

# BIKE WINNIPEG ANNUAL REPORT 2021



*Photos by Mark Cohoe and Ian Walker, 2021*

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## Land Acknowledgement Statement

### Land Acknowledgment

Bike Winnipeg has the privilege of riding on the roads and pathways of Treaty No. 1 Territory, along the Red, Assiniboine, Seine, and LaSalle Rivers. Our work takes place on the Original Lands and Waters of the Anishinaabeg, Ininiwak/Nehethowuk, Anishininiwak, Dakota Oyate, and Dënësuliné Peoples, and on the homeland of the Red River Métis Nation.

We recognize our part in the Treaty relationship and are committed to working toward mobility and environmental justice for all, on land transformed by colonialism. We commit to collaborating with Indigenous communities in the spirit of Truth and Reconciliation.

As we gather in Treaty 1 Territory it is important to recognize and honour Treaty 3, in particular Shoal Lake 40 First Nation and Iskatewizaagegan #39 Independent First Nation, the source of Winnipeg's clean drinking water. It is also important to recognize and honour the First Nations of Treaties 1, 3, and 5, the Land where Winnipeg sources its hydroelectric power.



## Mission and Vision Statements

### **Mission**

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

### **Vision**

We envision a city where every road is safe for cycling, all bike paths are connected, and riding a bike is commonplace and always fun.



## 2021 Directors and Staff

### **2021 Board of Directors**

Co-Chair: Clayton Rudy  
 Co-Chair: Matthew Carvell  
 Treasurer: Misty Bromley  
 Secretary: Benjamin Meek

Director: Julia Schroeder  
 Director: Neiva Desrochers  
 Director: Corey Dyck  
 Director: Katheryn Loewen

### **2021 Staff Members**

Executive Director: Mark Cohoe  
 Bicycle Valet Coordinator: Stephanie Chow  
 Local Bike Groups Coordinator: Nicolas Robitaille  
 Videographer: Caden Nikkel  
 Transportation Survey Researcher: Menal Al Fekih  
 Bikeshare Researcher: Amos Bridgman  
 Bikeshare Researcher: Torrin Swanson  
 Bicycle Designer: Dan Reihl

### **Committee Leadership**

Finance Committee  
 Neiva Desrochers (Chair)  
Advocacy Committee  
 Ian Walker (Chair)  
 Katheryn Loewen (Board Liaison)  
Fundraising Committee  
 Clayton Rudy (Acting Chair)  
Outreach Committee  
 Brittany Curtis (Co-Chair)  
 Julia Schroeder (Co-Chair)  
Measurement, Audit, and Compliance Committee  
 Corey Dyck (Chair)



## Message from the Co-Chairs

Clayton Rudy & Matthew Carvell, Directors and Co-Chairs

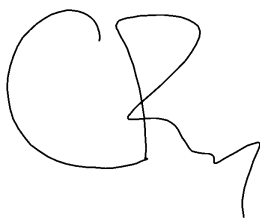
2021 has been another year of growth for Bike Winnipeg. Though our public-facing Education & Encouragement and Bicycle Valet activities remained largely shut down due to pandemic restrictions, our Policy & Infrastructure Engagement Program was very busy keeping up with the large number of municipal policies being developed. We've been doing some great work launching our Local Bike Groups that will create the largest municipal advocacy structure in the city. We're planning our Quadrennial Cycling Poll in partnership with CAA which will clearly show challenges and opportunities for cycling. The bike-share project is aiming to maximize the demand side of urban cycling to demonstrate the need for accelerated infrastructure construction. We'll be completing our current 3-year Strategic Plan while beginning plans for the next 3-year plan.

We've been working on many new initiatives across the organization: neighbourhood cycling audits, a Silver Cyclists Project focused on seniors cycling, the Cargo Bike & Trailer Festival planned for Bike Week 2022, an annual cycling awards event, an online merch store, and many other ideas. There are *many* ways to get involved to support our new initiatives and ongoing projects by joining our volunteer-run committees and working groups. We're also very, very much looking forward to seeing and working with everyone in person again as we expect to be largely returning to regular operations later in 2022.

Bike Winnipeg remains a relatively small non-profit with ambitious plans to promote cycling in Winnipeg and to help the City of Winnipeg to meet its climate and sustainability goals. But we're proud to say we're a *growing* small non-profit, with sights set on doing whatever's needed to maximize the potential of urban cycling in Winnipeg. We're continuously inspired to keep growing by the energy, enthusiasm, and conviction of our members, partners, supporters, volunteers, and especially our staff toward our mission of working to make cycling a safe, enjoyable, accessible, and convenient transportation choice year round!



Matt Carvell  
Co-Chair, Board of Directors



Clayton Rudy  
Co-Chair, Board of Directors

## **A Year Focused on City Policy Updates**

If there was a theme to 2021, it was the review and updating of city policy. Ongoing updates to key City of Winnipeg policies such as OurWinnipeg 2045, Complete Communities 2.0, Transit Master Plan, Transportation Master Plan 2050, the Pedestrian and Cycling Strategies, and the Road Safety Strategic Action Plan were a major focus of my work in 2021. These plans guide the city's development and transportation planning, so their role in making it easier for people to bike and for development to proceed in ways that put more of our daily trips within the range of a bike are considerable.

Bike Winnipeg generally has three channels available to us in our efforts to influence the direction and goals of city policy:

- As a stakeholder, we take part in smaller stakeholder engagement opportunities that are made available throughout the update process. Through these processes, we share our knowledge on
  - Current conditions & challenges
  - Best practices
- Encouraging our membership (and non-membership audience) to engage in public engagement opportunities related to the policy update, including background information and our policy recommendations
- By engaging city council with our policy recommendations, either individually or through council committees.

I appeared in delegation at 11 council or committee meetings in 2021.

I took part in more than 20 policy-related stakeholder meetings in 2021, including:

- Our Winnipeg 2045
- Complete Communities 2.0
- Transportation Master Plan 2045 (including the Pedestrian and Cycling Strategies)
- Road Safety Strategic Action Plan
- Governance Review
- Recreation and Parks Strategy
- Airports Area West Development Plans

## **Pushing for Bigger Budgets and Better Infrastructure in Renewals**

Chronic underfunding of the city's Pedestrian and Cycling Program has continued through 2021. While the city's overall spending for active transportation is budgeted to grow to \$10.7 million in 2022 from \$9.4 million in 2021, this still falls far short of the estimated \$21.8 million annual budget required to complete the walking and cycling networks envisioned in the 2015 Pedestrian and Cycling Strategies.

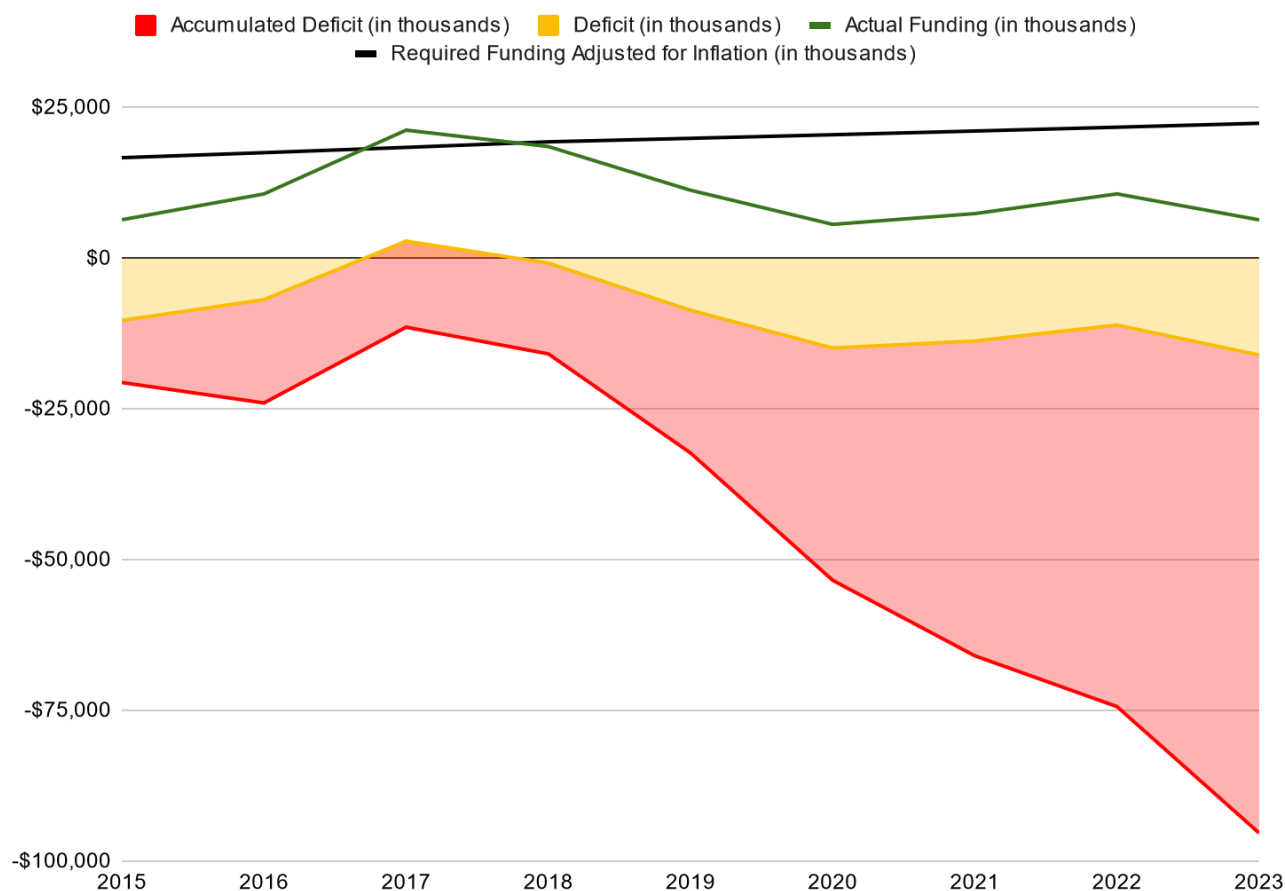


Table 1: Historic funding of the Pedestrian and Cycling Program, 2015-2023 - Funding for walking and cycling continues to fall short of levels recommended in the 20145 Pedestrian and Cycling Strategies.

Advocating to increase funding for the Pedestrian and Cycling Program has continued as another key focus of my work. When it comes to the development of Winnipeg's bicycle network, there are four main sources of growth:

- Standalone projects that add on or off-road cycling facilities with funding from the annual Pedestrian and Cycling Program budget
- Renewals projects that retrofit cycling facilities into an existing roadway or bridge with funding from the annual road renewals budget
- Cycling facilities included as part of a new development paid through a mix of developer and city funding sources
- As part of a new roadway or bridge project, generally paid for through city funding sources.

Since 2008 city policy has stated that planned updates to the pedestrian and cycling network must be considered as a part of regional roadway renewal projects overlapping the planned networks. Unfortunately, this policy is frequently not followed. Far too often, upgrades are either totally ignored or excused away with no alternative

suggested. In the 2022 budget, just 17 of 52 road renewal projects that overlap the proposed cycling network included any improvement.

Our work is able to improve these numbers, but limited resources mean many of these opportunities to improve the network are missed. One of the goals of our Local Bike Groups initiative (see below) is to expand our capacity to advocate around the inclusion of walking and cycling improvements at the earliest stages of development to ensure that these opportunities are converted into actual improvements.

Certainly, there are some welcome additions to the 2022 budget. We're happy to see the addition of \$2.388 million for Active Transportation Infrastructure in the Regional Road Renewals program. This line item could be useful as a means to ensure that there is funding to extend pedestrian and cycling facilities beyond the bounds of a given project in which similar walking and cycling improvements are being incorporated (and funded through the regional road renewal project).

One very positive outcome of this year's budget process was the passage of a key motion moved by Councillor Allard that strengthens the 2008 motion. The scope of the motion now includes all road renewal projects, not just regional roads, requires a report to council in cases where the administration believes the improvement cannot be included in the project (or would put the project over budget), either requesting an increase in funding to complete the project as planned or recommending an alternate plan to restore the connectivity of the active transportation strategies network.

We will continue to push for stronger policy around the inclusion of walking and cycling improvements during roadway and bridge renewals projects, including how those improvements are weighted during the prioritization process. This is a key part of our recommendations with regard to the TMP 2050 and Pedestrian and Cycling Strategy updates.

In 2021, I took part in nearly 15 project stakeholder meetings on projects related to:

- The North Winnipeg Parkway
- University Crescent
- Osborne Underpass
- Lagimodiere Twin Bridges
- Higgins Underpass
- Henderson Highway North
- Active Transportation Advisory Committee

## **Coalition Building**

Far too often, cycling is viewed as a niche method of transportation that only a few hearty people participate in, with little connection to city priorities. It's a myth we constantly work to overturn. The reality is that by providing better cycling networks that allow more people to bike more often, along with policies that promote more mixed-use communities that place destinations within easy reach of people on bikes, the city

will be far better placed to achieve goals around sustainability, climate, poverty reduction, inclusion, health, and economics.

For a number of years, Bike Winnipeg has worked to work within larger coalitions to help promote these wider goals, while also highlighting the co-benefits a better cycling network and programming can provide. In 2021, my main coalition-building efforts were centred around the foundation of the Transportation and Land Use Coalition, and participation in the Alternative Municipal Budget organized by the Social Planning Council and the Canadian Centre for Policy Alternatives.

### **Transportation and Land Use Coalition (TLUC)**

The Transportation and Land Use Coalition is a new coalition of groups in Winnipeg working on mode shift, transportation safety, climate action, urban design for sustainability, healthy and complete communities, including affordable housing infill and urban densification, trails, green space, and parks protection, as well as food and housing security.

#### **Shared Goals of TLUC**

1. Collaborative community engagement between the City and stakeholders, and beyond stakeholders to include the general public and community.
2. Transportation planning policy that aligns with land use policy and sustainability goals.
3. Transportation and land use policies are reflected in budgets and related plans.
4. Demonstrate accountability to show the connection between the plans and budget through the budget checklist, as a means for stakeholders to evaluate progress and alignment with goals.

As TLUC develops, we hope that it will provide ongoing advice on best practices regarding land use and transportation, as well as ongoing oversight of city adherence to policy, goals, and targets. We've had good dialogue with the city and council to date on this initiative, and expect this to continue as the coalition develops.

### **Alternative Municipal Budget**

The Alternative Municipal Budget is a community-designed document that provides a practical, balanced approach to city budgeting that maps out a pathway to a greener and more equitable Winnipeg. It challenges Winnipeggers to grapple with growing inequality, climate change and a formidable infrastructure deficit. I have been working on the Active Transportation chapter for the AMB. The AMB will be released in the spring/summer of 2022.

### **Building Organizational Capacity - Local Bike Groups**

One of the challenges we have always faced as an organization was a lack of widespread expertise and stakeholder connections at the neighbourhood level that could proactively advocate for improved walking and cycling facilities. Without

localized knowledge, connections, and expertise, it's often been a challenge to provide the level of oversight we would like to be providing on city projects that might impact the city's bike network.

The Local Bike Groups program, which is being led by Nicolas (Nic) Robitaille, will focus on forming groups of local active transportation users and people who ride bikes in order to help Bike Winnipeg identify and prioritize infrastructure that can improve the safety, comfort and convenience of cycling in their neighbourhoods. The function of these groups will be to communicate and inform Bike Winnipeg about the cycling needs of their areas, help run workshops and local group rides, and attend committee and council meetings. Bike Winnipeg will work closely with the Local Bike Groups, Community Organizations, and Residents' Associations to provide coordination efforts, municipal infrastructure and policy information, and connections to local officials and councils.

It's exciting to see this work taking off, and a thrill to be working with Nic to bring these groups to life. These groups are strengthening our ability to advocate on behalf of the cycling (and cycling wannabe) public and will help us build support for the improvements we so desperately need to make cycling in Winnipeg safe, comfortable, and convenient.

### **Encouraging More People to get Biking More Often**

Having the walking and cycling networks in place for people to reach their daily destinations is a critical part of Bike Winnipeg's vision and mission but getting people familiar and comfortable with those networks and the possibilities they provide is just as important to us. Our Outreach programming aims to familiarize people with the existing cycling network and encourage them to incorporate them into their daily lives as often as possible.

### **Group Rides**

While we had to delay the start of our ride season until July this year, we were still able to offer a fairly complete schedule of rides in 2021. One exciting note from our rides menu in 2021 was the addition of our Bike for the Future rides, which are mass rides aimed at promoting the need for more and better cycling infrastructure to reduce greenhouse gas emissions.

Some interesting statistics from our 2021 ride season:

- 20 rides offered
- 551 total participants
- 291 hours volunteered
- 2 ride marshal training sessions held

A huge thank you goes out to our wonderful ride marshals who make these rides possible, and to Ian Walker, who took the lead organizing the Bike for the Future rides.

Development and presentation of the Pedal into History rides has been partially funded with a grant from the Manitoba Government. We are grateful for their support.

## **Videography**

A new activity for us in 2021 was the creation of a video series aimed at familiarizing people with some of the bike routes and infrastructure that they face across the city. Video topics include

- Wayfinding
  - Pembina @ Jubilee
    - Beaumont Station to Elm Park Bridge
    - Harrow to South Pembina
  - Bannatyne → McDermot
- How To
  - Two-Stage Turn Queues
- Promotion
  - ArtRides Promo

Thanks to Caden Nikkelm, our 2021 summer staff member who filmed and produced the videos. Look for them on YouTube and on our website this spring.

## **Bike Week & Other Events**

While COVID-19 restrictions continued to hamper our outreach efforts in 2021, we were able to participate in a few events this year. We held a successful community bike rally in Prairie Pointe West in August and were able to provide a pit-go as part of Bike Week in September.

We are looking forward to a much fuller schedule in 2022!

## **Looking forward to 2022**

2022 will be another big year for Bike Winnipeg. Work will continue on the updates to the Transportation Master Plan and Pedestrian and Cycling Strategies. To aid in our analysis of the proposed bike network and of various bike projects, we've started up a new data/GIS working group that will allow us to make use of growing open data and open-source GIS analysis tools.

In October, Winnipeg will be electing a new mayor and council. Thanks to generous support from our members and sponsors, we will once again be working with CAA Manitoba to poll Winnipeggers on their transportation habits and the challenges they encounter when trying to ride their bikes.

As COVID restrictions ease, we're very much looking forward to being able to bring our display trailer to events, organizing more rides, and running bicycle valet events again.

## Strategic Plan Report

### Executive Summary

In December 2019, Bike Winnipeg's Board ratified the [2020-2022 Strategic Plan](#) with seven strategic objectives distributed amongst Bike Winnipeg's committees. Of the 15 Strategic Plan activities scheduled for 2021, 10 are on track, in progress, or substantially completed, while 5 require more support.

Committee	Strategic Objectives
Advocacy	#1: Improve relationships with decision-makers: needs more support #2: Determine and influence cycling infrastructure priorities <ul style="list-style-type: none"> <li>2.1: Influence major city policy documents: on track</li> <li>2.2: Influence City projects: needs additional resources</li> <li>2.3: Transfer capacity from ED to volunteers: in progress</li> <li>2.4: Collect data to support Bike Winnipeg priorities and advocacy: in progress</li> </ul>
Outreach	#3: Build member capacity: negative progress #4: Build awareness of Bike Winnipeg and of cycling facilities <ul style="list-style-type: none"> <li>4.1: Develop a Communications Plan with action items scheduled over the Strategic Plan: complete</li> <li>4.2: Develop an Encouragement Plan with action items scheduled over the Strategic Plan: on hold</li> </ul>
Fund-raising	#5: Increase Bike Winnipeg's funding <ul style="list-style-type: none"> <li>5.1: Meet or exceed budgeted revenue target: exceeded</li> <li>5.2: Grow fundraising capacity: in progress</li> <li>5.3: Oversee grant writing: ahead of schedule</li> </ul>
Executive	#6: Pursue charitable status: delayed #7: Increase organizational strength <ul style="list-style-type: none"> <li>7.1: Grow staff impact: ahead of schedule</li> <li>7.2: Grow board and committee impact: on schedule</li> <li>7.3: Establish election strategies (scheduled for 2022)</li> <li>7.4: Create a strategic plan, management, and renewal plan: partial progress</li> </ul>

The 2020-2022 Strategic Plan has allowed Bike Winnipeg to proactively pursue several capacity-building and strategic initiatives, resulting in many facets of the organization experiencing growth and greater momentum. Notably, progress in establishing Local Bike Groups is expected to have many positive long-term effects across the organization.

Continuing effects of the Covid-19 pandemic, significant grant-related obligations, and limited resources at the committee and board level have slowed progress in some areas. After two years of operating under this plan and despite some delays, its schedule and activities remain relevant without the need to make major adjustments.

Bike Winnipeg's mission to *make cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation choice year round* is ambitious and pushes us to grow as an organization. Completing the 3-year Strategic Plan will position Bike Winnipeg to develop the tools and skills to accelerate progress toward achieving our mission.

Treasurer's Report  
Misty Bromley, Director, Treasurer

Preface

### **Report of the Measurement, Audit, and Compliance Committee**

April 6, 2022

The members of the Measurement, Audit, and Compliance (MAC) Committee have performed an analysis of the 2021 balance sheet and income statement of Bike Winnipeg Inc. This analysis consisted primarily of analytical procedures, inquiries, and inspection of supporting documentation such as the account registers for chequing, accounts receivable, accounts payable, and bank statements.

The analysis performed by the MAC Committee does not constitute a review of historical financial information in accordance with CSRS 2400 nor does it constitute an audit of financial statements in accordance with the Canadian Auditing Standards.

Based on our analysis, nothing has come to our attention that indicated that the balance sheet and income statement were materially misstated.

Signed,

### **2021 Measurement, Audit, and Compliance Committee**

Corey Dyck

**Bike Winnipeg Inc.**  
**Balance Sheet**  
**as at December 31, 2021**  
**(Unaudited)**



	2021	Dec 2020
<b>Assets</b>		
<b>Current Assets</b>		
Cash	\$ 7,421	\$ 11,552
Accounts Receivable	12,283	19,460
Prepaid Expenses	932	-
Inventory	533	533
	<u>21,168</u>	<u>31,544</u>
<b>Total Current Assets</b>	<b>21,168</b>	<b>31,544</b>
<b>Fixed Assets (at Net Book Value)</b>		
Bike Valet Capital Equipment	1,751	2,908
Bike Valet Equipment - 2020/2021	7,300	2,030
Bike Valet Fencing - 2021	4,546	-
Display Trailer	550	826
Drill Press - 2020/2021	844	-
E-Bike - 2021	13,665	-
Investment (ACU Share)	5	5
	<u>28,661</u>	<u>5,768</u>
<b>Total Fixed Assets</b>	<b>28,661</b>	<b>5,768</b>
<b>Total Assets</b>	<b><u>\$ 49,830</u></b>	<b><u>\$ 37,312</u></b>
<b>Liabilities and Equity</b>		
Accounts Payable	\$ 8,953	\$ 30,414
Accrued Grant Income	-	1,512
Source Deductions Payable	338	933
	<u>9,291</u>	<u>32,859</u>
<b>Total Liabilities</b>	<b>9,291</b>	<b>32,859</b>
Bike Valet Equipment Contingency	-	5,121
Reserve - Operating Expenses	7,521	-
Current Surplus (Deficit)	29,565	(7,382)
Retained Surplus (Deficit)	3,452	6,714
	<u>3,452</u>	<u>6,714</u>
<b>Total Liabilities and Equity</b>	<b><u>\$ 49,830</u></b>	<b><u>\$ 37,311</u></b>

**Bike Winnipeg Inc.**  
**Income Statement**  
**for the 12 months ended December 31, 2021**  
**(Unaudited)**



	2021	2021 Budget	Variance (to 2021)	2020	Variance (to 2021)
<b>General Revenue</b>					
Memberships and Donations	\$ 17,445	\$ 12,000	5,445	\$ 12,163	5,282
Sponsorships	750	6,000	(5,250)	250	500
Miscellaneous	19	-	19	8	11
Transfer from Reserve	12,479	-	12,479	-	12,479
<b>Total General Revenue</b>	<b>\$ 30,693</b>	<b>\$ 18,000</b>	<b>\$ 12,693</b>	<b>\$ 12,421</b>	<b>\$ 18,272</b>
<b>Administrative Expenses</b>					
Strategic Planning	-	-	-	-	-
Outreach	-	750	750	58	58
Volunteer Appreciation	-	500	500	-	-
Advocacy	-	400	400	569	569
Fundraising	21	-	(21)	-	(21)
Membership and Promotion	150	365	215	200	50
Professional Development	260	900	640	334	74
Office and Administration	3,924	2,380	(1,544)	2,621	(1,303)
Quickbooks & Timesheets Subscriptions	906	336	(570)	587	(319)
Staff Contracts	19,949	17,936	(2,013)	15,798	(4,151)
Amortization	4,360	-	(4,360)	3,427	(934)
Loan Interest	1,122	-	(1,122)	-	(1,122)
Transfer to Capital/Operating Reserves	-	1,013	1,013	-	-
Contingency	-	615	615	-	-
<b>Total Expenses</b>	<b>30,693</b>	<b>25,195</b>	<b>5,498</b>	<b>23,594</b>	<b>(7,099)</b>
<b>Surplus (deficit) (from general operations)</b>	<b>\$ -</b>	<b>\$ (7,195)</b>	<b>\$ 7,195</b>	<b>\$ (11,173)</b>	<b>\$ 11,173</b>

**Bike Winnipeg Inc.**  
**Income Statement**  
**for the 12 months ended December 31, 2021**  
**(Unaudited)**



	2021	2021 Budget	Variance (to 2021)	2020	Variance (to 2021)
<b>Grant-supported Projects</b>					
<b>Grants</b>	\$ 2,000	\$ 2,000		\$ 8,000	
Building Sustainable Communities #1	-	-		15,783	
Building Sustainable Communities #2	1,102	-		6,581	
Canada Summer Jobs	2,690	-		13,927	
Heritage Grant	1,925	2,675		2,428	
Manitoba Healthy Hire	900	-		-	
ACU Community Grant	2,500	-		-	
Red River Co-op Grant	2,500	-		-	
Conservation & Climate Fund	37,630	-		-	
Colleges & Institutes Canada	20,218	-		-	
Unallocated Grant Income	2,262	-		(1,512)	
<b>Expenses</b>					
Communications Strategist	-	-		5,310	
Events Coordinator	831	-		3,664	
Policy Strategist	-	-		2,692	
Volunteer Coordinator	-	-		5,556	
Web Developer	1,032	-		5,797	
Ride Share Researcher	18,697	-		5,013	
Bicycle Designer	11,705	-		5,013	
Transportation Survey Researcher	5,715	-		-	
Local Bike Groups Coordinator	1,894	-		-	
Videographer	951	-		-	
OCD Grant Expense	-	-		3,160	
Bike Share Feasibility Study	1,575	-		-	
Add'l Grant Expenses - Training	(240)	-		2,470	
Add'l Grant Expenses	595	447		1,446	
Ride Into History	1,413	1,576		1,938	
Imagine Canada Grant Connect	351	-		-	

**Bike Winnipeg Inc.**  
**Income Statement**  
**for the 12 months ended December 31, 2021**  
**(Unaudited)**



	2021	2021 Budget	Variance (to 2021)	2020	Variance (to 2021)
Imagine Canada Subscription	636				
Office Rental	<u>2,057</u>	<u>-</u>		<u>3,150</u>	
<b>Net Grant Revenue And Expenses</b>	<b>26,516</b>	<b>2,652</b>		<b>(0)</b>	<b>(0)</b>
<b>Other Projects</b>					
<b>Bike Parking Contract</b>					
Revenue	-	21,150	(21,150)	17,091	(17,091)
Expense	<u>-</u>	<u>19,300</u>	<u>19,300</u>	<u>14,859</u>	<u>14,859</u>
<b>Net Income (Loss)</b>	-	<b>1,850</b>	(1,850)	<b>2,232</b>	(2,232)
<b>Bike Valet</b>					
Revenue	2,480	-	2,480	928	1,553
Expense	<u>2,108</u>	<u>-</u>	<u>(2,108)</u>	<u>788</u>	<u>(1,320)</u>
<b>Net Income</b>	<b>372</b>	-	372	<b>139</b>	233
<b>Fundraising</b>					
Revenue - Paid Rides	2,775	4,050	(1,275)	1,799	976
Revenue - Outreach	600	-	600	-	600
Expense	<u>698</u>	<u>1,030</u>	<u>332</u>	<u>379</u>	<u>(319)</u>
<b>Net Income</b>	<u><b>2,677</b></u>	<u><b>3,020</b></u>	<u>(343)</u>	<u><b>1,420</b></u>	<u>1,257</u>
<b>Total Net Income (Loss)</b>	<u><b>\$ 29,565</b></u>	<u><b>\$ 326</b></u>	<u><b>\$ 29,239</b></u>	<u><b>\$ (7,382)</b></u>	<u><b>\$ 36,947</b></u>

**Bike Winnipeg Inc.**  
**Notes to the Financial Statements**  
**for the 12 months ended December 31, 2021**  
**(Unaudited)**

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**Note 1: Fixed Assets and Amortization**

Fixed Assets are recorded at net book value.

Assets are amortized on a straight-line basis over five years, using the half year rule.

**Note 2: Grants**

In 2021, Bike Winnipeg completed the three projects begun in 2020:

	2021	2020	Project Total
Organizational Capacity Development	\$ 1,863	\$ 23,018	\$ 24,881
Bikeshare Development	53,712	20,251	73,963
Bike Valet Expansion	8,112	937	9,049
	<hr/>		
Total	\$ 63,687	\$ 44,206	\$ 107,893

These projects were funded by the following grants:

	2021	2020	Project Total
Building Sustainable Communities	\$ -	\$ 15,783	\$ 15,783
Canada Summer Jobs	2,690	13,927	16,617
Colleges and Institutes Canada	20,218	-	20,218
Conservation and Climate Fund	-	37,630	37,630
Building Sustainable Communities	1,102	6,581	7,683
Green Action Centre	2,000	2,000	4,000
Assiniboine Credit Union	-	5,000	5,000
Other	-	1,000	1,000
	<hr/>		
Total	\$ 26,010	\$ 81,921	\$ 107,931

**Bike Winnipeg Inc.**  
**Notes to the Financial Statements**  
**for the 12 months ended December 31, 2021**  
**(Unaudited)**

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In 2021, Bike Winnipeg applied for and received the following grants:

	2021		Project Total
Manitoba Healthy Hire	\$ 900	\$ -	\$ 900
ACU Community Grant	2,500	-	2,500
Red River Co-op Grant	2,500	-	2,500
Unallocated Grant Income	(1,480)	-	1,480
	<hr/>		
Total	\$ 4,420	\$ -	\$ 4,420
	<hr/>		
Bike Share Feasibility Study	1,575	-	1,575
Local Bike Groups Coordinator	1,894	-	1,894
Videographer	951	-	951
	<hr/>		
Total	\$ 4,420	\$ -	\$ 4,420
	<hr/>		

This grant work carries in to 2022.

**Note 3: Subsequent Events**

There were no subsequent events of note.

Bicycle Valet Winnipeg Report  
Stephanie Chow, Bicycle Valet Coordinator

### Bicycle Valet Expansion Project

In the winter of 2021, the Bicycle Valet completed its expansion project which included new fencing, signage and service upgrades. The project doubled the valet's parking capacity at events to more than 1000 bikes, which will allow the valet to be full-service at concurrent events in the future. Thank you to the supporters of the project: the Province of Manitoba (Building Sustainable Communities Grant), Red River Co-op, and the City of Winnipeg (Community Incentives Grant Program).

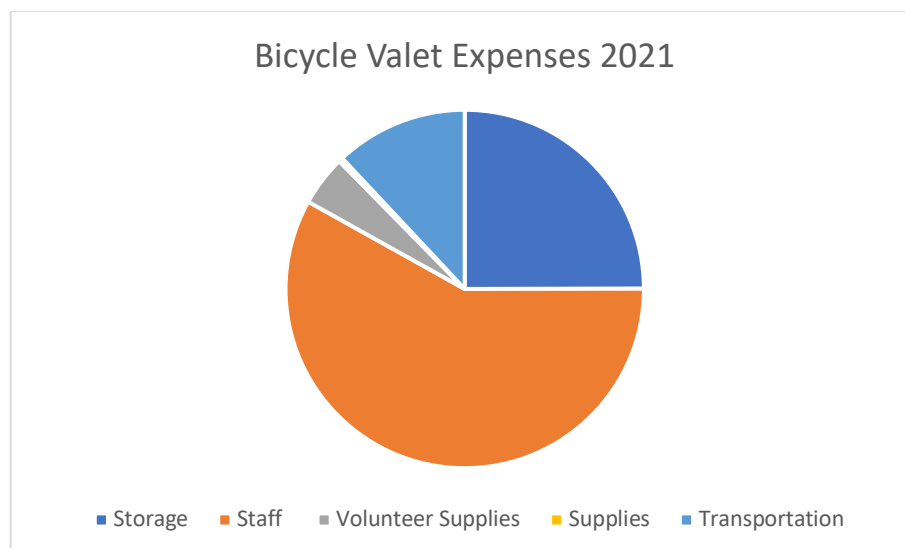
### 2021 Events

The Bicycle Valet returned in 2021 to two events in the summer of 2021 as restrictions allowed outdoor gatherings. We were able to provide convenient, free, safe and secure bike parking service to events, in a socially distant environment for staff and volunteers. We celebrated the end of the season with an in-kind valet for the Peg City Car Coop's tenth anniversary – one of our biggest supporters over the last four years.

EVENT	DATE(S)	ORGANIZER	PAYMENT	TIPS	BIKES PARKED
PatioFest	July 16, 17 & 18	Downtown Winnipeg Biz	\$1430.00	\$26.50	200
The Burt Block Party	August 20, 21 & 27	True North Sports & Entertainment	\$1050.00		46
Peg City 10 <sup>th</sup> Anniversary	Sept 25	Peg City Car Co-op	in-kind	\$42.15	77
			<b>\$2480.00</b>	<b>\$68.65</b>	<b>323</b>

The valet relies on its volunteers, and there was good participation at the valet in 2021 from new and returning volunteers with **220 volunteer hours** in 2021.

We are looking forward to the return of more events in summer 2022!



## Report from the Finance Committee

Neiva Desrochers, Director, Chair of Finance Committee

After re-establishing monthly meetings of the Finance Committee in 2020, we were able to continue meeting monthly in 2021. The committee continues to work towards our goals of creating knowledge redundancy within the organization, providing support to our treasurer (Misty Bromley), and keeping the Board up to date with key financial information. This year we were pleased to welcome Corey Dyck to the Board and Finance Committee. As a CPA, he provides invaluable experience and knowledge to our committee.

Our monthly meetings have mostly consisted of updates on grant applications and payments, budgeting discussions, matters related to charitable status, and ad hoc discussions on topics such as Bike Winnipeg's depreciation protocol, budget formatting, and future projects for the committee. Aspirational projects we discussed this year included financial forecasting, creating KPIs, and distinguishing program vs project budgets.

The measurement, audit, and compliance (MAC) committee was established this year to perform a review of Bike Winnipeg's financial statements and determine whether the financial statements are in accordance with the not-for-profit accounting framework. The MAC committee will also perform compliance-related activities including identifying risks to the organization and the activities in place that mitigate those risks and measurement-related activities including identification of key performance indicators for the organization and tracking. Corey Dyck is chairing the MAC committee and has brought forth some exciting possibilities for the future of the committee, including more regular meetings.

Finally, the Finance Committee is actively seeking recruits to join us in 2022. Two new volunteer positions have been created: Volunteer Project Coordinator and Volunteer Finance Administrator. These positions were created with the intention of providing contract coordination and grant reporting support as well as helping with routine Finance Committee/treasurer operations such as budgeting, cash flow forecasting, and preparation of financial statements.

I would like to thank my fellow Finance Committee members for their contributions in 2021. Together we will continue to have valuable discussions on how we can better serve Bike Winnipeg and keep the organization in good financial health.

Neiva Desrochers

Report from the Advocacy Committee  
 Ian Walker, Chair of Advocacy Committee

Dear Friends and supporters of Bike Winnipeg,

We had another busy year advocating for improvements to our active transportation network! Despite the many challenges that we have faced personally and collectively during the pandemic, Bike Winnipeg's dedicated volunteers and staff worked hard to encourage the city to make active transportation a safe, convenient, and enjoyable way to commute in Winnipeg.

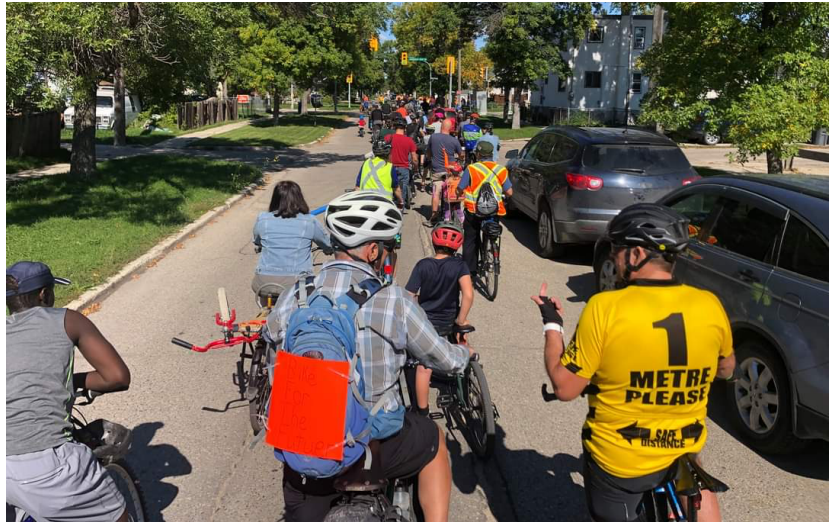
- Bike Winnipeg was invited to give feedback on the Our Winnipeg 2045 plan (<https://winnipeg.ca/Interhom/CityHall/OurWinnipeg/Documents/OurWinnipeg.pdf>) and the Transportation Master Plan (<https://engage.winnipeg.ca/transportation-master-plan-2050>). We encouraged the city to install separate pedestrian and cycling infrastructure in areas with high volumes of faster moving vehicles and safe speed limits (30 km/h or less) with traffic calming for areas within neighbourhoods.
- We advocated that the Enhanced Sunday and holiday bike routes be made permanent, have a 30 km/h maximum speed limit, be 24 hours a day and 365 days a year for all modes of active transportation <https://engage.winnipeg.ca/enhanced-active-transportation-routes-open-streets>. We also asked the city to increase the number of Open Streets in order to develop a network of low-volume, low-speed corridors for active transportation.
- In November 2021, we made a call to Winnipeggers to engage with decision-makers on the 2022 budget. Unfortunately, funding for the Pedestrian and Cycling Program has been minimal since 2018. Projected funding for the city's Pedestrian and Cycling Program (including amounts included within road renewals) for 2022 will be just 38% of the annual amount called for in the Pedestrian and Cycling Strategies. At this level of funding, a deficit of \$65 million will accumulate for the Pedestrian and Cycling Strategies by the end of 2022. (<https://www.bikewinnipeg.ca/2021/11/29/2022-city-budget/>).
- Provincially, we have engaged with the Engineers and Geoscientists of Manitoba on Manitoba's Road to Resilience (<https://climateactionmb.ca/road2resilience/>). We will be encouraging them to include a robust plan to help Winnipeggers shift their mode of transportation to more walking, biking, bussing and carsharing.

Looking forward to 2022, Winnipeg will be holding a civic election which will bring with it at least 2 new councillors and a new mayor. We will be putting together a report card to help inform you at the ballot box. Stay tuned for our assessments of the candidates.

We will continue to engage with our current mayor and council as well as mayoral and council candidates as part of our 2022 Bike for the Future rides. Bike for the Future

was an enormous success in 2021. We took hundreds of people of all ages and abilities on rides through several neighbourhoods. These rides helped us engage with the public and elected officials. We rode in the Mynarski, Elmwood, Wolseley/River Heights/St. James, and St. Boniface / St. Vital wards

(<https://winnipeg.ctvnews.ca/cyclists-hit-the-streets-to-promote-active-transportation-1.5627474>).



If you are interested in getting involved in our advocacy work, contact us on the volunteer section of the Bike Winnipeg website (<https://www.bikewinnipeg.ca/get-involved/volunteer/>). We are setting up local bike groups that will help us do local outreach and advocacy in the city's five community committee areas. Each community committee is represented by three councillors (<https://winnipeg.ca/clerks/council/committees.stm>). We are also looking for students

from universities and colleges in Winnipeg to help us with advocacy on and around campus.

I am looking forward to 2022. There is significant potential for active transportation in Winnipeg if we continue to advocate for spaces that people of all ages and abilities can access year-round.

Sincerely yours,

Ian Walker

## Report from the Fundraising Committee

Clayton Rudy, Director, Acting Chair of Fundraising Committee

Bike Winnipeg's Fundraising Committee has been very successful despite being a very small group. Revenue collected from individual donors was up 50% over 2020 but from a slightly smaller base of donors. Roughly 70% of our donation revenue came from 30% of our donors. Spring and early summer are normally our best months, but this year a successful Giving Tuesday campaign on November 30th brought in nearly 50% of 2021's donations revenue in the form of \$100+ donations. We expect to grow our donation revenue when we achieve charitable status.

Three sponsors – Bikes & Beyond, HTFC Planning & Design, and Intergroup – contributed \$2,250 to Bike Winnipeg in 2021. Thank you!

After investing significant effort in grant writing in 2020, a number of successful applications continued to support projects and new initiatives into 2021. Fewer grants were sought in 2021 given the ongoing work from 2020.

In 2022, the Fundraising Committee has plans to improve our donor database, improve supporter communications, continue work toward charitable status and work on a new fundraising strategy to better manage and coordinate our work.

We are currently seeking volunteers to join the committee so that we can maintain Bike Winnipeg's rate of growth and expansion. Please reach out if you're interested!

### Donations

Revenue collected from individual donors was up 50% over 2020 but came from a slightly smaller base of donors. Roughly 70% of our donation revenue came from 30% of our donors. Spring and early summer are normally our best months, but this year a successful Giving Tuesday campaign on November 30th brought in nearly 50% of 2021's donations revenue in the form of \$100+ donations. We expect to grow our donation revenue when we achieve charitable status.

### Sponsorships

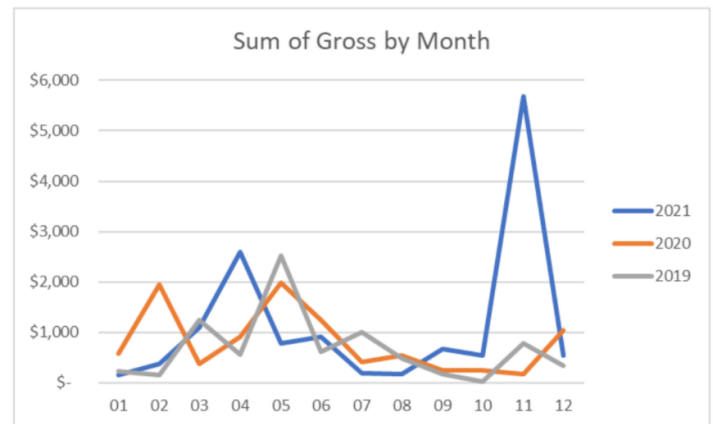
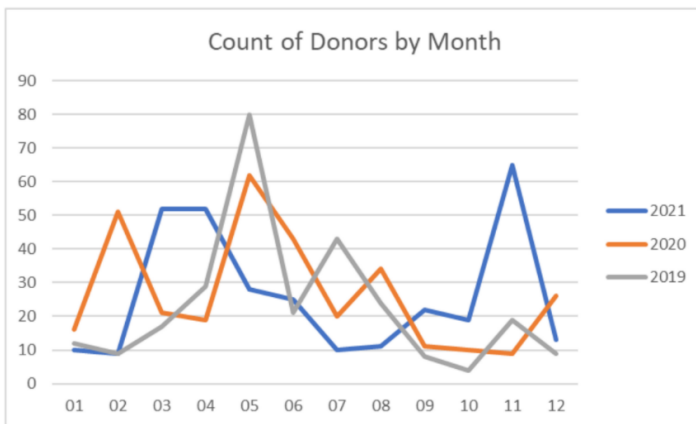
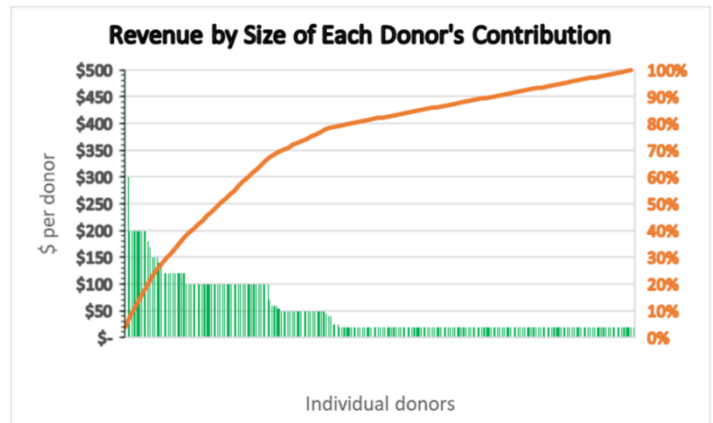
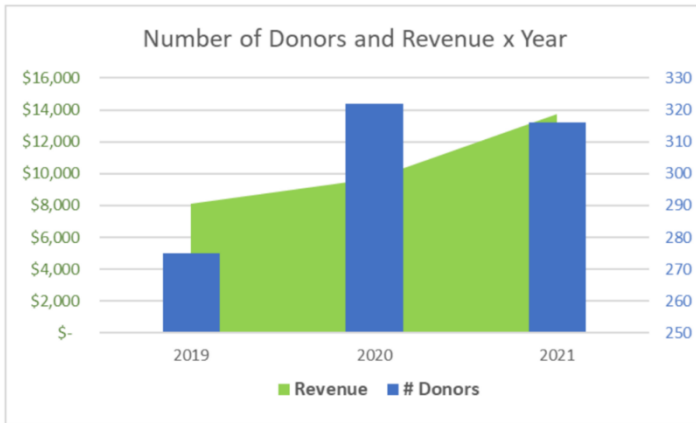
Three sponsors – Bikes & Beyond, HTFC Planning & Design, and Intergroup – contributed \$2,250 to Bike Winnipeg in 2021. Thank-you!

### Grants

After investing significant effort in grant writing in 2020, a number of successful applications continued to support projects into 2021. Fewer grants were sought in 2021 given the ongoing work from 2020.

### Next Steps

In 2022, the Fundraising Committee has plans to improve our donor database, improve supporter communications, continue work to apply for charitable status, and work on a new fundraising strategy to better manage and coordinate our work.



**Bike Winnipeg**  
Published by Charles Feaver · November 30, 2021 ·

Today is Giving Tuesday, a day for donating to things that matter after Black Friday and Cyber Monday. Making our streets safe for cycling matters a lot. BW is challenging 100 cyclists to in Winnipeg to show they care enough about safer cycling to contribute \$100 for a strong campaign to speed up cycling infrastructure implementation in the City's transportation plan.

<https://mailchi.mp/.../bw-giving-tuesday-100-x-100-challenge>

The first 18 \$100 donations will be matched by our amazing sponsors for this campaign; HTFC Planning and Design and Bikes and Beyond.

**MAILCHI.MP**  
**BW Giving Tuesday 100 x 100 Challenge**  
Alternatively, \$100 will buy ¾ of a tank of gas for a Ford F150 and produce 170 kg CO2! Please share this message with your friends today....

**1,426** People reached  
**58** Engagements

**Bike Winnipeg**  
Published by Charles Feaver · December 1, 2021 ·

Wow. Huge thanks to the 55 wonderful Winnipeggers who gave big to the 100x\$100 challenge. You made a difference. BW will take what your gave and make strong representations for much better AT plans in the city Transportation Master Plan. Time for infrastructure and maintenance to transition from "accommodating" cyclists to making cycling more convenient than driving. All year.

## Report from the Outreach Committee

Julia Schroeder (Director) & Brittany Curtis, Co-Chairs of Outreach Committee

Moving into the second year of restrictions and public health guidelines shaping our work, the Outreach Committee has continued to be affected by the COVID-19 pandemic. Much of our work was moved online or put on hold until late July when receding restrictions allowed us to resume our summer ride series.

Beginning in July, we were able to continue our two largest series, the Art Rides in partnership with the Winnipeg Arts Council and the Pedal into History Rides with Eric Napier Strong from Seven Oaks House Museum, supported by the Heritage Manitoba Grant Program. We also continued the *Connections to Riel* rides with Denis De Pape. We were excited to be able to bring back some old favourites, the Strike Bike rides with Danny Schur, creator of *Strike! The Musical* and the Ghost Tours with Matthew Komus, author of *Haunted Winnipeg*. We also supported the Advocacy Committee with our first four Bike for the Future rides, riding through 10 of 15 municipal wards.

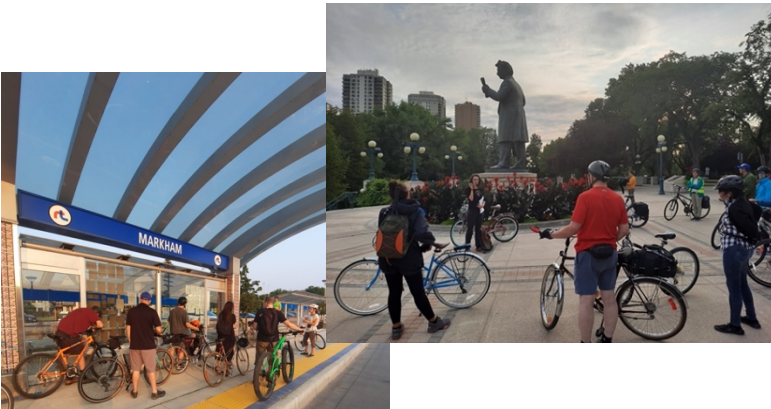
To help ensure the safety of our ride participants, volunteers, and staff, we continued to encourage everyone to maintain a 2m distance between other riders at stops and while riding. We also limited ride sizes again this year, as well as strategically selecting stops to better allow for distancing. Due to ongoing public health restrictions, we were unable to take the bike trailer out to community events again this year, with the exception of our Bike to Work Day pit stop. We are optimistic this will change in 2022.

The outreach committee has also supported our staff with the re-launch of our Local Bike Groups project (originally launched in February 2020 but put on hold due to the pandemic). Mark Cohoe (Executive Director) and Nicolas Robitaille (Local Bike Groups Coordinator) have been hard at work creating connections with community groups, riding wards, and creating templates for the official re-launch in 2022. If you are interested in getting involved at a more local level, this is your opportunity! Each local bike group will represent one of the city's 5 Community Committees (3 municipal wards each). If you'd like to get involved, contact us through the Bike Winnipeg volunteer page, <https://www.bikewinnipeg.ca/get-involved/volunteer/>.

Despite the late start, we had over 500 riders and volunteers participating in 20 group rides this summer, doubling our participation numbers and increasing our rides by a third compared to last year's abbreviated season. As we look forward to 2022, we want to thank all our committee members and staff for all their hard work this year, and we hope you'll come out and join us, either as part of our committee or by attending an event.

Your Co-Chairs,  
Julia Schroeder & Brittany Curtis

### Art Rides:



### Connections to Riel:



### Bike to Work Day:



### Pedal Into History:



### Ghost Tours:



### Strike Bike:



# 2021 Funders and Sponsors

Bike Winnipeg recognizes the valuable support of our partner organizations.

The following individuals and organizations have generously sponsored or donated funds for our programming in 2021.

## *Gold Sponsors/Funders:*



## *Silver Sponsors/Funders:*



## *Bronze Sponsors/Funders:*



## *Government Funders/Partners:*



**And of course, members like you.**

**Thank You!**