



Saskatoon Cycles Board Report 2022 - 23

The past year was an incredibly busy one for the small but mighty Saskatoon Cycles team.

Organizationally, we welcomed two new board members, Zack MacGregor and Rob Larson. Both are avid cyclists who had long histories with Saskatoon Cycles and our activities, so we were excited to have them participate more fully behind the scenes. Zack considers himself a “utility” cyclist, commuting to work, doing errands, etc, and Rob has been completely car-free for over 5 years. The tradition of having board members who “walk the walk” continues!

Having an active, working board was even more vital than ever this year as Saskatoon Cycles stretched itself to the margins, with involvement in advocacy, education programs, city-wide events, and so much more, as the following pages will attest.



Fundraising



In May we launched our new membership structure, one that encourages paid annual dues from \$0 - \$40, or a “second gear” \$10/month option. We currently have 48 paid members

Our Friends of Cycling program is still going strong. We have fourteen current members of the program, selling a wide range of products from ice cream to camping gear. Please consider supporting these great local businesses. We especially ask for ongoing patronage of our wonderful local bike shops who support us in so many ways: Bike Doctor, Doug’s Spoke N Sport, Outtabounds, and Bruce’s Cycle Works.

We continue to have steady sales of merchandise (T-shirts and hats) on our website.

Pedal Express



Our sustainable delivery service, originally called ZenZed, was rebranded “Pedal Express” in July 2023. Our incredibly generous sponsor, The Better Good, requested a new name that better reflected what the program was about, and we obliged.

Part of the rebranding included an original software platform developed exclusively for Pedal Express that allowed for better courier/business interactions, including text notifications. The program continues to evolve, and now boasts six businesses and a growing team of couriers.

Educational Activities



Part of Saskatoon Cycles outreach plan for 2023 was improving access to cycling education for those seeking it. We focused our early efforts on the newcomers to Canada and worked with a number of organizations: Saskatoon Open Door Society, Saskatchewan Intercultural Association, and Global Gathering Place. We helped connect dozens of participants with a bike and basic equipment, and instruction for cycling in the city.

We also provided basic skills tracks for younger cyclists at a number of events through the summer, helping kids feel more comfortable and aware of themselves on their bike.

BYXE Week(s)



Saskatoon Cycles again won the City of Saskatoon contract to organize winter and spring BYXE Week for 2022. Both weeks included a slow roll to launch the week, numerous TV and radio spots (usually featuring board member/spokesperson James Arnold), a Bike to Work Day, and various activities that incentivized participation with great donated or purchased prizes. The BYXE Weeks continue to be a great opportunity for Saskatoon Cycles to build good relationships with the city as we strive toward better active transportation infrastructure.



Monthly Slow Rolls



This past year we committed to ride as a cycling community at least once each month, year round. These themed slow rolls included “The Hop Along” (post-Easter), “The Icebreaker” (spring), “Summer’s Not Over”, and a couple of BYXE Week Kickoff rides.

We also participated in ParticipACTION’s Community Challenge this year, helping make Saskatoon the #1 location in the province for participation minutes with four slow rolls during the month of June.

Other notable bike rides that we were also part of:

- Natasha Fox Memorial Ride (organized by Shoshana Green)
- Ride for Bike Safety and Awareness (organized by Lucy Stobbe)
- Cathy Watts Memorial Ride
- Nuit Blanche Glow Roll

National Pedal Poll

Saskatoon was once again a chosen location for the National Pedal Poll. We're member of Velo Canada Bikes (VCB), a non-profit organization much like Saskatoon Cycles, which operates on a national level. VCB hosts monthly national advocacy meetings with up to 35 participants from coast to coast, sharing ideas and support, and mentoring each other. The Pedal Poll is one of the VCB's national initiatives. Pedal Poll is a count of cyclists in communities across Canada. The data collected helps build the case for more, and better, cycling infrastructure. The data for this year's poll will be out in the spring 2024. Thank you to all the volunteers who spent some time counting cyclists.

Advocacy

2023 started off with promise, with Saskatoon Cycles meeting with city officials to work toward better cycling infrastructure, and delivering two successful BYXE Week events that created some positive momentum for change. It turned into a difficult year for the cycling community when Natasha Fox and Darin Kinniewess were killed while riding their bikes, less than four months apart. Saskatoon Cycles played a significant part in organizing responses to these deaths by facilitating and amplifying grassroots community efforts, or providing media content with reliable spokesperson/board member Jim Arnold.

When city council met in June to discuss motions brought forward by Councillor Block, Saskatoon Cycles helped organize public pressure to support more action to be taken on cycling safety and infrastructure.

Bike Valet



We had another great season this year. Patrick Lomas was our onsite coordinator and he did a fabulous job of keeping everything going smoothly. We parked 3300 bikes at 13 festival/events, with enthusiastic help from 135 fantastic volunteers putting in almost 800 volunteer hours.

We received an Environment Grant from the City of Saskatoon for the Bike Valet again this year, which was a huge help and greatly appreciated. We were able to cover the cost of towing for each festival and we offered Bike Valet services at the MultiCulturalism Day, FolkFest, The Fringe, and Ride for Refuge put on by Global Gathering at no charge.

Outgoing board members

We have two outgoing board members, Erin Edwards and Johanna Bergerman.

Erin is the past Chair and the driving force behind the success of the Bike Valet, an activity she's going to keep a hand in. We have been very grateful for her boundless energy, wise leadership and willingness to participate in all things cycling over the last 4 years. We will miss her at the board table, but are delighted that she'll still be part of our organization in a different way.

Johanna has been the board Treasurer for the last year and has brought a passionate interest in increasing the equity of cycling infrastructure. Her perspective helped broaden the focus of the board, and even though she'll be moving on to a heavier work load away from Saskatoon Cycles, her lens will remain.