



2024 Final Report

Bike Week Winnipeg

Presented by Tire Stewardship Manitoba
June 9-15, 2024



Bike Week Winnipeg will continue to celebrate the joy of bicycling, inviting people of all backgrounds and from all parts of the city to discover new ways of moving through their communities, and embracing active reconciliation with Indigenous Peoples.

Prepared by:

Fête Jockey Events Inc.
Bike Week Producer
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* Photos by Sarah Sgambato and Patrick Jordan and Fête Jockey Events*

Overview

Founded in 2007 as Bike to Work Day, Bike Week Winnipeg has grown significantly, offering a wide range of events such as group rides, educational sessions, and history tours.

June 9-15th, 2024, marked Winnipeg's 11th annual Bike Week and the 16th annual Bike to Work Day. The week featured a wide range of activities, including senior and family rides, bike preparation workshops, and street riding basics, drawing **over 14,000 Winnipeggers to 160 events over 7 days**. This year's Bike Week also introduced three new cycling initiatives focused on **reconciliation, diversity, and discovery**, which emerged from discussions during a strategic planning session held a few months earlier, reflecting Bike Week's commitment to evolving biking culture in Winnipeg.

Strategic Plan & 2024 Initiatives

With the financial support of Assiniboine Credit Union, Bike Week enlisted Urban Systems, a Winnipeg-based planning and engineering consulting firm specializing in active transportation, to lead a strategic planning workshop. Urban Systems collaborated with contracted producers, the board of directors, volunteers, stakeholders, and partners to develop a comprehensive follow-up report. Given that the strategic plan occurred just a couple of months before Bike Week, there was insufficient time to fully implement new approaches for this year's event. As a result, it was decided that the achievable priorities for 2024 would focus on reconciliation, diversity, and discovery. To bring these priorities to life, Bike Week partnered with Momenta for the reconciliation ride, "Bezhig Miigwan, One Feather"; the W.R.E.N.C.H. for the diversity ride, "IRide"; and Bike Winnipeg for the discovery ride, "Kidical Mass".

Following Bike Week, the Bike Week Board of Directors and Fête Jockey Events reviewed the strategic plan summary with Urban Systems. The strategic planning meeting and subsequent survey highlighted a strong, experienced, and supportive community surrounding Bike Week, with a core group of dedicated volunteers being a major asset. The new key themes of reconciliation, diversity, and discovery were identified, with "more people biking" being a continued top priority. Numerous ideas emerged for increasing participation, such as route planning and new partnerships, as well as for advancing reconciliation and diversity through themed rides and partnerships. However, clearer strategies for addressing reconciliation and diversity are needed. In sum, Bike Week's strong volunteer base and growing public interest in cycling provide a solid foundation for future growth. The immediate focus should be on securing funding after which strategies can be developed to address the identified themes and expand Bike Week's impact.

Bike to Work Day

Bike to Work Day, the flagship and fan favorite of **Bike Week**, was presented by **CAA Manitoba** this year. It continued to grow in popularity, even with the new twist of taking place on a Tuesday, which received glowing reviews.

From 6:30am - 9:30am on **TUESDAY**, June 11th over 4500 Winnipeggers visited over 70 Pit Stops city wide culminating at the annual **Manitoba Public Insurance All-Day Stop at The Forks** (9:00 am - 2:00 pm).



Once again, riders were encouraged to join in the annual game of **Ride and Go Seek** by stopping at at least 8 Pit Stops hosted by Bike Week Sponsors, long time hosts and partners, and businesses who were hosting their first ever pit stop. 122 Ride and Go Seek participants entered to win various in-kind prizes donated by local businesses. Whether commuting to work, or taking a morning ride while working from home, Bike to Work Day celebrated folks whose rides were short or long.

Mayor Scott Gillingham along with over **40 Winnipeggers** joined the **16th Bike to Work Day Group Ride** starting at Assiniboine Park through Bruce Park/Bourkevale, West Wolseley, Omands Park, Wolseley, West Broadway and finally along the Assiniboine Bike Lane ending at the **All-Day Pit Stop at the Forks** presented by Manitoba Public Insurance.

2024 was the first year Bike Week included a **Post Work Pit Stop** hosted by Good Neighbour Brewing, this addition was a great way to end Bike To Work day and marked the beginning of a new tradition.



Bike Week Event Calendar

Visit [HERE](#) for the full 2024 Event Listing

The Bike Week calendar was once again packed with a variety of engaging events, including city-wide group rides and a comprehensive list of community bike shops, open shop hours and the aforementioned reconciliation, diversity and discovery initiatives. Some standout highlights from this year included:

Bezhig Miigwan, One Feather launched the week on Sunday, June 9 in a good way. The group ride was led by Adrian Alphonso, a Band and Community Member of Waywayseecappo First Nation, and supported by Momenta. The ride from the Residential School Monument to the National Centre for Truth and Reconciliation was designed to allow participants to learn truth, reflect on history, engage ethically with the land, and consider actions toward reconciliation. The event capped participation at 25 registrants in order to insure successful and meaningful delivery in its first year and filled up quickly.



The **IRide** group ride supported by The W.R.E.N.C.H. was a casual, relaxed pace group ride that celebrated the many faces, bodies, ages, abilities and experiences of cycling. All bodies are good bodies and all bikes are good bikes! This was a small (and a little rainy) ride in its first year but still had a keen group of riders participate. There is hope to grow this ride in the future, focusing on diversity and reaching other communities that places like The W.R.E.N.C.H. are well connected with.

The 2nd annual **Kidical Mass** was hosted by Bike Winnipeg, with support and bike decorating from Bike Week, this year and saw 100 riders enjoy a safe and comfortable route along Wellington and Wolseley, ending at the Bike Week Bash on the south grounds of the Legislature. This ride was the perfect opportunity for



families to gather and bike along a safe route together. The event is intended to show the need for safe cycling infrastructure for all ages.

Also back on the calendar this year was The **Better Biking Lunch & Learn**. Facilitated by Bike Week, this workshop went over how to make sure your bike was ready to ride and the basic knowledge/skills required for riding on the streets and trails of Winnipeg.

The first-ever **Bike Week Scavenger Hunt**, led by board members Daniel and Frankie, was a collaboration with local, bike-friendly businesses. This interactive event took participants on a scavenger hunt around Central Winnipeg, running over multiple days. A daily winner was drawn from Wednesday to Friday, with three lucky winners selected on Saturday, June 15.



The Bike Week Bash concluded the week on Saturday, June 15th from 1-3pm on the south grounds of the Legislature Building. This family-friendly celebration featured a range of activities, including bike obstacle course and demos with the Manitoba Cycling Association's Hop On program, bike puppet making with One Trunk Theatre, a Kurrent Motion Hula jam, screen printing with Letter Peddler Press, and bike tune-ups with The W.R.E.N.C.H. Entertainment included performances by DJ Wanda G, Son del Norte, and DJ Boogey The Beat. Food was provided for the first 100 attendees, featuring ice cream from Fête Ice Cream and hot dogs from Next Door Restaurant.

The fun continued after the Legislative grounds activities closed as a few board members led a giddy group of riders from the grounds to the after party again hosted by Good Neighbour Brewing. They even had their own special Beer Bike to help lead the parade!



Click [HERE](#) to enjoy highlights of **Bike Week 2024**

BIKE WEEK BY THE NUMBERS

Our 11th annual Bike Week was a tremendous success, and we were thrilled to welcome new sponsors, pit stops, event hosts, and traditions! Check out the impressive 2024 numbers below and the significant growth we experienced. We eagerly anticipate building more partnerships to further expand our reach and programming in the years ahead.

Bike to Work Day

	2023	2024
Bike to Work Day Participants	5374	5594
Pit Stops (city wide)	62	73
Post Work Pit Stops	0	1
Pit Stop Hosts	~122	~150
Volunteer Mechanics	19	24
Ride and Go Seek Participants	143	122
Ride and Go Seek Prizes	10	5
Best Pit Stop Award	1	1

Bike Week Events

	2023	2024
Pre Bike Week Events	21	47
Post Bike Week Events	21	51
Bike Week June 9-15 Events	45	60
Total Cycling Events Promoted	87	160
Community Bike Shop Open Shop "Events"	29	64
Cycling Training/ How To Workshops	8	5
Cycling Challenges/ Races	2	2
Radio Shows Dedicated to Cycling	3	5
Blessing of Bikes	1	1
Bike Bazaars (free or by donation bikes for kids, kid bike exchange & bike sale for adults)	3	2

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Cycling Training/ How To Workshops	8	5
Group Rides for 55+	6	12
Group Rides for Women	9	22
Indigenous History Tours	1	1
Parks & Trails Ride(s)	1	11
Infrastructure Ride	1	1
Kid & Family Rides	5	6
Total Group Rides	23	19
Bike Jams	1	1
Total Number of Participants in all events on Bike Week Event Calendar	~14,183	~15,355

Bike Week Folk

2023

2024

Volunteers	141	176
Volunteer hours	~1380	~1650
Bike Week Board Members	10	9
Event Contractor Staff	6	5
Newsletter Subscribers	5,036	5053
Instagram Followers	1976	2247
Twitter Followers	1917	1919
Facebook Followers	3444	3529

Exit Survey Participants	N/A	305
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In The News

2023

2024

Live Radio Interviews	3	4
Pre-Recorded Radio Interviews	1	2
TV Interviews	6	3

Marketing

2023

2024

Posters	250	250
Handlebar Handbills (disseminated by Bike Valet Winnipeg and The WRENCH)	200	1000
Bike Week Pamphlets	1050	1600
Facebook & Instagram Posts	41	60
Twitter Posts	52	65
Newsletters	9	10

Financial Sponsors

2023

2024

Local or National Businesses	9	9
BIZ's	3	3
Financial Institution	1	2
Government/Agencies	3	3

In Kind Sponsors

2023

2024

Prize Sponsors	7	8
Food & Beverage Sponsors	3	3

THANK YOU TO OUR SPONSORS

Bike Week Sponsor



Bike Week Sponsor



Bike to Work Day Sponsor



All-Day Pit Stop



"I appreciate all of the efforts made, you can see the difference in the city."

2024 Bike Week & Survey Participant

Pit Stop Sponsors



General Sponsors



In Kind Sponsors



Zealous Medi Spa
More than Just a Spa

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"Thanks so much for your advocacy in our community. I am celebrating my 5th year of fair weather bike commuting this year and very grateful for the important work that you do. "

2024 Bike Week & Survey Participant