



Bike Edmonton

2019 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

Bike Edmonton finished the year in a fairly strong financial position due to the funding we received from the spring casino, thanks to the many volunteers and staff coordination, successful grants, strong spring bike sales and busy community workshops. Our volunteers in our community workshops and at community events and other programming continue to make our presence in the community a successful one. As biking continues to grow in Edmonton, demand for our services also continues to grow.

In looking back on what we accomplished in the past year, we had some highs and some lows. We made significant renovations to the north community workshop inside, and outside we managed to repave the driveway which required removing and then replacing the fence.

At the South shop we refortified the bike hangers so that they were safe under the weight of all those bikes, another task that was accomplished with the help of many volunteer hands.

We continue to build relationships with the community through our outreach programs, including setting up and monitoring back racks at multiple events. Much of our programming would not be possible without the grants we receive. We coordinate pop up bike inspection and tune up events. Our youth Spoke program continues to reach out to youth to equip them with skills, confidence and their own bike through the 6 week program. We are interested in further sponsorship opportunities to expand this program during our slower winter months. We also provide some outreach

programming to schools on biking and safety; and we continue to coordinate workshops on building mechanical skills and winter biking among others.

Beyond the community programming and services that we offer, the success of Bike Edmonton is contingent on having a sound financial base, organizational continuity, and a vision for its future direction. An effective board is critical for the on-going success of Bike Edmonton as a non-profit organization. The board's main role is governing the organization and setting its direction, in line with our mandate and bylaws.

A number of board members are retiring from the board this year. Some were new and some have been with the board for a number of years. I would like to thank one of our long serving board members, Nancy Milakovic, who served for 4 years as our vice president, for her commitment and contributions to the board over the past 5 years. We are fortunate as a board to also have a committed group of staff responsible for our program operations with very low turnover.

We maintained three board committees in the past year. The Program Review Committee developed a logic model and evaluation form to provide a methodical approach to review and continuously improve our programming and set priorities moving forward. The Revenue Committee outlined three key areas for raising revenues and developed a bike friendly business certification program. Further work is required in implementing the work of the revenue committee. The Administration Committee: found itself responding to the need to transition our bookkeeping service and find a new treasurer. We are pleased to have retained the services of a new accounting firm for our bookkeeping and a potential new treasurer. A still-outstanding project from this committee is our occupational health and safety project, which will require dedicated resources in the coming year.

Looking ahead, our strategic planning work will need to look at optimizing our long term financial position through our staffing model, programming priorities and a risk assessment of our revenues obtained through casinos, grants and donations. The work of the three board committees will continue this work in the coming year.

Jeremy Shepherd

President
Bike Edmonton

Report from the Executive Director

Chris Chan

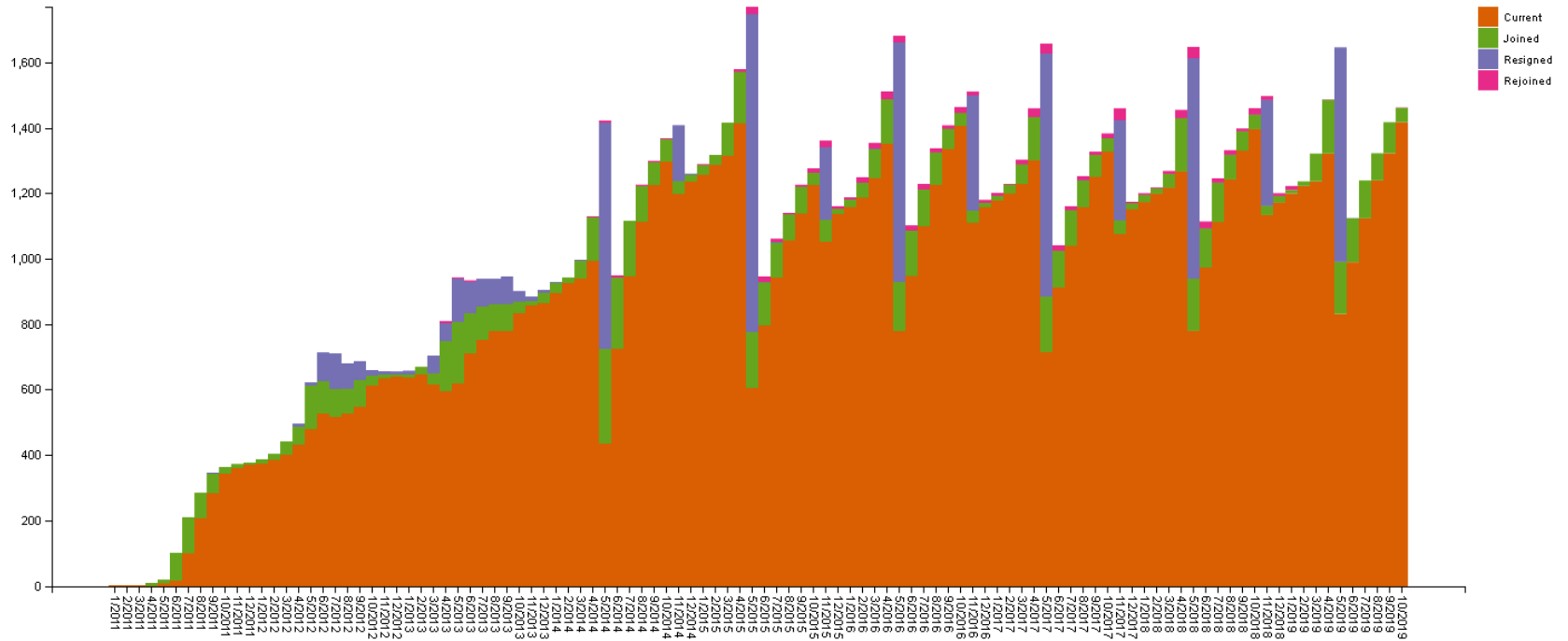
This year we implemented our new membership management system. The new system dramatically reduces staff time requirements, and also allows for automated renewal reminders, metrics, and other features that will help us to increase retention and renewal rates. Memberships represent a significant source of revenue for our organization, as well as lending strength to our advocacy position.

Volunteers in our community workshops helped the public for over 2380 hours of paid shop time. While this represents a drop of 12% from the previous year, we nonetheless saw an increase in revenue from shop fees of 14%, due to an increase in shop rates from \$2/hr to \$3/hr for members, and up to \$8/hr for non-members. We will continue focusing on options to ensure our shop and fees remain accessible and sustainable.

Shop revenues increased about 2.5% overall, with an increase driven by new and used parts sales, memberships, and donations (largely through very small changes, such as point-of-sale tipping prompts). The discontinuation of our general bike rental program led to a loss of rental fees, but has helped us focus on our more core mandates.

One focus this year was on ensuring institutional knowledge is better shared amongst staff and in documentation, to increase resilience.

Membership Summary by Month (2011 to 2019)



Treasurer's Report

Mike Sacha

Bike Edmonton continues to generate strong revenues, especially from the sale of ready-to-roll, reconditioned bicycles. It seems demand outstrips our capacity to get them ready for sale.

In fiscal year 2019, we presented a balanced budget based on aspirational measures for increasing revenue driven by a desire to reduce the prior-year deficit of (\$27K). The actual 2019 year end position was a surplus (\$7K). This indicates that many of the measures implemented were indeed successful. We have to commend the staff for being creative and working hard to put us on the path to balance.

The variance is mainly due to the following factors:

Gross Profit of \$279K was favourable to the budget by \$25K arising from:

- Grant revenue exceeded budget by \$29K
- Bikes rack sales were below projections by \$10K, bike sales below by \$20K, new parts sales below by \$3K, shop fees below by \$2K.

Total Expenses of \$292K were unfavourable to the budget by (\$7K) arising from:

- Communications costs favourable by \$1K;
- Renovation costs favourable by \$5K;

- Instructor fees unfavourable by \$2K
- Accounting fees favourable by \$1K
- Shop supplies unfavourable by \$5K
- And, miscellaneous minor variances in other categories.
- Also, in this period we applied for and received a property tax exemption. Based on the timing of the application, we will not be able to book the credit until FY2020. This exception will be perpetual and should translate into about \$14K in savings every year.

Proposed Budget:

Based on the decreasing cash reserves we have in our bank accounts, we have decided to propose a balanced budget.

Items that will impact our budget for FY2020:

- We now have an ongoing property tax exemption at both shops that will have a favourable impact on our rental payments;
- We may want to increase the number of ready-to-roll, quality used bicycles for sale by hiring a second bike-builder, part-time;
- We will commence a bike-friendly certification program. We anticipate this program to be revenue-positive but we have, conservatively, budgeted for only expenses (zero profits) in the 2020 period.

COMPARATIVE INCOME STATEMENT AND BUDGET

Bike Edmonton

FY2020 Budget

September 2019 - August 2020

	Total				
	Budget Sep 2019 - Aug 2020	Actuals Sep 2018 - Aug 2019	PY Actuals Sep 2017 - Aug 2018	Budget 2020 Change	Budget 2020 % Change
INCOME					
Sales revenue	201,428	182,661	189,423	18,767	10%
Rental revenue	966	1,932	3,887	-966	-50%
Other fees	8,281	8,281	7,420	0	0%
Membership revenue	16,889	16,889	15,018	0	0%
Donations	11,607	11,607	6,671	0	0%
Grants	32,961	44,374	16,560	-11,413	-26%
Casino revenue	37,145	39,273	44,443	-2,128	-5%
Other revenue	1,407	2,810	3,821	-1,404	-50%
Total Income	310,685	307,828	287,243	2,857	1%
EXPENSES					
Shop operating costs	108,399	113,404	116,875	-5,005	-4%
Other program costs	8,366	9,553	13,906	-1,186	-12%
Communication costs	4,495	4,170	7,846	325	8%
Financial costs	14,443	13,651	17,697	792	6%
Staffing costs	175,004	159,753	158,197	15,251	10%
Total Expenses	310,708	300,531	314,521	10,177	3%
NET INCOME	-24	7,296	-27,278	-7,320	

COMPARATIVE BALANCE SHEET

Bike Edmonton

Balance Sheet

As of August 31, 2019

	As of Aug 31, 2019	As of Aug 31, 2018	PY Change	PY % Change
ASSETS				
Current Assets				
Cash and Cash Equivalent	173,876	123,328	50,548	41%
Accounts Receivable (A/R)	<u>462</u>	<u>9,898</u>	-9,436	-95%
Total Current Assets	<u>174,338</u>	<u>133,226</u>	41,112	31%
Total Non Current Assets	<u>7,308</u>	<u>7,308</u>	0	0%
TOTAL ASSETS	<u><u>181,646</u></u>	<u><u>140,534</u></u>	41,112	29%
LIABILITIES & EQUITY				
Current Liabilities				
Accounts Payable (A/P)	3,267	5,694	-2,426	-43%
Credit Card	168	0	168	
GST/HST Payable	<u>2,546</u>	<u>4,025</u>	-1,479	-37%
Total Current Liabilities	<u>5,981</u>	<u>9,719</u>	-3,737	-38%
Non-current Liabilities				
Deferred Casino Revenue	75,529	37,971	37,558	99%
Deferred Grant Revenue	<u>0</u>	<u>0</u>	0	
Total Non-current Liabilities	<u>75,529</u>	<u>37,971</u>	37,558	99%
TOTAL LIABILITIES	<u><u>81,510</u></u>	<u><u>47,690</u></u>	33,820	71%
Equity				
Retained Earnings	92,844	120,123	-27,278	-23%
Profit for the year	<u>7,292</u>	<u>-27,278</u>	34,570	-127%
Total Equity	<u>100,136</u>	<u>92,844</u>	7,292	8%
LIABILITIES AND EQUITY	<u><u>181,646</u></u>	<u><u>140,534</u></u>	41,112	29%

Year in Review



COMMUNITY BICYCLE WORKSHOPS



This year saw a modest 2.5% growth in revenue at our volunteer-run community workshops. While smaller than last year's 13% growth, we recognize that we have seasonal capacity issues that create significant challenges for fast growth. Weather is another factor beyond our control that affects our sales, and 2019's notably smoky spring and rainy summer tempered what are usually our busiest days.

Last fall we closed our north shop to renovate, improving the shop layout, increasing usable merchandising space, and creating a safer, more welcoming environment. We also quadrupled bike storage capacity. The result has been well-received by patrons and volunteers, and a financial success as well. Despite the closure, north shop revenue increased 19%. Thanks to the increased capacity to store bikes for sale at the north shop, we were able to forgo the extra time & expense of holding a big spring bike sale event while still maximizing choices and personalized attention for shoppers and program participants. This investment in our North Community Workshop reflects our commitment to continue to serve and support people riding bikes in north-central Edmonton. The year ended with Bike Edmonton having more bikes available than any previous time in its history.

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

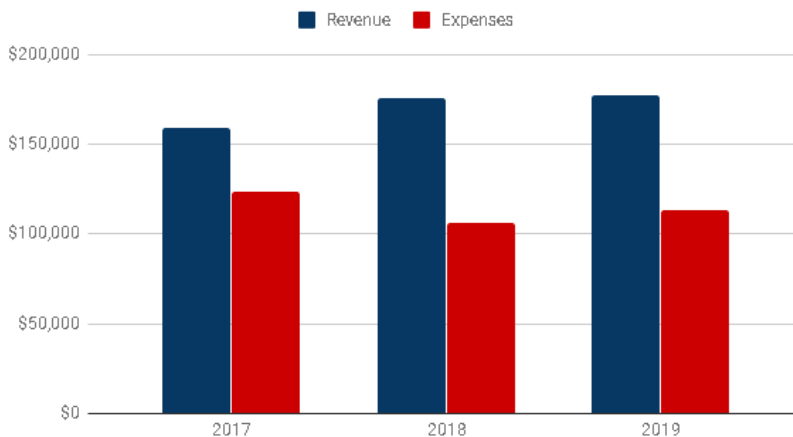
- 630 bicycles (-12%)
- 1241 tubes (+8%)
- 951 tires (-3%)
- 992 lights (-31%)
- 1744 cables (+2%)

Patrons spent over 2380 paid shop hours fixing their bikes (plus additional hours which we often opt not to charge) with the assistance of over 130 volunteers, who collectively contributed over 4100 volunteer hours in the shops, helping and teaching people to repair and maintain their bicycles. We ran 16 volunteer orientations to bring in new volunteers.

Our part-time staff bike builder Jan refurbished 170 bikes this year, up 10%. 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.

In addition to the estimated 2400 individuals we assist with everything from a simple question to a full overhaul during our regular drop-in hours, we taught bike mechanics to over 90 students in 22 formal mechanical courses this year. On top of this, we ran 5 winter cycling classes in the shops, plus partnering with other organizations to offer additional off-site classes.

Shop Revenue and Expenses



Bike Edmonton’s Community Bike Workshops continue to be an essential service for Edmonton’s cycling community, and the physical heart of Bike Edmonton’s operations. Here is some feedback from shop users over the past year:

“It was busy and there was a wait time, however, the service was excellent. Very insightful. John went above and beyond to help me find a bike that fit and was within my budget. John and David both answered my questions in terms of best practices and how to maintain my bike.”

“The women only time was awesome. Fantastic volunteer support!”

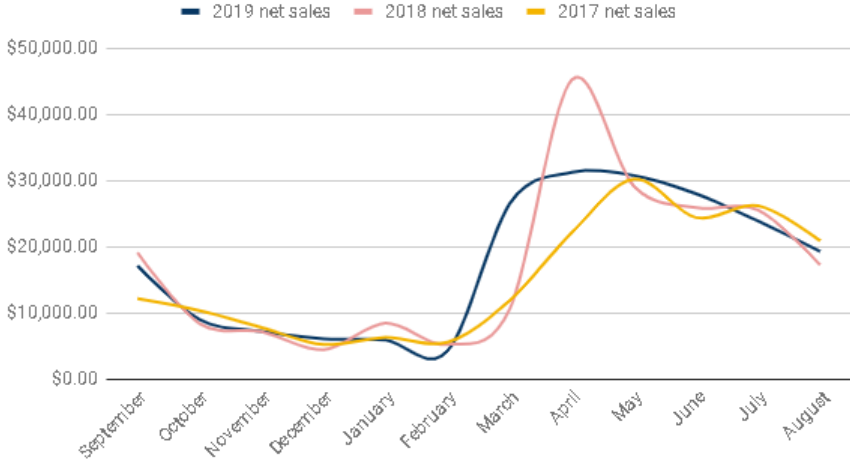
“Enthusiastic volunteer!!!! Your biggest asset!”

“Thanks for the non-judgemental way you helped out a beginner.”

“The gentleman helping us was so into making sure we got what we needed, it was a great experience and super painless.”

“Without the help I could not afford to repair the bike my son needs to be able to go to school.”

Net sales comparison



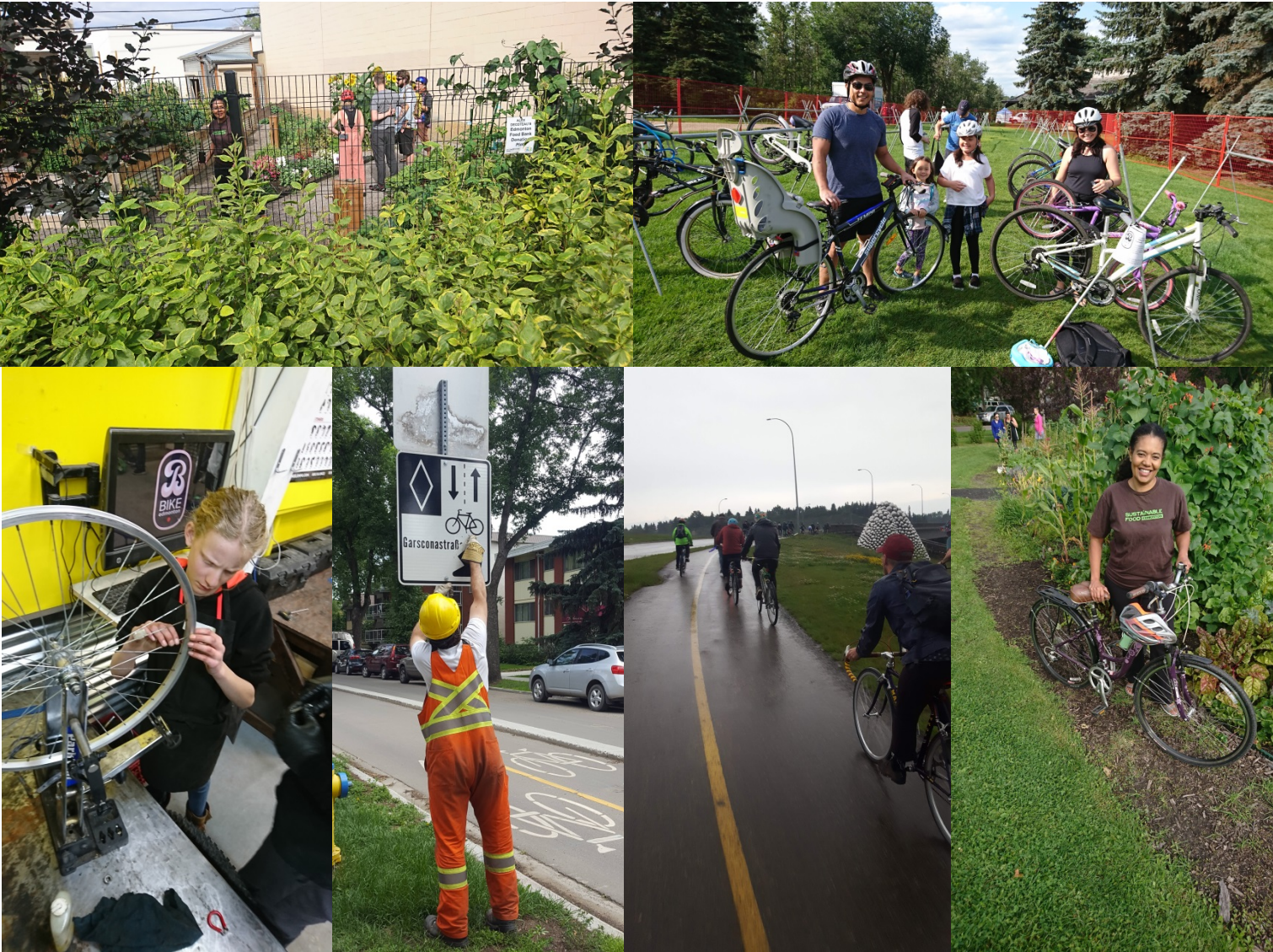
OUTREACH AND EVENTS



Bike Edmonton participated in over 36 outreach events this past year, with several events lasting two to three days. We supported Edmonton cyclists by partnering with larger festivals such as Heritage Days, the Edmonton Folk Music Festival, Interstellar Rodeo, and VegFest 2019. We also participated in smaller events organized by community leagues, businesses, farmers' markets, and service organizations.

Services include providing supervised bicycle parking, bicycle parking rack sales, mobile mechanical tune up stations, presentations, and guided urban bicycle tours. When partners can pay for services, it contributes to our financial health. Funds from our general revenue or from grants allow us to offer more services, free of charge. This year, through the generosity of grants from the City of Edmonton, Government of Canada EcoAction, and the Alberta Transportation and Safety Fund, we were able to direct more free of charge services to outreach, especially to those in need.

Last year we started the Boyle Street Community Services Membership Card program which allows approved patrons of Boyle Street Services to free services at our North Community Shop on Thursday nights. To bring awareness to this program, we offered a free bicycle tune up session each month from March to September, alternating the location between the Boyle Street Services Centre and the Bissell Centre. Although Bike Edmonton has partnered with Boyle Street Services to share resources for decades, this year marks the first time we've had a special membership program coupled with regular monthly tune up sessions.



CIVIC REPRESENTATION

While civic representation continues to be an important focus of Bike Edmonton, we maintained a less publicly prominent approach this past year, focusing our limited resources instead on stakeholder consultations, as well as providing research and support for other advocates.

We strongly support the voice and the efforts of Paths for People to build a better city for everyone, through their events, such as the Open Streets Party in August, as well as their Missing Links and other projects.

We also support the Alberta Cycling Coalition in encouraging long overdue updates to provincial traffic regulations: more than just technical legislation, these updates, including a safe distance passing law, can have a significant impact on safety for road users. Thankfully, though we still saw injuries on city streets, we did not need to place any fatality-related ghost bikes this year. Better bike infrastructure has helped improve safety, even while more people are cycling.

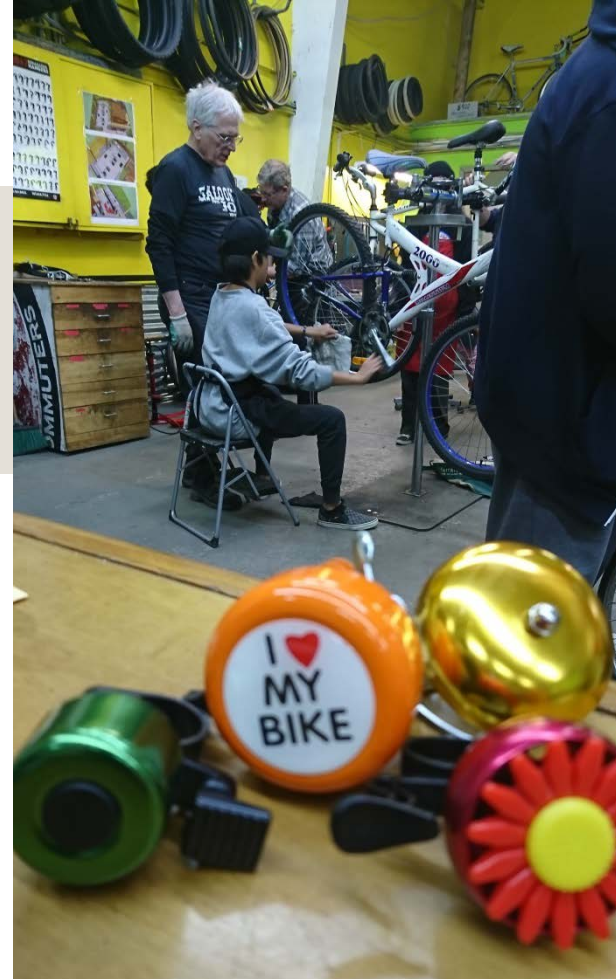


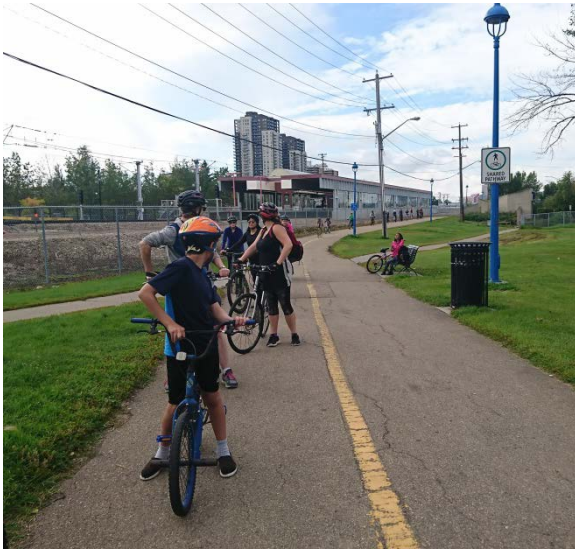
THE SPOKE

The Spoke is a free earn-a-bike program for youth aged 12 - 17 inclusive. The program equips youth for urban cycling by providing mechanical and on road knowledge. During the course of a Spoke session, youth work one-on-one with volunteers to build up a bike. The youths earn a bike, a helmet, a lock, lights, and a bell by learning collaboratively and building up their own bike. On the last evening, youth learn some basics about on road riding when we take their newly built bikes out for a group ride.

Beyond teaching the practical aspects of mechanics and urban cycling, the Spoke builds relationships, community, and confidence by embracing challenges and providing opportunity for people to learn, regardless of their learning style. In the shared

space of the North Community Workshop, volunteers demonstrate the joy of learning by actively engaging in learning opportunities themselves and by asking questions when they don't know how to proceed. Some youth come to the Spoke with a knowledge of community and the joy of learning. For many youth, especially those youth who have had a more difficult childhood, the open and supportive learning environment is new and scary. By focusing on supporting these youth, the Spoke's greatest contribution is helping youth learn that there are positive ways to approach problems. The volunteers often note that bikes not only take us to fun places, but by being engaged in a community bike initiatives, a world of great adventures and relationships is open to us.





Overall this year, the Spoke served 24 youth, with 4 youth returning to participate after graduating from the first level. At least $\frac{3}{4}$ of the participants were youth with economic and /or social disadvantages. The Spoke ran for four sessions, each session consisting of 7 evenings. Three sessions welcomed new youth each time, while one session had only returning youth. During this special session the returning Spoke youth were able to continue their mechanical instruction as well as participate in our scheduled review of the Spoke curriculum. Both youth and volunteers contributed to brainstorming sessions and program review. The process resulted in small series of checklists and instructional guides that youth and volunteers can use during the sessions. Youth can record their progress in the duotang of documents and they take it home in the end as a record of their accomplishments and a guide to approaching future mechanical challenges. We also decided to change the name for returning Spoke graduates from

'Youth Mentors' to 'Spoke Level 2 Youth'. This new title acknowledges that we accept youth who want to come back to the program to further their education and contributions, but we don't expect them to be ready to lead other youth yet.

During this eventful year, we were approached by the Alberta Mentoring Partnership organization. The Alberta Mentoring Partnership works to increase the number of quality mentoring opportunities for youth across the province. In discussion with this organization, they generously offered to produce a new video for the Spoke, one which shows the robust value of the Spoke through the words of the volunteers and youth interviewed. That video will be made public in the next few months.

The results of our exit surveys for the program help us improve the Spoke and let us know what's working. 100% of Spoke youth last year said they like coming to the Spoke and felt supported in their work.

100% of parents and guardians that sent youth to the Spoke this year would recommend the Spoke to others. Where youth were concerned about their abilities at the beginning of the course, parents and guardians reported that, at the end of the session, those youth were happy with their interactions with volunteers, happy with what they learned, and more confident that they can do mechanical activities.

Youth feedback:

When asked what we could change to make the Spoke program better:

"I wouldn't change anything, everything is amazing the way it is! Thank you for the opportunity!"

"I actually really love this program."

When asked why they would like to participate in the next level of the Spoke:

"That I would get to know the volunteers better than I already do now."

Feedback from parents and guardians:

"My son is diagnosed with ODD so some interactions with authority can be difficult, great success with this program."

From a social worker, referring to a youth with a troubled past who reacted with hostility for the first night. Each night we saw more and more positive engagement. On the second last night, the youth began to demonstrate mechanical fixes to other youth.

"Great activity for the start of my work with my youth. Positive steps taken right off the start of the work."

Parent of a youth who on the first and second night, stated that he was disinterested in mechanics

EDUCATION



Education is at the core of almost all of Bike Edmonton's activities. For each shop session, course, guided bike tour, and community event, Bike Edmonton lends expertise to make cycling easier and more fun in Edmonton. Here we've outlined our efforts to find opportunities to offer intensive cycling education in the community.

In 2018 Bike Edmonton ran a pilot project to develop a bicycle component to the Crestwood Jr. High outdoor education program. We developed a program plan and a budget that just covers the cost of running an in school program. This year, though we've had some interest, schools have found it challenging to find the funds for this program. We continue to support cycling education in schools by sharing our challenges and successes with schools that inquire about in school programming.

Ever Active School Partnership

In 2019, we were approached by Ever Active Schools to participate in the program, *Bringing Cycling Strategies to Life in Grade 3 - 12 Students*. Ever Active Schools is a provincial initiative designed to create and support healthy school communities. The summer sessions of this program demonstrated that the combined resources and expertise of Ever Active Schools and Bike Edmonton create exciting and effective opportunities for kids to embrace cycling. At the end of this summer's programming, Ever Active Schools accepted our partnership proposal, formalizing our organization's relationships so that we can expand children's programming moving forward.

The *Bringing Cycling Strategies to Life in Grade 3 - 12 Students* educational programming draws participants from a number of schools and this year ran courses from the Strathcona Community League. We helped run 3 one-day classes with a total of 66 participants who came from 19 different schools. Ages of participants ranged from 5-16 years. In one day this program offers kids a considerable amount of verbal, skills practice and on-road instruction, including a 10 km ride that leads the kids through a great deal of Edmonton's newer bicycle infrastructure, explaining how to navigate in the city. We travelled through Old Strathcona, across the high level bridge, with a loop through downtown, and a trip out to past Oliver Square. Highlights and hi-fives for the kids included travelling across the high level bridge, doing a really big ride, and the feeling that cycling is so awesome! After each of the 3 rides, at least 2 kids from each ride asked if we could do the course again tomorrow.





SPONSORS AND DONORS

Thank you to everyone who has supported us through donations, memberships, patronage, and volunteering.

Major granters, enabling many projects, include:

Velo Canada Bikes via EcoAction (Government of Canada)

City of Edmonton (Community Investment Operating Grant)

Alberta Transportation and Safety Fund ('Visibility in Traffic' initiative)

Other significant sponsors and donors include:

Bryan & Alison's No Frills

Dirtbag Café

Earth's General Store

Ever Active Schools

Float House

Go Auto

HIV Edmonton

MEC

Red Bike

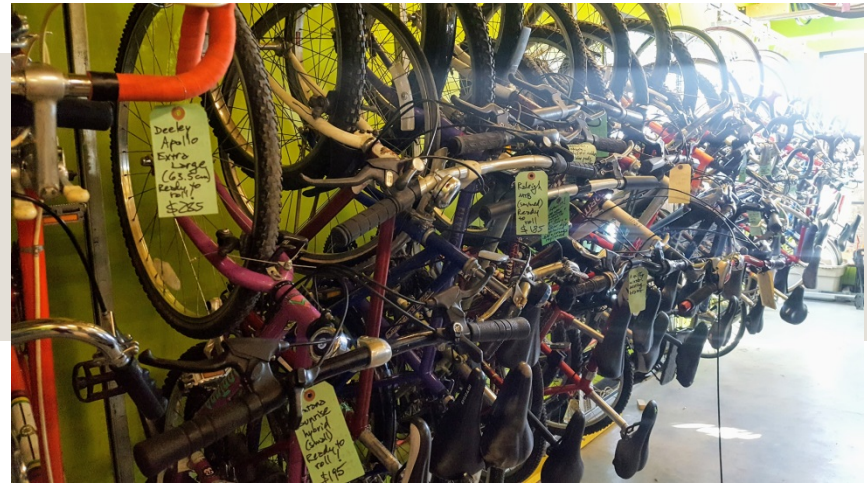
Situation Brewing

Sport Central

Steam Whistle Brewing

Sustainable Food Edmonton

Town Square Brewing



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