

2009  
annual  
report

toronto  
cyclists  
union





## FROM THE BOARD

We are pleased to present our 2<sup>nd</sup> annual report.

As we move into our third year, we highlight our expanding membership of close to 1000 supporters, about the increasing number of bike union-supported initiatives and cycling infrastructure breakthroughs across the city, our strong media presence, and our opportunities for increased projects, staffing and operational capacity, thanks to generous support from the Toronto Community Foundation, the YMCA, Live Green Toronto and the Ontario Trillium Foundation.

The Board of Directors is expanding, both in numbers and scope. Members of our Board are embracing strategic governance roles by chairing targeted volunteer working groups. For example, Tovi Heilbronn and his group are developing policies and best practices for the recruitment and retention of volunteers; Paul Bredin and Roberto Garcia have been lending a guiding hand with membership development and IT; Nic de Salaberry wrote and secured a generous grant that has allowed us to expand our senior staff; and Raj Bharati, our fabulous financial coordinator David Janzen, and others have been busy keeping us on track with our legal and financial obligations.

As we expand our opportunities, we want to congratulate Yvonne Bambrick, who, over the past 16 months as Executive Director, tirelessly nurtured this organization, implemented projects, organized volunteers and created a media buzz that resulted in a frenzy of rapid growth. As we move into the fortunate position of a two-director model, we congratulate Yvonne as she transitions into the role of Director of Communications and Events. We are pleased to welcome our new Advocacy and Operations Director, Andrea Garcia. She comes to the bike union with an academic background in city planning and cycling infrastructure and experience in developing advocacy campaigns in Florida.

Most importantly, we are grateful to you, our members and friends. We need each other to build a strong voice that can be heard — a voice that will create a culture of safe and healthy streets for our city. We all need to talk about this, to act upon this and to vote for this.

**Karey Iron,**  
*Outgoing Board President*



These past months have certainly been all consuming – it's been 24/7 bikes, and what a busy run we've had! For me, the key words that come to mind when reflecting on the past year are **EDUCATION & ENGAGEMENT**.

I have always felt that public education campaigns are essential to improving everyone's behaviour while sharing our roadways. Recently, while reflecting upon the bike union's successes, I realized that as the bike union's busy spokesperson, I'd been working on just that — public education. From our leadership on the proposal to update the Ontario Driver's Handbook to better reflect the on-street presence of cyclists and pedestrians throughout the entire text and layout, to our partnership with CultureLink on the production and translation of

the Toronto Cyclists Handbook into Toronto's top 17 languages, to the nearly 300 television, radio, and printed interviews on a variety of bike-related subjects, you can take pride in your union for filling in those educational gaps when it comes to teaching all road users about our shared responsibilities — not to mention the numerous benefits of cycling & bike infrastructure for all Torontonians! However, even with these important initiatives, we can all agree that there remains much work to be done...

We have also managed to motivate many more bike loving citizens to become engaged in advocacy! Through our ever expanding volunteer Ward Advocacy Program, particularly strong in the East end of the city this year, neighbours are starting to work together to identify needed local cycling improvements, and to connect directly with their fellow cyclists and councillors to work towards implementation. Our very successful Public Bikes Action Alerts this winter prompted over 450 unique and compelling letters from cyclists across the city urging City Council to support the installation of the BIXI Public Bike system in Toronto. What was close to being 'off the table' in February, was voted in 33 – 8 in May thanks to our collective action. Now that's what I call engagement by the cycling community — we should all take pride in this victory and continue to support the system moving forward!

Highlighted in this report are some of our other major accomplishments and significant contributors – a banner year indeed for "The bike lobby"! It has been an immensely gratifying period for me personally and I'd like to thank the many who have taken the time to send positive feedback. I am very proud to have served you all as the Toronto Cyclists Union's Executive Director, and of my contributions to forming, growing, and running our now increasingly powerful, widely recognized and highly regarded organization. I look forward to continuing to work on your behalf as our Director of Communications and Events to grow and improve Toronto's culture of cycling in partnership with city staff, dedicated volunteers and my fellow advocates.

**Yvonne Bambrick,**  
*Director of Communications & Events*

## STAFF



### **Yvonne Bambrick**

Yvonne is a life-long, year-round Toronto cyclist. As the first Executive Director of the Toronto Cyclists Union she uses a community-based approach to advocacy, and along with her knack for media and passion for a bike-friendly city, she is making the voice of Toronto cyclists heard. Yvonne is also one of the key organizers of Pedestrian Sundays in Kensington Market, a monthly pedestrian-only celebration of community, culture and ecology. She was the original Community Animator at the Center for Social Innovation, and is a photographer and occasional writer for several local publications.

### **Moe Berrigan**

Moe came to the bike union through the YMCA's Youth Eco Internship program as a full time 6 month intern to Sept, 2010. As a newcomer to Toronto, she was stunned and encouraged: stunned by how car-centric and therefore how seemingly anti-pedestrian/cyclist this city's infrastructure is, but encouraged by the camaraderie of cyclists for active change. Her database and volunteer coordination experience made her an excellent addition to the team in the role of Membership Coordinator and she is happy to be contributing to a positive, goal-oriented organization.



### **Andrea Garcia**

Andrea began riding at age three in her home town of Toronto. With the help of her mother Monica, her training wheels came off at age five and she's been riding ever since. After completing her Bachelor's Degree in Environmental Science at the University of Florida, she headed north to the University of Toronto where she acquired her Master's Degree in Urban Planning. Upon moving back to Toronto, she was surprised to learn that cycling infrastructure was a politically charged issue, and chose to dedicate her research to cycling issues in the city. Andrea made extensive contributions to investigating the infrastructure required for Toronto's public bicycle system. Andrea is excited to bring her knowledge of municipal governance and urban planning to the bike union to advocate for safe and healthy streets.

### **Kristin Schwartz**

Kristin works as the co-ordinator for the newcomer cycling outreach project developed by CultureLink and the Toronto Cyclists Union. Her past experience with community organizing includes work with the Federation of Metro Tenants' Associations and nine years as the news director at community radio station CKLN 88.1FM. Her writing on labour and social movements has been published widely and she has produced radio documentaries which have aired on stations worldwide. She is a founding member of the BlackFly Sustainable Living Education Co-operative, and a board member of Green Thumbs Growing Kids, a group which operates children's gardens on public school lands in low-income neighbourhoods.

VOLUNTEERS



We would be lost without the hundreds of people who volunteer their time on behalf of the bike union...here are some of our key contributors, some of whom contribute to numerous aspects of our work but are only listed in one category:

**Finance:**

David Janzen

**IT and Website:**

Herb van den Dool, Alan Dixon, Rick Conroy, Ben Smith Lea

**Partnership for Integration & Sustainable Transportation:**

Heather McDonald, Ajith Aluthwatta, Francisco Vidal, Rick Conroy, Erica Duque, Vivien Leung, Barbora Gomezova

**Valet Bike Parking:**

Craig Barnes, Jonathan Kratky, Karey Iron (& Karey's son), Lehee Lev, and others...

**Communications, Campaigns & Administration:**

R.T. Lechow, Ben Wendt, Milan Davidovic, Julia Dow, Meg Campbell, Grace O'Connell, Erin Hamayda, Graeme MacDermid, Lynn Mofatt, Ann Burbidge, Kathy Kurtz, Brad Doner, Paul Farnan, Erhard Kraus, Hayley Easto, Margaret Hastings James, Darren Sustar, Michael Giovinazzo, Eugenio Salas

**Membership:**

Roberto Garcia, Paul Bredin, Mark Powell

**Design & Marketing:**

Simon Farla, Jamie Rosen, Switch Advertising — Ryan Thomas, & the Switch crew, Janet "Bike Girl" Attard, Martin Reis

**Ward Advocates:**

Bernard Morrow, Lucy Perri, Alan Heisey, David Juliusson, Anthony Humphreys, Vincent de Tourdonnet, Val Dodge, Tom Flaherty, Kathy Chung, Luke Siragusa, Hamish Wilson, Caroline Assouad, Emily Anderson, Graham Lee, Joe Mattar, John Taranu, Frederic Fellouse, Rob Wallis, Doug Lee, Geoff Kettel, Louis Fliss, Ron Hart, Sam Bootsma, Clay McFayden, Peter Raft, Helen Hanson, Jerry Lazare, Michelle St. Amour, Elsie Petch, Paul Young, Hannah McLaren, Christopher See, Michael Polanyi, Carol Olson, MaryAnn Neary, Kevin McLean, Tim Fletcher, James Monaghan, Mary Margaret Mahon, Andrea Friedman, Dan Sobolev, Christine Bruce, Dale Duncan, Paul Charbonneau, Charlotte Young, Donald Wiedman

**Special Events:**

Jared Kolb, Tomas Bujnak, Zara Fischer-Harrison, Rochelle Latinsky, Coco Love-Alcorn, Bep Schippers, Graeme MacDermid, Sharon Zikman, Hannah Liu, Renata Janiszewska, Heather Findlay, Paul Baines, Joel Mulligan, Lucas Melo, Marie Riviere, Mark Fernandez, Navid Taslimi, Martin Larsen, Duncan Hurd, Joseph Travers, Erika Ivanic, Ted Sherk, Laura Dyck, Barney Bayliss, Gibson Boyd, Julian Dunn, Peter Pinch, Sam Slotnik, Samuel Perry, Sharon Zikman, Sherwood Hinze, Kristen White, Gerry Dumigan

**Mechanics:**

Shuaib Alam, Casey Anderson, Derek Chadbourne, Reba Plummer, Geoff Bercarich, Toby Bowers, Shah Mohamed

And many more — sincere apologies for anyone we missed...

what we did:

## Campaigns & Successes



## We Won the BIXI Public Bikes system!

Twice, the upcoming Public Bikes system (or BiXi) was in jeopardy of elimination. Twice, our dedicated membership answered our Action Alert for a letter-writing campaign directed to the Public Works and Infrastructure Committee (PWIC) & local Councillors. Because of our collective effort, and the power of the arguments in favour of this exciting and important extension of the public transit system, the BiXi Public Bikes system passed the PWIC meeting in April, and was approved in May at City Council with a 33 – 8 vote! In partnership with the City, we will be helping to roll out a BiXi membership campaign to seal the deal.

## Media Darling

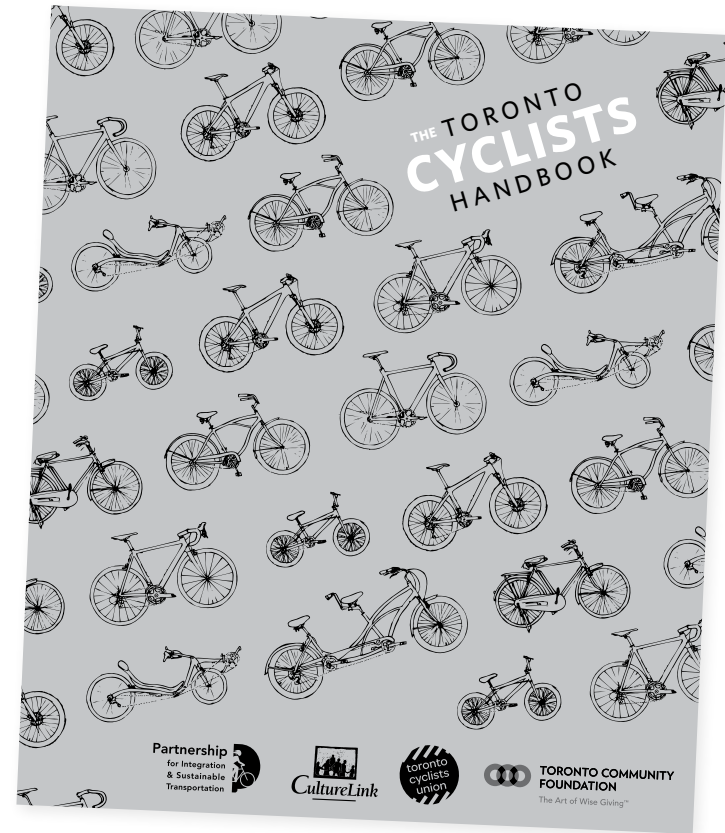
We've established our place as the representative voice of cycling in all local media. Since our launch in 2008, we've had nearly 300 positive media hits about cycling - quotes in print/online media, and interviews on radio and television. More Torontonians than ever are talking about the need for cycling safety and the important contribution that bikes make to our transportation network, the environment and the health and wellbeing of our fellow citizens. As one prominent volunteer articulated, "the bike union is affecting public opinion on cycling by being such a strong force in the media. This is a very important component of the bike union advocacy work."

## Updates proposed for the Ontario Driver's Handbook

The bike union led a working group over the fall/winter that proposed and submitted cycling and pedestrian specific amendments to the Ontario Driver's Handbook, an addition that was long overdue and well received by the Ministry of Transportation. This is the first step in an ongoing campaign to better educate drivers across Ontario about sharing the road.

## 311 'Good Roads' Campaign

Due to the fact that road repairs are done through a complaints based system, and with the conditions on our roadways deteriorating putting cyclists in harms way, the bike union is encouraging cyclists to call in unsafe road conditions using the city's 311 information line. If the city doesn't know that there's a big scary pothole on your route home, they won't know to fix it!



## Toronto Cyclists Handbook

In partnership with CultureLink Settlement Services, and in an effort to better educate and equip newcomers and cyclists across the city with need-to-know local cycling information, we produced and translated this cyclists handbook into Toronto's top 17 languages.

## Valet Bike Parking

A team of dedicated volunteers have spearheaded a brilliant program which brings secure, hassle-free bike parking to events across the city. The bike union sponsored this service at the Wychwood Barns Farmers Market every Saturday in summer 2009, and at the Green Living Show in the spring.

## Toronto Police Services Board

The bike union presented two successful deputations to the Toronto Police Services Board, effectively moving forward the issue of bike lane parking enforcement. Support was received from the TPSB and Transportation Staff for an increased fine amount and a new 'parking in bike lane' specific fine.



## Bicycle Service Station

The BSS is a bright orange branded tent that rotates through various high traffic cycling areas across the city. It is our key outreach strategy for the 2010 cycling season, with volunteers engaging passersby and a mechanic to perform quick safety checks. The BSS is engaging the community in cycling advocacy, increasing ridership by directly promoting cycling as an efficient and healthy transportation option, increasing the visibility of the bike union and growing our membership.



## Complete Streets Forum

Apr. 22-23 '10

## Complete Streets

In partnership with the Toronto Coalition for Active Transportation, we launched the Complete Streets Campaign, including the website [completestreets.ca](http://completestreets.ca). Complete Streets are designed and operated to enable safe access for all users; pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. We hope to make Ontario the first Canadian jurisdiction with a Complete Streets policy, as many American states and cities have done.

## Share the Road Cycling Coalition

The bike union attended the Share the Road Cycling Coalition Ontario Bike Summit in November 2009, signing onto the Green Paper for an Ontario Bicycling Policy, titled "When Ontario Bikes, Ontario Benefits," as a Community Partner.

## Toronto Zoning By-laws

We achieved bike-specific additions to Toronto's new comprehensive zoning bylaw. Our submission was developed and maneuvered with the guidance and support of our solicitor, and bike union volunteer, Alan Heisey. It focused on improving the provision, location and design of bicycle parking and other cycling facilities in new development.

## GRANTS



### Ontario Trillium Foundation

A two-year operational grant was awarded to the bike union for the specific purpose of expanding our staffing capacity and growing our membership. We have restructured the organization and hired an additional full-time staff person to fill the new role of Advocacy and Operations Director.

And again... The Ontario Trillium Foundation awarded a three-year grant to the CultureLink Settlement Services, and bike union partnership. This grant is for our Partnership for Integration and Sustainable Transportation, which has allowed CultureLink to hire a full time Newcomer Cycling Outreach Coordinator, and allowed us to continue our cycling outreach into newcomer communities.

### Toronto Community Foundation

We received full funding for the Toronto Cyclists Handbook, in partnership with Culturelink, which has been released in Toronto's top 17 languages.

### YMCA Youth-Eco Internship Program

We successfully applied to YEIP for a full-time 6 month internship placement for our new membership coordinator.

### LiveGreen Toronto

The bike union received funding for our new Bicycle Service Station member outreach program, as well as for funds to help overhaul and redesign our website

## AWARDS



### Innovation in Advocacy Award

for our Newcomer Cycling Outreach Program, in partnership with CultureLink Settlement Services, 2010 — *Alliance for Biking and Walking, Washington DC*

### Vital People Award

Yvonne Bambrick, ED, 2009 — *Toronto Community Foundation*

EVENTS



## Toronto Cyclists Handbook Launch

**June 2010** Participated with our partners at CultureLink in the coordination and hosting of the recent launch event for the Toronto Cyclists Handbook at the Parkdale Community Recreation Centre. It was a huge success with a full house, and featured a free raffle for 10 children's bikes, as well as breakdancing, BMX riding and a Kong Fu Fan demonstration by Chinese seniors.

## Dutch Guest Speaker

**April 2010** As part of the Complete Streets Conference, the bike union co-hosted a community speaker with the Dutch Consulate. The featured guest was Kaj Mook, the director of NS OV-fiets (translation: "public transport bicycle"), a comprehensive bike rental service available at all Dutch rail stations.



## 2<sup>nd</sup> Annual Toronto Bike Awards

**Jan 2010** The Bike Awards featured the City of Toronto's Bike Friendly Business awards, community awards presented by the Toronto Coalition for Active Transportation, Bike Pirates and I Bike TO, and our own Golden Spoke Awards!

## 'For the Love of Cycling'

**June 2009** Assisted in coordinating a community fundraiser for injured cyclist Chris Kasztelewicz, with GoldSprints and The Bike Joint.

## American Guest Speaker

**October 2009** Co-hosted Roger Gellar, Bicycle Coordinator, City of Portland with Toronto Coalition for Active Transportation, and US Consulate.



## BikeCamp T.O.

### BikeCamp T.O.

**Oct 2009** The bike union organized this participatory idea generating un-conference to help improve cycling conditions in Toronto. It attracted 75 active attendees.



## Masquerade Fundraiser

**October 2009** We are grateful to Molly Johnson and Coco Love-Alcorn who sang beautifully for our bike union fundraiser. We thank the Bicycle Trade Association of Canada, Sweet Pete's, Steamwhistle, Opus, Norco, Donnelly LPC, Daniel et Daniel, Spacing, Walrus, Positive Change, Bikes Without Borders, Curbside Cycle, Urbane Cyclist, Centre for Social Innovation, Second City, TIFF Group and more... for their generous contributions to our fantastic silent auction and raffle.

FINANCIALS

Balance Sheet as of Dec 31/09

		<u>Dec 31, 09</u>	<u>Dec 31, 08</u>
<b>Assets</b>	Current Assets		
	Chequing/Savings		
	Alterna Savings	20,854.45	30,619.71
	Alterna Savings Share Account	15.00	15.00
	Paypal	598.70	264.96
	Total Chequing/Savings	<u>21,468.15</u>	<u>30,899.67</u>
	Accounts Receivable		
	Accounts Receivable	2,900.00	0.00
	Total Accounts Receivable	<u>2,900.00</u>	<u>0.00</u>
	<b>Total Current Assets</b>	<b>24,368.15</b>	<b>30,899.67</b>
<b>Total Assets</b>	<b>24,368.15</b>	<b>30,899.67</b>	
<b>Liabilities &amp; Equity</b>	Equity		
	Retained Earnings	30,899.67	0.00
	Net Income	<u>-6,531.52</u>	<u>30,899.67</u>
	Total Equity	<u>24,368.15</u>	<u>30,899.67</u>
<b>Total Liabilities &amp; Equity</b>	<b>24,368.15</b>	<b>30,899.67</b>	
		<u>Jan - Dec 09</u>	<u>Jan - Dec 08</u>
<b>Income</b>	Donations	1,685.00	143.89
	Fundraising Events		
	Bike Awards	3,000.00	0.00
	Bike Camp 2009	728.10	0.00
	Gala Fundraiser 2009	14,509.00	0.00
	Legal Toolkit Workshop	425.00	0.00
	Fundraising Events - Other	0.00	6,886.30
	Total Fundraising Events	<u>18,662.10</u>	<u>6,886.30</u>
	Grants		
	TCF Grant	16,000.00	0.00
	Yvonne's Vital People Grant	4,000.00	0.00
	Grants - Other	0.00	9,882.15
	Total Grants	<u>20,000.00</u>	<u>9,882.15</u>
	Interest	35.87	15.76
	Memberships		
	1) \$24 Memberships	11,016.00	7,608.00
	2) \$60 Memberships	13,020.00	4,680.00
	3) \$120 Memberships	1,920.00	3,240.00
	4) \$200 Memberships	2,200.00	4,400.00
	5) \$500 Memberships	1,000.00	8,500.00
	Total Memberships	<u>29,156.00</u>	<u>28,428.00</u>
	Presentation Fees	350.00	0.00
	Valet Bicycle Parking Services	2,900.00	1,200.00
<b>Total Income</b>	<b>72,788.97</b>	<b>46,556.10</b>	

		<u>Jan—Dec 09</u>	<u>Jan—Dec 08</u>
<b>Expense</b>	Administration		
	Banking Fees	20.00	0.00
	Credit Card Processing Fees	1,439.07	1,180.95
	Grant Processing Fees	0.00	425.00
	Industry Memberships	100.00	138.64
	Legal & Government Compliance	105.00	274.95
	Management Consulting	0.00	1,000.00
	Office Equipment	853.28	0.00
	Office Supplies	366.64	655.19
	Rent	4,126.50	1,991.25
	Telephone	203.15	128.13
	Web Hosting	246.18	0.00
	Total Administration	<u>7,459.82</u>	<u>5,794.11</u>
	Contract Staff	39,397.78	0.00
	Events & Meetings		
	Bike Awards	1,333.30	342.50
	Bike Camp	664.77	0.00
	Gala Fundraiser 2009	10,921.61	0.00
	Other Events	809.74	406.17
	Speaker Fees	175.00	0.00
	Total Events & Meetings	<u>13,904.42</u>	<u>748.67</u>
	Marketing		
	Advertising	2,931.08	1,700.00
	E-mail List Management	183.82	452.33
	Internet Domain Names	56.44	133.33
	Membership Mailouts	519.95	192.55
	Outreach & Trade Shows	0.00	151.47
	Printing & Photocopying	1,282.28	1,764.81
	Promotional Items	1,505.49	1,647.07
	Web Site Development	0.00	3,072.09
	Total Marketing	<u>6,479.06</u>	<u>9,113.65</u>
	Program Delivery		
	Cyclist's Handbook (TCF Grant)	8,770.60	0.00
	Valet Bicycle Parking	324.56	0.00
	Yvonne's Vital People Grant	2,984.25	0.00
Total Program Delivery	<u>12,079.41</u>	<u>0.00</u>	
<b>Total Expense</b>	<b>79,320.49</b>	<b>15,656.43</b>	
<b>Net Income</b>	<b>-6,531.52</b>	<b>30,899.67</b>	



**[bikeunion.to/join](https://bikeunion.to/join)**