

# **Bike to the Future Monthly Meeting**

**May 12, 2009 – 5:30 PM – Manitoba Eco-Centre**

## **Minutes**

### **Directors:**

**Present:** Jackie Avent, Liz Erickson, Holly Poklitar, Karin Kliewer, Curt Hull, Jeremy Hull, Rob Cosco, Mark Cohoe

**Regrets:** Dave Elmore, Kevin Miller, David Wieser

### **Members:**

**Present:** Tim Hunt, Glenn Stanley, Scott Harrison, Mark Wiehler, Brion Dolenko, Gareth Simons, Shannon Keys, Kathy Knowles, Ben Goldstein, Anders Swanson, Raymond Genest, Liz Genest, Aphilath Vonguaras,

**Regrets:** Ted Mann, Shannon Keys, Janice Lukes, Caitlin McIntyre

### **1. Approval of minutes**

- Mark circulated a copy from last meeting, minutes are on the web
- Minutes approved – moved by Karin, seconded by Ben - **passed**.

### **2. Bike to Work Day**

- Friday, June 19. Have hired Marr Consulting as sponsorship coordinator and event planner. Kristin Westhall is dedicated full-time to this. **New this year - OASES!** Not just counting stations; At least 4 or 5 locations, depending on sponsorships and abilities. Northgate, PoloPark, UofM, St.Vital?, East Kildonan Shopping Centre. These will be starting points for “Bike Waves” to travel down the main routes to downtown (these will be escorted group rides).
  - Oases will include:
    - Food, refreshments, and swag served.
    - This will be a place for people to meet each other and build cycling community.
- Included in Bike to Work Day will be:
  - breakfast at Forks from 7-10 am with prizes. Organized by Janice Lukes and Downtown BIZ.
  - T-shirts given to registered participants (500 shirts dedicated)
  - Volunteer event after BTWD
- Advertising and Sponsorship
  - Complete back end of 3 spirit buses for 6 months for advertising!
  - Secured and increased sponsorship from 2008.
- Weekly meetings every Wednesday at noon at Marr Consulting – come out!
  - **Needed: volunteers leading up to and on BTWD. Interested volunteers contact [Kristin@marrcc.ca](mailto:Kristin@marrcc.ca).**

### **3. The Mayor’s Symposium on Sustainability (April 25<sup>th</sup>) – Holly Poklitar**

This all-day event was the launch of the *Speak Up Winnipeg* public consultation process to replace the current Plan Winnipeg. “New Leaf” and rebranding opportunity for Winnipeg.

- In the morning, all participants spoke for 30 seconds to talk about their vision of sustainability. In the afternoon, there were round table discussions from which notes were taken on specific issues.
- General opinion: good idea, but will it work and will it be implemented?
- Outcome/Volunteer opportunity: <http://speakupwinnipeg.com> is a website that people can visit. It is a unique way to get your voice heard!

#### 4. Manitoba Eco-Network Board Representative

- BttF is a member of the Manitoba Eco-Network. Anne Lindsey has asked us if we could have one of our members sit on the board, which has one representative from each of the member groups.
- Volunteer opportunity: Does someone from BttF want to participate on behalf of BttF. Meetings are monthly. **If interested please contact Curt Hull.**

#### 5. Bike Map

- Launch was two weeks ago and things went well
- 7500 copies printed, available at all bike shops. These will be sold at bike shops and given away at active transportation events.
  - Should BttF diversify its revenue streams and sell maps?
  - We could print labels and put “this map complimentary of BttF” on the front.

#### 6. Membership Renewals – Rob (detailed report attached)

- When people get maps, should they receive a complimentary membership? Connecting BttF with the map could be a very powerful connecting tool. This would create work for those who are handing out the map but it would be worthwhile.
- Rob is working really hard on connecting with Bike Shops on this issue.
  - Perhaps when people buy bikes, they could receive a map with BttF’s contacts on it.
- Idea: It may not be possible this year, but if we got spoke cards plasticized this may be an option.
- Memberships have to be ‘sold!’ This is a “warm fuzzy” sell. The best opportunities to sell memberships are in person or on the phone. Can BttF members be present at bike shops or specific events to try to sell memberships?
- The membership initiative is more tedious than anticipated, but in the last month we gained 100 members.

#### 7. Ciclovía – Anders

The plan is to close streets completely to cars on September 13th, with fun and exciting activities on the boulevard. Next year there will be 3 closure dates.

- Route is almost complete – Broadway, Spence, Mostyn, one lane on Maryland and Wellington Crescent.
- Traffic engineer will try to figure this out with other City employees

#### 8. Green Leap Forward – Curt

This is a promotional campaign coordinated by RCM.

- Mascot: Terra the Frog, who promotes AT as a component of a healthy lifestyle. Recreational activities can be transportation activities. If you want Terra the Frog at any of your events, go to webpage at <http://greenleapforward.ca> for info. There is a link to it from the BttF website.

#### 9. Finances – Curt (report attached)

- As per last month’s meeting, we are committed to spending \$2000 for Downtown Spirit and other start-up costs (to be recouped through BTWD if enough sponsorship is secured).

#### 10. Rapid Transit – Curt

- The Winnipeg Rapid Transit Coalition will be meeting with Dave Wardrop, who heads up Winnipeg Transit, on Tuesday May 19th. Gareth will be attending this meeting. They will be meeting about the lack of planning surrounding the bikeway inclusion of the Southwest Rapid Transit Corridor, and will receive responses to comments we put to Winnipeg Transit and City Council.
- The bikeway seems like an ‘afterthought’, if anything. Curt and Gareth have been working on this issue with specific politicians and representatives.
- There will be two Open Houses on this issue: May 25<sup>th</sup> and May 27<sup>th</sup> (see Mark’s City Committee report, attached).

- Some discussion was held about tactics to bring attention to this issue because we are not being heard. It was mentioned that we came into this planning as Bike to the Future when the city had already developed a good portion of the plan, so it makes sense this is an afterthought. We decided that it would be most appropriate to maintain our focus on diplomacy and advocacy, and to maintain our good relationship with the City.
- Some thought that this may be time to play hardball with media attention -- to express that we are not happy with the way things are working out. At the same time, the only time we have not been listened to was when we directly opposed something.
- We decided to prepare a brief about the issues surrounding cycling at the Open Houses and to stand outside and pass to people going in.
  - This would be constructive engagement, and we could change the direction
  - ATAC will prepare and distribute this information.
  - There is a very good "Street Film" that highlights Rapid Transit and Cycling infrastructure that can be watched at: <http://www.streetfilms.org/archives/las-orange-line-bus-rapid-transit-plus-bike-path/>

### **11. City Committee – Mark** (report is attached)

- City Committee has proposed a solution to Transit to enable a short tunnel access to the Rapid Transit Corridor.
- Gareth will be trying to get the point across: it's their job to make things work regarding AT access on the BRT corridor.
- Will write a solid report based on these meetings
- Mark's concerns: on Winsmart path, there are concerns regarding space for buses on the VIA path

### **12. Provincial Committee – Jeremy** (report is attached)

### **13. Bike Backpack**

Aphilath Vonguaras came to the meeting to introduce his Hybrid Backpack concept. More information is available at <http://www.hybridbackpack.com/>. He has generously agreed to donate several backpacks to Bike to Work Day for prizes.

### **14. T-shirts: Ben**

- Buy a T-shirt, get a free map? Good idea!

### **15. Posters**

- Anna Westlund has begun production of a Bike to the Future poster to put up in Bike Shops and around town. It will have a brochure pocket. Some discussion was had about text and colours. Adjustments to the poster will be made and reviewed internally.

### **16. Board Vacancies**

- There is still a Director at Large position open. If anyone is interested, please speak up and come to the next meeting!

**The next Monthly Meeting is on Tuesday June 8<sup>th</sup> at 5:30 at the Millenium Library.**

## **Summary of volunteer opportunities**

- Volunteers leading up to and on BTWD. Interested volunteers contact [Kristin@marrcc.ca](mailto:Kristin@marrcc.ca) or visit <http://biketoworkdaywinnipeg.org> .
- Please go to the <http://speakupwinnipeg.com> website and post a comment!
- We need a representative on the Manitoba Eco-Network Board on behalf of BttF. Meetings are monthly. If interested, please contact Curt at [chull23@mts.net](mailto:chull23@mts.net) .
- There is still a Director at Large position open. If anyone is interested, please speak up and come to the next meeting!

## City Committee report – Mark Cohoe

### Ikea Rezoning

An appeal of the Ikea decision was submitted to the city of Winnipeg's Property and Development Committee. The appeal dealt with the placement of bicycle racks, and with the private accesses that will cross the existing bicycle paths along Sterling Lyon and Kenaston. The appeal was heard on May 5<sup>th</sup>. Unfortunately, I was late in getting back from a work trip and could not attend. The appeal did not succeed.

All documents can be viewed through the BttF website, in the publications section (<http://biketothefuture.org/design-for-the-future/bttf-publications>).

I have been contacted by new River Heights City Councillor John Orlikow, and will meet to discuss the issue further on May 21<sup>st</sup>. I will call Paul McNeil of MMM Group to discuss as well.

### Downtown Bike Lanes

I attended a meeting to review the downtown bike lanes with the City on May 8<sup>th</sup>. The City is planning on having bike lanes (some interspersed with sharrows) on Ellen/Carlton (William to Broadway) Hargrave (Broadway to William), Garry (Ellice to Assiniboine), Fort (Assiniboine to Portage), and Princess (Alexander to McDermot). King Street between Bannatyne and Henry is also under consideration for a bike lane, but will only be striped with a wide curb lane this year as widening of the roadway is required for a bike lane. The bike lane on Princess will be on the left hand side (the others will be on the right hand side) to avoid restricted parking in the right hand lane.

Regarding sections along the roadways where they are using sharrows, the city remains very reluctant to paint sharrows in the middle of the lane to encourage single file shared use of the road. Transportation Association of Canada (TAC) guidelines call for sharrows to be painted in the middle of the lane when the lane is less than 4m wide, indicating that a cyclist are entitled to the full lane on such sections. Apparently, the city did not support this aspect of the TAC specification. The section of Hargrave between Graham and Portage is the most contentious. We feel that this section should have the sharrows marked down the center of the lane, but the city feels that traffic speeds are too high here. The city will re-stripe the lanes on this section at 13' and 10.5' with a sharrow painted .75m from the curb, but will observe how this works and consider moving the sharrows to the middle of the lane if they feel that is appropriate.

The city will consider marking sharrows in the middle of lanes where speeds are slower (for example in roundabouts). The section of Notre Dame linking Arthur to Garry will get sharrow markings in the middle of the lane.

Where the bike lanes approach intersections where right turns are allowed, the city will look into removing some of the on-street parking to allow for more queue space for turning cars so that they will not block bike lanes. They are also considering adding on-street bike parking to mark the end of parking. This on-street bike parking would be on a movable platform that is 4-5" off the pavement.

Where there is a 4' bike lane next to a 9' parking lane, the city will look into painting a line at 8' to mark the edge of parking, and will consider cross-hatching the space between the parking lane and bike lane to discourage usage.

The city will have 2 crews working on AT pavement markings over the summer. The lanes and sharrows should be painted by the end of May.

### Rapid Transit Open Houses

The City of Winnipeg is holding two public open houses for the Southwest Rapid Transit Corridor to be built from downtown to Jubilee Avenue. Here are the details:

*May 25<sup>th</sup> 4:00pm - 8:00pm, Masonic Temple, 420 Corydon Avenue (at Confusion Corner)*

*May 27<sup>th</sup> 4:00pm - 8:00pm, Winnipeg Convention Centre*

## **Membership Committee report – Rob Cosco**

April has been a busy month for us as we began our t/p campaign to approach all 697 members on our membership list. Approximately half of these members are a result of the Complimentary memberships that we gave out during bike to work day last year. Somehow I thought that the whole campaign would be less tedious than it has turned out. Many people have changed t/p numbers and email address', this combined with the difficulty of catching people at home has added up to a great deal of time being expended with what appears to be limited success. Limited in that I was maybe unrealistically hoping for a 50% success rate in resigning members on our email list. It appears now that we may be renewing approximately 25% of those cyclists that were contacted. We started the campaign with 139 members, We are now around the 240 mark. The t/p campaign has not finished yet and hopefully we will get more renewals. More speaking and outreach contacts will need to be developed on an ongoing basis.

There have also been some complications with Bike Shops who had agreed to give out free "complimentary " memberships to anyone who purchases a bike in their shop. Due to a variety of reasons this method of obtaining more cyclist information has at this point not been successful. It appears that the shops are just too busy to follow through with getting cyclists to fill out our membership forms. It is unfortunate as I had anticipated gaining many more contacts that we could include on our monthly email list to pass on cycling information. I will continue to work on this and other ideas to gain new membership connections. There is certainly a disconnect between BttF and the local shops, a difficulty that may actually take years to nurture and cultivate.

## **Provincial Committee report – Jeremy Hull**

### **Provincial Active Transportation Advisory Committee**

Minister Jim Rondeau announced the formation of an Active Transportation Advisory Group last week. Rondeau noted the group will look at provincial bicycle policy, development of multi-user recreational trails and ways to incorporate both recreational and commuter trails into an overall network. They will also make recommendations on improved signage, bicycle safety, cycling tourism and assess the economic benefits of Active Transportation infrastructure. The group includes 10 appointees: Janice Lukes (Chair), Terry Zdan, Anders Swanson, Russell Wychreschuk, Tim Deacon; Marcela Rivera; Mark Cohoe; Pat Locken; Gary Ewen; Murray Haukaas; and Steve Paulson. Four of these appointees are members of Bike to the Future, although all are being appointed as individuals rather than as organizational representatives. Their backgrounds were described in the news release (see below).

### **Delegation to the NDP Caucus**

Following our request last fall, we have now been scheduled to make a presentation to the NDP caucus on June 24. Members of the BttF provincial committee are in the process of preparing for this presentation, which will be a follow-up to our presentation in March 2008 and to our 2009 budget submission. We will also contact opposition parties and ask if they would like us to make our presentation to them at about the same time.

### **Appointees to the provincial Active Transportation Advisory Group**

Janice Lukes (Chair of the Advisory Group)

Janice has an extensive business and marketing background and 7+ years involvement in developing trails in Winnipeg and other parts of the province. She serves or has served as Executive Director – Winnipeg Trails, Director – Manitoba Recreational Trails, Bishop Grandin Greenway, and Red River Floodway Trails Coalition.

Terry Zdan

Terry is currently the Research Director for the Centre for Sustainable Transportation. He has worked in sustainable development for 3 decades focusing on transportation. Terry has a Masters degree in Environmental Design. He spent the last 10 years as a policy consultant for Manitoba Transportation and Government Services, Manitoba Conservation, and the Sustainable Development Coordination Unit. Prior to his work in Manitoba he was a consulting and project manager, environmental economist/planner/coordinator and urban and regional planner in Alberta.

Anders Swanson

Anders is currently an apprentice with the Natural Cycle Worker Co-op. He is an expert in bicycle mechanics, sustainable economic development and involved in trails and alternative transportation organizations, too numerous to mention.

Russell Wychreschuk

Russell is a retired teacher and long distance truck driver. Russell has a Physical Activity major and has coached many sports teams at most age levels.

Tim Deacon

Tim is a retired firefighter who builds and designs bicycles. He is a member of the Manitoba Cycling Association. Road safety issues are his concern.

Marcela Rivera

Marcela is a graphic designer for Prairie Architects and has a background in city planning and design. She has worked for the City of Winnipeg, Westminster Housing Society and various urban planning research groups.

Mark Cohoe

Mark owns the business Total Client Services. He serves on the board for Bike to the Future and Manitoba Chapter of The Canadian and Wilderness Society.

Pat Locken

Pat is a retired business education instructor. She is concerned with issues affecting individuals with disabilities and providing community-based recreational activities for youth. Pat was the Board President and later Fundraising Chairperson for the Movement Centre of Manitoba Inc. and has extensive experience working with persons with disabilities.

Gary Ewen

Gary is a staff representative of Manitoba Government and General Employees Union. Gary is an active motorcyclist and active in motorcycle groups and highway safety issues.

Murray Haukaas

Murray owns Twin Motors, The Pas Collision and Glass and MKH Ventures Inc. Murray has experience in financial planning, marketing, and business development. He has also been involved in the community as a Director, President and past President of The Pas & District Chamber of Commerce and Executive member of The Pas Minor Hockey Association.

Steve Paulson

Steve is Executive Director of Teen Challenge of Central Canada Ltd. Steve has experience as a director of a non-profit organization involved with recreational activities for youth. He is also involved with a free tow and vehicle scrappage program providing vocational experience to youth. Steve would be able to provide a perspective on how to get youth involved in active transportation initiatives.





**General Ledger**  
- Apr 1, 2009 to May 11, 2009

Date written	Bank Date	Acct	Payee	Memo	Ck#	CR	DB	Balance
<b>01-Apr-08</b>								
				<b>Balance Forward</b>				\$ 4,335.37
	16-Apr-09	T-shirts		3 x \$15			\$ 45.00	\$ 4,380.37
	16-Apr-09	Donation		ATM Deposit - ASSINIBOINE			\$ 20.00	\$ 4,400.37
	16-Apr-09	Membership		ATM Deposit - ASSINIBOINE			\$ 170.00	\$ 4,570.37
	30-Apr-09	Interest		Credit Interest			\$ 0.08	\$ 4,570.45
15-Apr-09	06-May-09	Admin cost	MB Eco Network	MEN Membership renewal.inv#676	50	\$ 50.00		\$ 4,520.45
	06-May-09	Presentations	Curt Hull	StreetFilms shipping for Millennium Library videos \$45 USD	52	\$ 57.30		\$ 4,463.15
	07-May-09	Membership		External Deposit PAYPAL PTE LTD			\$ 393.04	\$ 4,856.19
	08-May-09	Presentations	Jackie Avent	Webinar cost	51	\$ 25.00		\$ 4,831.19
24-Apr-08		Conference		Journal entry - ck#12 stale dated	12		\$ 30.00	\$ 4,861.19
8-Jul-08		Conference	Planners Plus	To replace ck#12 - Oct07 Green Conference	35	\$ 30.00		\$ 4,831.19