

Edmonton Bicycle Commuters' Society
Executive Director Report
Interim November 2011

Written by Anna Vesala

Overview of Activities

1. Administration/Office Organization
2. Advocacy
3. Leave of Absence
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5. North Location
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7. Outreach

Details of Activities

1. Administration/Office Organization

1.1 EBC Media Temple Accounts

Navigating the background program to our EBC email accounts, I have updated all the forwarding addresses. The email accounts are now forwarded as follows:

info@edmontonbikes.ca forwards to ebc-employees Google group

board@edmontonbikes.ca forwards to ebc-board Google group

payments@edmontonbikes.ca forwards to ebc-employees, Neil

courses@edmontonbikes.ca forwards to ebc-employees, Coreen

volunteer@edmontonbikes.ca forwards to ebc-employees

agm@edmontonbikes.ca forwards to ebc-board, Anna

advocacy@edmontonbikes.ca forwards to ebc-employees

thespoke@edmontonbikes.ca forwards to ebc-employees, Chris, Kris A, Gina

jobs@edmontonbikes.ca forwards to Adam, Anna (will be updated to include hiring committee as appropriate)

bikeworks@edmontonbikes.ca forwards to Alex

president@edmontonbikes.ca forwards to Adam

derek.pluim@edmontonbikes.ca forwards to ebc-board

chris.chan@edmontonbikes.ca forwards to ebc-board (beginning Dec 1)

keith.hallgren@edmontonbikes.ca forwards to ebc-board

1.2 File Consolidation (continues from October)

2. Advocacy

2.1 City of Edmonton Budget Public Hearing, Nov 23

I attended the non-statutory public hearing for the proposed 2012-2014 budgets. My [5 min speech](#) to Council spoke in favour of the \$30M Active Transportation project (currently unfunded in the proposed budget). Council

deliberates on the budget until December 9; hence, communications with Councillors and the media up to that date will help our cause. Calgary's Council also has budget consultations and on Nov 25, they passed the \$22.5M Comprehensive Bike Strategy. Background info [here](#).

Next steps: Meet with Don Iveson to discuss best strategy on mobilizing EBC members and cycling infrastructure supporters.

3. Leave of Absence

As I have struggled with personal and professional matters this month, I am requesting permission for a leave of absence (unpaid) from December 5th-16th. I would submit my final November report, a draft Strategic Plan and my timesheets before December 5. I also plan to be out of the country on a family trip from January 15th-22nd, 2012 (would take paid vacation time).

Issues to be addressed by the Board:

Please confirm whether these dates are approved. The leave is flexible so if there are better dates, please let me know.

4. Media

3.1 Bike Videos & CityTV

Adrian Pearce is a volunteer mechanic at BikeWorks and a professional videographer with CityTV. Last winter, he recorded two videos on winter cycling. CityTV has expressed interest in swapping free videos (Adrian's professional time) and segments of Breakfast Television airtime for their logo placement on our website and possibly other spots. CityTV quoted a series of professional videos like this would cost \$15,000 but see EBC's demographic (young adults) as a potent source of viewers.

Next steps: I will continue negotiations with Adrian and CityTV.

4. North Location

4.1 Alberta Cycle Building

Attended the ArtsHab Association open house to receive updates on the Alberta Cycle building. The City has not yet removed the hazardous materials from the building. Tender documents have been submitted to the City with "99% ready" plans, i.e. electrical, mechanical, structural and architectural plans are all complete and simply need approval. A development permit has also been submitted. These documents could take up to 8 months to get approved; upon approval, construction for Phase 1 would begin and run for approx 8 months. One significant issue they are having is related to parking—12 ring-and-post bike racks will be installed around the perimeter of the building, off setting their parking requirement by 8 stalls; however, 14 stalls are still needed either on adjacent property or some other magical solution. EBC reaffirmed interest in being both short and long term tenants for store-front space. I followed up with Linda Huffman (ArtsHab) in an email to double-confirm EBC's interest.

4.2 Eastwood School

As per Chris' update, Eastwood has asbestos and will be under renovation until May (2012 I assume).

5. Organizational Development

5.1 [Trails, Paths, Routes Advisory Committee](#) meeting

Learned some very helpful information about the Capital Budget, Active Routes to School program, and future opportunities in public consultations.

5.2 Board Development workshop

I have nearly completed the documents requested by the organizer (due Nov 28).

To be addressed by the Board: Please ensure that you each complete the Pre-Assessment by Nov 28 and email directly to the organizer. See my email earlier this month for the document and details.

5.3 Volunteer Orientation, Nov 15

4 more recruits. Great discussions and suggestions.

Next steps: Review options for hosting an online forum on bicycle commuting in Edmonton. Schedule a volunteer discussion on how to react to discriminatory behaviour in the shop.

5.4 Partnerships

Finalized the partnership agreement Alberta Public Interest Research Group.

6. Outreach & Inclusion

6.1 U of A Community Service Learning intern project

Final project will be submitted to EBC on Nov 29.

6.2 Aboriginal Outreach

Trish Pal, a BikeWorks volunteer, met with me to discuss how EBC could offer services to the urban Aboriginal organizations. A program similar to the spoke could be developed if there is interest. Some form of acknowledgement that we occupy Cree territory was also discussed.

6.3 Youth Restorative Action Project collaboration

[YRAP](#) and EBC are discussing a partnership to allow youth volunteers to complete hours at BikeWorks. This is a very reputable organization and would fulfill EBC's mandate to extend services to marginalized populations. It may be a similar program as the spoke or it may be less formal such as drop-in volunteering.

6.4 Cycle Chic Edmonton project

Upon learning of cyclechiccalgary.com, a few EBC contacts were keen to discuss opportunities for a Cycle Chic Edmonton. A similar project was developed earlier in spring 2011 by myself and a volunteer Bonnie Chan. EBC's connection to such a project would aim to profile the diversity of commuter cyclists in Edmonton in a fresh, visual, simple forum. A meeting in late November will determine project scope, commitments, and timelines with the new interested contributors.