

# BIKE WINNIPEG ANNUAL REPORT 2019



# Table of Contents

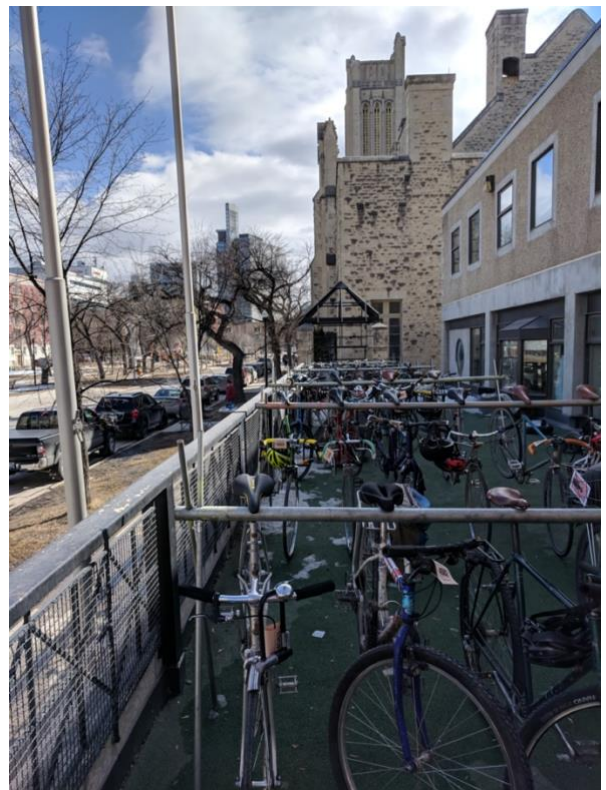
- Mission and Vision	2
- Message from the Co-chairs	3
- Executive Director Report	4
- Finance Report Prepared by Misty Bromley	7
- Bicycle Valet Winnipeg Prepared by Stephanie Chow	9
- Committee Reports	
i) Advocacy Committee	11
ii) Fundraising Committee	12
iii) Outreach Committee	15
- 2019 Bike Winnipeg Sponsors	17

## 2019 Board of Directors

Co-Chairs: Liz Shearer and Clayton Rudy  
Treasurer: Misty Bromley

Director: Brittany Curtis  
Director: Julia Schroeder  
Director: Kailey Kroeker  
Director: Ian Walker  
Director: Philip Mikulec  
Director: Denae Penner  
Director: Janna Barkman

Executive Director: Mark Cohoe



## 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 normal and always fun.



Canada Day 2019 at the Forks  
Photo by Matt Duboff



Message from the Co-Chairs  
Liz Shearer and Clayton Rudy, Directors and Co-Chairs

Dear Bike Winnipeg members,

2019 was a year of planning for major growth of the organization and of starting a few exciting new initiatives.

Bike Winnipeg has joined and is actively supporting two new coalitions that align with our mission and vision. Safe Speeds Winnipeg advocates that the City adopt a default speed of 30 km/h which would go a long way as a systemic strategy to reduce traffic speeds and to make cycling more comfortable throughout the City. The second coalition is the Transportation and Land Use Coalition, including Bike Winnipeg that has started organizing in advance of the City's Transportation Master Plan update with the objective of presenting a stronger, unified position on big-picture policies such as land use, the desirable long-term cycling network, and the overall goals of the transportation system.

Another major achievement for Bike Winnipeg is the adoption of a new 3-year Strategic Plan which sets longer-term objectives for organizational growth. We believe that structural growth of the organization is necessary to pursue our mission of *working to making cycling in Winnipeg a safe, enjoyable, accessible and convenient transportation choice year round*, and also because it's unlikely that the City will organically reach its cycling potential without Bike Winnipeg's significant engagement with stakeholders and decision makers.

One highlight of the Strategic Plan is our goal of becoming a formal registered charity which will open us to many more opportunities to grow our core and program funding. The strategic planning process also identified a new way of getting involved in the cycling community: Local Bike Groups. These are intended to provide two-way communication between our members in different parts of the City and the rest of Bike Winnipeg, to be a new voice engaging with the City at Community Committee meetings, and to grow the cycling communities in peripheral areas that are proportionally underrepresented within Bike Winnipeg. Members can look forward to the roll-out of many initiatives through our Local Bike Groups over the next 3 years of the Strategic Plan.

The volunteer work of our cycling community continues to drive our organization: dozens of volunteers have contributed many hours to Bike Winnipeg's committee work, event planning, ride marshalling, bike parking, advocating for cycling content in policies and projects at numerous City committees and at Council, and many other activities. Our biggest challenge in 2020 and over the next 3 years is to grow our membership, sponsorship, and volunteer bases as well as our core funding. This is why we need and encourage everyone to get involved to help make 2020 a year of exciting growth!

Lastly, we'd like to extend a very heartfelt thank-you to our sponsors, members, board of directors, supporters, and many volunteers for getting more people biking more often!

Cyclefully yours,  
Liz Shearer  
Co-Chair, Board of Directors

Clayton Rudy  
Co-Chair, Board of Directors

Report from the Executive Director  
Mark Cohoe, Executive Director

### Continued Growth, Funding Challenges for the Future

In 2019, we witnessed a number of new infrastructure facilities open up, and work beginning on a number of other important projects. Key among these projects was the opening of the Southwest Rapid Transit Corridor Pathways, the Garry Street Protected Bike Lane, and the Fermor Tunnel and spring flood detour. In addition to the completed projects, work continues on the Empress Overpass and Roadway upgrades, which should be completed early in spring 2020 and provide connectivity from Wolseley to Polo Park and St. Matthews/Yellow Ribbon Trail.

These successes were offset by a decrease in funding of the city's Pedestrian and Cycling Program, and the continued hit and miss nature of roadway renewals inclusion of improvements to walking and cycling facilities. The 2019 budget drastically reduced funding for the Pedestrian and Cycling Program, and this funding cut has been continued in the 2020-2023 Multi-year budget.

Working with our partners, we advocated strongly to reverse these cuts, and while not completely successful, we were able to restore some funding that will allow the city to conduct important studies in 2020. Without these studies (particularly the Keewatin Underpass, North Winnipeg Parkway, and Leila Protected Bike Lanes study), improvements to cycling facilities on some critical roadway projects would likely be dropped. To make our point, we went in front of council and council committees 10 times in 2019 and met with 8 Councillors/MLAs/MPs.

	2020	2021	2022	2023	2024	2025	Total
2019 AT Action Plan	\$5,400,000	\$5,400,000	\$5,400,000	\$5,400,000	\$5,400,000	\$5,400,000	
2020 Budget Proposal	\$3,087,000	\$1,852,000	\$1,650,000	\$1,590,000	\$1,651,000	\$1,683,000	\$11,513,000
Cut from 2019 Action Plan	\$2,313,000	\$3,548,000	\$3,750,000	\$3,810,000	\$3,749,000	\$3,717,000	\$20,887,000
Percent Cut from 2019 Action Plan Budget	42.83%	65.70%	69.44%	70.56%	69.43%	68.83%	\$9,374,000

A main part of our advocacy work revolves around stakeholder meetings and public engagement processes. The stakeholder process allows us to provide input and recommendations on walk/bike projects across the city. When public engagement opportunities are provided, we provide public recommendations to improve biking facilities and inform the public about best practices and engagement opportunities so that they can provide informed opinions on surveys and at public open houses and workshops.

In 2020, our main areas of focus were:

- Safe Speeds
- Wolseley to Downtown Walk/Bike Study
- Transit Master Plan
- City Budget
- South Perimeter Highway & St. Norbert By-pass
- Improving Safety in Concert with MPI

We were pleased to be part of the coalition that put together the first leaders debate of the Provincial Election on September 5<sup>th</sup>, focused on climate and the environment.

## **Outreach**

One of our main goals at Bike Winnipeg is getting more people cycling more often. We work at that in 2 ways. First, we advocate for better cycling infrastructure to make riding a bike as safe and comfortable as possible. Our second focus is getting people to use that infrastructure by letting them know where it exists, and by providing opportunities for people to experience riding through the city in low stress environments.

To that end, we continued to expand our outreach program in 2019, working with 7 different partner organizations to host 14 rides that spanned 10 city wards and covered more than 160kms. Rides are a low risk, fun way for people to get on their bikes and explore the city. Partnering with different organizations allows us to reach new audiences of potential riders, demystifying cycling and introducing people to low stress bike routes across the city that they might not have been aware of.

During Bike Week Winnipeg, we hosted two pit stops, ran or helped run four rides, and had our display trailer out at the weekend celebration of cycling. We continue to work with Bike Week Winnipeg as part of the events steering committee and are busy working on our programs for Bike Week Winnipeg 2020 (June 8<sup>th</sup> – 14<sup>th</sup>).

In addition to our group rides, we also attend events across the city with our bike trailer, handing out maps, helping people find routes, and providing general encouragement to people that may be considering ditching their cars for a bike. This year, we hauled our display trailer and materials out to 14 different events ranging from Street Festivals to Family Rides, and of course Bike Week. A common denominator of all of these events is the multitude of people looking to drive fewer kilometres, their excitement about new cycling routes and the potential to get around by bike and their gratitude for the help we can provide to help get them biking more often.

Overall, our outreach activities reached into 11 wards across the city, and our advocacy efforts covered all wards. In 2019, Winnipeg added over 1km of protected bike lanes (Garry, Pembina, Memorial), and just under 10km of multi-use pathways (Southwest Rapid Transit, Waverley, Fulton Grove/Hurst Way)

**Thank You!**

We could not do this without the generous help of our volunteers, members, donors, sponsors, and partners. I am deeply grateful for the help you provide us. Together, we are making Winnipeg a better place to live, and a better place to bike!

**Stats**

- Rides – 13, 162 kms travelled, 10 wards covered
- Bike Trailer Events – 14, 8 wards
- Stakeholder/Partner Meetings – 45+
- Council Delegations/Submissions – 10+
- Media Interviews – 20+
- Wards reached through outreach – 11
- Wards covered by advocacy – 15

**Completed Projects**

- Fermor Avenue Bridge
- Southwest Rapid Transit Corridor Pathways
- Garry Street Protected Bike Lane
- Memorial Street protected bike lanes
- Pembina Highway Buffered bike lanes – to Osborne Street

Finance Report  
Misty Bromley, Director, Treasurer

**Bike Winnipeg  
Income Statement  
for the year ended December 31, 2019  
(Preliminary - Unaudited)**

	2019	Budget	Variance	2018	Variance
<b>General Revenue</b>					
Grants	\$ 3,700	\$ 1,700	\$ 2,000	\$ 3,513	\$ 187
Memberships and Donations	8,077	12,000	(3,923)	11,240	(3,163)
Sponsorships	1,750	1,500	250	1,050	700
Unapplied Cash Received	620	-	620	-	620
Miscellaneous	29	-	29	4	25
<b>Total General Revenue</b>	<b>\$ 14,177</b>	<b>\$ 15,200</b>	<b>\$ (1,023)</b>	<b>\$ 15,808</b>	<b>\$ (1,632)</b>
<b>Administrative Expenses</b>					
Strategic Planning	1,065	1,100	35	-	1,065
Outreach Events	1,007	950	(57)	810	198
Volunteer Appreciation	74	250	176	-	74
Civic Election Probe Poll	-	-	-	2,625	(2,625)
Advocacy	364	600	236	-	364
Membership and Promotion	-	-	-	-	-
Professional Development	567	334	(232)	346	221
Office and Administration	2,046	1,729	(317)	1,862	184
Quickbooks Subscription	357	336	(21)	-	357
Staff Contracts	16,578	12,390	(4,188)	12,059	4,519
<b>Total Expenses</b>	<b>22,059</b>	<b>17,690</b>	<b>4,369</b>	<b>17,702</b>	<b>4,357</b>
<b>Net Income (from general operations)</b>	<b>\$ (7,882)</b>	<b>\$ (2,490)</b>	<b>\$ (5,392)</b>	<b>\$ (1,894)</b>	<b>\$ (5,988)</b>
<b>Projects</b>					
<b>Bike Parking Contract</b>					
Revenue	6,753	30,000	(23,247)	-	6,753
Expense	5,869	25,500	19,631	-	(5,869)
<b>Net Income (Loss)</b>	<b>884</b>	<b>4,500</b>	<b>(3,616)</b>	<b>-</b>	<b>884</b>
<b>Winter Cycling Congress</b>					
Revenue	1,500	1,500	-	-	1,500
Expense	1,500	1,750	250	-	(1,500)
<b>Net Income (Loss)</b>	<b>-</b>	<b>(250)</b>	<b>250</b>	<b>-</b>	<b>-</b>
<b>Bike Valet</b>					
Revenue	19,342	19,300	42	20,422	(1,080)
Expense	17,064	16,405	(659)	17,230	166
<b>Net Income</b>	<b>2,278</b>	<b>2,895</b>	<b>(617)</b>	<b>3,191</b>	<b>(914)</b>
<b>Fundraising</b>					
Revenue	1,230	4,700	(3,470)	1,150	80
Expense	51	2,625	2,574	673	623
<b>Net Income</b>	<b>1,179</b>	<b>2,075</b>	<b>(896)</b>	<b>477</b>	<b>702</b>
<b>Total Net Income</b>	<b>\$ (3,541)</b>	<b>\$ 6,731</b>	<b>\$ 10,272</b>	<b>\$ 1,774</b>	<b>\$ (5,316)</b>

**Bike Winnipeg  
Balance Sheet  
as at December 31, 2019  
(Preliminary - Unaudited)**

	2019	2018
<b>Assets</b>		
Current Assets		
Cash	\$ 6,301	\$ 10,480
Accounts Receivable	13,703	3,440
Inventory	<u>533</u>	<u>545</u>
Total Current Assets	20,536	14,465
Fixed Assets		
Bike Valet Capital Equipment (note)	5,276	1,376
Display Flag	509	-
Display Trailer	1,376	2,887
Investment (ACU Share)	<u>5</u>	<u>5</u>
Total Fixed Assets	<u>7,165</u>	<u>4,267</u>
<b>Total Assets</b>	<b><u>\$ 27,702</u></b>	<b><u>\$ 18,732</u></b>
<b>Liabilities and Equity</b>		
Accounts Payable	\$ 14,465	\$ 1,713
Deferred Income	<u>-</u>	<u>750</u>
Total Liabilities	14,465	2,463
Bike Valet Equipment Contingency	5,121	7,510
Retained Surplus (Deficit)	<u>8,115</u>	<u>8,759</u>
<b>Total Liabilities and Equity</b>	<b><u>\$ 27,702</u></b>	<b><u>\$ 18,732</u></b>

Note: In 2019, Bike Winnipeg purchased two tents for the Bike Valet and a new display flag.

Report from the Bike Valet  
Stephanie Chow, Bike Valet

2019 was a very exciting year for Bicycle Valet Winnipeg as it continued to have increased growth from the previous years. True North, Downtown Biz and Bike Week continued to be big supporters of the bike valet in 2019. New contractors emerged, including Winnipeg Folk Festival as part of the 1919 Celebration concert and for the first time we catered to a Franco-Manitoban audience at Fort Gibraltar as part of the Saint Boniface Celebration in June.

With an increase in awareness in bike theft around the city, the bike valet continues to be a valuable business for social good and many events and cyclists around the city understand the value of the organized service and the core of its volunteers. Last year, we parked and returned 3300 bikes and other vehicles of active transportation. We had over 33 event days at over ten different sites across the city, and provided services in-kind at The Forks for a Bike to Work All Day Pit Stop as well as the inaugural End Homelessness Winnipeg Event (Gizhe Waa Ti-Sii-Win Service Delivery Expo).

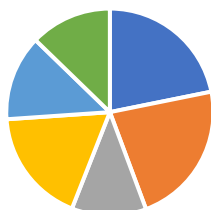
65 volunteers joined us at the Valet in 2019, and with increased publicity around active transportation as a tool to reduce our carbon footprint, there is more and more interest in volunteers to join our team. Two of our volunteers were featured in the Winnipeg Free Press in July of 2019.

2020 looks to be a promising year despite all of the new challenges. By mid-February we have already had 4 event days for Bicycle Valet Winnipeg with the increase in winter biking across the city. We are also looking to repair damaged racks and increase our rack and infrastructure inventory to meet the demands for concurrent bookings with the increased demand to accommodate active transportation at events.

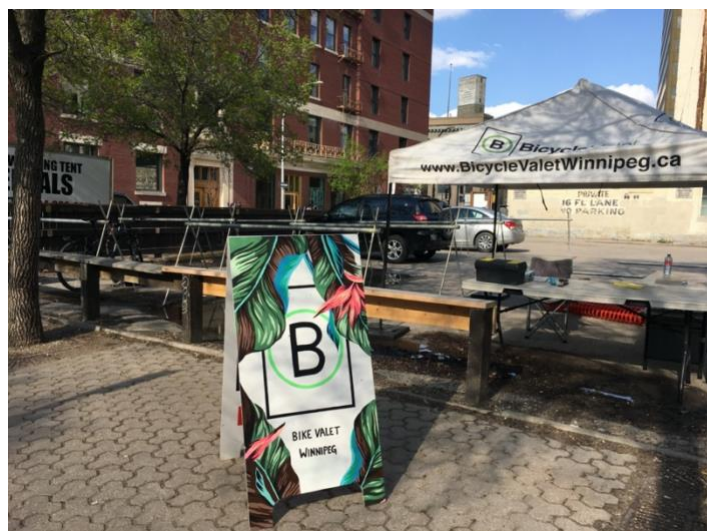


## BICYCLE VALET WINNIPEG 2019 EVENT SUMMARY

EVENT	DATE	# BIKES PARKED	EVENT	DATE	# BIKES PARKED
Winnipeg Jets Whiteout Party #1	10-Apr	35	Marché Saint Boniface / Tout la musique	27-Jun	65
Winnipeg Jets Whiteout Party #2	12-Apr	10	Downtown Night Market #1	28-Jun	32
Winnipeg Jets Whiteout Party #3	19-Apr	40	Canada Running Room	01-Jul	40
Earth Day Fort Whyte Alive	28-Apr	20	Canada Day at The Forks	01-Jul	750
Winnipeg Police Service Half Marathon	05-May	87	Moveable Feast #2	16-Jul	20
End Homelessness Winnipeg	13-May	23	Downtown Night Market #2	26-Jul	7
Doors Open Bike Winnipeg	25-May	22	Folklorama Kick-Off	27-Jul	13
Table for 1200 More	25-May	25	Moveable Feast #3	13-Aug	22
Commuter Challenge Media Launch	31-May	12	MS Bike Gimli	24-Aug & 25-Aug	100
Clean Air Day	05-Jun	50	Downtown Night Market #3	30-Aug	4
Centre de Sante Anniversary	06-Jun	15	ManyFest	06-Sep	250
Happy Days on Henderson	08-Jun	35	ManyFest	07-Sep	375
100th Anniv General Strike	08-Jun	180	ManyFest & 10x10 Race	08-Sep	420
Bike to Work Day	17-Jun	38	Climate Strike	27-Sep	220
Moveable Feast #1	18-Jun	40	Moveable Feast #4 (Nuit Blanche)	28-Sep	45
Bike Week Celebration	23-Jun	275	ModeShift	03-Oct	35

Bicycle Valet Winnipeg 2019  
Expenses

- Volunteer Appreciation
- Valet Supplies
- Storage
- Transportation Costs
- Staff Help
- Volunteer Party



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

We have had a busy year of advocacy in 2019-2020. Our three primary areas of focus have been: assisting our Executive Director Mark Cohoe with project level advocacy work, advocating for safer speeds in our neighborhoods and expanding our advocacy group.

We meet most months to get updates from our executive director Mark Cohoe so we can help support him in his advocacy work. It is our objective to advocate for infrastructure that makes cycling safe and convenient for everyone. Please see Mark's report for a detailed list of projects that Bike Winnipeg has advocated for this year.

Several of the advocacy committee members have been working hard this year with a group called Safe Speeds Winnipeg to encourage the city to lower the default speed limit to 30 km/h. The purpose of this initiative has been to make cycling safer and more accessible to Winnipeggers in residential areas. 30 km/h speed limits make it safer and more comfortable for people on bikes and remove a significant barrier to getting more people on riding bikes. The risk of a vulnerable road user dying when hit by a car that is travelling at 50 km/hr is over 80%. At 30 km/hr, the risk of death is 5%. This is because lower speeds reduce stopping distance (the driver reaction time and braking). A vehicle travelling at 30 km/hr needs 12 meters to stop. Driving at 50 km/hr, a vehicle needs 28 meters to stop. Safe speeds also promote healthy, thriving neighborhoods. Safe speeds promote physical activity by helping people feel more comfortable using active modes of transportation. Physical activity helps reduce cardiovascular disease, obesity, stroke, some cancers and diabetes and can enhance mental health. With safe speeds, children are more likely to play outside and commute actively to school. Older adults are more likely to use active modes of transportation in neighborhoods with safe speeds. Active neighborhoods promote social interaction and strengthen community life. To learn more about Safe Speeds Winnipeg, please visit their website at [www.safespeedswpg.com](http://www.safespeedswpg.com).

On January 31, 2020 we launched our local area cycling groups. The objective of our expansion is to foster neighbourhood-level cycling groups, to bring local area advocacy, activities and events to under-served communities outside central Winnipeg (within the city limits). We intend to develop 5 local area groups. They will be located within the boundaries of the City of Winnipeg's community committees (City Centre, Assiniboia, Lord Selkirk-West Kildonan, East Kildonan-Transcona, and the Riel Community Committee). Each city committee is made up of the 3 councillors whose wards fall within the boundaries of that committee (please see the City of Winnipeg website for more details on the committee structure). Ideally, we are looking for 5 volunteers for each local area cycling group.

We are looking forward to the upcoming year. We hope to have safer speed limits in our neighbourhoods and to have several, if not all, of our local area advocacy groups up and running to make cycling a more positive experience in every neighbourhood in Winnipeg. If you are interested in getting involved in our advocacy work, please contact our advocacy chair Ian Walker at [ianwalker.wpg@gmail.com](mailto:ianwalker.wpg@gmail.com).

Report from the Fundraising Committee  
Kailey Kroeker, Director, Chair of Fundraising Committee

### **Memberships & Donations**

2016 144 members	\$3,989 memberships & donations
2017 162 members	\$5,984 memberships & donations
2018 354 members	\$5,060 memberships & donations including 24 autorenewals
2019 233 members	\$8,410 memberships & donations including 43 autorenewals

In 2019 memberships fell to 207 from 354 in 2018, which was attributed to a disruption in the automated Paypal system from June to July. This came at an inopportune time; both the busiest part of the biking season and directly following an email push to our newsletter group. There was an increase in recurring monthly donations and membership autorenewals in 2019. Fundraising committee sees this as a reliable and predictable source of revenue and hopes to better advertise Bike Winnipeg as an organization to donate to monthly. Donations in 2019 increased from those received in 2018. This can likely be attributed to more intentional promotion through email, especially in Fall when most people are no longer interested in a membership and in January/February. Committee members Guy Bonnetta and Charles Feaver are to be thanked for their MailChimp and PayPal management, and for manually entering all new memberships when the PayPal system was down. The committee is looking to move towards CiviCRM for better automated management. This will be critical to have in place if we wish to grow our membership base according to the Strategic Plan for 2020-2022.

Membership incentives for 2019 included discounts at Bikes and Beyond, Corydon Cycle & Sports, Natural Cycleworks, Olympia Cycle & Ski St Mary, Olympia Cycle & Ski Portage, Alter Ego Sports, Sampson's Sporting Life, Spartan Sports, and Woodcock Cycleworks. Thanks to Charles Feaver for his ongoing coordination with the bike shops, and thanks to these bike shops for their ongoing support of Bike Winnipeg.

### **Bike Valet**

Though not a Fundraising activity, Bike Valet was once again a significant revenue generator for Bike Winnipeg in 2019. Bike Valet operates as a social enterprise, and Bike Winnipeg receives a percentage of Bike Valet's earnings. As such, Bike Valet's success is Bike Winnipeg's success. Bike Winnipeg is actively looking at ways to better support the efforts of Bike Valet. The Bike Winnipeg Executive Committee assisted Bike Valet in applying for a grant to increase the capacity of Bike Valet through additional racks. In the future, there is opportunity for the Fundraising Committee to lend more assistance through grant writing but will require more volunteer capacity to do so.

### **Grants**

Over the last three years, the Fundraising Committee has been intent on shifting from project-specific grants to grants that will help cover Bike Winnipeg's operational costs so that we can grow our capacity for advocacy. The committee recognized that there are generally more operational grants for organizations with charitable status. In 2018, a significant amount of committee time was spent assessing whether Bike Winnipeg would be eligible for charitable status. In early 2019, a legislative change was adopted which allows organizations to have significant advocacy related activities and still be eligible for charitable status (previously there was a limit that Bike Winnipeg could not meet). With this legislative change, an adhoc committee was established to pursue charitable status. They are currently working independent of the Fundraising Committee to apply for charitable status.

Additionally, in 2019, Bike Winnipeg received an MEC Grant for \$1,700 that we have also received in previous years which functions more as a sponsorship. Bike Winnipeg also received \$2,000 from Green Action Centre to cover Bike Winnipeg's involvement in the B.E.S.T. program.

## **Events**

### Natural Cycle and Barnhammer Brewing

Bike Winnipeg partnered with Natural Cycle and Barnhammer Brewing in a fundraising event for Bike Winnipeg. For a \$25 charge, attendees received complimentary beer, a demonstration on basic bike mechanics from Natural Cycle, a 2019 Bike Winnipeg membership, and a tour of Barnhammer Brewing. Natural Cycle generously donated their time and Barnhammer generously donated their space and the complimentary beers. 12 tickets were sold, 10 people attended, and the resulting funds raised was \$280. Thanks to both of these businesses for their partnership with Bike Winnipeg.

Both Natural Cycle and Barnhammer Brewing offered to host similar events in the future, which is attractive to the Fundraising Committee because it is simple, gains us new members, helps us connect with different businesses, and increases awareness of Bike Winnipeg. During the planning phase Little Brown Jug was also interested in hosting an event, but we were unable to get interest from other bike shops to host the workshop portion.

### Fall Fundraising Concert

The fall fundraising concert was not held in 2019, but we are hoping to resume this event in 2020. It is appealing to the Fundraising Committee because we have a strong connection with the West End Cultural Centre, experience planning previous fundraising concerts, the fall timing allows bike shops to donate end of season equipment for the silent auctions, and the reach of the musical artists typically exceed Bike Winnipeg's reach, thus helping us both increase and diversify our membership base.

## **Corporate Sponsorship**

### 2019 Sponsors

Gold: MEC

Silver: Woodcock Cycle, Bike & Beyond

Bronze: Redfin, InterGroup Consultants

### Bike shops

Committee member Charles Feaver has spearheaded working with Bike Shops for corporate sponsorship for the past number of years. Several bike shops have provided discounted rates to Bike Winnipeg members, but the committee believes sponsorship to be a critical resource for continued support for Bike Winnipeg. It has proved difficult to secure ongoing monetary support from these business partners.

### New Sponsors

In previous years, sponsorship packages were sent to targeted businesses. In 2018, businesses were selected based on being design or lifestyle adjacent, located on dedicated bicycle facilities, or participating in the Commuter Challenge. Unfortunately, no new sponsorships were achieved through this. In 2017, businesses were selected based on being designers and contractors of AT infrastructure projects. This was much more successful. In 2019, no new businesses were approached for sponsorship. The Fundraising Committee believes that improvements to the Bike Winnipeg website with social media integration are critical to achieving better success with attracting and retaining corporate sponsors. Additionally, the Fundraising Committee could benefit from volunteers with business day availability (daytime hours from Monday to Friday) to make in-person connections with potential sponsors.

**Consultation**Bicycle Parking Contract

Bike Winnipeg received a Bicycle Parking Contract from the City of Winnipeg to identify locations for and oversee the installation of new bicycle parking throughout the city. This work was partially completed in 2019 by an ad-hoc committee, with the remaining to be completed in 2020. Bike Winnipeg is receiving a 15% percent administration fee to an upset limit for this work.

Ride Planning and Facilitating

The Executive Committee applied for the Provincial Heritage Grants Program to develop and operate a series of 6 *Pedal into History* rides over the summer/fall of 2020 in partnership with historian Eric Napier Strong.

## HIGHLIGHTS:

### ***Ride Marshal Orientation and Training***

Every year, Bike Winnipeg relies on volunteer ride marshals to ensure our rides run smoothly. In May of 2019, we hosted one orientation session to provide training for prospective volunteers. This training included:

- How to help keep people safe, together, and on pace during group rides
- Ride communication (stops, turns)
- How to block traffic, as needed
- How to help with flats and minor mechanical problems

### ***Rides***

In 2019, we experimented with a few new formats for our rides, in a continued effort to best engage with experienced and new riders, as well as those familiar or not with the Bike Winnipeg ride series. These included:

- A “hop-on, hop-off bus” inspired multi-loop style ride, where marshals rode on the same circuit on a timed schedule throughout the day, in order to “pick up” riders from various Doors Open Winnipeg locations. Each of three drop-offs had bike valet on location to allow riders to easily tour buildings in the North End and Exchange District that were part of the event. We will continue to experiment with this style of ride in the future.
- We began planning for more active workshops, along with our ride series, with the hope of engaging with specific neighbourhoods about various topics of interest around their neighbourhood. We hope to share what we know about existing and proposed infrastructure, while learning from the neighbourhood residents about what they see as barriers and opportunities in the area, and desired bike routes and destinations. Workshops would include both a ride and a classroom component, to allow for tour, followed by a discussion. Our first workshop was planned for September 14, in the Westin-Brooklands area, but unfortunately we had no attendees, despite previous interest shown. In 2020 we plan to adapt our strategy for advertising and attempt the workshop of the area again. We also hope to expand the idea into other areas of the city.
- In addition, we reached out to senior citizen centres in the city to invite members to attend our ride series, with the hope of making our summer ride series available to more people and potentially interested parties.

### **2019 rides hosted by Bike Winnipeg:**

- **February 9** - Warming Hut Tour
- **February 14** - Tentative Winter Bike to Work Day Ride
- **February 16** - Warming Hut Tour
- **May 25** - Doors Open Winnipeg
  - In collaboration with Heritage Winnipeg, visited historic Winnipeg buildings opened to public for annual Doors Open Winnipeg
  - Experimented with a multi-valet, loop style of ride, inspired by “Hop-on, Hop-off bus tours” with medium success, and plans to continue tweaking this idea for future multi-destination collaborative events
- **June 19** - 2019 Winnipeg Infrastructure Tour
- **June 20** - Green Building Tour

- **June 22** - Ride the Red History Tour
  - Shared Winnipeg's early history, riding along the Red River.
  - Key Points: Early European settlement, Indigenous/Metis and Settler exchanges, effects of flooding on historic sites, Fur Trade political struggles, the political birth of Manitoba, and the evolution of Red River style architecture.
- **June 23** - North Winnipeg ArtRide
  - *All ArtRides in collaboration with Winnipeg Arts Council*
- **July 20** - Manitoba Master Gardener's Association Garden Tour Ride
- **July 21** - St. Boniface/Exchange ArtRide
- **August 10** - South Winnipeg ArtRide
- **September 7** - Central ArtRide

### ***Bike Trailer***

We took our bike trailer out to the following events:

- **May 28** - Fort Whyte Alive Earth Day Celebration
- **May 6-9** - Manitoba Liquor and Lotteries NAOSH Events
- **May 11** - Transcona (with Woodcock Cycleworks)
- **June 8** - Ellice Street Festival
- **June 9** - FamJam
- **June 23** - Bike Week Celebration
- **September 27** - Climate Strike

### ***Professional Development, and Ongoing Education***

- In February 2019 we sent Co-Chair Clayton Rudy to Calgary for the Winter Cycling Congress.
- In October, both Brit Curtis and Mark Cohoe attended ModeShift (conference and festival of human-scale cities), attending such classes and workshops as "Dutch Road Design," "Science and Story: Youth in Transportation," and "Tactical Traffic Calming."
- Bike Winnipeg co-sponsored 12 Association of Pedestrian and Bicycle Professionals webinars with Green Action Centre.

## 2019 Sponsors

## Gold



## Silver



**BIKES & BEYOND**

## Bronze



**REDFIN**

