

BttF City Committee Meeting Minutes

Tuesday June 15th, 2010; 12:00pm-1:00pm

Present: Mark Cohoe, Gord McGonigal, Anders Swanson

Regrets: Janice Lukes

Overview of Previous Elections

Mark gave an overview of Bike to the Future's previous election activities.

2006 General Election

In 2006, we came together following the inaugural Fall Forum to create a candidate questionnaire for the mayoral and ward candidates (see attached for questionnaire and responses).

- 4 Questions (mayoral and ward candidates given the same questions)
- 3/4 Mayoral Candidates Responded (Ron Pollock did not respond)
- 24/48 Ward Candidates responded
- Candidate responses were graded
- We created media releases when we released the questionnaire and when we released the results

The candidate questionnaires provided us with some excellent media opportunities that allowed us to publicize our message. The Free Press named us the most effective lobby group of the election.

2009 River Heights - Fort-Garry By-Election

In the 2009 by-election in River-Heights – Fort Garry, we teamed up with the Winnipeg Trails Association to produce an AT Primer dealing with issues in and around the ward, and organized meetings with the two candidates that were open to our respective members as well as the general public. The candidate meetings followed the agenda below:

- Introductions
- A short presentation on AT
 - Who we are
 - Definition of AT
 - History
 - Existing AT & Budget
 - Upcoming Projects and the Need to Incorporate AT
 - Potential Projects
 - Goals/Benefits
 - Candidates Challenges/Responsibility
- Discussion/Questions

Following the meetings (which were held on consecutive days), a summary of the discussion and responses was put together and distributed to our membership and to the media.

These meetings were an excellent way to help educate prospective candidates on the needs and opportunities for AT in their wards, and also gave our membership

an excellent opportunity to interact with the candidates and evaluate the prospective candidates.

Discussion of 2010 Strategy

Discussion of strategies for the 2010 election included:

- Repeating the candidate questionnaires
 - All questions/requests should be doable
 - Keep the questions simple
 - Grade the Questionnaires; make it clear on questionnaire that we will be scoring and what methodology we will be using.
 - Have a number of city wide questions (4-5)
 - Request a solid \$ amount for the budget (translate into per capita amounts, maybe even fraction of a gas tank)
 - Have a number of regional questions (based on Community Committee)
 - Need to organize regional meetings to help develop questions
 - Maybe organize regional rides and invite candidates
 - Regional AT Primer publications
- Media events prior to any questionnaire to build awareness
 - Don't forget regional media (CanStar News)
- Lawn signs similar to education/health care lawn signs showing support for AT
- A public Opinion poll
 - How much are you willing to spend on AT?
- Where possible, try an connect with other groups

Major Issues

Discussion of city wide questions/requests provided the following list (in no particular order, and not necessarily complete):

- Bike Parking
- Modal Share Goals
- Budget – a specific dollar amount (per resident, or % tank of gas)
- Complete Streets (this may require more education and could be a harder sell)
- Education
- Protected Bikeways
- Sprawl/Land Use
- Hierarchy (Pedestrians, Cyclists, Transit, Freight, Single Occupancy Vehicle)
- Increasing the city's Road Maintenance Budget (maintain what we have vs. building new) – benefits everyone
- Do you Bike to Work? Why Not?
- More AT Coordinator Staff