



**MORE PEOPLE BIKING
MORE OFTEN**

Bike Winnipeg Executive Directors 2014/2015 Annual Report

Yearend Overview

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



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

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

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



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



Turning to education, we switched the focus of our educational programming in 2014/2015 from courses for individuals to courses for workplaces and groups. This allows us to customize the on-road portion of the courses to provide participants with a more contextual experience that better matches their ride to work. A second benefit is that

the cost of the courses is shifted off of the individual participants and onto corporation, removing what we felt was a major barrier.

On a financial note, 2015 has seen us improve on our finances and on our budgeting and reporting, creating a better financial foundation for the organization that will allow us to continue advancing the needs of our members. We have had a number of successful fundraising events over the year (StrikeBike!, Fall Concert) and have begun to increase both our membership and donations base.

Most of all, we have made a significant effort to engage our membership over the past year. We held membership meetings to discuss our Provencher proposal in May (along with a screening of FM Youth by filmmaker Stéphane Oustryk), showcased our protected bike lane proposals for Main Street, Provencher and the Downtown at a membership meeting in May, and solicited input on the CPR Yards Crossing and Arlington Street projects in February and September. We hope to build on this in 2016 as we develop relationships with neighbourhood groups and build up our volunteer base across the city.



Advocacy

City of Winnipeg

Pedestrian & Cycling Strategies

My advocacy efforts in 2014/2015 were focused to a large degree on the completion and passage of Winnipeg's first ever pedestrian and cycling strategies. As a stakeholder on the advisory committee, we had input in the development of the plan, and played a role communicating opportunities for public participation. Following the release of the draft plans and the open houses in April of 2014, we put together a sizable set of recommendations for changes to the proposed strategies, many of which found their way into the final plans that were released in May of 2015.

In the lead up to passage of these strategies in July of 2015, we also arranged meetings with several Councillors to discuss the strategies and to ask for their support in passing the strategies.

2014 Civic Elections

Charles Feaver and I put together an election strategy and website (ibikeivote.ca) that was focused around videotaped interviews of the candidates. A key component of the process was the discussion of the pending pedestrian and cycling strategies with each of the interviewed candidates, which we accompanied with a broader discussion of vision zero and cycling skills education, as well as bicycle specific barriers and opportunities within the candidate's wards. Ultimately, we were able to interview about half of the candidates that were running for office in 2014, which was a major accomplishment that I hope will lead to a better understanding of the issues we face as people biking in Winnipeg.

Major Infrastructure Projects

Bike Winnipeg provided advice on pedestrian and bicycle facilities to be included in a number of projects under development by the city. These projects included:

- The Southwest Rapid Transit Corridor
- Sherbrook Street Protected Bike Lane
- Waverley Underpass
- Pembina Highway Protected Bike Lanes
- Polo Park Infrastructure Improvements
- Precinct K Development Plan
- Corydon-Osborne Neighbourhood Plan
- CPR Yards Crossing Study
- Chief Peguis Trail Extension
- Marion Widening & Grade Separation
- Northwest Hydro Corridor Greenway
- Downtown Protected Bike Lanes Project

In addition, we also did a lot of work developing a discussion paper for the Ruby/Banning neighbourhood greenway. The Sherbrook protected bike lane was installed and has been a great success for the city and the local community.

Ultimately, both the Northwest Hydro Corridor and the Downtown Projected Bike Lanes projects went into the planning stages in 2015 (although planning on the Northwest Hydro Corridor Greenway has since stalled). The Waverley Underpass project is the number one infrastructure priority for the city, and the Rapid Transit Corridor will soon be going into the detailed development stage.

Ongoing Work

Our current focus areas are:

- Provencher Protected Bike Lanes (lead by Stéphane)
- Downtown Protected Bike Lanes (lead by Dustin)
- Main Street Protected Bike Lanes (lead by Dustin)
- Arlington Protected Bike Lanes (lead by Mark)
 - Plus neighbourhood greenways north of Burrows
- Northwest Hydro Corridor Greenway (lead by Mark)
- Ruby/Banning Greenway
- Southwest Rapid Transit Corridor
- East Corridor Rapid Transit
- South Winnipeg Parkway
- North Winnipeg Parkway

Province of Manitoba

Charles Feaver and Jason Carter have focused their energies lobbying the Public Utilities Board to require MPI (or the province) to establish a road safety program as part of MPI's rate increase hearings. They have dedicated countless hours of time on this project, gaining intervenor status for Bike Winnipeg in the hearings which has allowed us to contract a solicitor to argue our points at the hearings. Reporting on vehicle/bike collisions requested by Bike Winnipeg through this process has been utilized by us and others in the pedestrian and cycling strategies, in project prioritization, and as evidence of the need for improved cycling facilities throughout the city.

At the provincial level, I have focused my work on the provincial AT Advisory Committee and on the Highway 59N/PTH 101 Interchange. The Interchange will include an AT through pass where the Perimeter Highway will be raised over an extension of the Northeast Pioneers Greenway (NPG). Work is ongoing to ensure that East St. Paul will develop an off road connection linking the northern end of the through pass to the floodway trail connecting into Bird's Hill Park. Completion of the through pass is expected in 2018.

Fundraising

Romi Mayes Concert

We partnered up with the Winnipeg Adult Education Centre again in June 2014 to present a fundraising concert at the First Unitarian Universalist Church with Romi Mayes as the headliner. Over 120 people turned out to enjoy a great performance from Romi and her band, resulting in a reasonable profit of just under \$1,700 for the event. The profit was shared between the two groups, with Bike Winnipeg taking in 40% (our profit dropped a bit because of an adjustment we made on our previous Red Moon Road concert to take into account a donation that had not come through on that event).

StrikeBike!

As part of the inaugural Bike Week, we teamed up with playwright Danny Schur to develop Strike Bike, a ticketed theme ride based on the events of Winnipeg's 1919 General Strike. The ride was a huge success, thanks largely to the wonderful historical knowledge and storytelling of Danny. We put on rides for the 95th anniversary of the strike in June, and ran a third ride on Labour Day. All in all, the rides were able to raise over \$1,200 from the StrikeBike! rides.

Grants

MEC Partnership

Our partnership agreement with MEC remains one of our key sources of revenue. In 2014/15, MEC graciously increased our partnership amount from \$2,000/year to \$3,000/year and added in a \$400 gift card for use as raffle prizes and volunteer rewards.

Membership

Membership Recruitment

Membership recruitment in 2014/15 was quite disappointing, with only \$100 raised through memberships. A large part of the decline in our membership revenue can be attributed to our shift to a lifetime membership. Near the end of the year, we moved back to an annual membership fee, and this has led to much stronger membership revenue in 2015.

Membership Meetings

Your City, Your Priorities

As part of Bike Week, we put on a workshop at the Manitoba Theatre for Young People that allowed members and the public to discuss issues and priorities for Bike Winnipeg to pursue over the coming year. Together with an online survey that accompanied the workshop, this allowed us to gauge member and public priorities, which we incorporated into our civic election priorities.

2015 Membership Meetings

We held membership meetings to discuss our Provencher proposal in May (along with a screening of FM Youth by filmmaker Stéphane Ostryk), showcased our protected bike lane proposals for Main Street, Provencher and the Downtown at a membership meeting in May, and solicited input on the CPR Yards Crossing and Arlington Street projects in February and September.

Planning for 2016

Membership Renewals

Switching to an annual membership has greatly increased our membership revenue for 2015/2016, but it still remains at a lower level than we had hoped for. MEC has offered to allow us to table at their store as part of their partnership agreement, so together with a campaign to renew the memberships we gained in the past year, I think we can get our membership numbers up to what we had hoped in the coming year.

Bike Winnipeg Budget

We developed a fairly detailed budget for 2015, including projections for our revenue and expenses over the year. This has allowed us to track our actual expenses and revenues against these projections and to modify our activities as needed in response.

Education

Hydro Cycle Pilot Project

For a number of years Bike Winnipeg had been offering Cycling Skills courses through the City of Winnipeg's Leisure Guide, but with limited success. Courses were priced on a cost recovery basis, leading to a cost of over \$45 for the half day courses. Registration was controlled by the City, wasn't particularly user friendly, and wasn't very flexible. The result was that we had low participation, resulting in cancellation of a number of courses, and classes being combined on other occasions.

In 2015, with the help of Jackie Collett and Dave Elmore and others on the membership committee, we developed a corporate cycling skills course that was delivered to employees of Manitoba Hydro. The course was marketed to Manitoba Hydro as an employee wellness initiative, and proved very successful. Hydro paid the cost of the course making it free for participants, and used their internal communications to promote the course to their employees. The course was tailored to Hydro, with an on road course being developed that took participants from Hydro's offices on Taylor to their downtown office, where they were given a tour of the end of trip facilities on offer at the new Hydro Building.

Post course surveys showed that participants generally thought that the course provided good value and taught valuable skills.

We attempted to get out to a number of other workplaces for a similar program in 2015, but this proved difficult to accomplish. We will have to get at this early to have success with this program in 2016.

Outreach

2014/15

Bike Week

In 2014, Bike to Work Day evolved into Bike Week Winnipeg, and Kaye Grant and I represented Bike Winnipeg on the organizing committee. Bike Winnipeg also developed a number of activities for the week, including the following:

- Your City, Your Priorities
- Theme Rides
 - Point Douglas Art/History Tour
 - Infrastructure Tour
 - StrikeBike!

Bike Week was quite successful, engaging a number of audiences across the city. Planning for the 2016 edition is underway. Mayor Brian Bowman was one of the participants in the Infrastructure tour.

Display Trailer Events

As in previous years, we took the display trailer out to a number of events over the summer. These events give us an opportunity to speak with the general public about our work and get their feedback and ideas for infrastructure and programming. It's also a great opportunity to provide people with advice on the practicalities of biking in the city, such as advice on routes, locking your bike, lighting, clothing, etc.

Planning for 2016

Bike Week Winnipeg

Planning for the 2016 edition of Bike Week Winnipeg has begun. Challenges for the current year will be to get other partners and people involved in the planning for Bike Week.

Display Trailer Events

Increasing the number of events we get the bike trailer out to would be a good way to increase awareness of Bike Winnipeg and allow us to engage a wider audience in our effort to encourage more people to bike. One thing we lack right now for the display trailer is a canopy. We should consider getting one for use with the display trailer. Cost would be around \$600 with custom printing.

Farmers Market

There's been a real explosion of farmers markets over the last few years, with a number of markets now being held by community groups. This might be a good way to get into areas of the city that we haven't had a great amount of visibility in. Some of the ones I think we should pursue are:

- St. Norbert Farmers Market
- Wolseley Farmers Market (R.A. Steen CC)
- West Broadway (Broadway & Sherbrook)
- Downtown Farmers Market* (MB Hydro Building)
- West Kildonan Farmers Market (Main & Jefferson)
- Main Street Farmers Market (Neechi Foods)
- Wellness Institute Farmers Market (Seven Oaks Hospital)
- The Forks Market

The Forks

The Forks usually has opportunities for non-profits to set up a table in the Market at various times in the year. We should look into this for 2016 as an added opportunity to reach out into the community.

Rides

It would be nice to on our offering of rides, ideally getting into a regular schedule of one or two rides a month during spring, summer and fall. We would need to work with partners to add an interpretive/educational aspect to the rides. I think we would also want build up our volunteer skills on this front over the winter so that we have a good pool of ride marshals ready to help out with rides starting in the spring. Ride ideas:

- Fall Colours Ride(s)
- Neighbourhood Discovery Rides
- Graffiti Tours
- Mural Tours
- Art Tours
- History Tours