

## About Bike to the Future

**BttF** is a voluntary, inclusive group of citizens working to improve cycling in Winnipeg. Our mandate is constructive advocacy.

**BttF** was incorporated in March, 2007 as a non-profit member-based organization.

We believe that increased use of bicycles as everyday transportation can:

- Reduce greenhouse gases,
- Improve air quality,
- Enhance our urban environment,
- Improve our health & fitness,
- Reduce traffic congestion,
- Save money for individuals and governments.

## What We Want for Winnipeg

BttF advocates for improved and well-connected bicycle routes throughout the city, respect for cyclists on city streets, improved driver education for both cyclists and motorists, improved safety for cyclists, consideration of cycling needs in transportation planning.

## How We Advocate for Cyclists

We achieve our objectives by holding public forums, meeting with governing agencies, working with other groups with similar interests, writing well-researched, proactive letters/reports, and working constructively with the media.

## What is Advocacy?

- Advocacy is the act of trying to persuade others to take action that is favourable to your cause.
- As cycling advocates we try to persuade governments, businesses and individuals to enact legislation, adopt policies or take other actions that will promote cycling in Winnipeg and in Manitoba generally.
- The key ingredient is relationship building - with politicians, with city and provincial staff, with the media, with the business community, and with neighbourhood associations and with other groups that share our goals.



*Photo: Don English*

## Change doesn't happen by itself.

- Improvements to cycling facilities in Winnipeg will be the result of advocacy. If we don't push for change, the best we can hope for is the status quo.
- It's exciting and rewarding to make positive change happen.
- Advocating helps attract new cyclists and cycling advocates.
- If we do it well, our advocacy will raise the credibility and profile of BttF as an organization, which will, in turn, make advocating easier for everyone.

## Tips for Advocates

- Politicians listen if the public is speaking.
- Maintaining a reputation as a logical, well-informed cyclist goes a long way.
- Always keep your allies informed of your actions; they can provide valuable advice and support by writing letters or calling politicians and in other ways.
- Use personal connections and informal approaches as well as formal avenues.
- Try to be the one to frame the issue, and do it in a positive way (e.g. we're pro-bike rather than anti-car).
- Listen to the concerns of opponents and provide counter-arguments (without getting caught up in someone else's agenda).
- Focus on the swing vote (don't waste your energy on those who won't be convinced).
- Know who's making what decisions when.
- Be clear about what you want and keep your focus on what's important to you.
- Avoid divisive issues if they are not important to achieving your main goals.

## What You Can Do

- Join one of our discussion groups to find out what's going on & share your own insights & experiences. ([www.biketothefuture.org](http://www.biketothefuture.org))
- Attend our monthly meetings every 2nd Tuesday of the month @ 3rd fl, 303 Portage Ave. (MEC Building), open to all interested cyclists.
- Support the work of BttF by becoming a member.
- Get in touch with your City Councillor, Provincial MLA, Federal MP, local businesses or others to advocate for what you think needs to happen. And don't forget to share your views and ideas with others at BttF so that we can take collective action when needed.

## Key Issues for Winnipeg Cyclists

- On-road cycling infrastructure needs to be included in all future road / bridge development & rehabilitation projects.
- On-road cycling infrastructure needs a separate dedicated budget of at least 3% of the Public Works budget (based on the % of cyclists commuting to work).

To discuss these or key issues contact us at [city@biketothefuture.org](mailto:city@biketothefuture.org)

Contact your Councillor with your ideas about cycling in Winnipeg.

### CITY OF WINNIPEG COUNCIL MEMBERS

Mayor - Sam Katz 986-2171 [mayer@winnipeg.ca](mailto:mayer@winnipeg.ca)

#### Councillors

Jeff Browaty 986-5196 [jbrowaty@winnipeg.ca](mailto:jbrowaty@winnipeg.ca)  
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Bill Clement 986-5232 [bclement@winnipeg.ca](mailto:bclement@winnipeg.ca)  
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(St. Boniface)  
Russ Wyatt 986-8087 [rwyatt@winnipeg.ca](mailto:rwyatt@winnipeg.ca)  
(Transcona)

Find out who your Councillor is  
<http://cms00asa1.winnipeg.ca/>

## Key Issues for Manitoba Cyclists

- Require all road and bridge projects to plan for the needs of cyclists.
- Have a plan with targets for Active Transportation in Manitoba.
- Require city and municipal governments to have Active Transportation plans.
- Allocate 5% of the provincial highways budget to Active Transportation.

To discuss these or other issues contact us at [province@biketothefuture.org](mailto:province@biketothefuture.org)

### Key Government Ministers and Leaders

Premier Gary Doer 945-3714 [premier@leg.gov.mb.ca](mailto:premier@leg.gov.mb.ca)

Hugh McFadyen 945-3593 [hugh.mcfadyen@leg.gov.mb.ca](mailto:hugh.mcfadyen@leg.gov.mb.ca)  
Leader of the Opposition

Jon Gerrard 945-5194 [jon.gerrard@leg.gov.mb.ca](mailto:jon.gerrard@leg.gov.mb.ca)  
Liberal Party Leader

Steve Ashton 945-3788 [minia@leg.gov.mb.ca](mailto:minia@leg.gov.mb.ca)  
Minister of Intergovernmental Affairs

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Minister of Healthy Living

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Minister of Infrastructure & Transportation

Jim Rondeau 945-5356 [minstem@leg.gov.mb.ca](mailto:minstem@leg.gov.mb.ca)  
Minister of Science, Technology, Energy & Mines

Stan Struthers 945-3730 [mincon@leg.gov.mb.ca](mailto:mincon@leg.gov.mb.ca)  
Minister of Conservation

Contact your MLA with your ideas about cycling in Manitoba.

Contact information for all Manitoba MLAs can be found at this web site:

<http://www.gov.mb.ca/hansard/members/constituency.html>

Or by calling the Manitoba Legislature:

(204) 945-3636

# Cycling Advocacy for Winnipeg Cyclists

What can you do?

Have a look inside for some ideas & suggestions about how to raise the profile of cycling in our city.



Bike to the Future

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