

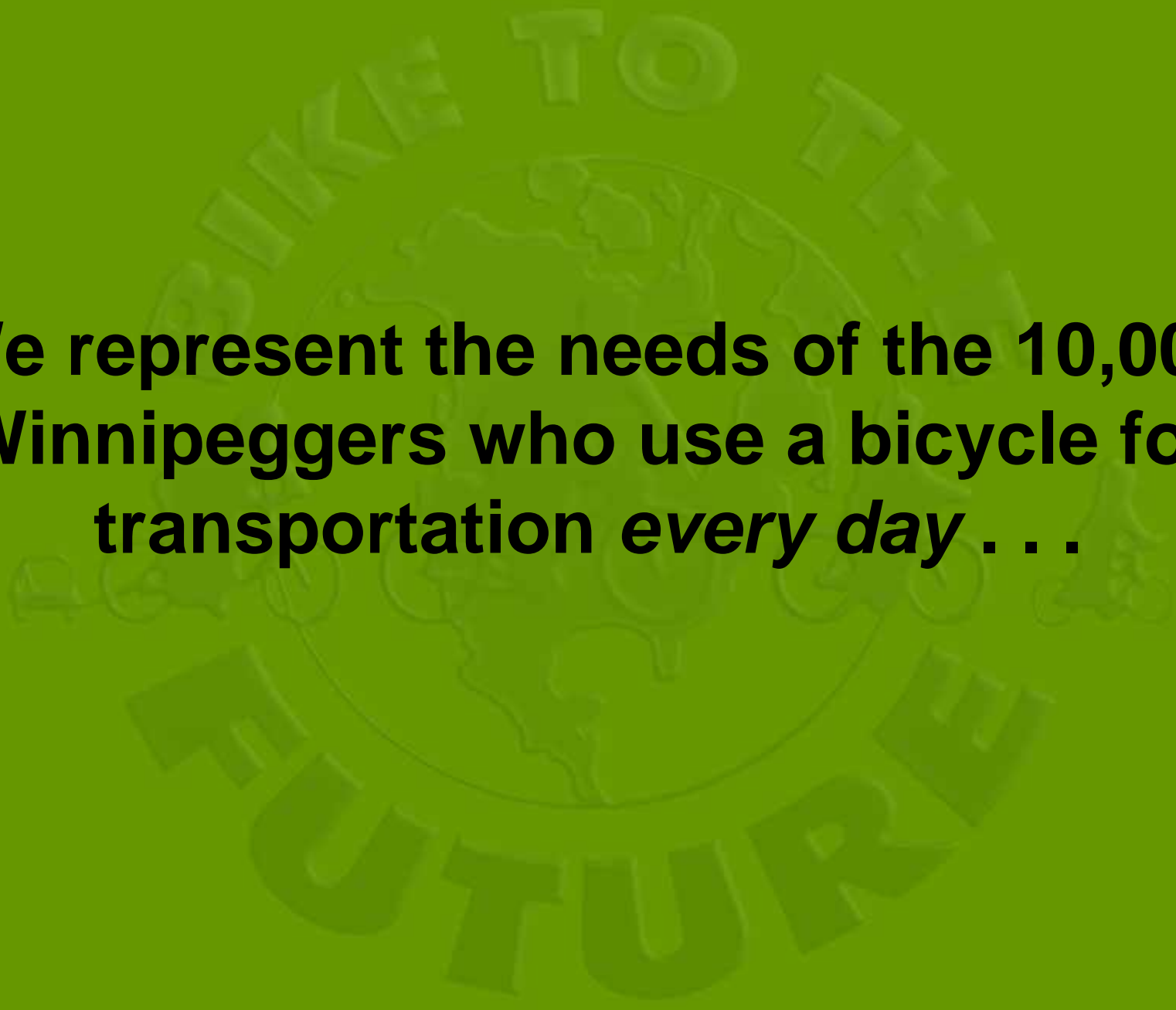


The 5% Solution:

Leadership, Legacy, Sustainability

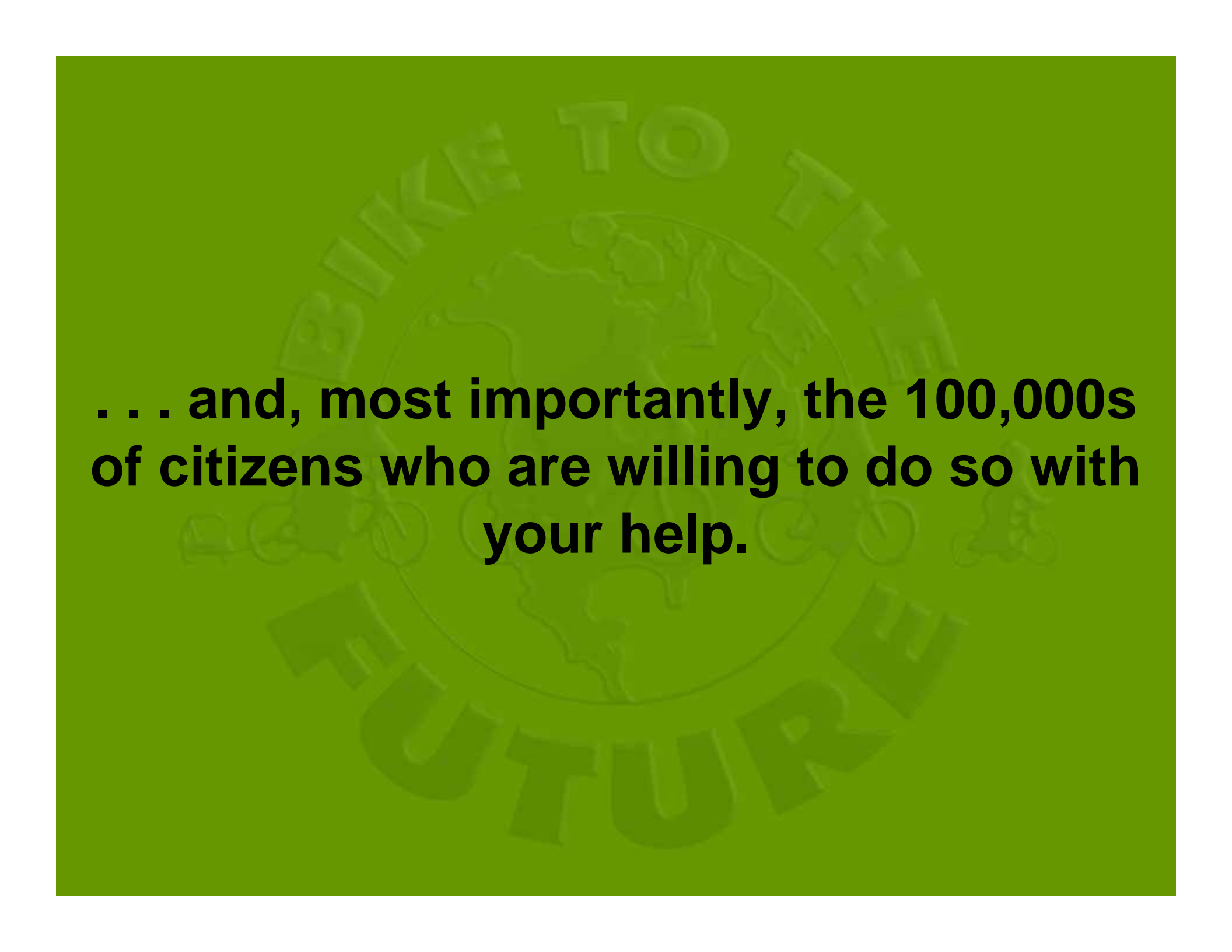
Formed in June 2006, Bike to the Future represents over 300 individual members, plus 1000s of members in affiliated organizations like the M.C.A. and the Winnipeg Trails Association.





**We represent the needs of the 10,000
Winnipeggers who use a bicycle for
transportation *every day* . . .**





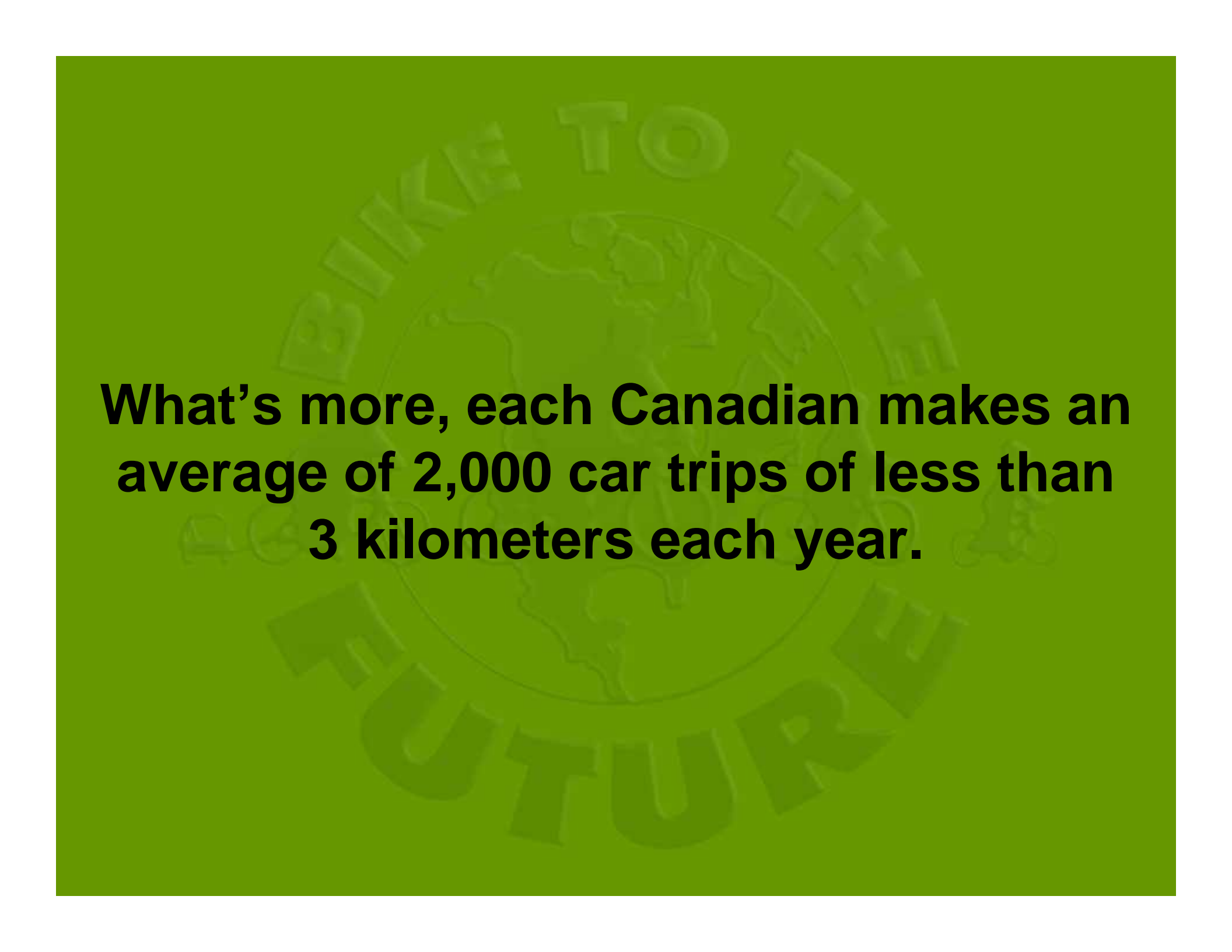
**. . . and, most importantly, the 100,000s
of citizens who are willing to do so with
your help.**



**In a national survey (1998), 70% of
Canadians say they would cycle to work
if there were a dedicated bikeway that
would take them there in less than 30
minutes . . .**

**. . . According to the latest census, a
Winnipegger's average commute is just
over 6 kilometers - - or a 20-minute bike
ride at a leisurely pace.**



The background of the slide is a solid green color. In the center, there is a faint, light green circular graphic. Inside this circle is a map of Canada. The words "BIKE TO" are written in a large, bold, sans-serif font along the top arc of the circle, and "FUTURE" is written along the bottom arc. On either side of the map, there are small icons of a car and a bicycle.

What's more, each Canadian makes an average of 2,000 car trips of less than 3 kilometers each year.




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.



The background is a solid green color. In the center, there is a faint, circular graphic. The top half of the circle contains the text "BIKE TO" and the bottom half contains "FUTURE". Inside the circle is a map of the world with several small bicycle icons scattered around it. The text "BIKE TO FUTURE" is written in a bold, sans-serif font, with "BIKE TO" in black and "FUTURE" in white. The text "BIKE TO FUTURE" is centered on the page.

In the last three years, there has been a huge surge in awareness:



**A 2007 Manitoba Medical Association
poll found that 90% of Manitobans
support investing more money in Active
Transportation.**

For the first time in decades, the environment was ranked the “Number One” concern for most Canadians. (26% percent of Canadians indicated the environment as the most important issue facing the country. By contrast, 18% chose healthcare, 6% chose terrorism and 3% chose crime)





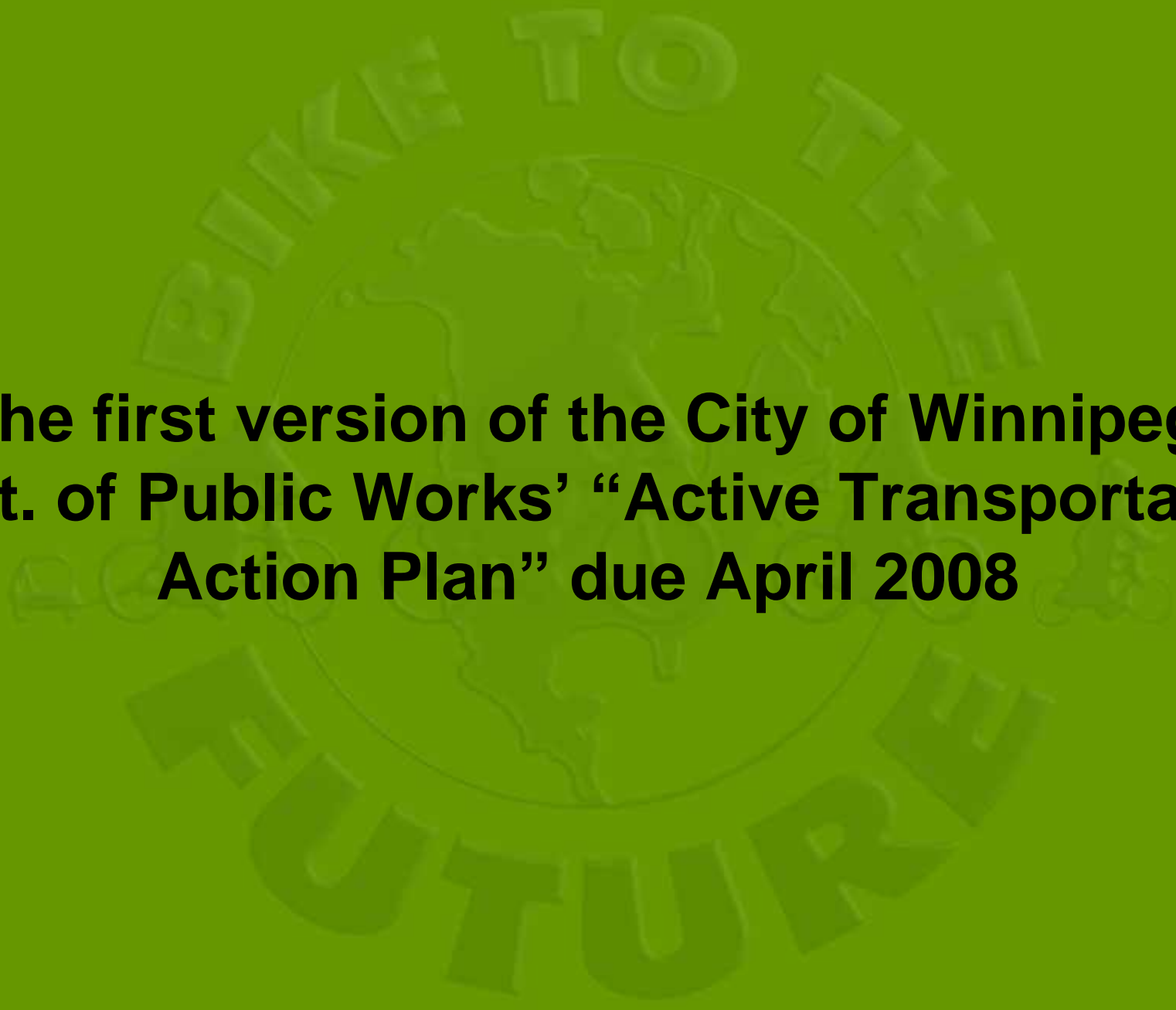
**With growing community involvement
and unprecedented multi-level
government support, there has been a
huge surge in **action**:**

Examples of Community Involvement

- CMU, U of W, U of M
- The Downtown BIZ
- The North End
- Bike to the Future and MPI
- Entreprises Riel and RENN-TC
- Local neighbourhood cycling groups and mapping

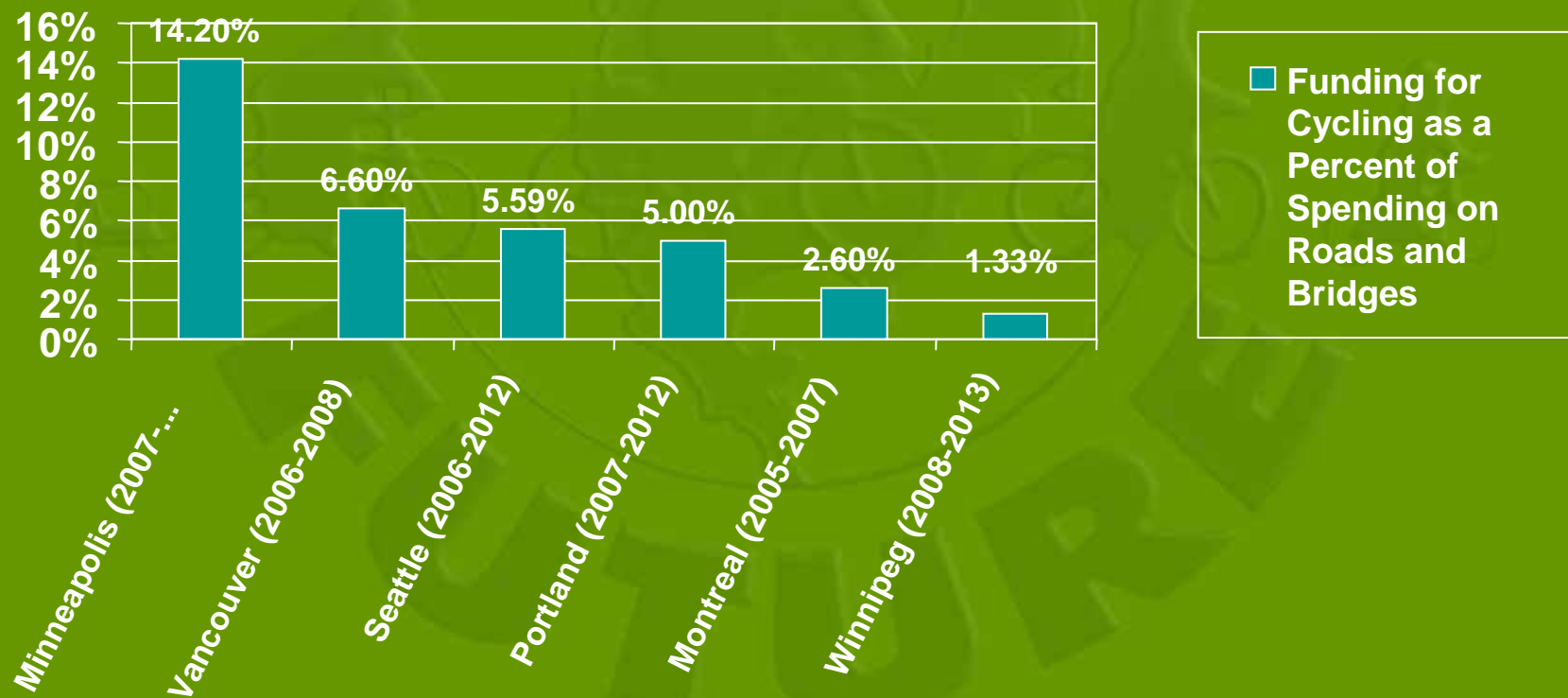
Multi-level Government Support

- **Provincial support and funding for trails**
- **New budget for “Active Transportation Corridors”**
- **600% increase in “Recreational Bike Paths” budget**
 - **City of Winnipeg bylaw and policy changes**
 - **High Profile Projects**
 - **Federal Announcements**
 - **Government of Manitoba’s GHG commitments**
 - **AT Coordinator and Advisory Committee**



**- The first version of the City of Winnipeg's
Dept. of Public Works' "Active Transportation
Action Plan" due April 2008**

Historically, Winnipeg has lagged behind on issues of active transportation:



The 5% Solution

Leadership, Legacy, Sustainability

Minister Lemieux's Nov 23, 2007 Press release states:

“Manitoba's historic \$2-billion strategy to renew highways and bridges entered its second year . . .

Of the **\$2 BILLION** budgeted by the
Provincial Government for
transportation projects, only **0.46%** has
been dedicated to active transportation.



Our Request:

Dedicate **5%** of the highways and bridges fund to support Active Transportation.



The Reason:

The benefits of this commitment exceed the costs.

The background is a solid green color. In the center, there is a faint, embossed graphic of a globe. Overlaid on the globe are several bicycles. The text "BIKE TO FUTURE" is written in a circular path around the globe, with "BIKE TO" at the top and "FUTURE" at the bottom. The text is in a bold, sans-serif font, matching the green background color.

THE 5% SOLUTION.

The background is a solid green color. In the center, there is a faint, embossed graphic of a globe. Surrounding the globe are several bicycles. The words "BIKE TO" are at the top, "FUTURE" is at the bottom, and "FUTURE" is also written in a larger font at the bottom. The text "Let's Make it Happen." is centered in the middle of the image.

Let's Make it Happen.



