



## Edmonton Bicycle Commuters Society Notice of Special Resolution Name Change Vote

### Here's a little history of the path we've taken so far:

In August of 1980, the Edmonton Bicycle Commuters Society was officially born! The original idea was to: promote cycling in Edmonton, encourage the City of Edmonton to seriously consider cycling in its transportation and urban planning, and to provide a do-it-yourself bike shop and bike recycling service to commuter cyclists in Edmonton.

### What is our proposed scope and timeline?

Rebranding the society to "Bike Edmonton" for a launch in 2018.

### Previous Proposed Name Survey Results

When reviewing the results of the 2014 Name Change Survey, it is worth noting that while the most popular choice was in favour of keeping our current name (29% for EBC) the remaining, combined 71% were in favour of a name other than EBC (Edmonton Bicycle Commuters).

- **Edmonton Bicycle Commuters: 29%**
- **Bike Edmonton: 25%**
- **Cycle Edmonton: 15%**
- **Edmonton Bikes: 14%**

### Pros

#### What are the reasons/benefits/member comments for changing our organization's name?

- "Bike Edmonton" is simple to say and easy to remember.
- Based on the daily experiences of our staff: speaking with the membership, the public, City officials, funding agencies, businesses, media, and community groups will be improved by adopting a short, simple name (i.e., Bike Edmonton).
- The name should be more reflective of the broad community of cyclists whom we serve, not just commuters.
- "Bike Edmonton" mirrors the goals of the society as more than an advocacy association for commuters.
- It allows people who are first encountering us to experience all we have to offer without a 'commuter prejudice'.
- The use of the word "commuters" 'may' marginalize people and deter them from joining.
- "Bike Edmonton" is recognizable and familiar to people from other parts of Canada (i.e. Bike Calgary and Bike Regina).
- Sounds more fun and inclusive! Also, should work for a shop name: "I'm going over to Bike Edmonton."
- We already have access to the domain: [bikeedmonton.ca](http://bikeedmonton.ca)
- The cost of rebranding will be minimal to the organization.

### Cons

#### What are the drawbacks/obstacles for changing our organization's name?

- We will have to pass a special resolution at our AGM under "Amalgamation, change of name, change of memorandum or change of articles" as indicated by Service Alberta.
- The cost of a change of name is \$25.
- We will need to file our new trade name with registries.

### **At our AGM on October 15<sup>th</sup> tell us how you feel:**

The Board of Directors is seeking a special resolution vote from the membership regarding the name change proposal. Should we proceed with **Bike Edmonton** as our new identity?

Yes: Let's do it!

Bike Edmonton!

No: Don't do it!

EBC Forever!

**Thanks for being along for the ride!**