

# EDMONTON BICYCLE COMMUTERS' SOCIETY 2011 ANNUAL REPORT





# Edmonton Bicycle Commuters' Society 2011 Annual Report



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## Mission Statement

The mandate of the Edmonton Bicycle Commuters' Society (EBC) is to make every day cycling in Edmonton safer and more widespread by providing bicycle services, resources, education and advocacy. We promote the bicycle as a healthy, economical and ecologically sound mode of travel.

## Objectives

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.



## 2010-2011 Board of Directors

- **Christopher Chan** President
- **Derek Pluim** Vice-President
- **Neil Carey** Treasurer
- **Stephanie Gregorwich** Secretary
- **Keith Hallgren** BikeWorks Committee Chair
- **Bernadette Blakey** Outreach Committee Co-Chair
- **Alex Choby** Outreach Committee Co-Chair, Inclusion Committee Chair
- **Kevin Schmidt** Advocacy Committee Chair
- **James Phillips** Member at Large
- **Brett Rosenberger** Member at Large

Additionally, **David Feldman** chaired monthly meetings of the Board as a non-voting member.

## Letter from the President

Two years ago, the 2009-2010 board of directors held a retreat and set a number of lofty goals for the organization. Much of our focus was on strengthening our internal organization to build the infrastructure necessary to support our rapid growth.

Over the past two years, we diversified our funding, formalized policies, improved our recordkeeping and tracking, committed to increasing diversity at BikeWorks, and found a second location for BikeWorks. All of these require work to maintain or move forward, and there are still many goals we have yet to reach. I hope that within the next couple years we can surpass 1000 members. But I believe we're on the right track: thinking about where we are now, and where we're headed, it's hard to imagine EBC as it was eight years ago, when bought my first bicycle in Edmonton. I have included highlights of our recent successes in the rest of this report.



Thank you to all of our volunteers, board members, staff, and organization partners, who all share the same vision of making Edmonton a better city by making it a better city for cycling. Your tremendous dedication continues to astound me, and the difference it has made in our city is evident even within the span of just a few years.

*Christopher Chan*  
*September 25, 2011*





## BikeWorks Operations

This summer was our second year with only volunteers operating the public shop. Revenue continued to grow, up from \$33 thousand in 2009 to \$66.6 thousand this year. We recorded over 3000 visits, recruited 60 new volunteers, and logged twice the number of volunteer hours as last year, with over 2600 hours.

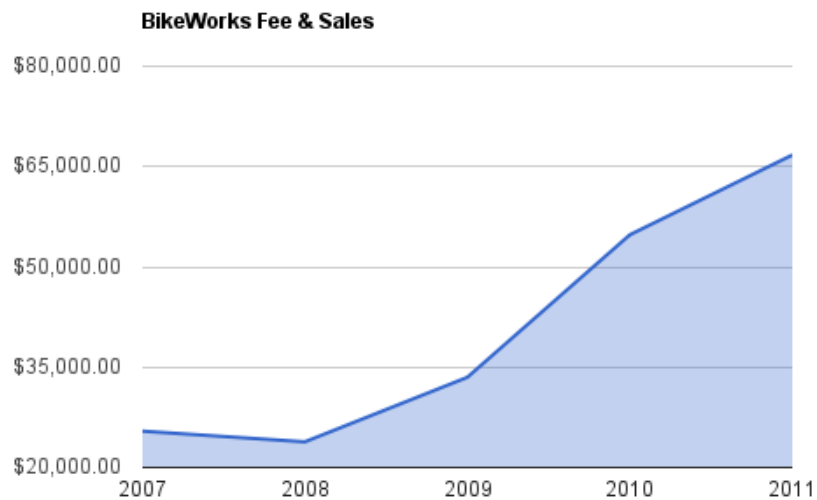
Our women and transgendered shop days continue to occur every first, third and

fifth Sunday of each month. The shop is operated only by women and transgendered persons on those days, and we have been seeing its direct benefits on other days at the shop too, with a more diverse base of volunteers and patrons.

EBC's **bike rental program**, funded with the assistance of an \$8050 grant from [Mountain Equipment Co-op](#), has been highly popular. Every month since launch has seen an increase in demand for our fleet of rental bikes, including requests for corporate events and conferences. The program has generated over \$1600 in only a few months of operation.

**Bike building** sessions, every Tuesday evening, have been highly successful as well, generating rental bikes, sales revenue, and providing a great social and learning opportunity for our volunteers.

BikeWorks diverts a significant amount of material from the waste stream. Much of what comes into our shop ends up back on the road. We refurbish and reuse whatever we can. EBC recycled 11,000 pounds of scrap metal and 3000 pounds of tire and tube rubber this year, up from last year.





## Second Location

### The Spoke

EBC has taken ownership of **The Spoke**, a program that teaches bike mechanic skills to youth who are nominated to the program. With widespread support from the community, EBC has been actively pursuing a permanent location on 118 Ave to expand our services.

We will be moving into the former Eastwood Elementary School building next year, and operating a second public, community bike workshop as well as The Spoke. Finding an affordable, stable and accessible location has been a long-standing goal for EBC, and with this second location, we hope to finally achieve this goal and improve our services for the public.

The Spoke program is also receiving the generous support of the City of Edmonton, the Rotary Foundation, and the Stollery Charitable Foundation, including over \$30,000 in monetary grants.

## Non-BikeWorks Operations

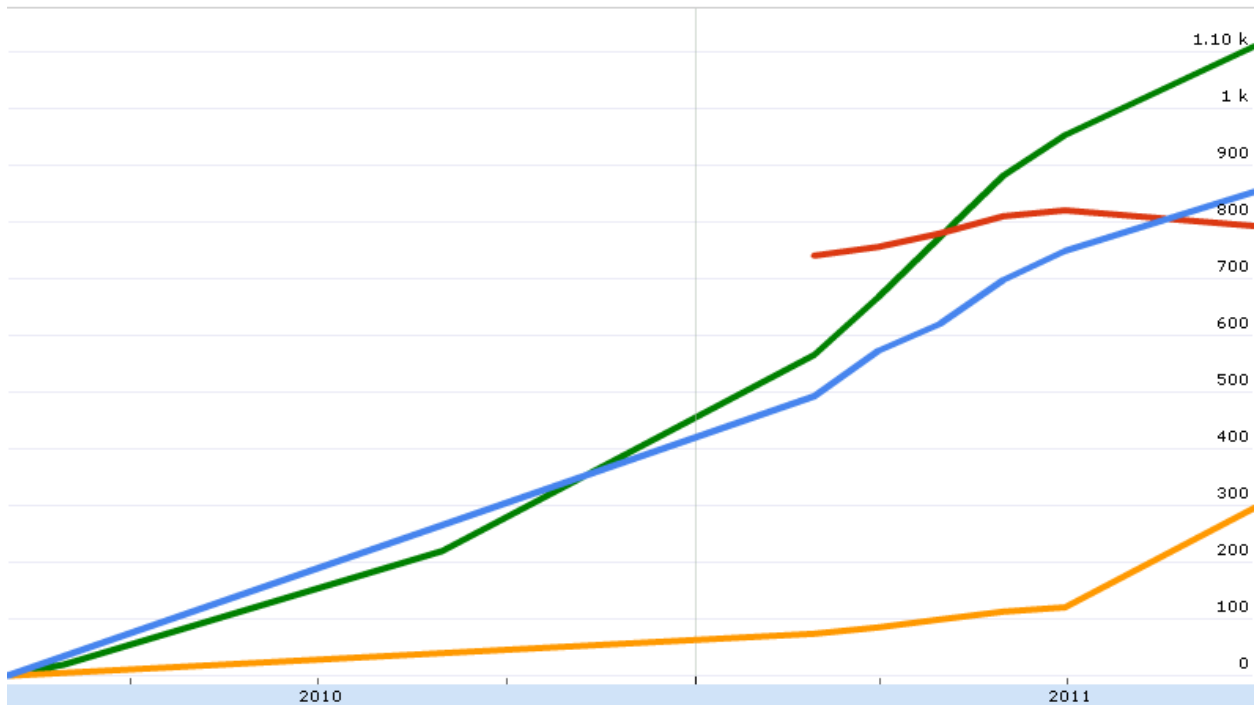
### Outreach & Events

EBC continues to provide mechanics, tools and supplies to run weekly **outreach repair in inner-city**. This service aims to make much needed bike repair services available to poor and marginalized Edmontonians, many of whom rely on bicycles to get around. We've also begun developing an **Earn-a-Bike** program to help those that can't afford our bicycles to access our services.

Through presentations and events, we extended our outreach efforts by 50% this year, reaching over 3700 people. Cycling culture continues to expand in all directions in Edmonton, from bike polo tournaments to local bike films to monthly Critical Lass rides, normalizing the bicycle as a useful tool for recreation, style, and everyday living. EBC continues to provide monitored bicycle parking at various festivals, and are deeply involved in conducting Bike Month. We also developed many new relationships with organizations and businesses around the city through our expanded offerings of lunch hour presentations and bike tune-up clinics, which also provide an additional revenue stream for EBC.

Our expansion in the realm of social media has been rapid. With over 2000 Facebook and Twitter followers, we can now leverage the reach and immediacy of social media for events and advocacy.





## Education

In an effort to encourage effective cycling and help cyclists feel more comfortable riding in traffic, EBC offers **CAN-BIKE II on-road cycling courses**. This year, we hired an education coordinator the summer, whose fulltime job was to further develop our cycling education programs, form partnerships in the community, and offer courses. We also continued running a range of mechanic courses at BikeWorks.

We also received a grant from Mountain Equipment Co-op to run on-road cycling courses for communities as well as conduct mechanic training courses for high school students.

Every year, EBC runs a Special Needs Learn-to-Ride program for children. The highly-popular program is now being developed into a comprehensive package that can be licensed (potentially for free) to other groups across the country.

## Art

Our first art auction and 30th Anniversary celebration was a success, financially and as a celebration. To capitalize on the connections that we built and diversify our reach, we hired two Artists in Residence. These positions, which aim to be self-funded, have generated fresh interest in EBC, as well as found remarkable ways to recycle even more end-of-life bicycle components.

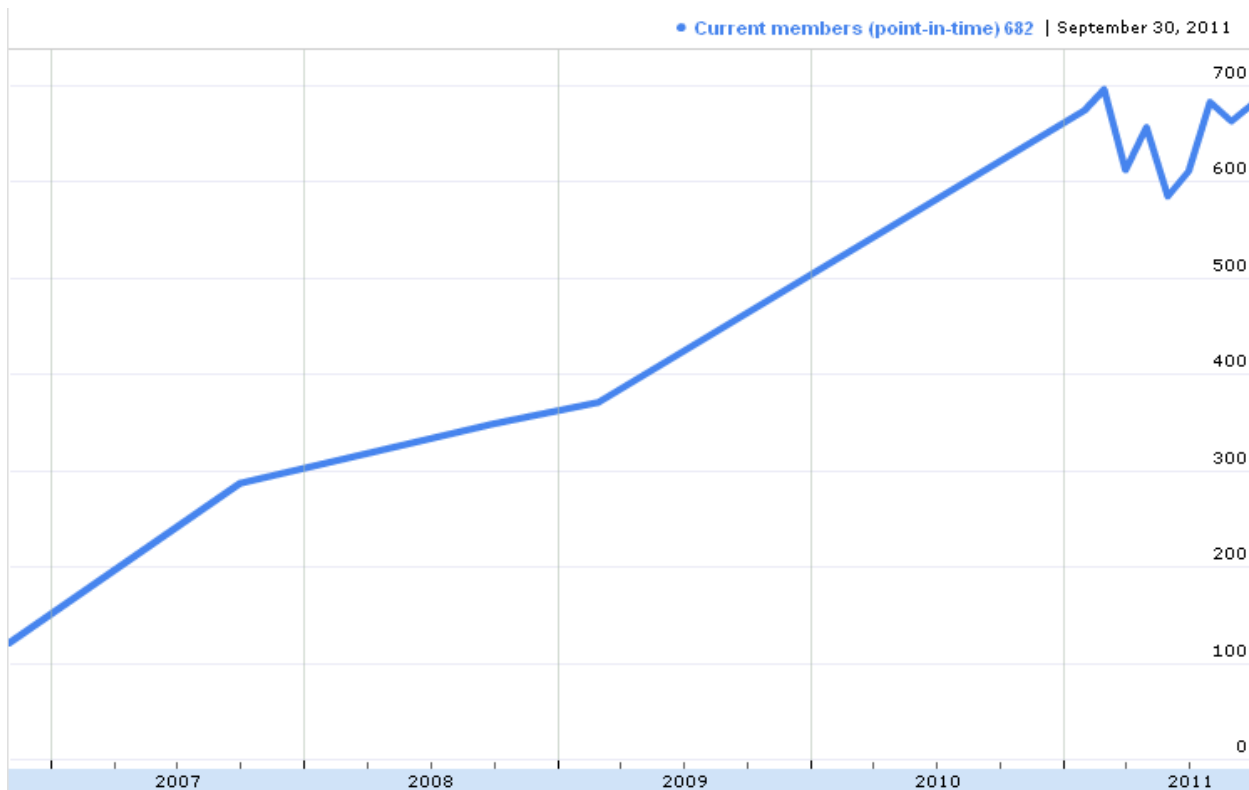
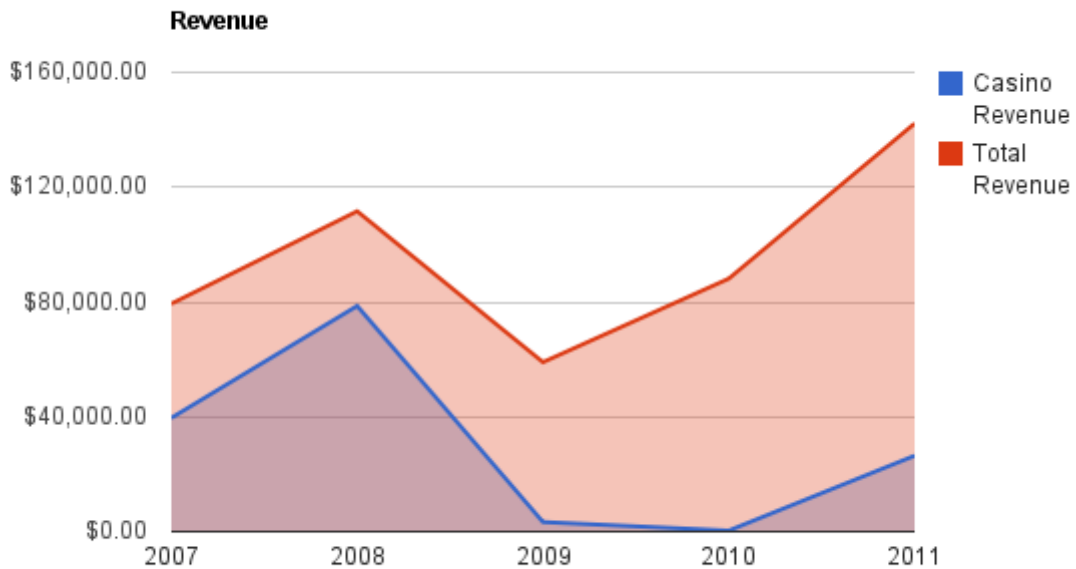
## Partnerships & Funding

EBC continues to diversify its funding sources. In 2008, the majority of our revenue came from a single source: AGLC casino events. This year, with over \$50000 in grants awarded, including \$10 thousand from the City of Edmonton, \$10 thousand from the Shell Environmental Fund, \$30 thousand from the Stollery Charitable Foundation, \$6 thousand from Mountain Equipment Co-op, and a \$5000 partnership with an



individual's Youth Environmental Stewardship project. Additionally, in-kind donations from the Rotary Foundation and many other organizations and individuals constitute a large base of resources.

EBC was also a finalist in the 20th Annual Emerald Awards this year. We were recognized for our strong and continuing environmental education work.



## Advocacy

EBC continues to sit on the City of Edmonton's [Trails, Paths & Routes Advisory Committee \(TPRAC\)](#), as well as lobbying municipally and provincially for better cycling infrastructure. We work with the City to improve existing facilities and target new opportunities, as well as organizing at the grassroots level to develop the culture and acceptance of cycling. The coming year presents exciting challenges, as the first phase of the Bicycle Transportation Plan is rolled out, and the 2012-2014 budget cycle goes before City Council.

## Ian Helgesen

This year, we lost a dear friend and dedicated volunteer. Over the past years Ian spent countless hours sharing his considerable knowledge and passion for cycling with the community and helping others fully experience the pleasures of cycling. Ian helped at countless events, hauling heavy bicycle trailers for EBC, helping out with the Campus Food Bank's annual food drive, helping to move Earth's General Store in the winter, and bringing all of the essential equipment for numerous Bike Month events at a moment's notice. He volunteered regularly as a bike mechanic at events as well as at BikeWorks, and was always a pleasure to work with.

Ian passed away on July 18, 2011 at the age of 27, and is greatly missed.



Memorial ride for Ian



# Financial Statements (unaudited)

## Income Statement and 2012 Budget (to be approved)

### Edmonton Bicycle Commuters' Society Income Statement for the Year Ending August 31, 2011

REVENUE	2011 Actual	2011 Budget	2012 Budget
Membership Sales	8,064.00	8,400.00	11,280.00
Private Donations	5,380.40	1,500.00	6,860.00
Grant Revenue	22,347.98	6,875.00	34,800.00
Total Shop Revenue	66,598.97	47,700.00	96,500.00
Rental Fees	1,615.00	1,000.00	2,400.00
Course Fees	2,928.00	2,560.00	2,250.00
Art Sales	2,841.00	0.00	2,800.00
Mobile Mechanic Fees	887.50	0.00	600.00
Event Admissions and Food Sales	2,938.46	2,200.00	3,375.00
Casino Revenue	26,097.61	26,000.00 (1)	43,183.04
Interest Revenue	2,149.48	2,300.00	1,037.50
<b>TOTAL REVENUE</b>	<u>141,848.40</u>	<u>98,535.00</u>	<u>205,085.54</u>
<b>EXPENSE</b>			
Wages and Payroll Costs	81,198.39	71,598.22	97,423.87
Board and Staff Development	0.00	600.00	600.00
Rent, Utilities and Building Maint.	17,410.72	17,400.00	21,120.00
New Parts + Shop Supplies	27,962.20	16,000.00	42,260.00
Amortisation Expense	216.00	216.00	436.00
Contractor Fees (Artist-in-Residence)	3,525.00	0.00	4,475.00
Volunteer Honoraria	2,327.00	1,280.00	2,167.50
Program Materials	2,162.83	600.00	2,600.00
Total Event Costs	4,554.80	2,585.00	4,520.00
Donations to Community Partners	4,419.01	5,000.00	5,000.00
Office Supplies	647.28	860.00	1,350.00
Registration Fees, Business License	248.00	0.00	450.00
Communication Costs	4,499.21	4,685.40	3,964.90
Meeting Space Rental	200.00	200.00	250.00
Volunteer Food	2,380.82	1,180.00	2,050.00
Casino/Fundraising Costs	2,084.25	2,000.00	2,000.00
Accounting/Professional Fees	157.49	300.00	0.00
Total Financial Costs	3,657.77	3,500.00	3,845.00
<b>TOTAL EXPENSE</b>	<u>157,650.77</u>	<u>128,004.62</u>	<u>194,512.27</u>
<b>NET INCOME</b>	<u>-15,802.37 (2)</u>	<u>-29,469.62</u>	<u>10,573.27</u>

(1) Original budget of \$74,000 has been adjusted to reflect a change in financial policy. Casino revenue is now recognised in equal amounts every month, instead of a large lump sum every 2 years.

(2) The change in policy relating to casino revenue had the following effects on net income:

Net Income entirely using immediate recognition method: 32,244.51

Net Income entirely using deferral method: -2,834.23

## Balance Sheet as of August 31, 2011

### Edmonton Bicycle Commuters' Society Comparative Balance Sheet, for August 31, 2011 and August 31, 2010

<b>ASSETS</b>	<u>As of Aug 31, 2011</u>	<u>As of Aug 31, 2010</u>	<b>LIABILITIES</b>	<u>As of Aug 31, 2011</u>	<u>As of Aug 31, 2010</u>
Total Unrestricted Cash	76,114.33	74,795.68	Accounts Payable	2,631.50	14.11
Total Casino Cash	61,015.02	24,724.06	Wages Payable	5,697.52	1,139.56
Accounts Receivable	4,933.00	2,906.75	Deferred Casino Revenue	48,046.88	0.00
Net Book Value: Safe	394.59	610.59			
			<b>TOTAL LIABILITIES</b>	<u>56,375.90</u>	<u>1,153.67</u>
			<b>EQUITY</b>		
			Retained Earnings	86,081.04	101,883.41
			<b>TOTAL EQUITY</b>	<u>86,081.04</u>	<u>101,883.41</u>
<b>TOTAL ASSETS</b>	<u>142,456.94</u>	<u>103,037.08</u>	<b>LIABILITIES AND EQUITY</b>	<u>142,456.94</u>	<u>103,037.08</u>



