Winnipeg, Manitoba, Canada 49.8951° N, 97.1384° W

BIKE WINNIPEG ANNUAL REPORT 2018





A solid effort Photo by Charles Feaver

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 Prepared by the chair of each committee
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 Prepared by Stephanie Chow

2018 Board of Directors

Co-Chair: Kaye Grant Co-Chair: Philip Mikulec

Treasurer: Misty Bromley (interim) Secretary: Clayton Rudy (interim)

Director: Ian Walker
Director: Kailey Kroeker
Director: Elizabeth Shearer
Director: Kevin Parsons
Director: Brittany Curtis
Director: Zach Fliesher

Director: Shevaun Fortune (now vacant)

Executive Director: Mark Cohoe

2018 Annual Report Compiled & Edited by Elizabeth Shearer

Original Report Designed by Rachael Alpern Photography credits as noted on photos



Bike Winnipeg! Linsey Callaghan marshaling the 'Ride Outside The Lines' group ride during Bike Week 2018 Photo by Emily Christie

YEAR END MESSAGE FROM BIKE WINNIPEG CO-CHAIRS

Bike Winnipeg had a busy and successful 2018 year. We have worked internally to strengthen Bike Winnipeg as an organization and externally to get more people biking more often. Bike Winnipeg has become the voice for biking in Winnipeg. We are often the first point of contact when opinions about safe biking activities or infrastructure are wanted.

Our Fundraising Committee has been successful in increasing our membership and donations which is encouraging as this represents the increased interest of people towards supporting our vision and activities. It is inspiring to see how well our new Outreach Committee engaged by developing a 2018 election page which listed the top priorities for walking and cycling friendly policy and infrastructure across the city. In addition this committee is actively planning more outreach activities for summer 2019. The BEST program continues to grow and expand now doubling the number of schools and students reached.

Our Executive Director, Mark Cohoe, continues to provide top notch leadership. He continues to provide guidance to promote our activities but more importantly Mark represents us in many engagement activities with the City of Winnipeg in both infrastructure and in related consultations such as in the Climate Change Action Plan and the 2019 budget. He has also represented us in the Road to Vision Zero working group. Thanks to Mark whose continued commitment and dedication to Bike Winnipeg has helped grow our influence and led Bike Winnipeg to be a recognized leader in bike related expertise. We have also been engaged in a collaborative strategic planning process which we hope will provide focus and direction for Bike Winnipeg going forward. This new plan will be shared with our members summer 2019.

Stephanie Chow has continued to provide excellent leadership and passion for our Bike Valet this year and successfully implemented her ambitious plans for bike parking in 2018.

We wish to extend our thanks to our fellow board members and volunteers who devote so much time, expertise and passion to our vision.

Respectfully,

Kaye Grant and Philip Mikulec Co-chairs



"If you want to go fast, go alone; if you want to go far go together", African Proverb" Photo by Elizabeth Shearer

Executive Director's Report part i

Advocating for Better Cycling Infrastructure

2018 saw Winnipeg take a big step forward in the development of its downtown protected bike lane network with the completion of the Bannatyne/McDermot protected bike lane and the start of work on the Garry protected Bike Lanes (including access to McDermot/Bannatyne along Princess/Notre Dame/Arthur and Sherbrook). All told, we added 5.5 km of protected bike lanes to the downtown bike network in 2018 and are set to add another kilometre of protected bike lanes to the network in 2019 (Garry – Portage to Assiniboine).

Outside of the downtown, critical connections were completed (or at least construction was begun) at a number of locations across the city:

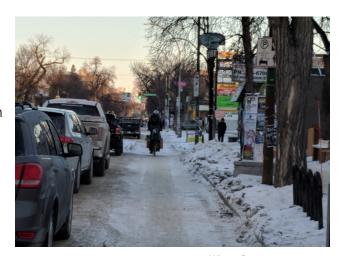
- Yellow Ribbon Greenway Extension to St. Matthews
- St. Matthews Protected Bike Lanes (Ferry Rd to Century)
- Kildonan Settler's Bridge Upgrade and Pathway Improvements
- Chevrier Protected Bike Lanes (Pembina to Waverley)
- Waverley Pathway Extension (Chevrier to McGillivray)
- Highway 59/Perimeter Highway Interchange Through pass (Bird's Hill Connection)
- Fermor Avenue Bridge Upgrade and Pedestrian and Bicycle Tunnel (2018 & 2019)
- Empress Protected Bike Lanes (Portage to St. Matthews, Eastway & Westway) and Empress Overpass Protected Bike Path (to be completed in 2019)



Mark, in his natural habitat.

Improving Snow Clearing on Cycling Infrastructure

On the snow clearing front, we made great progress advocating for better snow clearing on sidewalks, pathways and bike lanes. Council passed the Active Transportation Network – Winter Maintenance Strategy in November 2018, and despite budget cuts in other areas (see below), this strategy was fully funded in the 2019 City of Winnipeg budget passed on March 25th, 2019. We were able to provide input from two Bike Winnipeg workshops on snow clearing needs into our recommendations for the winter maintenance strategy, and much of that advice was incorporated into the plan adopted by council. We are very much looking forward to improved snow clearing through the winter of 2019/2020, and will be engaging our membership and the cycling public in 2020 to review the program and provide the city with feedback on potential improvements for 2020/2021 and beyond.



Winter Route Photo by Mark Cohoe

Executive Director's Report part ii



City Funding Challenges in 2019



One of our main advocacy goals of 2019 will be pushing for restoration of this funding, and for regular incorporation of pedestrian and cycling improvements in regional and local street renewals. To that end, we will be discussing the need to dedicate more Federal gas tax funding to the city's cycling network, the use of impact fees to provide better cycling facilities in areas of growth, and better inclusion of cycling facilities in new developments.



Our work getting more people biking more often goes beyond advocating for better cycling infrastructure. We also put considerable effort into programming that introduces people to new cycling facilities or makes it easy for people to explore the city by bike as part of a wider passion for gardening, history, art (or whatever). In 2018 we were proud to partner on rides throughout the city with The Winnipeg Arts Council, Seven Oaks House Museum, the Manitoba Master Gardener Association, Heritage Winnipeg (Doors Open Winnipeg – new partner in 2018), and the Green Building Council (new partner in 2018).

We're also an active partner in Bike Week Winnipeg and Winter Bike to Work Day. These events help raise the profile of people on bikes, and as with our rides, they provide people with a low-risk/low effort introduction to cycling, which helps break misconceptions about riding a bike and meet our goal of normalizing the use of bikes for transportation.

On the Education front, we continue to partner with Seven Oaks School Division, Green Action Centre, The WRENCH, and Manitoba Public Insurance on the BEST program, which sees students in grade 4-8 receive classroom and on-road Bicycle Education and Skills Training. 2018 marked the end of our 3-year pilot program. Evaluation form the program shows that on the whole, students who participated in BEST clearly gained and retained some knowledge about cycling hand signals and safe road positioning, and improved in their one-hand riding/hand signaling, stopping, obstacle avoidance, shoulder checking, and straight-line riding/road positioning.

I'm happy to say that the program doubled within Seven Oaks School Division in 2018 to reach 1,240 students per term. We look forward to continued growth in the program in 2019, including the potential to expand the program outside of the Seven Oaks School Division.























Executive Director's Report part iii

2018 City of Winnipeg Election

As 2018 was a civic election year, we put a fair bit of effort and funding into increasing the awareness of cycling issues during the campaign. A highlight of those efforts was our work with CAA Manitoba and Probe Research on polling of Winnipegger's attitudes toward cycling and cycling infrastructure. The polling and subsequent press releases allowed us to reach a wide audience with our messaging, and opened eyes to the degree of demand and support for increased cycling infrastructure (and protected bike lanes in particular) in the city. The polling data has also provided us with solid arguments backing the need for bigger budgets and improved cycling facilities, and the numbers to show that once provided, such facilities will be used.

In preparation for the 2019 City of Winnipeg budget and 2018 civic election, we also worked with a coalition of community groups to help produce an alternative municipal budget that vastly expanded on the Pedestrian and Cycling Program budgeted by the city in 2018. This alternative budget was released well before the election campaign and provided to all council and mayoral candidates. As the election approached, we worked with a number of environmental groups to organize a mayoral forum on September 18th. As the first mayoral forum of the campaign, we attracted all but one of the mayoral candidates, multiple media outlets, and a roomful of concerned citizens to the U of W for the forum. The forum was followed up with a candidate questionnaire and a detailed, ward by ward listing of ward specific walking and cycling priorities.

Stakeholder Committees, Open Houses, and Council Presentations

A final front on our advocacy efforts is the work we do on various safety and stakeholder committees. We participated in over 40 stakeholder meetings in 2018, ensuring that improvements to walking and cycling facilities were put on the table. I was active in the following committees during 2018:

- City of Winnipeg Active Transportation Advisory Committee
- Climate Action Advisory Group
- Provincial Road Safety Committee
- MPI Loss Prevention Committee
- Recreation and Parks Strategy
- Provincial South Perimeter Highway Committee
- Osborne Village to Downtown Walk/Bike Bridge
- Arlington Bridge Replacement Public Advisory Committee
- Route 90 Widening Public Advisory Committee
- Chevrier Protected Bike Lanes
- Empress Rehabilitation and Overpass Project
- Public Market Lands



Photo by Mark Cohoe

Executive Director's Report part iv

Coming in 2019...

Looking to 2019, we will see work on:

- Completion of the Garry protected bike lane to Assiniboine Ave
- Northwest Winnipeg Greenway (Templeton to Machray)
- Upgrades to the Maryland/Sherbrook
- Completion of the Waverley Underpass & Pathways
- Completion of the Southwest Transitway and AT Pathways
- Completion of the Fermor Bridge Upgrade and AT Tunnel
- Studies will also be undertaken in 2019 to address a number of barriers in the current bike network, including:
- North Winnipeg Parkway (Rover to Kildonan Park)
- St. Boniface West/East Corridor Study & Improvements

All of this work would never happen without the support of our members, volunteers, and the Bike Winnipeg Board. I am constantly humbled by the dedication of our volunteers and especially of our volunteer board. Time after time, they have volunteered their talents to help with rides, with reports, strategies, and with our many events. Without their dedication, there would be no Bike Winnipeg.

Finally, I would also like to thank the many generous donors and sponsor that support our work. We could not do it without you. Your generosity makes our work possible, and makes our city a better place to live, work and play.

Thank you,

Mark Cohoe Executive Director Bike Winnipeg



"Heaven Between" public art piece by Bill Pechet On the boulevard at Broadway and Edmonton Street

Fundraising Committee Report part i

Memberships & Donations

2016: 144 members \$3,989 memberships & donations 2017: 162 members \$5,984 memberships & donations 2018: 354 members 256 Paypal memberships; \$5,060

incl. 24 autorenewals Paypal Donations; \$2,860 from \$20 to \$500

Memberships more than doubled from 2017 to 2018 and we saw a significant increase in donations. Based on 2017, we intentionally shifted away from selling memberships at bike shop points of sale. Instead we focused on increasing the frequency of membership drives, including targeted email lists to non-members. Revisions were made to the website and PayPal page to add a recurring payment option to both memberships and donations. Committee members Guy Bonnetta and Charles Feaver are to be thanked for their MailChimp and PayPal management.

Membership incentives for 2018 included discounts at Alter Ego Sports, Bikes & Beyond, Corydon Cycle & Sports, Natural Cycleworks, Olympia Cycle & Ski (St. Mary's), Sampson's Sporting Life, Spartan Sports, Woodcock Cycle Works, and Peg City Car Co-op.

All discounts are listed on our website at BikeWinnipeg.ca and cost \$20.

Bike Valet

Though not a Fundraising activity, Bike Valet was a significant revenue generator for Bike Winnipeg in 2018, second only to memberships and donations. The committee has discussed how we might better support the efforts of Bike Valet in the future or how we may replicate this social enterprise model in other areas, but this is an ongoing discussion.

Grants

Bike Winnipeg received an MEC Grant for \$3,400 that we have also received in previous years which functions more as a sponsorship. Grants provided by TD Canada Bank, MEC, Manitoba Community Service Council, and Assiniboine Credit Union were researched, though in the end applications were not made. The committee has identified Bike Winnipeg's key financial need to be operating costs, and without charitable status, the majority of grants available are project-specific. With charitable status Bike Winnipeg would be eligible for much larger grants that allow funds to be spent on operating costs. Committee member Denis De Pape spearheaded an in depth assessment of whether it would be possible for Bike Winnipeg to achieve charitable status, which included consulting with a lawyer. The end result was that it was best to wait for legislative change to permit advocacy work above the existing percentage limit. This is a change we expect to occur in 2019. With this change in place, we will dedicate efforts to pursuing charitable status.

Fundraising Committee Report part ii

Events

The 2018 summer rides series were planned by the Fundraising Committee. Recently the board decided to move these activities to the Outreach Committee for 2019. We worked with several organizations including Winnipeg Arts Council, Doors Open Winnipeg, Manitoba Gardeners' Association, Seven Oaks House Museum, and Manitoba CaGB Emerging Green Professionals. Tourism Winnipeg included the information in their event calendar and online. Overall the rides were well attended and well received. The committee felt that the amount of volunteer hours required to organize and execute the rides made it an unsustainable future fundrasing activity. However, as an outreach event, it was very successful in gaining new members from a wider variety of interest groups, helped in connecting Bike Winnipeg to various other organizations and their followings, and increased overall awareness of Bike Winnipeg. See the outreach committee report for a full list of rides from 2018.

Woodcock Cycle & Torque Brewing Fundraiser

Woodcock Cycle generously offered to make Bike Winnipeg the fundraising recipient of an event where they hosted a bike repair workshop at Torque Brewing. For a \$20 charge attendees received complimentary beer, a demonstration on basic bike mechanics from Woodcock, and a 2018 Bike Winnipeg membership. 45 people attended and it was a very well received event. This is an event type that we would like to replicate in the future because it is simple, gains us new members, helps us connect with different businesses, and increases awareness of Bike Winnipeg.

Fall Fundraising Concert

Due to the 2018 Civic Election, the fall fundraising concert was not held in 2018. We will resume this annual event in 2019.

Corporate Sponsorship for 2018

Gold: Mountain Equipment Co-Op

Silver: Woodcock Cycle.

Bike shops

Committee member Charles Feaver has spearheaded working with Bike Shops for corporate sponsorship with some success. 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.

New Sponsors

A package was sent to 24 businesses that were identified as design or lifestyle adjacent, located on dedicated bicycle facilities, or participating in the Commuter Challenge. No new sponsorships were achieved through this. The sponsorship drive of 2017 which targeted designers and contractors of AT infrastructure projects was more successful. The committee will continue to work towards gaining new and continued sponsorship, but believes that increased overall awareness of Bike Winnipeg and improvements to the Bike Winnipeg website are critical to this.

Consultation (2019)

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 will occur in 2019 and will require the hiring of an individual dedicated to this work. Bike Winnipeg will receive a 15% percent administration fee to an upset limit for this work.

Ride Planning and Facilitating

The Fundraising committee hopes to submit a proposal to the City of Winnipeg to provide a fee for planning and facilitating Infrastructure Rides to assist in promoting newly built infrastructure. We believe this is an expertise we have that is worth a fee.

Outreach Committee Report part i

The Outreach Committee was launched in the spring of 2018 as a refocus of our previous membership committee. More recently in September 2018, the Education Committee merged with the newly formed Public Outreach Committee in an effort to funnel resources (volunteer time and energy) toward more common goals. This merge came with the understanding that when and if multiple projects require the creation of Outreach subcommittees, the group will assign members as necessary. Overall, the merge was effective, bringing more committee members together each month, which allowed for more effective action on outreach efforts.

Ride Marshal Orientation and Training

Every year, Bike Winnipeg relies on volunteer ride marshals to ensure our rides run smoothly. In the Spring of 2018, we hosted two orientation sessions 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, etc.

City of Winnipeg Election 2018

The first order of business for the newly merged Outreach Committee was to gather and share information regarding Winnipeg's municipal election. Priority was to focus on the topics of: Active transportation - Inclusive of pedestrian, cycling, and public transportation, including stance on rapid transportation - Vision Zero - Multi-national road traffic safety project aiming to achieve a highway system with zero fatalities involving road traffic - Snow clearance/road maintenance as pertaining to active transportation

Our website was updated to share ward-specific priorities for walking and biking, as well as each candidate's stance on Bike Winnipeg's priority topics. Each candidate was emailed to be made aware of our website content, and asked whether they would further like to comment on their Active Transportation (AT) stance. Bike Winnipeg membership was also emailed notification of the site, and urged to contact their council nominations to make their interest in active transportation progress known. Website was periodically updated to include relevant media released on candidates and/or topics of interest.



Outreach Committee Report part ii: 2018 Group Rides

May 13 - CycloFemme Mother's Day Ride: organized in collaboration with female-identified cyclists, the WRENCH's Mellow Vélo program and volunteers that are working towards empowering more women to ride in Winnipeg

May 26 -- Doors Open Winnipeg: In collaboration with Heritage Winnipeg, visited historic Winnipeg buildings opened to public for annual Doors Open Winnipeg

June 18 -- Infrastructure Ride (from Old Market Square)

June 21 -- Green Building Ride

June 23 -- Ride the Red Historic Bike Tour

Shared Winnipeg's early history, riding along the Red River.

June 24 -- Ciclovia ArtRide: Collaboration between Bike Winnipeg and Winnipeg Arts Council

June 28 -- Singles Bike Ride: Hosted by Lindsay Somers, from the Assiniboine Park

July 14 -- Maples North ArtRide: Collaboration between Bike Winnipeg and Winnipeg Arts Council

July 21 -- Garden Tour: Visited a selection of Manitoba Master Gardener Association's Annual Garden Tour of South Winnipeg area gardens.

August 11 -- ArtRide: Collaboration between Bike Winnipeg and Winnipeg Arts Council

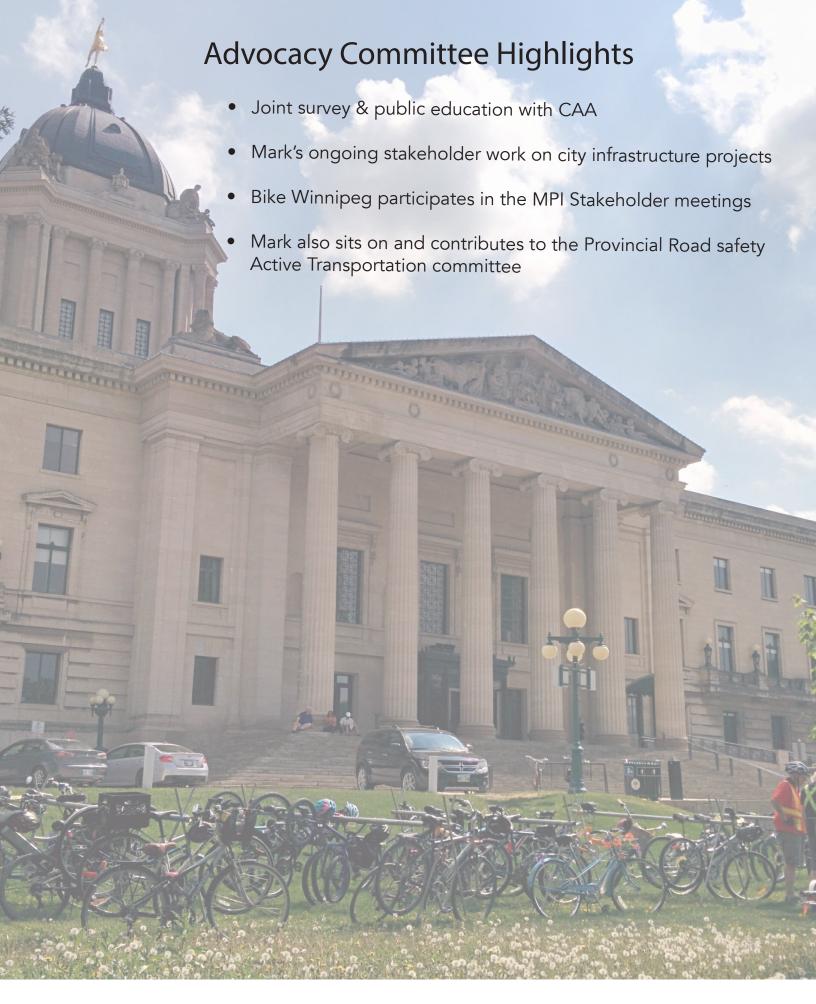
September 8 -- ManyFest ArtRide: Collaboration between Bike Winnipeg and Winnipeg Arts Council - Nighttime tour of public artworks that light up the night; ended at ManyFest site

September 29 -- Nuit Blanche ArtRide: Collaboration between Bike Winnipeg and Winnipeg Arts Council. Visited public art sides and projects between Assiniboine Park to Downtown Winnipeg

October 14 -- Pedal Powered GHOST TOUR: In collaboration with local historian Eric Napier-Strong based on the Winnipeg Ghost Walk Tours

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FINANCIAL REPORT: INCOME STATEMENT

Bike Winnipeg Income Statement for the year ended December 31, 2018 (Unadited)

	2018	1	Budg	get	Variance	20)17	Variance
General Revenue								
Grants	\$ 3,513		\$ 7,200		\$ (3,687)	\$ 4,400		\$ (887)
Memberships and Donations	11,240		7,500		18,740	5,984		5,256
City of Winnipeg Outreach	-		1,000		1,000	-		-
Sponsorships	1,050		3,125		4,175	2,500		(1,450)
Advocacy	-,050		-		-,1,3	200		(200)
Miscellaneous	4				4	2	-	2
Total General Revenue	\$	15,808		\$ 18,825	\$ (3,017)		\$ 13,086	\$ 2,722
Administrative Expenses								
City Presentations	-		500		500	145		(145)
Outreach Forums	810		3,525		2,715	182		628
Arlington Protected Bike Lane	-		2,000		-	-		-
Civic Election Probe Poll	2,625		2,625		_	_		2,625
North-west Hydro Corridor	-		-		-	200		(200)
Membership and Promotion			600		600	712		(712)
Professional Development	346		575		229	564		(218)
Office and Administration	1,862		1,350		(512)	1,558		304
Staff Contracts	12,059		12,228		169	11,005		1,054
Staff Contracts	12,033		12,220		109	11,003	<u>-</u>	1,034
Total Expenses	_	17,702	_	23,403	(5,701)		14,366	3,336
Net Income (from general operations)	\$	(1,894)		\$ (4,578)	\$ 2,684		\$ (1,280)	\$ (614)
Projects								
Bike Parking								
Revenue	-		30,000		(30,000)	-		-
Expense			26,000		26,000		-	
Net Income (Loss)		-		4,000	(4,000)		-	-
Cycling Map								
Revenue	-		-		-	4,700		(4,700)
Expense	-		-		-	2,158		2,158
Net Income (Loss)		-		-	-		2,542	(2,542)
MPI Funding for PUB Legal Costs								
Revenue	-		-		-	32,481		(32,481)
Expense						32,481	-	32,481
Net Income (Loss)		-	-	-	-		-	-
Bike Valet								
Revenue	20,422		13,500		6,922	13,929		6,493
Expense	17,230		11,475		(5,755)	12,099	-	(5,131)
Net Income		3,191		2,025	1,166		1,830	1,361
Fundraising								
Revenue	1,150		5,600		(4,450)	6,356		(5,206)
Expense	673		3,250		2,577	4,192	-	3,519
Net Income	·	477	_	2,350	(1,873)		2,164	(1,687)
Total Net Income			_	\$ 3,798	\$ 2,024		\$ 5,256	\$ (3,482)
Total Net Intollic	<u>- 7</u>	1,//-	=	y 3,730	7 2,024		ÿ 3,230	(۵,40۷)

FINANCIAL REPORT: BALANCE SHEET

Bike Winnipeg Balance Sheet as at December 31, 2018 (unaudited)

	2018	2017
Assets		
Current Assets		
Cash	\$ 10,480	\$ 11,753
Accounts Receivable	3,440	935
Inventory	545	545
Total Current Assets	14,465	13,233
Fixed Assets		
Bike Valet Capital Equipment (note)	1,376	1,359
Display Trailer	2,887	2,696
Investment (ACU Share)	5_	5
Total Fixed Assets	4,267	4,060
Total Assets	\$ 18,732	\$ 17,293
Liabilities and Equity		
Accounts Payable	\$ 1,713	\$ 2,798
Deferred Income	750	
Total Liabilities	2,463	2,798
Bike Valet Equipment Contingency	7,510	7,010
Retained Surplus (Deficit)	8,759	7,485
Total Liabilities and Equity	\$ 18,732	\$ 17,293

Note: Capital Assets are recorded net of depreciation.

2018



Bicycle Valet Winnipeg

\$18,347.00

BIKE VALET DONATIONS

\$1334.85

BIKES PARKED & CLAIMED

2850

EVENT DAYS

33

THANK YOU TO THE AMAZING AND DEDICATED CREW OF VOLUNTEERS

AND TO **PEG CITY CAR COOP** FOR THEIR SUPPORT!

TO FIND OUT WHERE WE
WILL BE IN 2019!!

2018 EVENTS

ModeShift

Earth Day @ Fort Whyte

Winnipeg Jets Whiteout Street Parties

(Round 2 & 3)

Winnipeg Police Service Half Marathon

Table for 1200 More

Doors Open Winnipeg

Clean Air Day

Happy Days on Henderson

Bike to Work Day

Moveable Feast

Ciclovia

Downtown Night Market

Canada Day Running Room Run

Canada Day @ The Forks

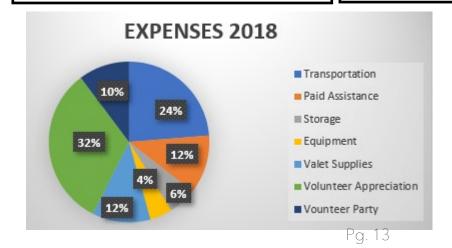
Jubilation Festival

Folklarama

MS Bike Gimli

ManyFest

OpenFest





Bike Winnipeg Annual Report

BIKE WINNIPEG 2018 SPONSORS

GOLD



SILVER

