings with MPI on Road Safety	ongoing	We attended meetings with MPI on several issues related to road safety and education. MPI has expressed interest in helping to deliver educational programs and in providing more cyclist education through the schools.	Keep in touch with MPI as our plans develop and continue to explore ways in which they might provide support for educational programs.

### **Plans for Coming Year**

The committee will need to review the above goals and develop priorities and a plan for 2015-2016.

### **Membership/Fundraising Committee:**

The membership and fundraising committees worked together to engage members in the work of Bike Winnipeg. We had five key areas of focus for our work this year.

1. Membership engagement: We hosted two membership events to encourage members to engage in our advocacy work. These included one that presented three projects for cycling

infrastructure in Winnipeg, while the second event was focused on the Arlington Bridge access on September 16. We also were pleased to be able to host a [Cycle4Recycle](#) Presentation with Yana and Slave.

2. **Membership structure:** In an effort to engage and encourage members to invest in our work we redesigned our membership structure. We had many members but few that engaged actively in our work. Membership is now annual and the membership fee was set at \$20.
3. **Sponsorship/ Donations:** Our work depends on the revenues that we can attract. Sponsorship and donations help support this. This is currently an area where we have not achieved our goals due to limited resources and required skills needed for outreach.
4. **Fundraising events:** We hosted two events that raised funds for our work. Our first event was the Provencher Bike Lanes Fundraiser and FM Youth Screening. Our second event was our concert featuring Dirty Catfish Brass Band with Slow Leaves. This was a well attended and successful event.
5. **Fundraising products:** A few different product fund raisers have been tried. A coffee fundraiser didn't provide sufficient revenue for the amount of effort required. However, Bike Jerseys and T-shirts have been more successful. Although our Jersey's were successful, the manufacture moved off shore which affected our pricing structure. The Bike Winnipeg T-shirt sales have been very popular. Not only do they increase visibility but each T-shirt provides Bike Winnipeg with \$10 towards it advocacy. T-Shirts are available in two designs and both Men and Women specific sizing. They can be ordered on line at our website or by visiting the White Pine Fixies at the Forks Market.

## **Advocacy Committee:**

In the first months of 2015, we lobbied the new council to get the Cycling and Pedestrian Strategies passed. There was some unfortunate opportunistic opposition to passing the strategies, mostly by councillors who were trying to score points on other issues, such as parking in the city and concerns about roads in their wards, but in the end the Council did pass the document.

Since then, Mark, Stephane and Dustin have been working on promoting specific bike route improvements with the City. Mark will cover those in his report.

As a cycling advocacy organization in Winnipeg, we struggle to get government people to pay attention to our concerns about road safety. One factor is the cultural disdain for cyclists among the majority of car-centric Winnipeggers. Politicians and their officials appear to be reluctant to support initiatives that we promote for cyclists, because they fear the road rage of the smug majority of drivers. Letting traffic flow as quickly as possible is a greater priority than public safety. Typically proposals for road safety programs for cycling involve teaching cyclists how to ride defensively, rather than teaching motorists how to drive around cyclists.

Thanks to a lot of volunteer work by Jason Carter, we have become official intervenors at the PUB's annual hearings into MPI's plans and rates, with the mandate to cross-examine the MPI executives and comment on road safety programs as they relate to cyclists and vulnerable road users. We have been able to hire a lawyer to represent us at the hearing whose costs are assigned by the PUB to MPI.

At the hearings, our lawyer got the MPI CEO to admit that social costs of collisions are beyond MPI's mandate; that MPI's goal is to reduce their claims costs. Previously, MPI had been saying that they were the leaders in road safety in Manitoba, and that they were very concerned about injuries and fatalities. In his final argument, our lawyer pointed out the gap between what other road safety authorities do -- minimize human toll -- and what MPI does -- minimize claims costs. Since MPI's payouts for cyclist deaths and injuries in motor vehicle accidents are kept low by legislation, MPI does not consider cyclist -- or pedestrian -- claims costs "significant". If MPI used social costing, where a life is worth as much as \$13 million, v. the \$58,000 average payout by MPI, cyclist and pedestrian deaths would seem more significant in their "business case" analysis. This leaves a gap in Manitoba's road safety funding; MPI minimizes claims costs, MIT builds safer infrastructure, who minimizes death and injury?

MPI argued that the new Provincial Road Safety Committee will look into the broader safety question. MPI co-chairs that committee with MIT. They filed the terms of reference for that committee, which refer to social costs, safe systems and the National Road Safety Strategy, but they are full of feel-good language about existing trends of reducing annual fatalities. They fail to express dismay at the human toll from the transportation on our roads, as the WHO and other leading road safety authorities do.

The "committee" is made up of three tiers of committees; the top tier "Road Safety leadership committee" is made up of government officials. They set priorities. The Second tier "Technical oversight Council" includes CAA, police, municipalities, U of M Transport Institute, and SAFE roads [the organization set up to promote safety for road workers]. We are in the bottom tier of working groups that may be called upon to examine specific issues.

This represents a cumbersome road safety planning system without any new money. Now we have to figure out how to influence them to make a difference for the safety of cyclists on the road. We successfully used the postal codes in our supporter list to ask all those who live in the ridings of Cabinet Ministers to send their MLA a letter pointing out the gap in the road safety in Manitoba, and asking for a greater role for Bike Winnipeg in the road safety planning process. Now we are asking for appointments to brief senior officials.

## Staff

Mark Cohoe: Executive Director

Shawn DeFoot: Bike Valet Coordinator

## 2014/2015 Board of Directors

Kaye Grant: Co-Chair

Bill Newman: Treasurer

Ian Walker: Secretary

Charles Feaver

Dustin Dilts

Guy Bonnetta

Jeremy Hull

Laura Donatelli

Stephané Dorge

Tyler Markowsky