



Bicycle Valet
Winnipeg

ANNUAL REPORT 2015-2016



A project of



Introduction

Mission

To encourage the use of bicycles by providing a free and safe method of securing your bicycle at events located around the Winnipeg region.

Description

Bicycle Valet Winnipeg (BVW) provides a temporary bicycle parking facility that can be set up at events large and small. It is offered to event organizers who wish to provide supervised bike parking for their patrons. This can significantly reduce traffic and parking congestion and encourage active transportation use in Winnipeg.

There is no charge to cyclists for this service. Bicycles are stored in a supervised compound and need not be locked. Personal equipment such as helmets and backpacks can also be left with the bicycles. In fact we will also accept skateboards, strollers, chariot trailers, or any other active transportation equipment.

The convenience of this free service can bring in patrons who might otherwise be deterred by the expense and hassle of other forms of transportation. Having a safe place to park their bikes can make the difference between attending an event or staying home.

With the support of event promoters and volunteers we will continue to provide this free service to all active transportation users.

2015 Highlights

- Provided bicycle valet services at 24 different events spanning 29 days
- 3103 bikes were parked over the season, an average of 107 bikes per event day
- 44 different volunteers worked a total of 674.5 hours at our events in 2015
- The average number of hours worked per volunteer was 15.3 over the season
- 5 volunteers worked 30 hours or more
- 7 events spanning 12 days were booked with new clients
- In addition to bikes, we also parked scooters, strollers and even a canoe!



Events

Events Summary

Between March 2015 and November 2015, valet services were provided at 24 events spanning 29 event days. These events were booked by 12 different clients. The largest client is the Downtown BIZ, although events organized by and billed to the BIZ are subdivided into numerous different tours, festivals, and stand-alone events, most of which involve other partners and planning committees. In total, 3103 bicycles were parked, an average of 107 bikes per event day.

A number of new events were booked this year. The FIFA Womens' World Cup occurred before the stand-alone valet was operational at Investor's Group Field and BVW was asked to provide valet services at all games. BVW also participated in the new, three-day Interstellar Rodeo music festival at the Forks. This was a very successful event that was well-attended by cyclists and attractive to volunteers as they were granted access to the festival. This event should become a pillar of the BVW season in the future. In addition, the Downtown Biz greatly expanded their Moveable Feast bike tours this year, from 2 events last year to 8 in 2015. These events are an excellent fit, as the small number of bike racks can easily be transported from one location to another with the use of our bicycle trailers and volunteers are enthusiastic about participating as they are treated to free sample plates from a variety of downtown restaurants. These are regular, easily manageable events that help round out the season. Other new events included Earth Day at Fort Whyte Alive; the Table for 1201 dinner event; the Chinatown Street Festival; a group ride/paddle promoted by the Manitoba Energy Justice Coalition; and a helmet awareness event for Manitoba Health.

We are currently working with event organizers on several exciting new events for BVW to attend in 2016, including Nuit Blanche at the Winnipeg Art Gallery and the Fringe Festival.

Table 1: 2015 Summary of Events

DATE	EVENT/CLIENT	LOCATION	REVENUE	DONATIONS	# BIKES
April					
2015-04-26	Earth Day	Fort Whyte Alive	\$356.56	\$23.30	61
May					
2015-05-23	Table for 1201/Downtown BIZ	Legislative Bldg.	\$525.00	\$73.00	42
2015-05-31	RCAF Run	17 Wing	\$530.00	\$23.00	108
June					
2015-06-03	Helmet Record / MB Health	1725 St. James St.	\$275.00	\$0.00	49
2015-06-08/12/15/16	FIFA Women's World Cup	Investor's Group Field	\$3,000.00	\$382.30	811
2015-06-13	Happy Days on Henderson	83 Henderson Hwy	\$100.00	\$0.00	30
2015-06-17	Moveable Feast/Downtown BIZ	Downtown (various)	\$200.00	\$0.00	41
2015-06-19	Bike Week BBQ	The Forks	\$630.00	\$32.50	155
July					
2015-07-01	Canada Day/ The Forks	The Forks	\$590.00	\$131.80	203
2015-07-04	MB Energy Justice Coalition	The Forks	\$440.00	\$13.00	62
2015-07-15	Moveable Feast	Downtown (various)	\$250.00	\$0.00	40
2015-07-22	Moveable Feast	Downtown (various)	\$250.00	\$0.00	30
2015-07-29	Moveable Feast	Downtown (various)	\$250.00	\$0.00	25
August					
2015-08-14/15/16	Interstellar Rodeo	The Forks	\$1,930.00	\$156.35	413
2015-08-22/23	MS Biking to the Viking	Sigurbjorg Stefansson Early School, Gimli	\$1,475.00	\$0.00	450
2015-08-26	Moveable Feast	Downtown (various)	\$250.00	\$0.00	20
2015-08-29	Chinatown Street Festival	King St., Winnipeg	\$325.00	\$0.00	18
September					
2015-09-12/13/14	Manyfest / Ciclovía	Memorial Park	\$2,395.00	\$139.65	475
2015-09-16	Moveable Feast	Downtown (various)	\$250.00	\$0.00	28
2015-09-23	Moveable Feast	Downtown (various)	\$250.00	\$0.00	12
2015-09-26	Moveable Feast	Downtown (various)	\$250.00	\$0.00	30
TOTAL	29 event days		\$14,520.56	\$974.90	3103
	Average per event day		\$518.63	\$31.25	107



Operations

Booking: Most event organizers contacted Bicycle Valet Winnipeg directly to request event services. Larger events, requiring larger set-ups over several days were generally negotiated months in advance. Once an event request had been received, and the details regarding the event outlined, a service quote outlining the terms of service was sent to the event organizer to review and sign (see Appendix 1 for a contract example).

Staffing: To staff an event, a Doodle, an online booking calendar, was sent to a frequently updated database of BVW volunteers (see Appendix 2 for an example of a Doodle calendar). Volunteers were free to register for an event shift via Doodle. If and when a volunteer was no longer able to fulfill their shift, they were required to remove themselves from the Doodle, and to send an email explaining the reason they were no longer able to participate.

Transportation: BVW owns bicycle trailers that are used when possible to transport equipment to the event. However, hauling the trailers is physically demanding and if multiple trailers must be used it can be difficult to recruit volunteers to transport them before and after events. For large events, there may simply be too much equipment to fit on the trailers. Consequently BVW relies on cargo van rentals to transport gear to and from many events. Certain events are able to provide a vehicle of their own for this purpose.

Volunteers

In 2015, BVW had 44 active volunteers that contributed a total of 674.5 hours over the season. This works out to an average of 15.3 hours worked per volunteer. In addition, unofficial volunteer hours occurred when friends of active volunteers lent a hand or event promoters assigned their own volunteers to help valet bikes during rush periods, however no data was kept on these hours. Overall, total hours logged by volunteers is down from 2014. This is partly due to fewer large events like Blue Bomber games, which require many volunteers in addition to the coordinator. In addition, a paid assistant was hired for some of the larger events. These events required long hours and a large team of volunteers, and this allowed the coordinator to delegate certain roles and be relieved to replenish supplies or do other tasks off-site. It was extremely beneficial to have a paid staff at these events to ensure there would always be one additional individual to help the project coordinator when short volunteers during shifts.

Of this year's active volunteers, 10 were new volunteers that had not participated in BVW events before. However, many of these new volunteers logged below-average hours as they were attracted to a particular event and did not attend many others.

BVW volunteer tasks include:

- Transporting equipment to and from events
- Setting-up and tearing-down
- Ticketing bicycles
- Parking and retrieving bicycles

At most events, food and drinks were negotiated in the contract and organizations that provided food/drinks for BVW volunteers were discounted 10% off the cost of services. A cooler with water and small snacks was always available to volunteers. Throughout the season, volunteer appreciation incentives such as bike shop gift certificates and tickets to events were distributed by random draws, and tickets to the Bike Winnipeg concert fundraiser on October 9th were made available to volunteers.

Recommendations:

- As BVW continues to grow, volunteer numbers will need to increase. The BVW coordinator should attend volunteer fairs, and continue to advertise through Volunteer Manitoba to network with other organizations to recruit volunteers.
- A volunteer strategy is being drafted and this should provide a plan to link hours/shift logged to rewards, incentives and letters of recommendation to encourage volunteers to participate more regularly.
- Bike Winnipeg can continue to promote the BVW through their mailing list.
- Grants are available to non-profit and community development organizations to employ summer students, these should be pursued as a means of supplementing BVW staff and alleviating the need for a paid assistant. Such grants are available through the Canada Summer Jobs program and the Manitoba Urban Green Team program, among others.

Equipment

BVW has the capacity to park approximately 600 bicycles when racks are not needed as a perimeter. Enough materials are stocked to adequately run two large events and one small event simultaneously, not including volunteer capacity and or racks. A contractor has been hired to construct 10 new racks in order to replace several racks that have become damaged, as well as incrementally increase the total number of racks to facilitate larger events.

Original banners continue to be used. However, the Bike to the Future logo is still displayed on the banners. BVW has not had new sponsors in several years and old sponsor logos have been removed from current banners.

Equipment continues to be stored at the to the previous BVW coordinator's home in Old St. Vital. Monthly storage costs remain the same at \$40/month.

Recommendations:

- The following items should be purchased prior to the 2016 season:
- Metal stakes/posts to better erect snow fencing around the valet
- Allen Keys (2 sets)
- Business Card Holders (3)
- Bike Tube Patch Kit (2-3)
- Trailer Hitch (1)
- Wheel Bearing (4) (ordered from Bikes at Work, bikesatwork.com)
- Banners (4)
- Large Whiteboards (1-2)

Finances

Most of BVW's revenue comes from contracts paid by the events that book the service, but this is supplemented by a small amount of donations from cyclists who use the service. As the BVW equipment is still owned by Bike Winnipeg, 15% of total revenue is retained by Bike Winnipeg as a management fee to cover the costs of depreciation and replacement.

The fee structure for events is as follows:

- Small events (50 bikes): Base cost \$240 (2 hours) + \$30 per additional hour
- Medium events (50-150 bikes): Base cost \$525 (4 hours) + \$45 per hour
- Large events (>150 bikes): Base cost \$800 (4 hours) + \$70 per additional hour

A 10% discount for each of the items listed below is offered for the provision of the following by the booking organization:

- the provision of food/drinks or stipends in a contract
- provision of an established perimeter for larger events
- equipment pick-up/drop-off or provision of a vehicle
- Discounts for small community organizations that cannot afford the service are negotiated on a case-by-case basis, in the future it would be useful to establish criteria and a formal application process for this, selecting a certain number of organizations to receive discounted service each year based on which ones best meet the criteria

Revenue:

Event Revenue (Service contracts) -----	\$14,520.56
Non-Event Revenue (Donations) -----	\$974.90
	Total Revenue: \$15,495.46
<u>15% Bike Winnipeg Management Fee: -----</u>	<u>(\$2,324.32)</u>
	Net Bicycle Valet Revenue: \$13,171.14

Expenses:

Cargo van rental/fuel -----	\$1,408.24
Volunteer stipends & appreciation -----	\$719.33
Insurance -----	\$621.36
Assistant wages/mileage -----	\$545.49
Printing tags -----	\$314.60
Storage -----	\$160.00
Storage -----	\$240.00
<u>Other (supplies, etc) -----</u>	<u>\$148.09</u>
	Total Expenses: (\$4,157.11)

Net Coordinator Income: \$9,014.03