



Bike Edmonton
2021 Annual Report

Table of Contents

Bike Edmonton.....	4
Vision Statement.....	5
Mission.....	5
Objects.....	5
Message from the President	6
Report from the Executive Director.....	9
Treasurer’s Report.....	13
Proposed Budget	13
Comparative Income Statement and Budget	14
Comparative Balance Sheet	15
Year in Review.....	16
Community Bicycle Workshops	17
Outreach and Events	20
Civic Representation.....	22
Access Programming.....	24
The Spoke.....	26
Sponsors and Donors	27
Governance and Staff.....	28
Board of Directors	28
Staff.....	28

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 newcomers,
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

Sarah Rebryna

Year in Review

The past year seemed to fly by and simultaneously drag on. I think that is due to the COVID “time warp” many of us have experienced. The second year of the global pandemic, 2021 brought with it both new challenges and a sense of a “new normal”, which allowed Bike Edmonton staff and volunteers to find and settle into a new groove.

Governance

It took the Board of Directors a bit of time for us to find our own groove. The new term started off with major changes. We began with 11 members at the start of December 2020 and dropped to 7 in the first month. This sudden and unexpected change left the Board with a completely new executive team with me at the helm. With two years under my belt now on this Board I felt confident in my ability to help create a recipe for success. Together the Board committed to focusing on governance and empowering the staff team to regain the reins on the operations of the Society. The Board aimed to achieve this by setting two, lofty but long-overdue, goals for the year ahead—conducting complete reviews of the roles, policies, and procedures of the Board and of the staff team. We also decided that this would be best achieved by limiting the number of Board committees and setting clear priorities for each committee. The Board struck three committees: Executive, HR, and Governance and then we rolled up our sleeves and pushed forward.

Successes

The notable successes of this year’s Board term were tying up several loose ends and working toward improving the relationship between the Board and the staff in order to pave a unified and successful path forward for the Society.

The outcomes of which include the Board's final position and report on the matter of charitable status; approving and completing the stunning mural by local artist Jason Blower in the Downtown Bike Shop; updating financial and administrative records and accounts; renewing our membership with the Edmonton Chamber of Voluntary Organizations (ECVO), which allowed us to access their Alberta Community Support Network (ACSN). ACSN connected us with volunteers from their pool of retired Human Resources professionals who helped guide the Board through its staff reviews and the recruitment process for hiring a new Executive Director. ACSN's support was pivotal in our success in hiring Bike Edmonton's new Executive Director Mike Züge!

Areas of Opportunity

While great things were achieved this year, some goals remain. The Board came up short on completing the updates to the Society's Bylaws and Policies and Procedures, however, we look forward to seeing these among the achievements to be accomplished by the incoming Board.

Words of Thanks

In closing, I would like to extend special thanks to Chris Chan for his near decade of service as Bike Edmonton's Executive Director (2012-2021). Chris saw the Society through several twists, turns, and changes including the renaming of the Society from EBC to Bike Edmonton to better reflect the Society's mission and values. Last but not least, I would like to thank all the Bike Edmonton Board, staff, volunteers, and membership for their hard work, dedication, and commitment to helping fulfill Bike Edmonton's mission of making cycling affordable, accessible, and safe to all Edmontonians.

Sarah Rebryna

President
Bike Edmonton



Downtown community mural

Report from the Executive Director

Chris Chan

The first time I walked in to the old alley location of the Edmonton Bicycle Commuters Society, I walked my broken bicycle up to the person in the yard and asked if he could help me fix it. He told me that he gets asked about bikes a lot, and then directed me to a different alley, where BikeWorks was actually located. There, I climbed over a mountain of bicycles and entered the busy shop 30 minutes to closing. In that moment, I was invited into an astonishingly generous community of



people eager to share their knowledge, time, friendship, and old bike parts.

Over the next few evenings, with the help of the volunteers and staff, I repaired the bicycle I had purchased at auction for \$5 and gained a level of freedom and independence (and health) I hadn't known before. No longer dependent on access to a car or the schedule of ETS, I could go anywhere, any time. Indeed, with the people I met at BikeWorks, I explored places I never knew existed, and learned the streets, valleys, and back ways of our city in ways I never could on foot or by car. When you learn a city so well, it's impossible not to love it and to want to make its

adventures and joys more accessible to more people.

I was empowered by the experience of being given the (literal) tools to engender my own mobility. And I wanted to share that with more people. This is a common experience for people coming into our bike shops, and, more broadly, for people discovering the joys of cycling. It just feels *good*, and it feels social, in a way that few other modes of transportation ever do.

Thus began my years of volunteering with EBC, as Bike Edmonton was then known, and later my employment as executive director from 2012 until 2021. In that time, we grew from a couple hundred members to nearly 1,800 members (the number has dropped somewhat over the course of the pandemic as people have lost easy access to our shops). We also relocated our south shop from its hidden alley location to our current Strathcona storefront on 102 St, and relocated our north shop from the back of a parking lot to downtown, right on the bike lane. We grew from no permanent staff to 10 staff members, launched our Spoke earn-a-bike program for youth, helped spin up (and later spin off) You Can Ride 2's adapted bicycle loan pool, presented at countless council committee meetings, media interviews, and stakeholder consultations. In that time we also tuned up thousands of bicycles, while teaching thousands of people to do it themselves, at our shops as well as at community events and festivals across the city.





Top: Old BikeWorks North workshop
Bottom: Downtown bike workshop • Photographer: Michael Mulligan

We also adopted our current name, to better reflect the work that we were already doing: making cycling an easier choice for people in Edmonton.

Now, 41 years since this organization was founded, we look to new leadership for fresh ideas and skills to meet new challenges, and grow and diversify our revenue streams. The adaptations we made in the early stages of the pandemic, initially indeterminate-yet-temporary, have been successful to the point where many of them will likely carry on, even if we were given the opportunity to return to pre-pandemic operations. As it is, it seems imprudent to assume that those conditions will return: our future will be different from our past.

I trust in the experience and dedication of the incredible staff and volunteers who are the heart of this organization, and look forward to continuing to work with Bike Edmonton to make the joys of this city more accessible to everyone.

Chris Chan

(Outgoing) Executive Director



Maintaining stock during the pandemic has been a challenge for all bike shops • *Photographer: Michael Mulligan*

Treasurer's Report

Roy Coulthard

PROPOSED BUDGET

Bike Edmonton

FY2022 Budget

September 2021 - August 2022

	Total				
	Budget Sep 2021- Aug 2022	Actuals Sep 2020 - Aug 2021	PY Actuals Sep 2019 - Aug 2020	Budget 2022 Change	Budget 2022 % Change
INCOME					
Sales revenue	206,484	183,649	171,709	22,834	12%
Rental revenue	650	215	0	435	202%
Other fees	11,281	7,281	5,072	4,000	55%
Membership revenue	27,218	11,218	12,026	16,000	143%
Donations	32,345	13,345	16,548	19,000	142%
Grants	61,676	90,032	59,877	-28,356	-31%
Casino revenue	22,000	25,641	49,887	-3,641	-14%
Other revenue	268	50	1	218	436%
Total Income	361,922	331,432	315,120	30,490	9%
EXPENSES					
Shop operating costs	119,047	115,547	90,318	3,500	3%
Other program costs	16,266	8,822	8,521	7,444	84%
Communication costs	4,315	4,315	5,062	0	0%
Financial costs	12,172	12,172	10,740	0	0%
Staffing costs	228,316	171,856	190,187	56,460	33%
Total Expenses	380,116	312,712	304,828	67,404	22%
NET INCOME	-18,194	18,720	10,292	-36,914	-197%

COMPARATIVE INCOME STATEMENT AND BUDGET

Bike Edmonton Profit and Loss

September 2020 - August 2021

	Sep 2020 - Aug 2021 (Actual)	Sep 2020 - Aug 2021 (Budget)	Budget Change	Budget % Change	Sep 2019 - Aug 2020 (PY)	PY Change	PY % Change
INCOME							
Sales revenue	183,549	209,540	-25,991	-12%	171,709	11,840	7%
Rental revenue	195	0	195		0	195	
Other fees	7,136	3,000	4,136	138%	5,072	2,064	41%
Membership revenue	11,218	12,330	-1,112	-9%	12,026	-808	-7%
Donations	13,966	20,880	-6,914	-33%	16,548	-2,582	-16%
Grants	90,032	26,500	63,532	240%	59,877	30,155	50%
Casino revenue	25,640	28,140	-2,500	-9%	49,887	-24,247	-49%
Other revenue	50	1	49	8674%	1	49	4901%
Total Income	331,786	300,391	31,395	-10%	315,120	16,666	5%
EXPENSES							
Shop operating costs	115,547	122,510	-6,963	-6%	90,318	25,229	28%
Other program costs	10,072	11,617	-1,545	-13%	8,521	1,551	18%
Communication costs	4,315	5,309	-994	-19%	5,062	-747	-15%
Financial costs	12,599	11,687	912	8%	10,740	1,859	17%
Staffing costs	171,856	181,618	-9,762	-5%	190,187	-18,331	-10%
Total Expenses	314,389	332,741	-18,352	6%	304,828	9,561	3%
NET INCOME	17,397	-32,350	49,747	154%	10,292	7,105	69%

COMPARATIVE BALANCE SHEET

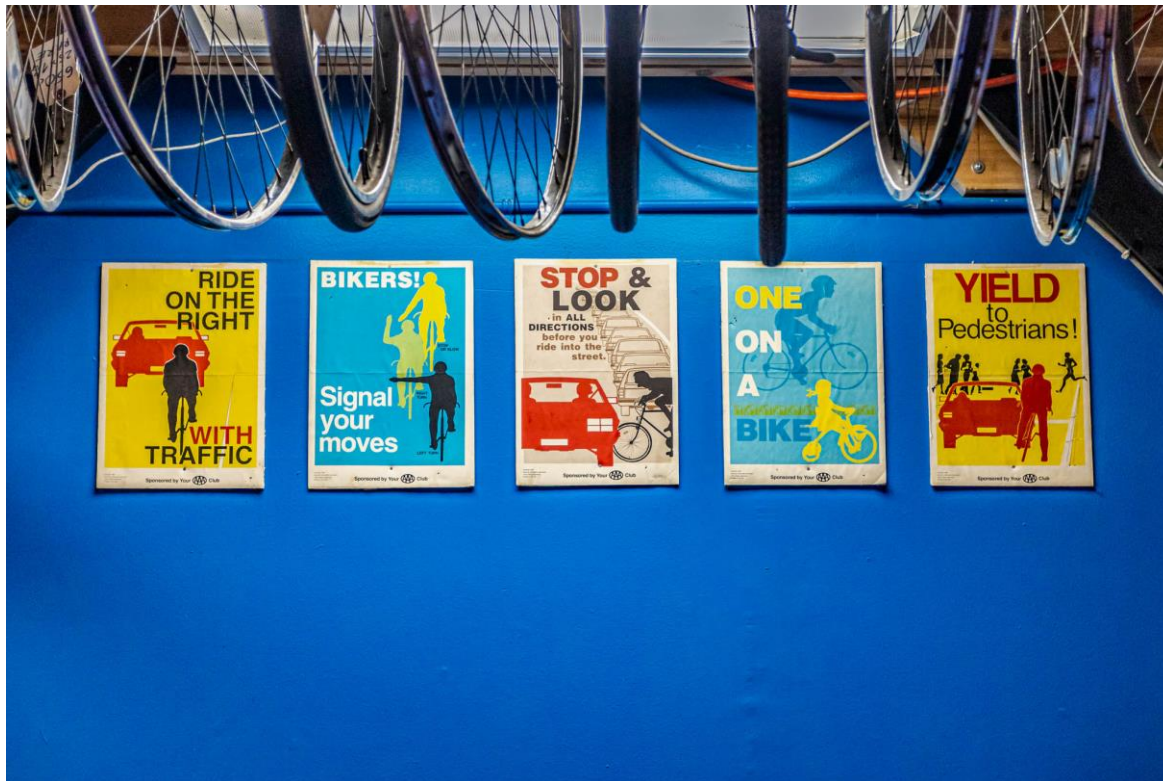
Bike Edmonton

Balance Sheet

As of August 31, 2021

	As of Aug 31, 2021	As of Aug 31, 2020	PY Change	PY % Change
ASSETS				
Current Assets				
Cash and Cash Equivalent	171,807	171,748	59	0%
Accounts Receivable (A/R)	8,130	4,893	3,237	66%
Credit Card Receivables	2,300	0	2,300	0%
Employee Advances Receivable	0	0	0	0%
Prepaid Insurance	2,026	0	2,026	0%
Uncategorized Asset	0	0	0	0%
Total Current Assets	<u>184,263</u>	<u>176,641</u>	7,621	4%
Non-current Assets				
Property, plant and equipment	3,948	4,918	-970	-20%
Deposit on Utilities	200	200	0	0%
Security Deposit on Lease	7,108	7,108	0	0%
Total Non Current Assets	<u>11,257</u>	<u>12,227</u>	-970	-8%
TOTAL ASSETS	<u>195,519</u>	<u>188,868</u>	6,651	4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable (A/P)	470	7,400	-6,930	-94%
Credit Card	6,367	505	5,862	1160%
GST/HST Payable	4,005	4,175	-170	-4%
Rental Bike Deposits	0	0	0	0%
Total Current Liabilities	<u>10,842</u>	<u>12,080</u>	-1,238	-10%
Non-current Liabilities				
Deferred Casino Revenue	0	25,641	-25,641	-100%
Deferred Grant Revenue	0	0	0	0%
Long-term loan	60,000	40,000	20,000	50%
Total Non-current Liabilities	<u>60,000</u>	<u>65,641</u>	-5,641	-9%
TOTAL LIABILITIES	<u>70,842</u>	<u>77,722</u>	-6,879	-9%
Equity				
Retained Earnings	107,281	100,854	6,427	6%
Profit for the year	17,396	10,292	7,104	69%
Total Equity	<u>124,677</u>	<u>111,146</u>	13,531	12%
LIABILITIES AND EQUITY	<u>195,519</u>	<u>188,868</u>	6,651	4%

Year in Review



Decor at the downtown shop • *Photographer: Michael Mulligan*

COMMUNITY BICYCLE WORKSHOPS

For a second year, Bike Edmonton's community bicycle workshops have been running with modified services in response to the pandemic. Our hope, along with many others, was to have returned to offering more of our regular services this past year. While we were able to bring back some of our programs in modified forms, including DIY bike repairs, hands-on and online courses, and new volunteer training, the pandemic continues to have a significant impact on our operations.

In particular, a global shortage of bike parts, due to extraordinary changes in all parts of the supply chain, from raw materials to manufacturing to shipping, has hampered our ability to perform some bike repairs. We re-use old parts as much as possible, but for some components such as brake pads and chains, a supply of new parts is critically important.

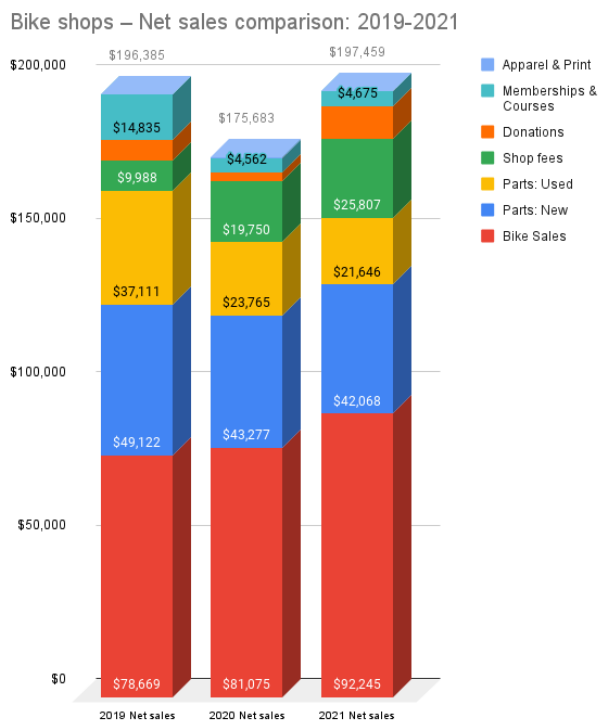
We continue to operate on an appointments-only basis, though we do help walk-ins where we have capacity. In response to limited capacity, we implemented our appointment system, which eases access to our services for many people, including those who aren't comfortable accessing our shop in its most hectic states, or who do not have the flexibility to drop in hoping for a free stand. We are also able to better manage traffic flow and capacity, track usage, and follow up with patrons, including receiving hundreds of post-appointment feedback survey responses. In the coming year, we hope to increase capacity and implement a hybrid approach allowing both appointments and walk-ins.

Despite the challenges, our shops performed better in 2021 than they did in 2019, prior to the pandemic. This success was driven by increased traffic at the downtown shop, as well as streamlining our bike sales process and increasing bike building hours, underpinned by incredible efforts of staff and volunteers, even as staff hours were cut to reduce expenses.



Thanks to funding from Canada Summer Jobs, made more flexible in response to Covid-19, we were able to hire assistant managers for both of our shops. These positions helped to address long-standing capacity issues, and it's difficult to imagine how our shops ran before our assistant managers Vaughan and Brittany joined us.

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

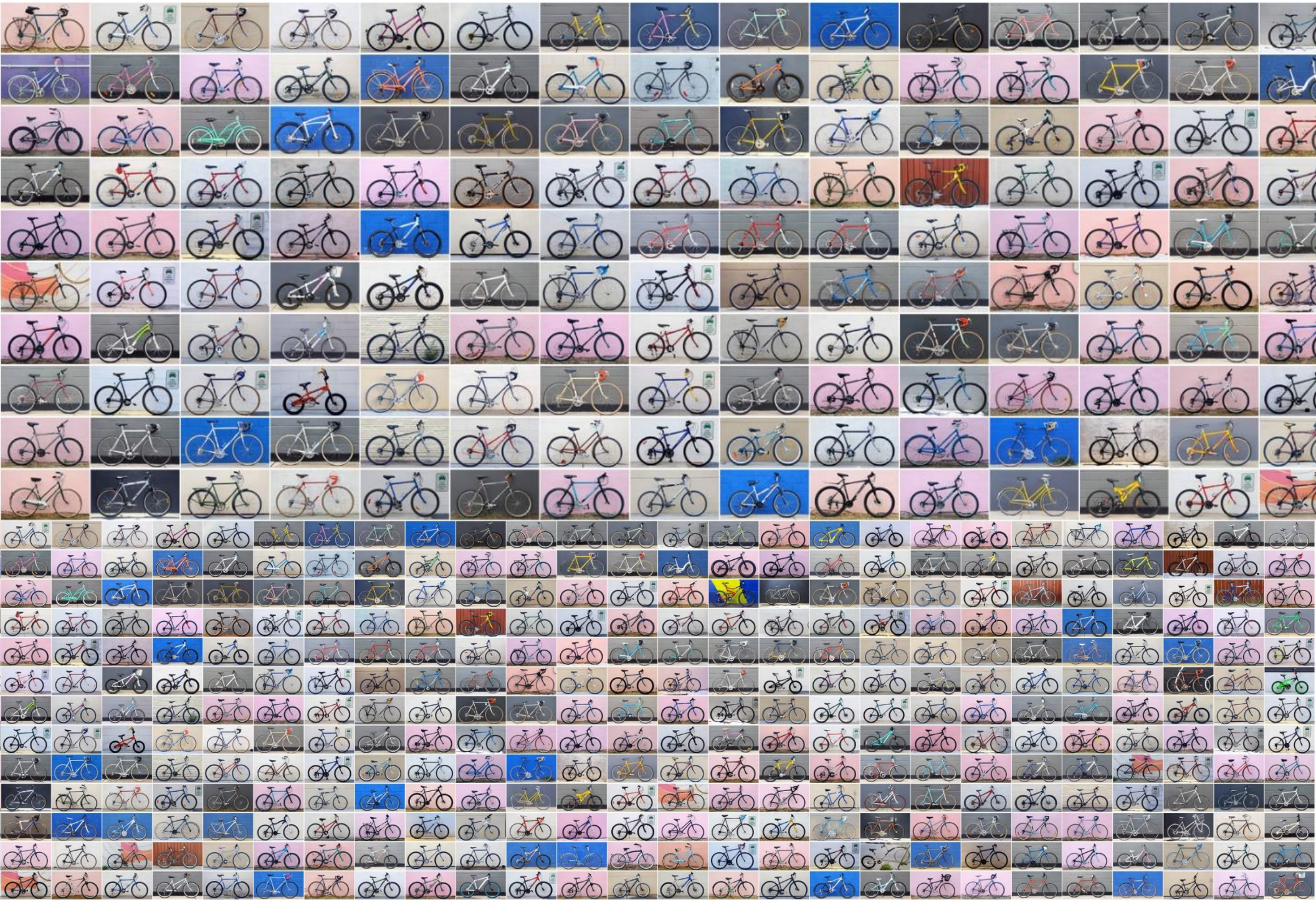


- 370 bicycles (-9%)
- 637 tubes (-13%)
- 491 tires (+36%)
- 428 lights (-33%)
- 1123 cables (-22%)
- 280 locks (-12%)
- 264 used wheels (-51%)

Patrons booked 880 appointments for paid repair services this year. We also served 260 patrons in paid walk-in repairs, plus many more where our volunteers opted not to charge for services. 50 do-it-yourself repair appointments were booked, 345 in-person parts consultations (and hundreds more phone calls, e-mails, messages, and walk-ins), and over 500 used bike purchase appointments were made.

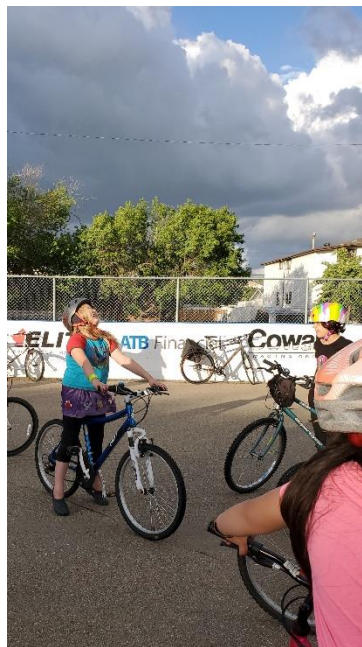
Along with the shop managers and assistant managers, our community workshops were supported with the assistance of over 40 volunteers, contributing over 3000 volunteer hours in the shops this year, plus another 150 hours at off-site repair events.

Our staff bike builders refurbished 346 bikes this year, up 24%.



OUTREACH AND EVENTS

This year saw a wide range of changes in events and outreach. In winter months, most outreach and events continued to be held outside and with reduced numbers of participants. Funding sources for outreach and events this

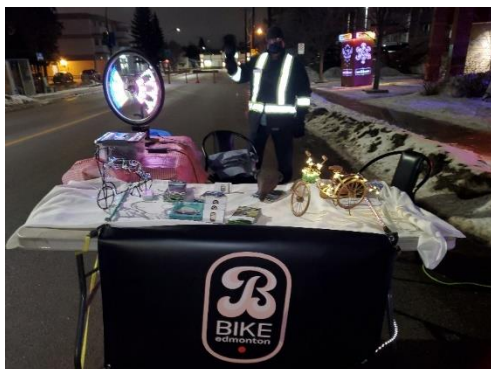


year were diverse, including fundraisers, sponsorships, fees for service, and partnership agreements. Sponsors for our programs were graciously flexible, allowing Bike Edmonton to extend deadlines and create smaller scale and online educational opportunities. As many non-profits report, pivoting was challenging, but created many new ways of sharing resources and greater access to needed resources.

Our Explore Bike Edmonton Challenge winter programming, funded by Alberta Ecotrust and Ever Active Schools, was extended this year. Ninety-two people chose to join or continue to report how much they rode, clocking 21,595 km and diverting 4730 kg of carbon dioxide. Twenty-one of these riders participated in this year's program, which offered incentives including free on-road education, studded tires, pogies, bike lights, bike pumps, and multi-tools. Winter programming also included online kilometre tracking with email encouragements and winter cycling tips, a winter cycling photo and story challenge, one-on-one bicycle handling skills course, and a winter cycling panel discussion.

Spring opportunities for outreach and service included a booth at Flying Canoe Volant, Adult Learn to Ride courses, and online education events. Summer saw continued requests for these

services while larger events resumed. We provided supervised bike parking and/or tune-ups at Heritage Days, the Fringe Festival, UP+DT Festival, and Symphony under the Sky.



We also sold bicycle parking racks to private businesses, provided an intensive bike repair workshop to the City of Edmonton to teach their staff to maintain their bicycle rental fleet. Our partnership with Ever Active Schools continued as well, helping with their children’s cycling clinics. Guide bike rides showcasing cycling infrastructure were included in each of the eight children’s cycling clinics. Bike Edmonton also led other guided bike rides: Strathearn Community League sponsored a ride to demonstrate commuting beyond the neighbourhood. and we taught people how to ride e-bikes in three tours as part of a fundraiser for Bike Edmonton by Pedego Edmonton.

In total, our outreach events outside of our shops helped support over 2,900 people.

Whether Bike Edmonton was tabling outside in winter conditions or setting up portable bike racks for supervised bike parking compounds in 30°C weather, Bike Edmonton volunteers stepped up to the challenge. Our dedicated volunteer base and strong partnerships allowed us to be responsive to the needs of the community. Nearly 200 volunteers contributed to the success of this year’s outreach and events, logging over 460 hours in their dedication to helping people learn about and enjoy cycling in Edmonton.



CIVIC REPRESENTATION

From meeting with multiple commercial and non-profit organizations to work to bring bike share to Edmonton, to working with Vélo Canada Bikes to advocate for better micromobility regulations from Transport Canada and a national active transportation fund, to engaging as a stakeholder with the City of Edmonton on numerous neighbourhood redevelopments, bridge rehabilitations, private developments, large and small construction projects, we have been busy representing the perspectives of cycling and active transportation this year.

We may have regularly scheduled meetings on multi-year projects, but we also work continually with the City to ensure smaller things are working, such as correcting map data and ensuring Open Data is up-to-date and accurate. And we use our voice to amplify individual community members working on the details, such as correcting the placement of an individual sign post or curb ramp.

We presented to City Council to advocate for a safe passing bylaw, extending work led by the Alberta Cycling Coalition. That bylaw was passed, and came into effect September 30. Bike Edmonton also assembled a voter guide for the municipal election, collecting candidate positions on active transportation issues for every mayoral, council, and school board trustee candidate in every ward.

On a sombre note, we installed two ghost bikes this year. Ghost bikes are bicycles painted all-white and placed at the site where a person riding a bike has been killed. The first, on January 4, was erected at 50 St and 94B Ave, where a 64-year-old man was killed by a driver making an unsafe turn. The man was waiting to cross the street to access the shared pathway along 50 St. This was the first ghost bike installed since 2017. Edmonton's first protected bike lanes were also



constructed in 2017: the span without any deaths is perhaps a testament to the positive impact of improved cycling infrastructure, and a more holistic view of traffic safety and Vision Zero by the City of Edmonton. The fact that this death was in an area without a well-connected network of safe infrastructure speaks to the need to build safe routes beyond just the central core.

A second ghost bike was placed at Kingsway Ave and 101 St to commemorate the 34th anniversary of Ben Sauvé's death. Ben was killed by a turning bus in 1987, just steps away from Victoria Composite High School, where he was studying theatre. We worked with Ben's father to set up a memorial for his son's life, as well as to bring attention to the large sections of still-missing network connections, and the importance of funding their construction ahead of the municipal election.

The results of the municipal election represent an exciting opportunity for the next four years in Edmonton, and we are optimistic that the new council, along with the advancing of the City Plan and Bike Plan, will renew the momentum to build our active transportation network.

ACCESS PROGRAMMING

Again this year, we provided free bike tune up sessions at Boyle Street Community Services (BSCS), in partnership with and sponsored by the Inner City Recreation and Wellness Program (ICRWP). From May to September, three volunteers fixed 61 bikes for people experiencing great financial stress.



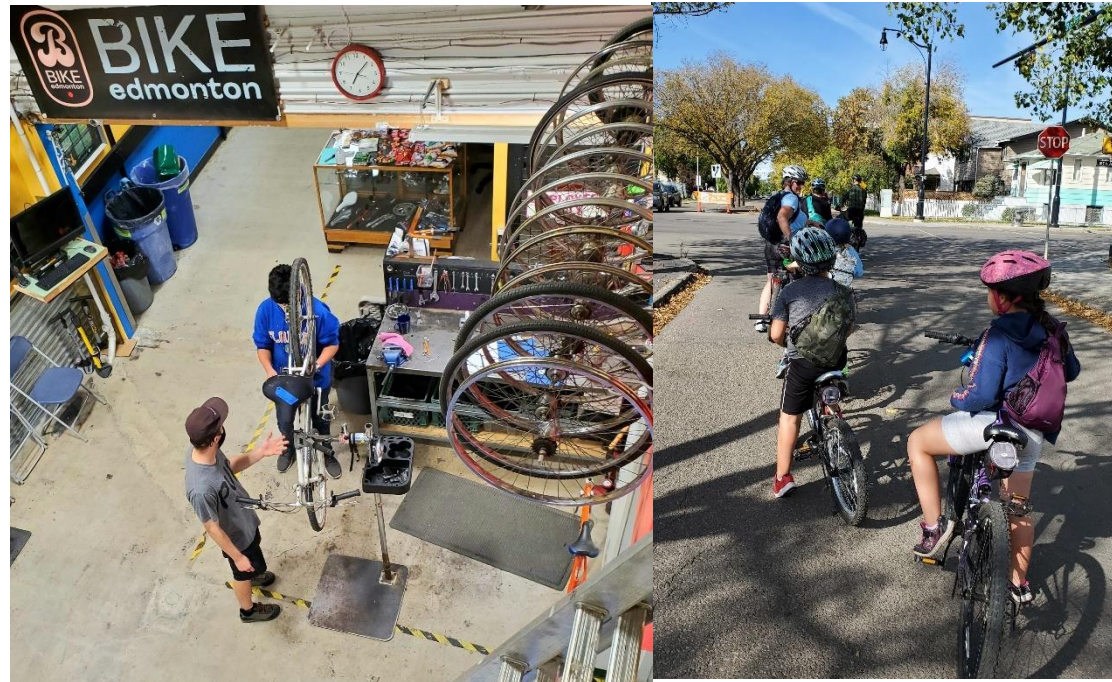
Bike Edmonton also supported the Bikeworks Street Team, a new

cycling resource consisting of Boyle Street Service workers and paramedics who use bikes to get to people in distress in the valley and other hard to reach areas. Volunteers fixed and maintained their bicycle fleet, installed needed accessories like bike racks and lights, and offered riding and safety tips.

Bike Edmonton's appointment system, which allows us to regulate the number of people in our shops, presents barriers for those with limited access to technology and digital payments. In July 2020, we launched our Access Program at our Downtown Community Bike Shop to address barriers to cycling resources. This program is funded by the Alberta Ecotrust Foundation. The program, outside of the public appointment system, welcomes Canadian newcomers, youth, and women in need, providing free services for more people who have been greatly impacted by Covid-19.



Access Program partner associations refer people to us for bikes and bike repair, on-road cycling education, and tutorials on basic bike maintenance. Those who receive free services are people who rely on their bikes for transportation and have great economic need. In 2021 we continued supporting participants who joined us in 2020, providing free bike repair and tutorials on basic bike maintenance. New partner organizations this year include the Pride Centre and McMan Youth, Family and Community Services Association.



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. There are 2 levels of the Spoke. For Spoke Level 1, the youth earn a bike, a helmet, a lock, lights, and a bell by building up their own bike with help from volunteers. On the last evening, youth learn some basics about on-road riding during a group ride with their newly built bikes. Level 2 is for returning youth. These youth exercise more independence in learning skills, and mentor other youth.



The Spoke builds curiosity for mechanical solutions, relationships, community, and confidence by embracing challenges and providing opportunities to learn. Volunteers actively engage in learning opportunities themselves and by asking questions when they don't know how to proceed. The volunteers and youth are encouraged to tell stories about cycling. We learn and relearn together how bikes can open a world of great adventures and relationships whether we're commuting, touring, offroading, or just engaging with our community.

Responding to the third wave of Covid-19, when vaccines were not yet available, the Spoke ran for only one shortened session this year, rather than four. Three youth graduated from Spoke Level One and one graduated from Spoke Level Two. The volunteers and youth took advantage of the mild winter by riding to downtown destinations and collaboratively learning mechanical skills out in the parks.

SPONSORS AND DONORS

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

Major granters, enabling many projects, include:

City of Edmonton
Winter City Edmonton
Community Initiatives Program, Province of Alberta
Canada Summer Jobs, Government of Canada
Alberta Ecotrust Foundation
Ever Active Schools
Earth's General Store
Stantec

Other significant sponsors and donors include:

Flying Canoë Volant
Inner City Recreation and Wellness Program
Lime Canada
Northern Chicken

Pedego Edmonton
Slave Lake Bicycle Works
Sport Central
Strathcona Spirits Distillery



GOVERNANCE AND STAFF

Board of Directors

Sarah Rebryna, President
Matthew Hoyt, Vice President
Roy Coulthard, Treasurer
Andi Eng, Secretary
Annya Hundal
Jarett Stastny
Keith Heslinga
Ken Amesbury
Michelle Bourdon
Rachel Keglowsch

Staff

Mike Züge, Executive Director
Christopher Chan, Past Executive Director
Coreen, South Community Bike Shop Manager
Brittany Hinse, South Community Bike Shop Assistant Manager
Alex Hindle, Downtown Community Bike Shop Manager
Vaughan Hill, Downtown Community Bike Shop Assistant Manager
Molly Turnbull, Project Coordinator
Jan Pryszsiezniak, Bicycle Assembler
Suzane Couture, Bicycle Assembler
Jesse Cunningham, Bicycle Assembler



