



## 2019 Final Report



Bike To Work Day Group Ride - Photo Credit Sarah E Photography

Prepared by Fête Jockey  
Bike Week Project Managers  
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# Introduction

June 17-23, 2019 marked the 8th annual Bike Week in Winnipeg - a week long celebration of riding bikes for everyone.

The event kicked off with the week's flagship event: Bike to Work Day on Monday, June 17th. Bike to Work Day began in 2007 as a fun method to encourage cycling and active commuting in Winnipeg, initiated by the newly formed Bike to Work Day planning committee. After a few years of event growth and success, the committee chose to expand its programming to a full week, while still maintaining Bike to Work Day as one of its core offerings.

55 events/special offers were presented throughout Bike Week in 2019 in every corner of the city (and even outside of the perimeter). This included educational activities, family events, cultural excursions, mechanical assistance and group rides. An additional 14 events took place leading up to Bike Week to get the wheels in motion, for a total of 69 events, an increase of 8 events from 2018.

The week closed with the Bike Week Celebration at The Forks, on Sunday, June 23rd. An afternoon public festival celebrating bicycles and active living catering to all Winnipeggers.

It's worth noting that the event continues to grow in popularity each year, and its reach extends annually- though we did not see many new events in 2019. In 2018 Bike Week made family events a new priority for programming in 2019, diversifying its audience and strides were made to this end. In addition to building on past success, the weather during Bike Week was almost perfect and a major factor in seeing increased awareness about the event and more participation at all events.



Bike to Work Day - Photo Credit Sarah E Photography

# Planning Process



Photo Credit Sarah E Photography

In 2017, Bike Week officially became a non-profit organization and formed a Board of Directors. The Board is responsible for Bike Week as an organization, including its financial security, and drafting and executing plans for stability and long term development.

Fête Jockey Events was employed in 2018 and again in 2019 to act as Event Producers. They were responsible for managing the event expenses, event planning and management, pit stop and volunteer management, sponsorship, and promotion including managing Bike Week's website, newsletters and social media.

Fête Jockey reported to the Board through monthly meetings conducted online through the platform Zoom. This was an opportunity to maintain communication, for the Board to ask questions or give direction and to uphold a system of checks and balances.

A Steering Committee was struck once again to engage the wider cycling community, hear from diverse voices, and generate event ideas. The Committee consisted of cycling champions from across Winnipeg, some who worked directly with cyclists in their jobs, and some who were strong advocates for cycling but worked in other sectors, or were retired. The Committee met once a month with Fête Jockey from October to June. Members of the Committee ran events as part of Bike Week, or helped generate ideas, contacts and resources to ensure Bike Week's success.

A final meeting with the Board and Steering Committee members was held post event consisting of enthusiastic celebration and conversation resulting in the recommendations included in this report.

## Recommendations

- Perhaps the Committee doesn't need to meet as frequently in 2020. Look at having a brainstorming meeting in the fall and then a follow up in the spring, or continue to meet monthly but have a more robust brainstorming session in the fall.
- There is a standing request for new Board Members to the Bike Week Winnipeg Board, and also from new Board Members for more specific roles in the coming year as they now feel confident in the event and their duties. Fête Jockey should create a list of possible ways to engage the Board and task share especially during Bike Week.
- The Board is only in its second year, having been put in place leading into the 2018 event. It was suggested that the Board identify 1 to 3 annual goals for each Bike Week to provide direction for Fête Jockey and the Committee. Bike Week is now in a position to look at questions suggested like:
  - What are the success markers of the Bike Week event?
  - What are the goals for the organization and the event overall?

## Events

### Bike Week Events

Between June 17-23 (+ 2 weeks leading up) there were 69 bike themed events that took place around Winnipeg as part of Bike Week. These ranged from cultural events, sporting events, group rides, bike tune ups, seminars and workshops.

Bike Week estimates that over 7000 people participated in events throughout the week, including a participation of 3500+ for Bike to Work Day, and 2,500 at the Bike Week Celebration.

Some highlights and new activities this year include:

- **The Wolseley West Broadway Fam Jam Wheel Jam & The Bike Week Media Launch-** taking place a week before Bike Week, this was a family bike event including bike rodeo/activities and a group ride that served as a launch for Bike Week. This was the second annual Fam Jam. Based on 2018's success Bike Week presented a partnership opportunity to the event's organizers to work together on the event and to add Bike Week's media launch to the Fam Jam's program. The event was well attended

(with over 500 participants) and successful, taking place at the Broadway Neighbourhood Centre (BNC). In addition to an all ages group ride by Winnipeg Trails Association and the Rainbow Trout Music Festival that saw approximately 400 people, the event included the Winnipeg Repair Education and Cycling Hub's (WRENCH) Bike Bazaar (kid's bike swap and adult bike sale), bike demos by the Flaming Cheetahs, a Manitoba Public Insurance (MPI) Bike Rodeo, bike tune ups, a BBQ sponsored by Foodfare and more. It was also the launch of the Broadway Neighbourhood Centre's bike park designed by Scatliff + Miller + Murray and built by 2Wheel Revolution. The family friendly nature of the event, its location, and its overall positive and celebratory feeling were perfectly in line with Bike Week's messaging that riding bikes is for everyone, and helped Bike Week pursue it's 2018 event goals of more family focussed programming.



Fam Jam Wheel Jam - Photo Credit Sarah E Photography

- **Ride Outside the Lines-** a ride celebrating women and non-binary folk that saw record numbers and included a number of fun pit stops like a costume photo shoot, yoga, and ending at JazzFest.



Ride Outside The Lines- Images by Andrée Forest

- **Bike in Movie-** an evening of bike movies in the great outdoors! Winnipeg Trails Association presented a night of three films- *Bikes for Bread*, *Shift*, and *Fall in Love with Where you Live* (a short film produced in 2017 for Bike Week) at The Forks garnering an attentive audience of around 30 plus a casual audience of over 100 who were gathered at The Forks where the films were presented.
- **Ride Don't Hide-** a fundraiser/awareness campaign for the Canadian Mental Health Association (CMHA) which saw 237 riders participate in a group ride led by Bike Week Chair of the Board Dave Elmore and Board Member at Large Currie Gillespie. \$35,000.00 was raised with this initiative. This year's ride partnered with the Bike Week Celebration at The Forks to share resources and audiences, as well as, inviting the over 200 riders to enjoy the bike celebration post ride.



Ride Don't Hide - Sarah E Photography

Bike Week was responsible for running the media launch at the Fam Jam, Bike to Work Day, the Family Fun Ride and the Bike Week Celebration @ The Forks. All other events in the calendar were organized by third party organizations and individuals. Bike Week provided support by promoting the event online and through social media (as applicable). Bike Week continues to maintain strong relationships with third party organizations who invest time and energy each year in running their own events as part of the week long celebration.

Below is a full listing of events throughout the week:

DATE	EVENT	BIKE COUNTS
<b>Wednesday June 5</b>		
	Clean Air Day with Green Action Centre	300
<b>Sunday June 9</b>		
12-3pm	Fam Jam/ WBNC Ribbon Cutting/BW Media Launch/ MPI Bike Rodeo	400
12-3pm	WRENCH Bike Bazaar	estimated 400 people overall 67 kids bikes swapped/given away 42 adult bikes sold 40 kids bikes exchanged 18 adults bikes donated
<b>Monday June 10</b>		
8am-5pm	UWSA - Bike Lab Open Shop	not reported
6-8:30pm	SOBH Open Shop	25
6-9pm	Bike Dump - Women/Queer Folk Only	10
5:30pm-	MEC Bike Maintenance 101 Workshops	4
<b>Tuesday June 11</b>		
11am-6pm	Pit Stop Meeting	not reported
6-9pm	Orioles Bike Cage Open Shop	21
6-9pm	Bike Dump Open Shop	20
<b>Thursday June 13</b>		
12-5:30pm	WRENCH Open Shop	100
<b>Saturday June 15</b>		
8:30am-4pm	MPI Cycling Champions Course	8
10am-2pm	Orioles Bike Cage Open Shop	20
12-6pm	The WRENCH @ The Forks	9 bikes serviced and 6 bikes sold
<b>Sunday June 16</b>		
12-6pm	The WRENCH @ The Forks	17(15 bikes serviced and 6 bikes sold)
<b>Monday June 17</b>		
6:30-9am	Bike to Work Day Pit Stops	3454
6:30-9am	Ride and Go Seek	est. 200
6:45-8:15am	Group Ride Assiniboine Park	25
6:30-11:30am	UMCycle All Morning Pit Stop	212
9am-3pm	Manitoba Harvest All Day Pit Stop at The Forks	100+

	Downtown Winnipeg BIZ" Pedal in the Peg- free during Bike Week	25 all week
12-1pm	Bike Yoga in the Park	30
8am-5pm	UWSA Bike Lab	not reported
5:30pm-	MEC Bike Maintenance 101	3
6-8:30pm	South Osborne Bike Hub-open shop	22
6-9pm	Bike Dump-Women + Queer Identifying Open Shop	7
<b>Tuesday June 18</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
10am-2pm	Spinners 2019 Seniors Cycling Group Ride: Maple Grove Park to St Adolph	10
12-1pm	UMCycle's "Learn to Fix a Flat"	4
5:30-10pm	Moveable Feast	40
6-9pm	Orioles Bike Cage-open shop	25
6-9pm	Bike Dump-Open Shop	25
6:30-8:30pm	Woodcock Cycle: Easy Peasy Family Bike Path Ride	17
<b>Wednesday June 19</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
10am-2pm	Spinners 2019 Seniors Cycling Group Ride (St.Anne's Rd Superstore and ride through South St.Vital)	12
12-1	UMCycle Summer Kiosk: Lunch to Tune Up Your Bike	6
6-8pm	SOBH Pop Up Shop at The Farmers Market	cancelled
6pm-	Family Fun Ride	5
7-9pm	Winnipeg Cycling Club "Gentle Road Ride"	12
7-9:30pm	Bike Week Infrastructure Ride with Bike Winnipeg	11 guests + 5 volunteers + 1 presenter
7:30pm-	The Best of The Great Trails Vol. 1 Book Signing at McNally	20
<b>Thursday June 20</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
12-5:30pm	The WRENCH- Open Shop	90
2-6pm	UMCycle Summer Kiosk: Community Stand	10
5:30-8pm	Ride Outside the lines	30
6:30-8:30pm	South Osborne Bike Hub-open shop	25
6-8:30/9pm	Woodcock Cycle: Intermediate	6

	Road Ride	
6:30-8:30pm	Bike Winnipeg: Green Building Council Ride	14 participants + 4 volunteers + 3 presenters
Dusk	WTA Bike In Movie @ The Forks	30
<b>Friday June 21</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
12-1pm	UMCycle "Riding Skills" workshop	staff only (3)
5:30-6:30pm	Veldonnas Cycling Club Introductory Ride Clinic	0 due to high winds and risk of rain
6:00pm-9pm	Woodcock Cycle: Destination Ride	Cancelled due to high winds
6pm- Sat, June 23rd 1pm	Fourth Annual Woodcock Cycle Family Campout (to coincide with the Great American Campout) open to all!	14
<b>Saturday June 22</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
10am-2pm	Orioles Bike Cage-open shop	25
10am-2pm	MPI Bike it Course	5
12-6pm	The WRENCH at The Forks	18 bike serviced and 7 bikes sold
10am-12pm	Bike Winnipeg: Ride The Red History Tour	9 guests + 5 volunteers + 1 presenter
	RTMF Bike Jam	Cancelled
<b>Sunday June 23</b>		
	Downtown Winnipeg BIZ Pedal in the Peg- free during Bike Week	25 all week
8:30am-2:30pm	Swamp Donkey	Not reported
9am-2pm	Ride Don't Hide	237
10:30am start	The 5th Annual Blessing of the Bikes- Central Park with Knox United	20
11am-4pm	Bike Week Celebration @ The Forks	5000
11am-5pm	WRENCH official launch @ The Forks and the Great Bike Week Bike Sale	46 bike serviced and 8 bikes sold
1-3:30pm	Bike Winnipeg: North Winnipeg Art Ride	12 guests + 3 volunteers + 1 presenter
1-4pm	Bike Dump-Open Shop	20

## Bike to Work Day

Bike to Work Day is where this program began, and it remains one of the strongest events of Bike Week. 2019 marked the second year that Bike to Work Day was held on a Monday to

launch the week. This allowed Bike Week to be bookended with two strong events - Bike to Work Day and the Bike Week Celebration.

There were 65 pit stops (down from 69 in 2018 however several pit-stop hosts teamed up) open from 6:30-9:00 am on Bike to Work Day. The weather was cool, but wide attendance was still garnered.



Urban Systems/Laura Secord School Pit Stop - Photo Credit Sarah E Photography

The annual group ride had approximately 25 cyclists who met at Assiniboine Park in the light rain and then travelled east, stopping at Bourkevale Community Centre, Laura Secord School, and ending at Bonnycastle Park.

Ride and Go Seek, an activity that encourages cyclists to visit at least 8 pit stops between 6:30 and 9:00 am, was very popular with an estimated over 200 cyclists participating.

The Manitoba Harvest All Day Pit Stop was set up by the WRENCH's satellite location at The Forks and was co-hosted by the WRENCH, Bike Week and Bicycle Valet Winnipeg with great giveaways from Manitoba Harvest. This way riders could valet their bikes and come to The Forks for lunch and/or get a few repairs. Giveaways abounded throughout the day including Tall Grass Prairie Cinnamon Buns, Coffee from Espresso Junction, sponsors' swag, and Bikey McBikeface (Half Pints' Grapefruit Lager) vouchers for some lucky guests. The All Day Pit Stop remains a great spot to meet with pit stops after they have closed down, receive banners and pit stop counts, and interact with the public.

## Pit Stops

Monday, June 17th, began as a rainy morning but by the early afternoon the sun had started to shine. Despite the threatening weather, Bike to Work Day saw 65 pit stops cheering on cyclists all over Winnipeg, with several people commenting how they preferred the cooler weather when biking to work.

Pit Stop hosts signed up through the online form on [www.bikeweekwinnipeg.com](http://www.bikeweekwinnipeg.com). While some hosts signed up on their own, invitations were also emailed to past hosts from 2017 and 2018, encouraging them to join Bike Week once again and directing them to the website.

Hosts provided their contact info, their location, as well as what they would be giving away at their stop on the online form. Almost every stop provided water, coffee and snacks, and most had giveaways related to their businesses. Some notable pit stop perks included the fresh bacon given out at Dillon Consulting and snuggles from an adoptable puppy at the Animal Services Pit Stop on Osborne and Assiniboine.



Lil Sister Coffee Maker/ Wab Kinew/ Animal Services Pit Stop - Photo Credit Sarah E Photography

A pit stop meeting was held on June 11<sup>th</sup> at The Forks, where pit stops picked up their packages which included their banners, volunteer t-shirts, hemp hearts, water bottles and stickers from BikeMaps.org as well as bike lube. Almost every host made it to the meeting, and alternate arrangements were made for those who were unable to pick up their package that day.

'Ride and Go Seek', was a contest we ran during Bike To Work Day where cyclists could visit 8 different pit stops, return their signed form and be entered to win a prize. These instructions and forms were also given at the pit stop meeting. Bike Week ran two social media campaigns during Bike to Work Day and promoted them via info cards on how to participate given out at the Pit Stop Meeting. Cyclists were encouraged to snap a photo of their favourite pit stop and hashtag #bikeweekbest, with the winner- Ecole Laura Secord (for the second year in a row) being crowned with 'The Best Pit Stop Award' at the Bike Week Celebration the following Sunday. Cyclists were also encouraged to hashtag #whyiride on their social media platforms and explain in a short sentence why they choose to ride their bikes.



Green Action Centre Pit Stop

There were pit stops of all sizes, from flashy to simple. Misericordia Health Centre hosted a live band and Ecole Laura Secord had their famous student run Passport Office. The Exchange District BIZ partnered with 6 other businesses (Anchor Massage, Generation Green, Natural Cycle, NumberTEN Architecture & Singletons) making for many giveaways and an attractive stop for cyclists, especially based on their location (Stephen Juba Park).

Bike to Work Day also welcomed a few new pit stops, including The Winnipeg Winter Club, whose pit stop was located on Donald Street south of the bridge. Their pit stop was simple with gatorade, coffee and snacks, but they were eager to liven up their pit stop next year after seeing first hand how the event ran and hearing about some of the flashier stops. There was also an independent resident in Headingley that set up a pit stop. She only had 3 people, but was happy to have participated and promote cycling in her area.

The busiest pit stops were The Legislature (co-hosted by Animal Services, Wab Kinew and Little Sister Coffee Maker with 250 passerbys, and Laura Secord school with 260. Following closely were the UMCYCLE Kiosk with 167 cyclists and The Exchange District BIZ with 136 cyclist stopping and 300 passing by. The least busiest was Pockit Self Storage with 2 cyclists stopping.



UMCycle Pit Stop

After 9am the hosts were able to drop off their banners at the All Day Pit Stop at The Forks until 3pm, or drop it off at Bike Week Celebration at the Forks from 11am-4pm the following Sunday.

The most challenging part of this year's Pit Stop planning was making arrangements for all 65 stops to pick up their packages and return their banners. Compared to last year, there were more people picking up their pit stop packages, with only a few who were unable to make it to the meeting. People were less successful at returning their banners, however, even though there were multiple options to return them to. At the time of writing this report only 2 banners remain outstanding.

Everyone surveyed had a great time at Bike to Work Day. Hosts enjoyed meeting the cyclists, and cyclists enjoyed meeting fellow riders and celebrating cycling in the city. Most pit stop hosts made a point to mention how much they love being involved in this unique, city wide event and that they look forward to returning next year.

A final highlight were some amazing cookies that were created for the four sponsor pit stops: Manitoba Public Insurance, Stantec, Dillon and Assiniboine Credit Union. The cookies were for the sponsors to hand out and featured their business name and bike imagery. Yum yum!

Pit Stop Host	Pit Stop Location	Number of Cyclists
17 Wing Winnipeg	Yellow Ribbon Trail at Whytefold Road	76
20/20 Eye Care	North East corner of Bishop Grandin and Dakota Street	27
Armstrong & Small Eye Care Centre	Sprague & Wolseley	70
Assiniboine Credit Union	Fools & Horses (Broadway & Edmonton)	50
Assiniboine Park Conservancy (South Side)	Assiniboine Park Footbridge (South Side)	77
BGIS	Main at Bannatyne on the North West corner in front of 'Across the Board'	38 stopped, 80 passed by
Bike Winnipeg	Rover at Disraeli	148
Bike Winnipeg	Keewatin at Gallagher Avenue West	10
Bikes and Beyond	227 Henderson Hwy	34
Boeing Canada	Southwest of the roundabout at Murray Park and Sturgeon, by the skate park	40
Bourkevale Community Centre	Bourkevale Community Centre	44
Canadian Mennonite University	NW Corner of Grant and Shaftesbury	48
Chaeban Ice Cream + IBEX Payroll	390 Osborne Street	40
Coop Vélo-Cité et Caisse Group Financier	205, boulevard Provencher	17 stopped, 57 passed by
Dillon Consulting & Geoscientists Manitoba	Pembina and Harrow, on the east side of the road, just in front of the Engineers Geoscientists Manitoba office	45 stopped, 37 passed by
Donwood elementary school	Gateway/Raleigh pathway at Donwood Drive	62
Dougald Lamont & The Canteen Coffee Shop	St. Mary's Road at Goulet	40
Emergent BioSolutions	Pembina at Chancellor Matheson	17

Ecole River Heights	1350 Grosvenor Avenue	10
Edmund Partridge Middle school	1874 Main St. (Main and Kingsbury)	20
Exchange District BIZ	Waterfront at Bannatyne	136 stopped, 300 passed by
Floodway Print Company	290 McDermot Avenue	49
FortWhyte Alive	Sterling Lyon just east of McCreary Blvd (in front of the big hill)	37
Green Action Centre/City of Winnipeg	Old Market Square	131
Hub International	1150 Waverley	24
Hugh John Macdonald School	567 Bannatyne Ave	51
iQmetrix and CMHA MB Winnipeg	Wolseley Ave between Telfer St and Clifton St	72
Klinic Community Health	870 Portage Ave (Vimy Ridge Park)	16
Laura Secord School, Urban Systems, Verde Juice Bar	960 Wolseley Avenue (between Ruby and Lenore)	260
Lifemark Nature Park Way	Southwest corner of Kenaston and Sterling Lyon	20 stopped, 8 passed by
Little Sister Coffee Maker, Wab Kinew & Animal Services	The Leg by Osborne and Assiniboine	250
Manitoba Harvest	All Day Pit Stop at the Forks	150
MEC Bike Shop	303 portage ave	69
Misericordia Health Centre, West Broadway Biz & GetChecked Manitoba	The South West corner of Wolseley and Sherbrook	78 stopped, 68 passed by
Manitoba Public Insurance	The Forks at the Esplanade Riel Bridge	120
n8 Chiropractic	917 St. Mary's Rd.	10
Nature Manitoba	Norwood Bridge/Lyndale Drive	30
Peg City Car Co-op	Legislative Bldg, at the Louis Riel Statue	89
pokit self storage	1881 Burrows Ave	2
Ralph Brown Community Centre	McGregor and Machray	*

Red River College Sustainability Department	On the Northside of Omands Creek pedestrian bridge, at the intersection of the path that runs east-west	100
River East Transcona School Division - Adult Ed	Gateway Biking Trail & McLeod Ave	52
Seed Winnipeg	80 Salter street	10
Sport Manitoba	145 Pacific Ave	35
Stantec	311 Portage Avenue	30
The Health Sciences Centre - Staff Wellness	Sherbrook & McDermot (corner of HSC)	78 stopped, 62 passed by
Transcona BIZ	501 Pandora Ave W	15
UMCYCLE / Office of Sustainability	UMCYCLE Kiosk	167
UMCYCLE / U of M - Office of Sustainability	Health Sciences Centre (in front of Brodie Centre)	45
Vincent Design Inc. / Mother Earth Recycling	Higgins Ave & Annabella St	100 +
Wawanesa Mutual Insurance Company	Rear parking lot at Fort and Broadway	68 stopped, 92 passed by
West End BIZ	Central Park	27
West End Cycle Commuters / Oriole Bike Cage	St. Matthews Avenue at Burnell Street, SW corner	68
West Kildonan Library Staff	365 Jefferson Avenue at Powers Street	14
Western Financial Group Insurance Solutions	Harrow street between Academy and Wellington. Behind the barrier by the bike crossing.	72
Winnipeg Roller Derby League Inc.	Northbound Main at Stradbrook (under the bridge)	49
Winnipeg Winter Club	200 River Ave. (Corner of Donald and River Ave)	10
Woodcock Cycleworks	433 St Marys Road	30
WPS Cops for Kids	WPS HQ - Donald @ Graham South East corner	47
WSP & White Pine Bicycle Co.	Assiniboine Avenue at Garry	113

	Street (in front of the dog park)	
Yuan (Linda) Zhou	1-5290 Monterey Road, Headingley	3
Winnipeg Trails and Plain Bicycle Project	Galt and Waterfront	50
		<b>Estimated total of 3600</b>

\* did not indicate number of cyclists

## Bike Week Celebration @ The Forks

In 2018 Bike Week presented Ciclovía at The Forks as its wrap up to Bike Week.

The tradition of Ciclovía began in Bogota, Colombia, as a celebration of open streets. In 2010 this concept was launched in Winnipeg by a small group of cycling enthusiasts (most of whom also pioneered the original Bike to Work Day) with the support of the Downtown Winnipeg BIZ. Over the years the event expanded to a full weekend festival called ManyFest and as this transformed Ciclovía began to lose much of its momentum and was not able to grow into a true Ciclovía event celebrating active living and open streets. In an effort to renew the event and possibly revisit the original goals of Ciclovía in Winnipeg, it was included as part of Bike Week’s 2018 program. While the event was successful, complications arose with street closures and Bike Week decided it would be best to reexamine the event.

The Bike Week board felt that open “car free” streets were essential to the Ciclovía experience, and that continuing an event under this name without an open street element would be misleading. In place of Ciclovía, the board decided to go forward with a very similar celebration at The Forks to wrap up Bike Week, but brand it simply as the Bike Week Celebration.



Letter Pedlar Press & Mise en Scene at the Bike Week Celebration - Photo Credit Sarah E Photography

The Bike Week Celebration took place Under and around the Canopy at The Forks between 11am and 4pm on Sunday, June 23rd.

Featured as part of the Celebration were:

- A stage with musical acts DJ Miz Shutterfly, Ami Cheon, Mise en Scene and Madeleine Roger with MC Hanwankan Blaikie-Whitecloud inviting folks to participate.
- Free bicycle parking with Bicycle Valet Winnipeg
- Free massages by Anchor Massage
- Opportunities to try out The Canadian National Institute for the Blind Trishaw bike
- Spoke bike parking and community engagement installation on Open Streets
- Free dog petting with The City of Winnipeg's Animal Services Department
- Tabling featuring organizations in Winnipeg that champion cycling and active living as well as other bike related activities including:
  - Climate Change Connection
  - Winnipeg Trails Association (including Dutch Dinking- a slow bike competition)
  - Bike Winnipeg
  - Bike Week Winnipeg
  - Woodcock Cycle Works
  - Green Action Centre
  - Community Bike Shops (including: The Bike Dump, UMCycle, University of Winnipeg Students Association Bike Lab, Orioles Bike Cage and more)
  - The W.R.E.N.C.H.
  - Bikemaps.org
  - Anchor Massage
  - Winnipeg Public Library's Book Bike
  - James Culleton Bike portraits
  - Letter Peddler Press
  - Canadian Mental Health Association



Woodcock Cycle Works Bike Olympics at The Bike Week Celebration - Photo Credit Sarah E Photography

## Highlights included:

- The Woodcock Cycle Works Bike Olympics, hosted by Woodcock featured three different competitions. This was a great way to include all ages in a fun, bike-themed, spectator event
  - Fastest Tire Change Competition - 4 heats including a championship of 3 competitors each, who can change a tire the fastest?
  - Tube Toss Competition- kids and adults heats, who can throw a tube from the farthest point and secure it on a bike?
  - The Blindfolded Bike Identification Competition-kids vs adults. A relay heat where competitors identify bike parts with their eyes closed and the first team to identify all four parts wins!
- Artisans on site: Letter Pedlar Press with hand pressed bike postcards and James Culleton with free bike portraits.



Dutch Dinking (slow bike race) - Photo Credit Sarah E Photography

## Recommendations

Overall, the Board and Committee wishes to expand programming to include other areas of the city (outside of downtown) and diverse audiences. Ways of doing this, and other event recommendations from the Bike Week team include:

- Enthusiasm was struck for the West Broadway Neighbourhood Centre & park as a great event venue. Perhaps look at hosting other events here as it is close to bike infrastructure, accessible and central.
- The Suits and Heels ride, which previously served as the media launch for Bike Week was missed this year. An idea to do a Suits and Heels ride regardless of whether it is also a media launch was suggested. Perhaps this is a way to end Bike to Work Day?

- Members of the Board also requested an increase in promotion for the Family Ride presented by Bike Week to help spread the word that cycling is for everyone, especially families.
- More pit stops are requested in the North End of Winnipeg and in St. Boniface. It would be a good time for the Board to review the past 2-3 pit stop maps to see where more participation is needed along cycling routes. Fête Jockey can then look into potential hosts and partnerships for 2020.
- Host a Fam Jam or Bike Week event in the North End.
- Host a bike tour of the amazing things about Winnipeg a la Montreal's Tour De Isle... perhaps as an end to the Bike Week Celebration at The Forks.
- National Indigenous Day took place during Bike Week, but was not mentioned. Originally there had been the thought of an Indigenous led ride, but unfortunately this fell through. This is something to invest more time/effort/money in for 2020.
- The Ride and Go Seek information should be updated and made more clear in regards to returning the form to Bike Week. There were a number of questions from participants to this end.
- Look at a celebrity and/or bike focused MC for the celebration event at The Forks.
- A 6:00 am (as opposed to 6:30am start) was suggested by some pit stops who operate in high traffic areas as riders passed them as they were getting set up. Make this an option for people should they like to open early?
- Look at a different set up for the Bike Week Celebration at The Forks to engage more of the public. Perhaps moving more North towards the entrance of the Market Plaza, or facing the community tables outwards as opposed to in towards the stage, making it more inviting.
- Anders Swanson is suggested as a possible MC for the Woodcock Cycleworks Olympics, unless they have someone they would like to nominate. This idea is based on having an MC for these events with more bike knowledge.
- Extend reach from the Downtown Core and invest in events that are outside of downtown (rides in outlying communities, such as the Sage Creek Family Bike party that took place in previous years) or promote rides that take people from the suburbs to downtown. Look at the "oases" from early Bike to Work Days and how to coordinate big rides from outlying communities.
- Focus the energy on one huge group ride?
- Find orgs/cycling champions outside of the downtown core to partner with to present and promote events.
- Invest in events (like the Fam Jam) that cater to families and other diverse communities.
- Talk to City Councillors about doing events in their constituencies.
- Look at new events for 2020, diversify programming.
- Host a Bike Everywhere Day... or perhaps one day is Bike to Shop Day (perhaps work with Red River Co-op, or a Farmers Market, or the Design Quarter), another is Bike to School, another is Bike to Work.
- Explore partnerships with more BIZ Organizations.

- Look at why the Fam Jam Wheel Jam was so successful and how it can be recreated in other areas of the city.
- Invite pit stops to table at the Bike Week Celebration.
- Look at a speaker series and/or political event (perhaps hosted by a third party so it is arm's length) to draw in a different crowd.
- What about a traveling bike exhibit for the month of June?

## Volunteers

There were 50 people who signed up to be volunteers during this year's Bike Week. People were able to sign up through an online form. An email was also sent out to previous years' volunteers reminding them to sign up. Bike Week's success requires volunteers at a variety of different activities throughout the week but especially for:

### *Bike to Work Day:*

*Mechanics*

*Pit Stop Volunteers*

*All Day Pit Stop Volunteers*

### *Bike Week Celebration at The Forks:*

*Set Up Crew*

*Bike Week Table Crew*

*Tear Down Crew*



Bike Week Celebration - Photo credit Sarah E Photography

## **BTWD Duties**

**Mechanics (14 people)** – For the pit stops who were unable to provide a mechanic we provided one for them. Many of the pit stops provided their own mechanic, meaning our volunteers were able to staff all the stops that didn't have one, and even provide an extra mechanic for the busier stops. The mechanics assisted cyclists with basic needs such as pumping tires and lubing chains.

**Pit Stop Volunteers (9)**- These volunteers were assigned to be present at pit stops throughout the city that needed a little extra help. Some of these stops included Bike Week's sponsors as well as some of the busier stops such as The Little Sister Coffee Maker, Wab Kinew & Animal Services stop on the corner of Assiniboine and Osborne. Their jobs included cheering on cyclists and handing out giveaways.

**All Day Pit Stop Volunteers (7)** – These volunteers worked at the All Day Pit Stop at The Forks. They handed out free coffees, Manitoba Public Insurance Bike Safety manuals and Manitoba Harvest Hemp Hearts. They also received banners from the various pit stops who were returning them and answered cyclists' questions about Bike Week.



Volunteer Mechanic in action on Bike to Work Day - Photo credit Sarah E Photography

## **Bike Week Celebration Duties**

**Set Up Crew (3)** – Assisted in setting up tables, banners and chairs the morning of the event at The Forks.

**Bike Week Table Crew (6)** - Assisted at the Bike Week Winnipeg table, receiving Pit Stop banners, answering questions, handing out MPI Bike Safety manuals and hemp hearts.

**Tear Down Crew (2)** – Collapsed tables, stacked chairs and loaded out materials from the Bike Week table.

Volunteers at The Bike Week Celebration were provided with a \$10 gift card to use in The Common, as well as a complimentary Bike Week t-shirt.

There were many returning volunteers as well as some new folks who were interested in getting involved in the cycling community.

Almost every volunteer showed up for their shift. The ones who were unable to come sent an email notifying us that they were unable to make it. There were fewer 'no-shows' than 2018, and this is in part because reminder emails were sent out a few days before with the date, time and location of their shift.

Last year, some volunteers did not receive the size of t-shirt they required, but this year Bike Week requested their size before their shift (on the online application). This way every volunteer received the correct shirt size. For those volunteering at various pit-stops, we labelled the t-shirt with the volunteer's name to make sure nobody accidentally took their shirt at the pit-stop (something that happened previously). Additional t-shirts had to be ordered after the pit stop meeting.

Volunteer shifts were typically 2 hours long (working at the All Day Pit Stop or The Bike Week Celebration), and the mechanics and pit stop volunteers worked approximately 3 hours.

Roughly 103 volunteer hours in total were worked over the course of Bike Week by those that signed up on-line. In addition, board and committee members not only participated in the event planning, but also at many of the events. In total, board and committee members added approximately 350 hours of volunteer time bringing the total volunteer hours to approximately 450 hours.

## Sponsorship

Bike Week is reliant on a dedicated group of sponsors to make the event successful year to year. Over the past 13 years, the City of Winnipeg, Manitoba Public Insurance and Assiniboine Credit Union and Half Pints Brewing Company have been steadfast in their support of Bike Week and Bike to Work Day.

Bike Week successfully secured two new partnerships for 2019 including Manitoba Harvest who came on board to



host the All Day Pit Stop at The Forks on Bike to Work Day, and Woodcock Cycle Works who hosted the Bike Olympics at the Bike Week Celebration @ The Forks.

Mountain Equipment Co-op was the only sponsor from 2018 who did not return in 2019.

On a positive note, increases were seen with Half Pints sponsorship who donated a percentage of all Bikey McBikeface sales (a beer specifically brewed for Bike Week) to Bike Week Winnipeg. In 2018 this partnership resulted in \$850.00 towards Bike Week (which is the figure represented in the budget in following pages). An increase is anticipated for 2019 based on projected sales. In addition, in kind sponsors were extremely valuable for prizing and giveaways.

#### Cash Sponsors:

- The City of Winnipeg
- Manitoba Public Insurance
- Assiniboine Credit Union
- Dillon Consulting
- Stantec Consulting
- Urban Systems
- Half Pints Brewing
- Downtown Winnipeg BIZ
- Woodcock Cycle Works
- Manitoba Harvest

#### In kind sponsors:

- The Forks
- Bicycle Valet Winnipeg
- All pit stops and partner organizations who contributed valuable staff and infrastructure towards Bike to Work Day, the Bike Week Celebration; and hosting Bike Week Events

#### Prize/giveaway sponsors:

- Manitoba Harvest
- Red River Co-op
- Sprint Cycle
- Jazz Winnipeg
- Bikes & Beyond
- Woodcock Cycle Works
- Olympia Cycle & Ski on Portage Avenue
- White Pine
- Natural Cycleworks
- Diamond Gallery
- Anchor Massage

## Recommendations

- Consider partnering with Canadian Mental Health Association for Ride Don't Hide again in 2020 as it guarantees additional attendance at the Bike Week Celebration, and helps outreach through cross promotion.
- Talk with similar events (such as CMHA or the Fam Jam) to discuss shared sponsorship for partnered events or for advice on soliciting additional sponsorship and new sponsors for 2020.

## Budget

The budget for Bike Week was managed by Fête Jockey in partnership with the Treasurer of the Board primarily, and some assistance from the Board Chair. Based on recommendations from 2018, Fête Jockey was able to make decisions about programming and event related expenses within an approved budget, while the Board was responsible for managing all fixed costs for Bike Week relating to its annual administration. This made for easy management for the event planners and clear communication with the Board.

This budget does not include the large amount of in kind donations and price reductions contributed by The Forks, Bike Valet, and various other in kind sponsors who helped make the event possible.

Partnerships were formed with the Canadian Mental Health Association and the Fam Jam Wheel Jam which resulted in cost sharing for both the Bike Week launch and the Bike Week Celebration at the Forks.

Revenue source	Amount
Bike Week Carry Over from 2018	\$ 8,788.28
City of Winnipeg	\$ 35,000.00
Downtown Winnipeg BIZ	\$ 5,000.00
Manitoba Public Insurance	\$ 1,000.00
Assiniboine Credit Union	\$ 1,000.00
Woodcock Cycle Works	\$ 1,000.00
Dillon Consulting	\$ 1,250.00
Manitoba Harvest	\$ 2,000.00
Stantec	\$ 1,500.00
Urban Systems	\$ 500.00

Half Pints	\$ 850.00
Fam Jam Partnership	\$ 1,019.10
CMHA Partnership	\$ 500.00
Interest	\$ 17.62
<b>TOTAL REVENUE</b>	<b>\$ 59,425.00</b>

Expense	Amount
Event Coordination	\$ 35,350.00
Insurance/Legal	\$ 2,629.80
Website/E-newsletter/Email address subscriptions	\$ 1,220.95
Bike Week Celebration Programming	\$ 4,545.00
Bike Week Celebration Equipment/Space Rental	\$ 3,139.25
Bike Valet @ The Bike Week Celebration (2018 and 2019)*	\$ 1,980.00
Pit Stops- food and beverage	\$ 681.46
T-shirts - volunteers (includes design)	\$ 3,099.02
Marketing (design, photography, printing, distribution, videography, etc)	\$ 6,239.16
Misc	\$ 540.36
<b>TOTAL EXPENSES</b>	<b>\$ 59,425.00</b>

Revenue - Expense	\$ (0.00)
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\*The 2018 Bike Valet Invoice was received after the budget was finalized. It then got carried over into 2019.

## Recommendations

- Explore swag that doesn't have a date on it, that is more fashion forward and wearable that could be sold as a fundraiser for Bike Week. Perhaps a screen-printing-on-demand party where people could bring what they want to have screen printed.
- It is recommended that Bike Week run a fundraiser towards the 2020 event. With changing sponsorship this might be an effective way to secure finances.

## Promotion

Bike Week promotes itself in creative ways with a limited budget. This includes social media, media releases, event listings, digital/online media and print, as well as word of mouth and leveraging the extensive Bike Week network. Below is an overview of what was done in 2019.

## Fam Jam Wheel Jam & The Bike Week Media Launch

Bike Week is launched its 2019 program with The Fam Jam Wheel Jam. This widely attended event was packed with a diverse audience of all ages, and took place on Sunday, June 9th, a week before Bike Week began.



BNC Ribbon Cutting @ The Fam Jam & Bike Week Launch - Photo Credit Sarah E Photography

The Media launch included remarks from Cindy Gilroy, Councillor for Daniel McIntyre Ward (where the event took place); Dave Elmore, Bike Week Winnipeg Board Chair; and Andraea Sartison, Fête Jockey Event Producer. Prior to the launch, remarks were also given by a rep from the Wheel Jam organizing committee and from Honorable Robert Falcon-Ouellette, MP Winnipeg Centre who each spoke about cycling in Winnipeg.

This event replaced the former Suits and Heels Ride which had taken place for a number of years leading Bike Week fans to City Hall to unveil the weeks events. Because it was a small part of a larger, busier event there wasn't as much dedicated audience; and, due to it being scheduled on a weekend media coverage was minimal. That said, it was beneficial to launch Bike Week significantly earlier than usual as media uptake continued from June 9th through to June 23rd and some outlets released stories on cycling and Bike Week over this time period.

## Social Media



Social media was an important tool in 2019, with a larger presence on Instagram, Twitter and Facebook. \$460.30 of ads/post boosts were purchased on Facebook/Instagram beginning one month prior to the event, garnering 16,244 people reached, 1,477 post engagements and 799 link clicks over the duration of the ads' run. In comparison when Bike Week spent over \$900 in 2018 it reached over 22,000 people with over 2000 post engagements and 900 links.

On Facebook the key Bike Week activities (Bike to Work Day, Bike Week and the Bike Week Celebration @ The Forks) were added as their own events making them easy to share, invite people to and promote.

Overall the posts on Facebook reached 107,887 people in June only, averaging 3596 per day, and garnered 118 new likes over the course of the month. The page currently totals 2811 likes. <https://www.facebook.com/BikeWeekWinnipeg/?ref=bookmarks>

The Bike Week Instagram and Twitter presence increased and grew in followers as well, ending with 993 (up from 758 in 2018) and 1488 (up from 1318 in 2018) followers respectively. <https://www.instagram.com/bikeweekwinnipeg/> <https://twitter.com/bikeweekwpg?lang=en>

A critical path that detailed all content that was to be posted was created starting in the fall of 2018. Following success from 2018, Bike Week continued to use online design program Canva to create its own designed content. Overall about 60 images were created this way, including a daily event listing, Bike Week Celebration announcements, sponsorship thank yous, Bike Week countdowns etc.

Some content was scheduled in advance on Facebook allowing for a frequent posting status using Hootsuite. Fête Jockey managed social media messaging pertinent to events, while two Board volunteers also had access to the accounts to retweet or share relevant cycling info throughout the year (not related to the Bike Week event).

For the second year, Bike Week attempted to launch the #WhyIRide campaign, this year beginning it with the help of Green Action Centre during the Commuter Challenge and Clean Air Day. For the second year there was little pick up and this will need to be reevaluated for 2020 to decide if it's a worthwhile endeavour or how participation might be increased.

## Photos/Video

Bike Week hired one photographer and one videographer to document various events: Bike to Work Day, the Fam Jam Wheel Jam and the Bike Week Celebration @ The Forks. These images were released throughout the week as promo, and a thank you video was also created. Additional video footage from 2019 will be used to create a 2020 promotional video.

## Website

<http://www.bikeweekwinnipeg.com> remains the most important place to host and disseminate all Bike Week information. This includes the full event schedule, event/organizational history, the pit stop list and map. It remains one of the focal points of the organization.

The website was updated by both the Board Chair Dave Elmore and by Fête Jockey almost daily in the spring leading up to the event.

## Newsletters

This year, Bike Week released 10 newsletters via online mailing system Constant Contact that reaches 5329 subscribers. Launching in February around Winter Bike to Work Day, this was a vehicle to communicate event announcements and details leading up to June.

27-33% of subscribers open the emails while 5-25% use the links.

Only two emails were sent out between February and April highlighting cycling events in the community that were not organized by Bike Week. In May and June, communications increased to once a week and twice a week during the actual event.

All 2019 newsletters were shared on social media and can also be viewed here:

<https://www.bikeweekwinnipeg.com/past-e-newsletters/>

## Printed Promotion



There were two kinds of printed promotion in 2019: handbills and posters. This is based on previous years campaigns.

The handbills were similar to previous years, with basic event information and the web page. 750 were distributed beginning in May, most through Bicycle Valet who attached them to bike handlebars at each of the major events they participated in.

Posters were designed by Matt Veith Design. 300 were printed and these were distributed via a local poster company, the Downtown Winnipeg BIZ, at the Pit Stop meeting and via Board and Planning Committee members.

## Marketing/Media reception

In addition to the methods listed above, Bike Week sent out a Media Release and Advisory in advance of the Bike Week Launch (at the Fam Jam Wheel Jam), as well as a separate advisory for the Bike Week Celebration at The Forks in conjunction with CMHA. That is, CMHA included the Bike Week Celebration release in their media distribution, and Bike Week did likewise with the Ride Don't Hide release. Each release was sent out 1-2 weeks in advance, again a few days before and a third time on the day of the event. This did result in a slight increase in coverage.

Though it is difficult to get media attention for a media launch, media was good at showing up at weekend events which often surprised organizers (pleasantly).

- [https://www.cbc.ca/news/canada/manitoba/bike-week-winnipeg-celebration-1.5186662?fbclid=IwAR26zIn6CT5tGYzc297I9hdLAz0xbgIEi\\_JK7qJgKTJRBOJtdOL-s2dthpA](https://www.cbc.ca/news/canada/manitoba/bike-week-winnipeg-celebration-1.5186662?fbclid=IwAR26zIn6CT5tGYzc297I9hdLAz0xbgIEi_JK7qJgKTJRBOJtdOL-s2dthpA)
- [https://ici.radio-canada.ca/premiere/emissions/le-6-a-9/episodes/436343/audio-fil-du-lundi-17-juin-2019/11?fbclid=IwAR1P-pCL0VMdySQNaK2EkegHf\\_18edYHAHLfu5dGea7gUL3FfU\\_SNojG0sU](https://ici.radio-canada.ca/premiere/emissions/le-6-a-9/episodes/436343/audio-fil-du-lundi-17-juin-2019/11?fbclid=IwAR1P-pCL0VMdySQNaK2EkegHf_18edYHAHLfu5dGea7gUL3FfU_SNojG0sU)
- <https://winnipeg.ctvnews.ca/bike-week-winnipeg-kicks-off-monday-with-bike-to-work-day-1.4469005>
- <https://winnipeg.ctvnews.ca/video?clipId=1709357>

## Google Ads

For the second year, Bike Week focused its marketing budget towards online advertising, via Google Ads. While the ad was successful in garnering attention to the website, perhaps its best values were that a) money was spent based on how well the ad did and b) there was comprehensible ad tracking. There was \$762.62 spent in 2019 garnering 162,158 impressions and 1485 clicks through to bikeweekwinnipeg.com

## Recommendations

- It may be advisable for Fête Jockey to meet with a marketing professional to review and re-evaluate the current marketing critical path. Some new ideas to engage on social media would be valuable, and since the marketing milieu is changing rapidly there may be some best practices to get the word out that Bike Week is currently unaware of.
- Revisit the #WhyIRide campaign to find a way to make it successful or perhaps launch a different campaign with the similar goal of audience engagement and promotion of cycling in general and Bike Week specifically.
- A dedicated voice for social media and more shareable content is requested by the Committee Members (see first bullet above). Perhaps a message like “Revolution is Happening!”
- Releasing 20 second videos on social media in advance about “Why I Ride” that is captured by a professional photographer.
- Overall, the social media was busy, but it was suggested by Committee members that there should be more of a streamlined and story based approach to marketing.
- More effort can be made to share third party events on social media, as long as sharing is equitable across all third party events.
- Winnipeg Trails Association created signage that was placed in beautiful planters trailside for the 2018 Ciclovía event. These belong to Bike Week, but were not utilized in 2019. Find a way to bring them back for 2020.
- Look at making a printable Bike Week listing for people/organizations to post alongside a poster.
- More signage is needed at the Bike Week Celebration (and perhaps other events as well) to brand it as Bike Week, and to let people know what Bike Week is and that everyone is welcome. Look into pageantry for 2020.
- Revisit and promote hashtags.
- Show through promotion that Bike Week is for Everyone.
- Look at hiring a summer promotional team to help promote Bike Week!

## T-Shirts



Photo Credit Sarah E Photography

The 2019 T-Shirts featured two designs. One for adults by Chris Pancoe and one for children by his daughter Lucie O'Keefe. 327 were printed and given away to sponsors, volunteers and as promotional items at the Bike Week group ride, and the Fam Jam Wheel Jam/Bike Week Media Launch. The shirts received great feedback for their design.

Shirts and other clothing had previously been available to purchase online. Because this was a large amount of administration with not a lot of financial return, this was not continued for the 2019 event.

## Recommendations

- The T-Shirts are well loved, but costly and not environmentally kind. Is there an alternative option for volunteers and/or for giveaways that can be explored?
- How can we make them more “wearable” beyond Bike Week?

## Closing Remarks

Over all, Bike Week 2019 was a very successful event. In many ways it was comparable to previous years with a high (but similar) number of events and pit stops. The programming was also similar to previous years with a few new offerings, and a lot of old favourites. Little growth was seen in numbers and impact, although there was great participation in events, and the planning was more streamlined than previously.

Bike Week has hit its stride. There is still room for development and expansion and the Board and Fête Jockey should look at how to capitalize on its secure foundation in order to avoid the danger of plateauing.

In future years Fête Jockey would like to be involved in expanding the kinds of events Bike Week puts on. Perhaps commissioning artists to create interactive art that features bicycles, as was done a number of years ago with the bike powered concert system. Perhaps a pop up bike portrait studio, or a projection installation controlled by bike? It's time to get creative before the event schedule gets too repetitive year after year.

It may also be time to "put our money where our mouth is." That is, for years Bike Week has been trying to diversify its leadership, event offerings and audience- specifically to work with Indigenous, Newcomer, Female, LGBTQ+ and Family communities. It may be advisable to pool resources in this direction such as hiring consultants, commissioning events or ideas, or supporting communities to get involved.



Fam Jam Wheel Jam - Photo Credit Sarah E Photography

# Appendices

Meighan Giesbrecht and Tia Watson are Masters of Architecture students at the University of Manitoba. For the Bike Week Celebration @ The Forks, they created “Spoke” an interactive bike rack installation that addressed what “Open Streets” means to Winnipeggers.



“Spoke” Installation @ The Bike Week Celebration - Photo Credit Sarah E Photography

Here are the questions Bike Week wanted to know and Meighan and Tia asked via “Spoke”:

- What do the words “open streets” mean to you, Winnipegger?
- Car free streets? Cordial road sharing? More people riding, skateboarding, rollerblading, scootering or walking? Increased camaraderie or activity on your ride? A human takeover of busy car traffic intersections?
- What do you imagine?
- Imagine if all of the streets in Winnipeg were opened up to cyclists, skateboarders, wheelchair users and pedestrians, and closed down to car traffic. What would this do to your commute? Your day to day? Your interactions with fellow Winnipeggers? How would this change your neighbourhood?
- Imagine yourself street level, with a wide open road around you, car free. What do you dream of filling the streets with? How would you reinvent the space?
- What streets would you open in Winnipeg, and why?
- How could these streets become more bike friendly, more human friendly?
- What routes do you ride that feel the most bike friendly?
- What would you like to add to your commute to elevate your riding experience?
- What could “open streets” mean to Winnipeg?

Below are Participants wrote on ping pong balls to answer the questions:



Waterfront  
 Corydon  
 Accessibility  
 I like bikes  
 Corydon  
 Notre Dame  
 Jubilee  
 Portage & Main  
 Wolseley/Westminster  
 Portage & Main  
 Bike  
 Corydon  
 Walk  
 No cars  
 Walk  
 St. Mary's Avenue  
 Mount Royal  
 Banning, Ruby, Greenway,  
 Please!!  
 The Forks  
 Lyndale, Waterfront,  
 Assiniboine  
 More bike paths!  
 Stafford  
 Banning, Greenway  
 Academy  
 Bikes!

Run  
 More parts of Exchange,  
 Downtown and St.  
 Boniface  
 Salter  
 Wolseley, Forks  
 River Road  
 Assiniboine  
 Harbison  
 A better bike path on  
 Marion  
 Corydon  
 Open Portage & Main  
 Yo I biked 2day!  
 Corydon  
 Bike lyfe  
 Portage + Main  
 Cycle everywhere  
 Skate  
 Henderson  
 Walk

West Broadway  
 Love clean air  
 Corydon  
 Portage & Main, Selkirk,  
 St. Boniface  
 More Paved Paths  
 Provencher  
 Market Square  
 Albert & the whole  
 exchange  
 Portage  
 Sections of the exchange  
 Portage & Hargrave