



Saskatoon Cycles Board Report 2024 - 25

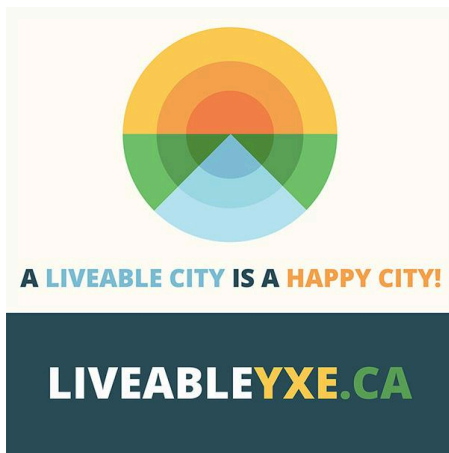
The past year has seen Saskatoon Cycles continue to develop and expand its education, advocacy, and service programming, while also strengthening relationships with municipal leaders, business, and volunteers/members. 2024-25 stretched the organization's capacity, but like muscle tissues scarred during a workout, we have grown through the tests.

Organizationally, we welcomed three new board members: Ursula Acton, Arika Block, and Cynthia Hernandez-Roblin. All are long time cyclists who have interacted with Saskatoon Cycles and our activities in different ways, and we were excited to have them join the team and become more fully engaged behind the scenes. Any non-profit is only as strong as its people, and we've been fortunate to have a long line of engaged and capable directors helping to guide us through strong currents.

As the reach of the organization continues to grow, so too do our opportunities and challenges. We feel that the past year has shown our ability to be a relevant piece of the community, and we intend to build on these successes into the coming year.



Advocacy



Our efforts in the LiveableYXE campaign for the 2024 municipal election cycle turned out to be well spent, and the city voted for a relatively progressive mayor in Cynthia Block. Despite the resignations of a number of key allies on council, the current crop of representatives appears functional, and we are hopeful that the LiveableYXE coalition can be made to champion city-building issues throughout the years. Our electoral involvement helped build good relationships with other likeminded city-building organizations, which has had mutual brand-building successes for everyone involved.

The deaths of Natasha Fox and Darin Kinniewess in 2023 remained a large focal point for the community and our organization in the past year.

We held a 2nd "Ride for Your Life" event in June to remember Natasha. This included speeches from Tod Fox, Gordon Holtslander, and Mayor Cynthia Block followed by a ride through Saskatoon streets, our famous Tune-Up Tent, and a presence from the Saskatchewan Prevention Institute.

We participated in a memorial service and bike ride for Darin in September, organized by the Salvation Army. Our two previous "spirit bikes" had been removed by someone in the past year,

so we commissioned a stainless steel plaque to memorialize the intersection where Darin was struck.

Saskatoon Cycles was consulted on the future of the 23rd St. bike lanes, though our position to fortify and maintain the lanes until a future “greenway” was built was ignored and the lanes were removed in June.

New infrastructure in the city, almost certainly the result of ongoing public interest combined with an engaged active transportation department within administration armed with the flexibility of last year’s “rapid deployment” approval, included:

- A *legal* active transportation railway crossing at Assiniboine Road, a decade long effort to connect the River Heights to the North Industrial sections
- Completion of both 14th St. E and Munroe Ave bikeways
- New wayfinding signs along active transportation corridors
- Expansion of the West Central Multi-Use Corridor

An update to the city’s Active Transportation Plan is underway, and we intend to provide constructive feedback in that process in the hope that we can help build a guiding light for safer, expanded connections through the city for years to come.

Educational Activities



Jory Cadman (board member) was contracted again this year to act as the Keep Rolling program coordinator, and we ran cycling education sessions for newcomers through Saskatoon

Open Door Society, Saskatchewan Intercultural Association, White Buffalo Youth Lodge, and Global Gathering Place.

The grant funding from the SK Lotteries Community Grant allowed us to not only pay Jory for her work, but to secure new equipment for many of the participants: sometimes a bike, helmet, and/or lock.

We intend to increase our delivery of in-person instruction again next year, pending the availability of funding, personnel, and partners.

We also launched “Traffic Smarts for Cyclists” on our platforms after collaborating with The Center for Cycling Education (and founder Allan Dunlop) to provide access to quality online safe cycling instruction to a wider audience.



Bike Valet

The Bike Valet had another great season this year. Jory Cadman (board member with Saskatoon Cycles) was gracious enough to act as the program's coordinator and primary site supervisor which is a truly mammoth volunteer undertaking, and one for which we're all extremely grateful.

We also contracted Darren Watson and Arika Block (board member) to fill in for extra supervising shifts, and we are incredibly appreciative for their willingness to step up and help.



Along with key roles played by Brian Sawatzky and Rob Larson (board members), we parked over 3000 bikes at over 30 stations, with enthusiastic help from volunteers putting in over 500 hours of effort. This level of broad Bike Valet service has not been seen for years.

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. The supportive funding helped us cover the cost of towing

for each festival and we offered Bike Valet services at the Ride for Refuge put on by Global Gathering at no charge.

We were also able to purchase equipment for ongoing maintenance and programming at the Valet, including some new signage, and new red tags for identifying e-bikes and other “non-standard” transportation modes.

Many of the valet venues this year included an appearance of our Jay's Transport sponsored Tune-Up Tent, always managed by Rob Larson (board member). The “TUT” offers quick, FREE adjustments and fixes to any bikes brought by. It's become a fixture at many events, sometimes as a solitaire pop-up, and is routinely appreciated by passers-by and bike riders alike.



Fundraising



FUNDED BY



SASK LOTTERIES

In May of 2022 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 64 paid members in addition to the hundreds of existing “unstructured” members.

Our Friends of Cycling program is still operating, although we made the decision to make inclusion in the program a one-time payment for participating businesses. We still 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 were fortunate to get grants from The City of Saskatoon and Sask Lotteries again this year to help operate the Bike Valet and Keep Rolling programs. We sincerely thank these groups for their generous support.

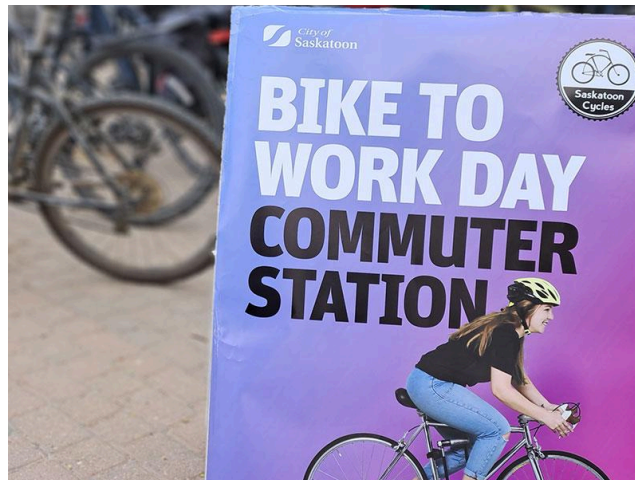
BYXE Week(s)



Saskatoon Cycles again won the City of Saskatoon contract to organize winter and spring BYXE Weeks for 2025. Both weeks included a slow roll to launch the week, numerous TV and radio spots (usually featuring board chair Gordon Holtslander), a Bike to Work Day, and various activities that incentivized participation with great donated or purchased prizes.

This year saw the Scavenger Hunt (utilizing QR codes) and the Third Annual Great Saskatoon Bike Passport Adventure. Participation continues to increase with each year we host and we have high hopes for future activities, should we be fortunate enough to be contracted again.

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.



Pedal Express

Our sustainable delivery service, “Pedal Express” continues to provide zero emission services for our eight business clients.

The Better Good, still provides the payment for every delivery that is made, and we are grateful for their continued support and generosity.

The program continues to evolve, and gained Broadway Shoe Repair as a partner this year, along with a number of new couriers.



National Pedal Poll

Saskatoon was once again a chosen location for the National Pedal Poll. We're a member of Velo Canada Bikes (VCB), a non-profit organization much like Saskatoon Cycles, but 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. We hope to see the data for this year's poll out next spring. Thank you to all the volunteers who spent some time counting cyclists.

Monthly Slow Rolls



In 2025 we continued our commitment to ride as a cycling community at least once each month, year round. These themed slow rolls included “In the Summertime”, “Summer Breeze”, “Showers for Flowers”, “The Thriller”, and a couple of BYXE Week Kickoff rides.

Attendance for the slow rolls varies from 15 - 50 people, largely dependent on weather and other events, but invariably the mood is chill and people get a chance to visit and make connections.

Other notable bike rides that we were also part of:

- Ride for Your Life 2025
- 5th Annual Cathy Watts Memorial Ride
- Nuit Blanche Glow Roll
- Ride for Refuge 2025 (organized by/fundraiser for Global Gathering Place)

Outgoing board member

We have one outgoing board member this year:

Dominic McKeith has been on the Saskatoon Cycles board since 2021. While he is leaving the board, he is continuing to be a member of the Advocacy committee. And he will be making more route videos to help folks get around Saskatoon safely.

Saskatoon Cycles thanks all of our board members for their service. Life is busy, and anyone who takes on new obligations, big or small, deserves recognition as a true community builder.