



Bike Edmonton

2018 Annual Report

Registered Society #50231647

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# BIKE edmonton

Learn how to fix your bike and ride in the city. Buy a refurbished bike, or donate a disused one. Meet other cyclists, and help us advocate for a vibrant city.

Whether you ride once a week, 265 bike-friendly days a year, or year-round, Bike Edmonton gives you the tools you need to enjoy cycling.

Established as the Edmonton Bicycle Commuters Society in 1980 and now known as Bike Edmonton, we operate two volunteer-run community bike workshops, provide cycling education for all ages, host events with community partners year-round, and represent you at City Hall.

We work with children, youth and adults to make cycling accessible for everyone, because we believe that an Edmonton where anyone can choose to cycle is an Edmonton that's better for all.

Our mandate is to make cycling in Edmonton safer and more accessible and widespread as a means to improve quality of life in the city. We provide bicycle services, resources, education and representation, to promote the bicycle as a healthy and economical mode of travel.

## **VISION STATEMENT**

Everyday cycling in Edmonton is safe, widespread, and accessible to people of all comfort levels.

## **MISSION**

Bike Edmonton is a non-profit society dedicated to making everyday cycling in Edmonton safer and more widespread by providing bicycle services, education, and civic representation. We promote the bicycle as a healthy, economical, and ecologically sound mode of transportation.

## **OBJECTS**

1. To provide, administer and maintain a multi-use facility for Edmonton and area dedicated to providing cost-effective, do-it-yourself bike repair facilities and access to an environmentally sustainable, economical means of transportation,
2. To educate the public by providing courses, seminars and workshops about bike mechanics and/or safe and effective riding,
3. To extend services to marginalized members of the community as well as new-comers,
4. To facilitate communication between cyclists and governments or others to improve bicycle infrastructure and policy, and
5. To assist the Edmonton community at large in the promotion, encouragement and understanding of cycling culture.

# Message from the President

*Jeremy Shepherd*

It's amazing how fast a year can pass since becoming the incoming president. The past president had been in that role for 4 years and when he announced it was time to move on, I was encouraged to step forward and take on that role. I would like to acknowledge the hard work and dedication of the past president who has since retired from the board but continues to support Bike Edmonton as a volunteer on the administrative committee, in the shops and in other ways.

I have been a board member with Bike Edmonton for two years and on the executive as president for one year. During that time I have seen first-hand the dedication and commitment of the volunteers on the board, the full time and part time staff and also all the volunteers in our community bicycle workshops. One of my goals early on as a board member was to streamline processes and set some vision for the future for the organization. Changing the long standing, familiar, and perhaps endearing name of the organization from the Edmonton Bicycle Commuters Society to Bike Edmonton was difficult for some, but I hope points to the fact that rebranding under a new name is an opportunity that we have embraced to re-energize the Bike Edmonton organization. We continue to evolve as an organization that serves not just the 'commuter' cycling community, as the old name suggests, but sees ourselves as partners with the broader cycling community, the City, business, communities and individuals in supporting a vibrant, inclusive, active, healthy and safe urban environment.

I would like to take a moment to highlight a few of the other accomplishments of the board and Bike Edmonton. Board members and staff engaged in a strategic planning meeting that was led by an Alberta Culture facilitator who guided us through a thoughtful process about our future directions and priority actions. This was well received by all in

attendance. I would like to share one of the insights for me during that exercise. Although I have always known we are a volunteer-run organization, I realized that we create opportunities for volunteering that goes beyond the needs of the organization and the cycling community. Volunteering with Bike Edmonton not only gives back to the community but also provides self -development in many different ways by enhancing and learning new skills, in exploring values, in social development and making friendships, and in building self-confidence and competencies that will be valuable in other community endeavors and workplaces. I would encourage any of our members and new members to consider volunteering for the many rewards it brings.

I am pleased to report that we have renewed our lease at our North Community Workshop for another 18 months. This provides an opportunity to continue to serve a diverse biking community including those north of the river and some of Edmonton's more marginalized groups, while keeping the option for a new location open in the short term. I am quite excited along those lines to hear that we have a proposal in place for a Community Membership with the Boyle Street Community Services. I would like to thank our past president Jonathon Woelber for following through with this initiative.



The Community Membership is a pilot program that will provide access to shop services and some basic parts to a number of individuals at no cost to the individual.

We have also seen the introduction of new shop fees which we hope will help address increasing operational costs. Shop fees had not increased in a number of years and we agreed to increase shop costs in August 2018 to better reflect the value of our services. We continue to offer Bike Edmonton memberships which provide significant savings to shop users and continue to use our discretion where shop fees may appear a hardship. We introduced a spring bike sale which was a great success, selling over 80 bicycles in excellent

mechanical condition during that one-day sale. This will become an annual event that helps launch the spring biking season.

At the Annual General Meeting we present the Budget for the upcoming year and seek nominations for new and ongoing board members. Again, for those who are interested in board governance, we are always looking for enthusiastic and energetic volunteers to sit as directors and to provide oversight, governance and direction to this exciting and unique community organization. In building the budget for 2018-2019 it became apparent that in order to maintain a financially viable and sustainable organization that meets its responsibilities to its members, its employees and the community it serves, will require a focus in several areas. One such area is that of financial sustainability through fundraising, partnerships, corporate donations and other means. We are examining how we generate revenues, such as through our programming and services and sales activities to ensure those programs remain revenue positive where we can. This is a balancing act as we strive to offer a range of affordable programming, education, bike maintenance, youth programming and inclusive services to a diverse population and community organizations. Finally, a key area in all our endeavors as a volunteer run non-profit organization is our volunteers: recruiting, retaining and developing our volunteers is a critical focus for our long term success.

Looking ahead, it will be an exciting few years as we implement our strategic planning goals, grow our membership and volunteer base and build a sustainable organization with a view to the future.

Thank you,

Jeremy Shepherd

President, Bike Edmonton

# Report from the Executive Director

*Chris Chan*

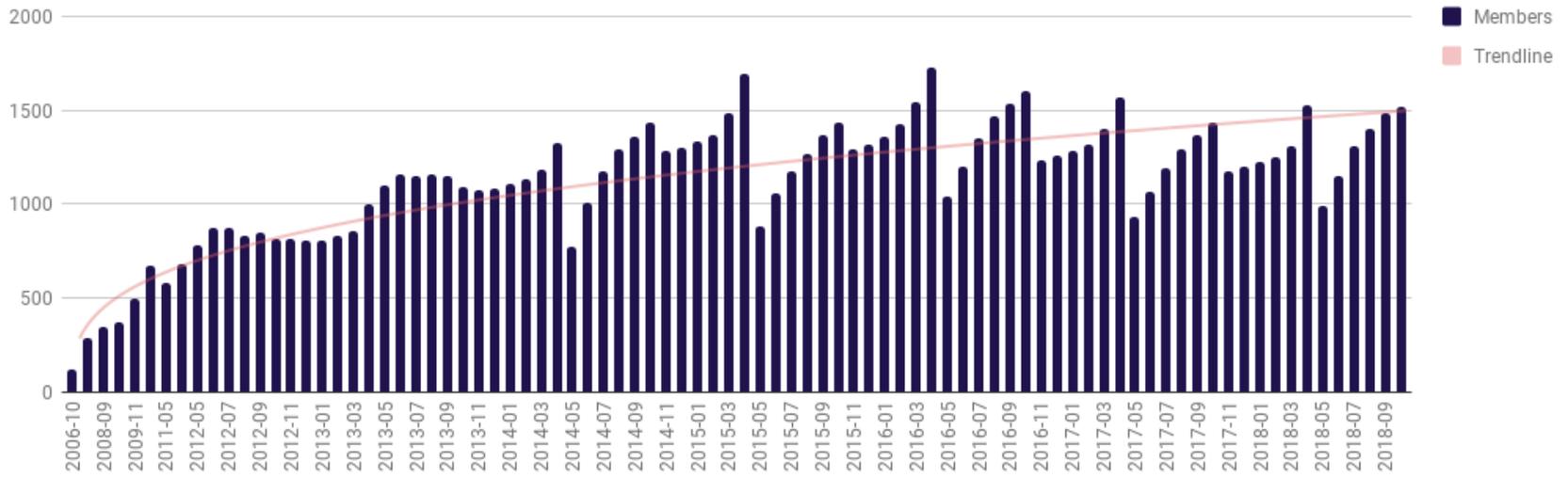
We continue to focus on maintaining, growing, changing or retiring, and supplementing our programs and activities as appropriate.

This year we achieved a 9% increase in membership year-over-year. With plans for a revamped member management system and a membership drive to encourage renewals, we aim to continue growing our membership numbers consistently.

Though paid shop time at our community workshops decreased 4% from last year (to 2700 hours), revenue increased 10% while expenses decreased 14% (not including staffing costs, which remained stable). Various factors contributed to these shifts, but we will continue to explore ways to increase shop utilization while avoiding overcrowding during the busy months.

As part of our ongoing program reviews, this year we discontinued our regular bike rental program. Increasing costs of the program, as well as an increasing number of local rental options led us to this decision. When we began offering rentals in 2010, the program was a good revenue generator, and also provided a needed service in Edmonton where no other option was available, enabling people to ride who otherwise wouldn't have been able to. Between other rental offerings and the likely arrival of dockless bikeshare, we chose to sell off our rental fleet and reallocate our resources. We intend to increase focus on bike rack rentals and tandem bike rentals to maintain future rental income.

# Members



# Treasurer's Report

*Ali Charkeih*

Bike Edmonton has been generating strong revenue over the past fiscal year. We held a very profitable spring bike sale event compared to prior years. However, during the entire fiscal year, our total deficit exceeded that which we had originally budgeted for.

In the previous year, the board presented a budget of 18.4K. Our deficit exceeded that figure by 30% accumulating to a total deficit of 27.3K; and a 62% increase in the deficit in comparison to the prior year (10.4K). This deficit includes a planned \$5,000 spent on rebranding, in addition to multiple grants which had been budgeted for but which were not received. A planned renovation of the North Workshop, with costs of \$10,000, was deferred to the 2019 fiscal period due to budget constraints, availability of preferred vendors, and to avoid the busy season.

Below are the changes of the significant line items in the financial statements between the 2017 and the 2018 fiscal years:

- Total revenue decreased by 30% (104K)
- Sales and other revenue increased by 2% (5.2K)
- Donations and grants received decreased by 280% (65.4K)
- Total expenses decreased by 32% (89.7K)
- Payroll maintained the same at 158K
- Operating and other program costs decreased by 49% (93.4K)

- Total Assets decreased by 25% (46.1K)
- Cash and cash equivalents decreased by 31% (56K)

The large changes in revenue, expenses, and assets are primarily due to the one-time transfer of the You Can Ride 2 program from our organization to our community partner.

### **Proposed Budget:**

Based on our decreasing cash reserves, we have decided to propose a balanced budget. Staff have proposed increased revenue generation opportunities through existing day-to-day operations and targeted fundraising, and we believe the projects that management will be working on during the 2019 fiscal period will impact our bottom line positively.

### **Items that will impact our budget for 2019:**

- Increase in shop fees from \$2/hr to \$3/hr for members and from \$5/hr to \$8/hr for non-members. We expect an increase of approximately \$5,000 in incremental revenue from these adjusted rates
- During 2018, we unfortunately had several break-ins at our locations, leading to significant unexpected costs of approximately \$6,000.
- The renovations initially budgeted for in the prior fiscal year will be included in this year's budget – as mentioned above.

## COMPARATIVE INCOME STATEMENT AND BUDGET

	Actual 2018	Budget 2018	Budget 2019
<b>Revenue</b>			
Sales Revenue	219,491	228,828	252,353
Donations and Grants	23,231	46,665	26,670
Casino Revenue	44,443	43,200	44,443
Other Revenue	77	600	78
<b>Total Revenue</b>	<b>287,243</b>	<b>319,293</b>	<b>323,544</b>
<b>Expense</b>			
Staffing Costs	159,477	157,324	163,281
BikeWorks Operating Costs	123,748	148,902	138,635
Other Program Costs	6,750	6,800	1,456
Communication Costs	7,846	10,000	5,067
Financial Costs	16,700	15,300	14,988
<b>Total Expense</b>	<b>314,521</b>	<b>338,326</b>	<b>323,426</b>
<b>Net Income</b>	<b>(27,278)</b>	<b>(19,033)</b>	<b>117</b>
<b>Total</b>	<b>314,521</b>	<b>338,326</b>	<b>323,426</b>

## COMPARATIVE BALANCE SHEET

	August 31, 2018	August 31, 2017
<b>Assets</b>		
Cash and Cash Equivalent	123,328	179,003
Accounts Receivable	9,898	330
Capital Assets	0	15
Prepaid Expenses	7,108	7,108
<b>Total Assets</b>	<b>140,334</b>	<b>186,457</b>
<b>Liabilities</b>		
Accounts Payable	5,694	0
Other Current Liabilities	0	24,545
Taxes Payable	4,025	11,714
Deferred Revenue	37,971	30,275
<b>Total Liabilities</b>	<b>47,690</b>	<b>66,534</b>
<b>Equity</b>		
Retained Earnings	92,844	120,123
<b>Total Equity</b>	<b>92,844</b>	<b>120,123</b>
<b>Total Liabilities and Equity</b>	<b>140,534</b>	<b>186,657</b>

# Year in Review



## COMMUNITY BIKE WORKSHOPS

This year saw a 13% growth in revenue at our volunteer-run community workshops (formerly known as BikeWorks North and BikeWorks South).

Some indicators of sales, compared to last year, include:

- 712 bicycles (+8%)
- 1149 tubes (-1%)
- 980 tires (+8%)
- 1432 lights (+18%)
- 1709 cables (+7%)

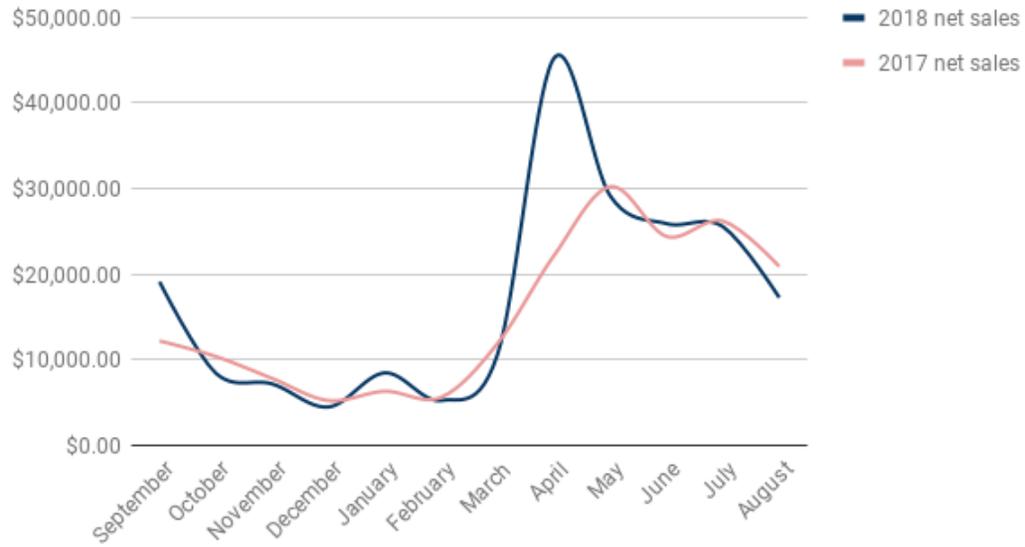
Patrons spent over 3400 shop hours fixing their bikes with the assistance of our 80 volunteers, who collectively contributed over 4500 volunteer hours in the shops, helping and teaching people to repair and maintain their bicycles.

Our part-time staff bike builder Jan refurbished 154 bikes this year, up 36%. The work he does, both in building bikes for sale as well as helping to maintain the shop and teach classes, represents a significant contribution to our operations.

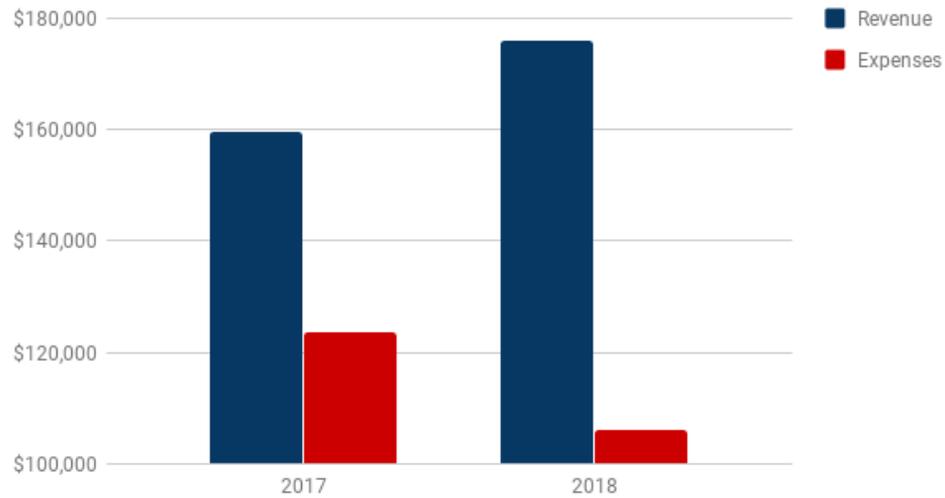
We also conducted 21 mechanical classes, 5 winter cycling classes this year, in addition to partnering with other organizations to offer additional classes.



### Net sales 2018 vs 2017 comparison



### BikeWorks Revenue and Expenses



## OUTREACH AND EVENTS

Bike Edmonton participated in dozens of community events this year, partnering with larger festivals and organizations such as the Heritage Festival, Edmonton Folk Music Festival, and Edmonton Symphony Orchestra, as well as numerous smaller events and groups including community leagues, farmers' markets, and ad hoc neighbourhood groups.

Bike Edmonton works with community leagues, media, arts and culture organizations, and other non-profits and businesses to provide bike repair and bike parking services. We also work with the City of Edmonton on many of their cycling-related events. Thank you to all of our partners in these events.

We can be booked to provide Lunch & Learn sessions, on-site bike repair services, supervised bicycle parking, and other bike-related consultation services.



## CIVIC REPRESENTATION

With last year's opening of the downtown bike network, and the completion of more sections of protected bike lane on both sides of the river, Edmonton has seen the results of many years of hard work from many people: more people are able to choose to cycle for more of their trips, in some cases more than doubling the number of people riding even in the first few months of a new section of bike lane opening.

Bike Edmonton continues to represent the interests of people who benefit from a more walkable, bikeable, livable city, as a stakeholder in many sessions on various infrastructure projects around the city, as well as at the provincial table discussing updates to regulations under Alberta's Traffic Safety Act.

The upcoming four-year municipal capital budget will present a significant challenge, and require concerted efforts by citizens and advocacy groups alike to call for funding for a southside bike network to connect Strathcona, Garneau and University to the downtown bike network.



## THE SPOKE

The Spoke is a free earn-a-bike program for youth aged 12-17. The program equips youth for cycling by providing equipment, knowledge and an urban adventure. Over the course of a seven week program, participants learn how to repair and maintain a bike, from start to finish. Each participant leaves The Spoke with the bicycle they built themselves. Beyond the goal of gaining mechanic skills, The Spoke builds confidence in seeking help, trusting that others will offer support, acceptance of different approaches to learning, and pride in working collaboratively in a shared space. The Spoke is about building relationships, community, ability, and confidence.

Everyone could benefit from joining The Spoke, but currently we focus on youth, and ensure that we include youth in need. The Spoke ran four sessions this year, each with an average of five youth participants each session. Through partnerships with organizations that help youth who are disadvantaged or youth with special needs, we work to ensure that the majority of youth participants are those who need the program the most. Over 75% of the Spoke participants in 2017 fit this category.

Each session could potentially have 6 youth participants. For many



years, despite the successes of the Spoke, it's been a challenge to fill each session. Reduced participation and a significant amount of administrative time were two hurdles we wanted to address this year. Building and expanding our partner agreements have helped attract and retain participants. By improving partnerships with organizations who help youth in need in 2017, we were able to fill sessions months in advance, while greatly reducing administrative time. Each participant in 2017 had a rate of approximately 95% attendance, up from the 2016 rate of approximately 85% attendance.

Throughout the year, the Spoke volunteers demonstrate the core values of the Spoke. They offer their skills readily, help out where they can, ask questions when they can't help, and continually learn both mechanical skills and skills to help the youth engage in our community. The youth are told that the best way to become a good mechanic is to be willing to ask questions. The Spoke volunteers demonstrate this positive and inquisitive approach to learning. This year there were 6 core Spoke volunteer mechanics and 3 volunteer mechanics who filled in when needed. Volunteers donated 182 hours to the program. Volunteers come from many backgrounds, offering experience in social work, education, program direction, parenting, and coaching. They share their experience with other volunteers after each evening where they set priorities and goals for the next class and for the overall program.

2017 saw an increase in youth who wanted to come back as youth mentors. The youth mentor program is designed to give youth a way to further their skills and continue to be part of this cycling community. Youth mentors join a Spoke session to

*Parent:*

*"My son can be stubborn and gets frustrated easily. He enjoyed every minute of this program!"*

### Spoke Participant Evaluation Questionnaire Results

- 100% of youth participants in 2017 liked the Spoke and would recommend it to a friend.
- 100% of parents or guardians reported that their youth were happy with interactions with volunteers, happy with what the youth learned, and that their youth were more confident that they could do mechanical activities.

help where they can mechanically, model positive learning techniques, and learn more about running a program. We had three youth mentors this year. One youth mentor has carried on over multiple years, consistently amazing us with her ability to learn mechanical skills and teach them, and another is considering joining us next session.

Spoke volunteers and youth mentor volunteers are heart of The Spoke. Thank you to our volunteers for your commitment to sharing your love of learning and your commitment to helping each youth excel and grow.

*Youth:*

“Everything is great. The volunteer was very helpful and friendly, as well as everyone else. The thing that was the best was everyone helping me out pointed out mistakes and told me how to fix them and if I went wrong they said that that was OK and helped me just keep moving. I probably won't be able to [be a youth mentor next year], but I wish that I could keep in contact with ... the mechanics. It was one of the best camps that I have ever been to and would definitely come back and help out.”

*Parent:*

“My daughter absolutely loves the class and looks forward to it every week. She wished it was offered more than once a week and always excited to tell us what she learnt and did in class. Out of all the things she has learnt, this is her favourite class...who would've known?”

## EDUCATION

### Junior High Support Program Pilot

Last summer we were contacted by a Crestwood Junior High School teacher who was interested in developing a bicycle component to the school's outdoor education program.

Bike Edmonton has extensive experience providing programming for teens, especially through our successful Spoke program, and we worked with the instructor to develop the program as a pilot. Lessons learned will help us expand to other schools, especially where the greatest needs are.

The pilot program teaches teacher and students basic bike mechanic skills. MEC generously donated bike stands and tools. Bike Edmonton also provided bikes, volunteer mechanics, administrative help, and contributed to course development, while Sport Central once again partnered with us to provide guidance and further bikes on loan. Sport Central, a long-time partner with Bike Edmonton, provides free sports equipment to kids from families with low incomes.

In its first year, the pilot program worked with over 50 students. We envision that cycling education can become a part of the regular school curriculum. In the coming years, we'll investigate duplicating the program in schools with greater need.





