

Bike to the Future Monthly Meeting

March 12, 2013 – 5:37 to 7:10 PM
Sport for Life Centre, 145 Pacific Ave

Minutes

Directors:

Present: Tom McMahon (meeting chair), Kevin Miller (notes taker), Jeremy Hull, Dave Elmore, Charles Feaver, Jim Falloon, Chris Chypyha, Kaye Grant, Barrett Ens, Loren Braul, Bill Newman

Regrets: Curt Hull

Members

Present: Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg, from 6:05), Philip Wolfart, Liz Harland, James Benson, Anders Swanson (from 6:28), Bromley Basford (from 6:30)

Regrets: Currie Gillespie, Kevin Champagne, Nathan Wild

1. Welcome and Introductions

- All attendees introduced themselves.
- James Benson is a “new” lawyer and long-time cyclist. (Editor’s note: He has a mega cycling background and is a member of the most notable cycling family in Manitoba during the past 20 years.) He has indicated that he’s interested in helping BttF with the Manitoba Public Insurance / Public Utilities Board “cyclist safety” issue (see Charles’ Provincial Committee report, attached), so he was invited to this meeting to meet us.

2. Approval of Agenda

- We approved the agenda by consensus.

3. Approval of Minutes from the previous Monthly Meeting

- The February Monthly Meeting minutes, which have been posted at biketothefuture.org/about/meetings for 3 weeks, were briefly reviewed and then approved by consensus.

4. Sharing

a. Good News!

- Many directors have attended many meetings of “priorities” committees, and have produced documents.
- Mark is doing a tremendous job. He’s either unbelievably productive or he’s working much more than ¼ time. We’re pretty sure it is both.
- Councillor Gerbasi told Philip that one reason a project developer has chosen Assiniboine Ave as a location is because of the cycle track.

b. Emerging Challenges:

- Pothole season has begun! [Contact 311!](#)

5. Monthly Updates

a. Finances

i. Financial Statement (Bill)

- Bill has not created new financial statement beyond the ones presented in February dated 2012-Dec-31.
- Bill is still cleaning up past transactions – putting income and expenses into timeframes.
- Bill said he would produce an up-to-date financial statement within 24 to 48 hours of this meeting.

ii. Budget (Jeremy)

- Last month, Jeremy presented a preliminary budget for discussion. He has since produced a revised budget (attached) with the help of Mark and Amanda and the Fundraising committee, and he provided a brief overview of it. Some of the figures are best estimates and there will be some additional revisions in the final version. For example, a quote on liability insurance has not yet been received. The revenue figures are targets they think are realistic, but they are still only targets -- we may do better or worse. If our revenues are lower or higher we will adjust our spending accordingly during the year. We will need to keep track of how we are doing in relation to the budget from month to month. **Board members should review this revised budget and provide any additional comments or feedback.** Jeremy will make further revisions and submit it for approval at the April meeting.
- When we had our planning session, Denis DePape emphasized the importance of the directors becoming familiar with the organization's finances, and he described a situation where an organization let its expenditures get out of hand and spent several years recovering from this. So we should all try to have a good handle on the budget.

b. Administration (Mark)

- Fundraising / Grants / Partnerships, Communications / new website, Executive Director's report
 - Mark's ED report is attached.
 - Liz suggested that we modify our membership application form/procedure to ask new members how they found out about us. This might help us improve the focus of our membership recruitment.

c. Public Advocacy

- **Province** (Charles)
 - Charles' report is attached.
 - Charles also elaborated further on the "bus board" public education campaign idea he first mentioned last November. He showed us possible campaign ideas he found online, and also a local mock-up (whose graphics/message are disappointing ... **graphics ideas are needed ... [contact Charles](#)**). To fund this, we would seek donations from companies and people. [The WRENCH](#) has offered to partner with us for a 1% admin fee, which would allow for charitable donation tax receipts to be offered to donors. Thanks to The WRENCH for helping make this happen.
- **City** (Mark, Kevin)
 - See Mark's ED report (attached).
 - Kevin has met with the City's consultant (MMM Group) on the Plessis Road Underpass and Widening project. He was shown their conceptual plan for the active transportation aspects. Kevin gave them positive feedback about it because it is what we would want it to be and expect it to be:
 - a 3.5 metre wide multi-use pathway along the entire 850m east side of the Plessis widening, which connects the Pandora Pathway to the Dugald Pathway.
 - grade-separated at the CN rail mainline (like the new roadway), but with a much shallower grade.
 - a sidewalk on the west side.
 - Mark and Kevin attended Genstar's public open house about the proposed Devonshire Green & Devonshire Village housing developments. This large area is located just east of Lagimodiere Blvd (near the Concordia Overpass) and just west of Transcona's western-most housing. It is currently barren land.
 - Mark has met with a number of engineers from Dillon Consulting to review plans for the Panet/Molson road twinning that will take place this summer between Munroe Ave and Concordia Ave. Mark produced a very thorough report that analyzes active transportation in this area, and makes many recommendations for current and future actions. [Contact Mark](#) to receive a copy of his report.
 - Brion Dolenko continues to represent BttF on the Kilcona Park Renewal project's Stakeholder Group. (See last month's report.) As a result of the visioning workshop that Brion attended in early February, major updates have been made to the City's [Kilcona Park / Harbourview Recreation Complex Strategic Renewal and Action Plan page](#). A follow-up session occurs this month, with a public open house planned for late April. Brion is communicating with Mark and Kevin on this task.
 - Tom suggested that Mark create a *Letter to the Editor* from his email message to the City that congratulates them for awarding the *Cycling and Pedestrian Strategy* contract.

- d. **Safety and Education** (Dave)
 - Dave's report is attached.
- e. **Community Bike Events**
 - This item was not discussed.
- f. **Bicycle Valet Winnipeg** (Loren, Amanda)
 - Loren and Jeremy have met with Amanda to discuss her contract and 2013 BVW planning.
 - The contract is currently February-to-February. It will be changed to align with our April-to-March fiscal year.
 - The contract will be similar to last year's, but a provision for a 30-days-notice contract termination will be added, there will be increased compensation (to provide for sub-contracting), and a BttF director will be appointed to act as BVW Manager (Amanda's supervisor). The contract will be circulated to directors for comments in the next few weeks.
 - **Directors will soon receive Amanda's 2012 BVW Annual Report.** She submitted it a few weeks ago.
 - **Amanda will present a BVW Business Plan at the April Monthly Meeting.**
 - Only 21 bikes were parked at *Winter Bike to Work Day*. BVW set-up and operation was for 5 hours, a van had to be rented, and Amanda put in a 10-hour day.
 - Folklorama has initiated BVW contract discussions for 2013.
 - Everyone is encouraged to volunteer for BVW at least once this summer.
- g. **The four "priorities" committees formed at our December Planning Session**
(see the [February Monthly Meeting minutes](#))
 - i. Fundraising (Jeremy)
 - The committee's March report is attached.
 - ii. BttF Awareness (Kevin)
 - At our February Monthly Meeting, the report from the committee's initial meeting was presented and briefly discussed. However, in the month since then, no directors (or members) commented on the report and Kevin neglected to remind directors to do so. Items 1 and 5 in the report require Board approval because they affect BttF's Mission and Vision, and the "NRG Research" part of item 5 needs to be discussed, so this item has been deferred to the April Monthly Meeting. (Note that discussion began on this item the day after this March Monthly Meeting.)
 - iii. Education (Dave)
 - The committee's initial report is attached.
 - iv. Rules and Regulations – BttF's City/Provincial/Federal advocacy (Tom)
 - Tom produced a BttF Policy Positions document, which he had circulated. Six directors have commented on it and/or suggested amendments. Charles will produce the next iteration of the document, incorporating comments from Dave and Jeremy. Tom, Charles, and Anders will meet to review the next iteration once Charles has produced it, and then it will be re-sent to directors. Hopefully, it will be approved by directors no later than the June monthly meeting and then published/posted/distributed.

6. Issues

- None.

7. Other Items

- **Winter Cycling Conference in Oulu Finland** (Anders)
 - Anders was in Finland for 3 weeks. He briefly shared some thoughts. He will be producing a thorough report/video and presenting it in the coming months. Stay tuned.

8. Upcoming Dates

- a. April Monthly Meeting: Tuesday, April 9, 2013 at 5:30.

Executive Director's Report -- March 2013 – by Mark Cohoe

Memberships 783;
Listserve : 1651;
Facebook Likes: 143

Cycling and Pedestrian Strategy Contracts Awarded

The City of Winnipeg has awarded the contract to produce the pedestrian and cycling strategies to Urban Systems of Vancouver (plus partners). I have sent them an email congratulating them on the award of the contract, and also requesting a call to touch base and start working on roles for BttF to play in the cycling strategy process.

Ice it to Work Day

Thanks to volunteers Vicky Reaney and Tina Tenbergen for helping out at our Bike to the Future pit stop at *Ice it to Work Day* on Friday February 15th. We hosted about 70 people over the course of the morning, serving hot chocolate and snacks, and signing several people up for *Winter Bike to Work Day*.

Web Site Development

Ongoing. Latest News and Local Media needs to be moved over from the old site as an archive entry, and Local Media needs to be brought up to date. Beyond that, we need to get our content up to date our static content (riding tips, etc).

Grants

The Fundraising Sub-committee has continued working towards a sponsorship package, which we will preview at this month's meeting. I am continuing to work on a cycling skills education program for the summer. This work will need to be integrated with the education sub-committee. I am also working with Kaye to put together some other grant applications. We will likely be working on grants through mid-April.

A revival of the fall forum with a broader city wide theme is also being considered, but is at a very early stage right now. I would like to tie things in with regional workshops that would feed into the cycling strategy, have a wind up meeting to bring together the results of those meetings, and then follow up with a celebratory fundraising concert.

MEC Sponsorship

I have been in touch with MEC about renewing our partnership agreement. Things look good. We just need to specify where we will be directing funds. I've also briefly discussed having a table available on a few days to support a membership/donations drive. Ideally, we would time things to support activities related to the cycling strategy.

MEC Bikefest

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

Bike to Work Day – Bike Shorts

I am still looking into a bike shorts film night on Thursday June 20th. We would use the DVD created as part of Portland's *Filmed by Bike* as the basis for the evening. I am hoping to have the location confirmed today. We will also work at getting two films from the most recent Winnipeg Bike Shorts festival re-screened, plus the [Bike Winnipeg! video](#) that Green Action Centre has just put out.

Priorities for the next Meeting

- ACU Grant
- Cycling Skills Course Grants
- Bike Shorts
- Web site Development
- **Sponsorship Package**

Provincial Committee Report -- March 2013 – by Charles Feaver

Caucus briefings

We met with PC caucus members for an hour, including Ralph Eichler (their transport critic), two rural MLAs, and one urban MLA. We had a good discussion, pointing to issues that we expect to come up in the current year. We can go back to them with specific issues as they come before the Legislature.

Shortly after that meeting, the NDP caucus clerk called to set a date for a meeting!

MPI / PUB road safety planning

Last fall, we made a significant effort to put forward a solid presentation on road safety and cycling for MPI's general rate hearing at the PUB. We argued that MPI's information to drivers about sharing the road with bicycles has not been clear, directive, or effective. As a result, cyclists are circulating on the road with drivers who don't know how to pass us, how to merge with us, or how to turn when we are approaching. We asked MPI to develop far more effective methods of educating Manitoba drivers about safely sharing the road with cyclists.

We were pleased with the PUB's order, which included the requirement for a Road Safety Research Technical Conference involving interveners, community partners, enforcement and government officials, to be held on or before March 31, 2013 to facilitate the sharing of data amongst stakeholders to make informed decisions, and to take a more active role in road safety research.

Recently, MPI asked to be excused of that requirement, and the PUB let them defer the issue to the next rate hearing. We sent a letter to Andrew Swan, Minister responsible to MPI complaining about MPI's approach, and asking him to push MPI to launch better share the road safety information programs. Moving the discussion of road safety to the Rate Hearing requires us to appear as "interveners", which requires a lot of advance preparation, being represented by a lawyer throughout the entire hearing process, calling witnesses to make our case on the issues, and then filing for costs. We need to find a lawyer who will represent us on these terms. We need to select a couple of traffic experts – potentially from abroad – to review MPI's safety education efforts and make recommendations for improvements to the hearing. We may be required to pay our costs and then wait to see what we get back when we file for reimbursement.

Green Prosperity Consultations

The Government is holding consultations prior to rewriting the Sustainability Act. I have prepared a draft BttF position which recommends:

- Setting sustainability goals
- Including transportation and planning under the sustainability act
- Including mechanisms which ensure that government departments comply with the requirements and openly report their progress toward the goals.

I am collaborating with Manitoba Eco-Network to align our recommendations with other environmental organizations as much as reasonable.

Fundraising Committee meeting -- March 5 -- Second Cup on Corydon Ave

Attending: Chris Chypha, Amanda San Filippo, Kaye Grant, Mark Cohoe and Jeremy Hull

1. Sponsorship Package

Amanda presented the work to date on a sponsorship package, including a draft format for letters to potential sponsors profiling BttF and activities that sponsors might want to support. Each activity is meant to have a one paragraph description that includes some of the specific things we do that fall under that heading. At this point we have descriptions for Bike to Work Day, Bicycle Valet Winnipeg, and Cycling Skills Courses, and we may add descriptions for Professional Development, Volunteer Recruitment & Support, Youth Activity, Policy Development (Advocacy), Tourism & Economic Development. We have previously identified several categories of organizations that we would approach, based on their likely receptivity to our appeal, and we will tailor our letter to highlight selected activities for different types of potential sponsors. Amanda has also developed a draft sponsorship matrix showing sponsorship levels based on dollars donated, and the ways that different levels of sponsorship would be recognized (e.g. profiling logos on our website, logos on printed materials, logos on swag, etc.)

Amanda will be refining this package over the next month with the goal of presenting it as a proposed sponsorship policy & package to the BttF board at the April meeting. Jeremy is to develop a descriptive paragraph under "Policy Development." Mark is to develop a descriptive paragraph under "Youth Activity." [Is this right? Did I leave anything out?] Amanda would also like feedback on the package.

2. Draft Budget

Jeremy presented a revised draft BttF budget. Mark had some suggestions for additional expense items to be included or split out: website hosting cost = \$125/yr; email service fee = \$250/yr. He also noted that assuming that the cyclist education project goes ahead this will generate revenue in the form of an administration fee of about \$2,000.

Several issues were raised concerning the budget for Bicycle Valet Winnipeg. Amanda noted that BVW will need to improve its storage system and that this will increase storage costs. BVW also needs a new tent and a new table (to replace the one lost last year, assuming it can't be located). There was some discussion of BVW volunteer support costs and how small donations made by customers should be handled. It was agreed that the ideal way of handling these would be to identify the donations as income and to provide receipts to donors. Volunteer support expenses would also be identified separately. Volunteer support expenditures could take the form of provision of food and refreshments, gift certificates, honoraria, or other forms, based on business decisions as to how best to encourage and recruit volunteers. This would be similar to the system used in Edmonton. Amanda noted that BttF T-shirts could be sold by BVW. The basis for an estimate for insurance at this point is simply based on last year's expenditure plus 50%. We need to find out how insurance is actually paid to arrive at a better estimate.

Amanda and Mark may provide additional comments on the budget to Jeremy within the next few days so that they can be incorporated into a draft budget to be presented to the BttF board at the March 12 meeting.

3. Grants and Proposals

There was discussion of several types of proposals being considered, including proposals for:

- * Expanded cycling skills courses,
- * Advocacy work,
- * Promoting increased activity levels,
- * Engaging local communities in cycling issues, and
- * Fall forum on Winnipeg's AT strategies.

Of these the greatest progress has been made so far on the expanded cycling courses proposal that Mark has been working on in consultation with the Education priorities committee. A number of potential funders have been identified, and it is expected that the proposal will be ready soon so that we can begin approach funders with a view to getting courses going for the summer. There was discussion of the potential market for these courses and in general we think we need to approach specific organizations that are likely to see need in this area on behalf of those they work with or represent, such as youth-related recreational organizations, summer camp programs, immigrant organizations, neighbourhood organizations, community development corporations, WRENCH, or others.

We discussed some specific grants and funders, including MEC, Assiniboine Credit Union, the Green Shield granting program, and others. In the past we have received great local support from MEC and ACU, but we have not applied under the national MEC programs, for which there are two categories: advocacy and activity. Kaye is aware of many granting programs and Mark and Kaye plan to work together this month to identify grant opportunities and write one or more proposals based on this.

Safety and Education Report – March 2013 – by Dave Elmore

Education Development Sub-Committee

At the December 18 planning session, a sub-committee was established to look at education opportunities and the development of resources. The committee includes Dave Elmore (chair), Curt Hull, Charles Feaver, Jim Falloon, and Loren Braul.

The committee met on February 18. The meeting notes are attached.

The main action items for the group include:

- 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

MPI's Cycling Champion Courses

Still no update from MPI related to the cycling champion courses in the spring. The sponsorship for Bike to School Week (BTSW) which includes a series of cycling champion courses for the participating schools has been confirmed. Additional sponsorship was recently obtained from Tire Stewardship and so the project will now proceed.

Bike Safety Video

No update on the release of any videos. MCA is proceeding with the completion of the various modules of the videos however BttF has not been asked for any input. Time frames are short to complete the project and so review by BttF is not possible.

CAN-Bike

Cycling Canada is still updating the Can-Bike curriculum and documents. Some documents have been forwarded for review and comment. Insurance requirements for Can-Bike courses have been clarified and Dave is still working with MCA relative to the requirement to of instructors to have MCA membership.

At this time it seems unlikely that actual CAN-Bike courses will be offered due to both time commitment and course fee requirements. Future CAN-Bike courses may be offered to further develop instructor resources.

Leisure Guide Courses

The City of Winnipeg cycling courses through the Leisure Guide are now available for registration. A beginner's 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. The Safety and Education Committee is looking at various options to get the word out and try to fill these courses. The course can have a total of only 12 registrations each.

Meeting Notes: Education Sub-Committee – February 18, 2013

Committee members: Dave Elmore, Charles Feaver, Loren Braul, Curt Hull, Jim Falloon

Action item # 1: Plan education initiatives.

- Current course offerings restricted to 2 course through the Leisure Guide
- CAN-Bike courses only offered as funding made available
- Leisure Guide courses limited and possibly not a good fit for the program
- Poorly placed in the guide and most people not necessarily looking for cycling courses in the guide.
- Need to look at how a safe cycling course is branded
 - o Possibly branding ideas/terms might include: defensive, confidence, comfort, on-street
- Need to look at how it is presented to cyclists. Using safety just doesn't resonate.
- Fundraising committee (Mark) developed a course outline and costs for possible offerings that BttF could do on their own.
 - o Some costs identified may be too low
 - o Still requires that significant funding/sponsorship be attained in order to keep registration fees reasonable.
- The question is how do we get cyclists to see the courses as useful and gain the momentum needed to sustain courses.
 - o Leisure Guide courses have been marginally successful with registration but people taking the course come out with positive response
 - o Successful course offerings would build some momentum simply by word of mouth
 - o Need to have established program of course offerings not respond when there are potential people that want to take a course.
- Need a funding base and partners willing to commit to more than a year at a time.
- 3 year agreements would provide the potential to establish and sustain a program.
- Getting commitment from individuals for both the time and costs would be difficult
 - o Fees need to be kept low (say \$ 20) with some courses potentially offered for low income at no cost.
 - o Time commitment can be a concern for CAN-Bike course (CAN-Bike 2 = 18 hours) but a program based on CAN-Bike principles packed in 4 hour modules would be more reasonable
 - o Current programs for Leisure Guide developed with this approach.
- Dave has discussed the idea of CAN-Bike broken down into modules with other senior CAN-Bike National Examiners and there is some resistance to breaking it up.
- Most people do not need or are simply not interested in a course that consumes 18 hours of time.
- Need to provide cyclists with the knowledge and skills they require to meet their own specific needs.
- CAN-Bike programs are mostly needed to provide for qualified instructors.
- Need to look to MPI or other funders to keep feeding the program of building an instructor base, however don't need to pursue until we actually have a program requiring instructors.
- MPI's Cycling Champion course may provide for some cycling education, however whether the so called "champions" reach out to a larger audience of cyclists as MPI envisions is questionable.

- Need to work with the fundraising committee on developing a program and look for potential partners/funders.

Actions

- Dave to discuss further with Mark regarding the possible program costs and funding.

Action Item # 2: Prepare for the MPI road safety meeting in March.

- No response to date from MPI on when the meetings will take place.
- Need to have some idea of the agenda in order to plan for the meetings
- Dave emailed individuals in MPI Road Safety Program (in mid January) regarding the program and asking to be involved. The response was that MPI had nothing formally planned. No further responses have been received.

Actions

- Charles to develop response to MPI requesting an update.
- Charles to coordinate with Tom (original request under Tom's signature)

Update:

Tom received a reply from MPI saying, in essence, that they will figure out how we might be involved when they get around to organizing such a conference. This means it won't be in March 2013, or any time soon. Therefore Tom & Charles will prepare letters to send to PUB and the Minister responsible for MPI to ask how we can get MPI to move quickly and effectively on this.

Action Item # 3: Prepare for Bike to Work Day activities

- Project retaining branding of Bike to Work Day (BTWD)
- Planning pre-events through the week leading up to the Friday
- Testing the waters for a transition to Bike to Work Week
- Current lead up events include:
 - o Family day
 - o Employers/employees day
 - o Film evening
 - o Student day (aimed at university)
- No specific educational course planned, only shorter duration workshops/presentations
- Looking at removing barriers through workshops on:
 - o Bike mechanics
 - o Route finding
 - o Safety and skills

Actions

- None at this time

Action Item # 4: Develop an advertizing campaign, with an objective to change behaviour

- Jim has had students working of some preliminary designs to possible bus ads

- Messages include:
 - o Share the road, not the lane
 - o Give me some room, I hardly know you
- Students work appreciated but taking too long is we want a campaign for spring
- Need to look for designers to develop ads (pro-bono?) so that we have something professional to take to possible funders
- Need to pursue possible funding for a campaign of bus board ads
- Look to launch for BTWD?

Actions

- Charles to look into possible designers

Action Item # 5: Expand training opportunities in the City of Winnipeg's Leisure Guide

- Concern whether the Leisure Guide is good option
- Dave approached city in the fall of 2012 with looking at expanding course offerings to more locations around the city.
- With the newly developed CAN-Bike instructors and CAN-Bike 2 grads offerings at more locations would be possible.
- After several email reminders regarding potential expansion of offerings a response was received in late January that they would be going with the same 2 courses as the previous year and that they may look at expansion in spring 2014.
- Appears that if we want to expand we would have to do the ground work to find the locations etc.
- As indicated earlier looking to offer our own courses would seem the better solution providing we can find some funding etc.
- Look at community clubs as a potential host for workshops
- Would need to find ways to get the message out in the various communities
 - o Having door knob hangers or other advertising that could be hung on bikes in stores, on parked bikes, at events in the community and at Bike Valet
 - o Could also include information on BttF membership and support (discuss with fundraising committee)
 - o Use community centre newsletters
- Look at a pilot program 3 to 6 community clubs

Actions

- Same as item # 1

Action Item #6: Board members should take BttF's (Dave's) coursebased on Can-Bike

- Should not be a requirement
- Board members should be encouraged to take a course
- Could offer a course if sufficient interest indicated
- Need to look at why it is important
- Knowledge of safety important for those representing BttF in media etc.

Bike to the Future 2013-14 Budget

March 12, 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. Bicycle Valet Winnipeg (BVW) has contributed revenue to Bike to the Future's operational budget. To this point Bike to Work Day (BTWD) has not. While Bike to the Future has received a fee to administer BTWD we have so far used it for BTWD expenses. 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 hoping to increase the funding for this position over the course of the coming year.

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 in the absence of 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 \$2,500 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 \$1,500 in donations and \$1,000 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. We also expect to continue to sell merchandise such as T-shirts.

Grants

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) and the cost of web site development (MEC). These are both local grants, but next year we also plan to apply for an MEC national Capacity-building grant. We estimate the total of grants from these sources to be \$7,500. Other sources, in addition to these funders, will be explored by the Executive Director and the Fundraising Committee.

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 cost of insurance for directors is only an estimate at this time and is being investigated further. 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 join or affiliate with other organizations.

Outreach

As has been discussed in our various committees, especially the Awareness Committee, we need to make efforts to promote cycling and increase awareness of cycling issues and of our organization. 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 may increase by 50% over last year. In addition it is expected that BVW will undertake a sponsorship campaign and that this will result in revenues of \$2,000.

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>2,136</u> |
| Total Estimated Expense | | 11,136 |

Other expenses include \$4,000 for volunteers to pay for honoraria and 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 supplies, insurance, storage and advertising. Most of these have been kept at the 2012-13 level or increased slightly. 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. For the purpose of this budget it is assumed that a \$20,000 annual grant will again be 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 provide details for the Core Operations, Bicycle Valet Winnipeg, Bike to Work Day, and Special Projects.

| Table 1: Overview | | | |
|--|---------------------------|------------------------------|-----------------------------|
| 2013-2014 Budget – Bike to the Future | | | |
| Item | 2011-12 Actual | 2012-13 Estimated | 2013-14 Proposed |
| BIKE TO THE FUTURE – SUMMARY | | | |
| Core Operations | | | |
| Revenue | 14,441 | 11,865 | 20,186 |
| Expenses | 9,722 | 10,469 | 20,115 |
| Net | 4,719 | 1,396 | 71 |
| Bicycle Valet Winnipeg | | | |
| Revenue | 13,100 | 13,053 | 21,358 |
| Expenses | 6,097 | 11,423 | 20,772 |
| Net | 7,003 | 1,630 | 586 |
| Bike to Work Day | | | |
| Revenue | 20,000 | 20,000 | 20,000 |
| Expenses | 20,000 | 20,000 | 20,000 |
| Net | 0 | 0 | 0 |
| Other Projects | | | |
| Revenue | 0 | 11110 | 0 |
| Expenses | 0 | 11110 | 0 |
| Net | 0 | 0 | 0 |
| Bike to the Future Totals | | | |
| Revenue | 47,541 | 56,028 | 61,544 |
| Expenses | 35,819 | 53,002 | 60,887 |
| Net | 11,722 | 3,026 | 657 |

| Table 2: Core Operations 2013-2014 Budget – Bike to the Future | | | |
|---|---------------------------|------------------------------|-----------------------------|
| Item | 2011-12 Actual | 2012-13 Estimated | 2013-14 Proposed |
| BIKE TO THE FUTURE – CORE OPERATIONS | | | |
| Revenue | | | |
| Memberships Fees (Individual/Organizational) | 1,338 | 500 | 2,500 |
| Donations | 100 | 100 | 1,750 |
| Sponsorships | | | 1,000 |
| Internal Transfers: | | | |
| Bike to Work Day Admin Fee | 0 | 0 | 2,000 |
| Bike Valet Winnipeg Admin Fee | 7,003 | 1,305 | 2,136 |
| Cycling Skills Course admin fee | | 1,260 | 0 |
| Fundraising Initiatives | 0 | | |
| Winter Concert | | 1,000 | 1,000 |
| Fall Concert | | 0 | 2,000 |
| Merchandise | | 700 | 300 |
| Grants | | | |
| ACU | 4,000 | 3,500 | 2,000 |
| MEC – Partnership | 2,000 | 3,500 | 2,000 |
| MEC – Capacity Building | 0 | 0 | 3,500 |
| Total | 14,441 | 11,865 | 20,186 |
| check | 0 | 0 | 0 |
| Expenses | | | |
| Service Contract | | | |
| Contract Fees | 5,214 | 5,942 | 10,800 |
| Bonuses | 0 | 0 | 3,315 |
| Administration | | | |
| Web Site & Email | 126 | 3,808 | 375 |
| Insurance – Directors | 0 | 0 | 750 |
| 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 | 400 |
| 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 |
| Total | 9,722 | 10,469 | 20,115 |
| Net Income – Core Operations | 4,719 | 1,396 | 71 |

| Table 3: Bicycle Valet Winnipeg 2013-2014 Budget – Bike to the Future | | | |
|--|---------------------------|------------------------------|-----------------------------|
| Item | 2011-12 Actual | 2012-13 Estimated | 2013-14 Proposed |
| BICYCLE VALET WINNIPEG | | | |
| Revenue | | | |
| Fees | 5,400 | 12,905 | 19,358 |
| Grants | 7,700 | 148 | 2,000 |
| Total | 13,100 | 13,053 | 21,358 |
| Expenses | | | |
| Service Contract including Bonuses | 1,666 | 7,484 | 11,136 |
| Volunteer Support | 1,927 | 0 | 4,000 |
| Supplies | 1,793 | 909 | 1,000 |
| Insurance | 435 | 845 | 1,000 |
| Advertising & Promotion | 36 | 400 | 500 |
| Storage | 240 | 480 | 1,000 |
| Transfer to BttF Operating Budget | | 1,305 | 2,136 |
| Total | 6,097 | 11,423 | 20,772 |
| Net Income – Bike Valet | 7,003 | 1,630 | 586 |

| Table 4: Bike to Work Day 2013-2014 Budget – Bike to the Future | | | |
|--|---------------------------|------------------------------|-----------------------------|
| Item | 2011-12 Actual | 2012-13 Estimated | 2013-14 Proposed |
| BIKE TO WORK DAY | | | |
| Revenue | | | |
| Fees | 0 | 0 | 0 |
| Grants | 20,000 | 20,000 | 20,000 |
| Total | 20,000 | 20,000 | 20,000 |
| Expenses | | | |
| Admin Fee | 0 | 0 | 2,000 |
| Bike to Work Day Expenses | 20,000 | 20,000 | 18,000 |
| Total | 20,000 | 20,000 | 20,000 |
| Net Income – Bike to Work Day | 0 | 0 | 0 |

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