

# BCCC

## Revitalizing the Organization

### ***Charting a course for resurgence of crucially needed advocacy at the Provincial level***

The BCCC board will have to make some though decisions on the future and direction for the organization.

Continue on in the same fashion as the past few years,  
Focus more on drawing in more cyclists, and  
Promoting a showcase initiative which cyclists throughout the province could relate to.

# BCCC

## Revitalizing the Organization

*Charting a course for resurgence of crucially needed advocacy at the Provincial level*

### Planning Session

Major step forward

Not all decisions will be made today

Follow-up work will result

Hopefully, the Board will make significant progress towards setting the direction for this organization for the next few years.

Hopefully, the Board's thinking and priorities will come forth.

Hopefully, the structure of the organization will be decided upon.

Hopefully, the basis for a BCCC vision, goals, and targets will evolve from the discussion.

This paper is meant to provide a path for working towards a direction for the organization and through its review all issues and considerations are brought out..

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# BCCC

## Revitalizing the Organization

***Charting a course for resurgence of crucially needed advocacy at the Provincial level***

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# BCCC

## Revitalizing the Organization

***Charting a course for resurgence of crucially needed advocacy at the Provincial level***

### Background

*Updated with input from the BCCC AGM, 20070623*

# Revitalizing the BCCC

## BCCC's Cyclist Customers

Those who are involved in:

Cycling for transportation (*First Wave*)

Cycling for recreation and personal exercise (*First and Second Wave*)

Touring cyclists (*now - First and Second Wave, future including Third Wave and global market*)

Using bicycles for business

The performance cyclists - Racers and Randonneurs (*First Wave*)

Motorists Persons and tourists who currently *drive do not cycle* but could be persuaded to cycle (*Third Wave*)

*Definitions for the three waves of cycling may be found in the presentation [http://presentations.thecyclistwebhouse.com/The\\_Third\\_Wave\\_of\\_Cyclists/The%20Third%20Wave%20of%20Cyclists%20%20Introduction\\_files/frame.htm](http://presentations.thecyclistwebhouse.com/The_Third_Wave_of_Cyclists/The%20Third%20Wave%20of%20Cyclists%20%20Introduction_files/frame.htm)*

Does not include:

Mountain cyclists

BMX

Children cyclists

Not focussed on

Extreme sports

Trails riding

Stunt riding

Downhill riding

Closed course

# Revitalizing the BCCC

## Tests for Success of a revitalized organization

An accessible and responsive organization as perceived by individuals and by cycling coalitions within the province

An accessible and responsive organization as perceived by government agencies and private sector other organizations within the province

BCCC is perceived as an expert resource in cycling matters by government agencies and the public.

Cyclists in BC feel that the BCCC is their organization for provincial level advocacy  
Their concerns are heard and their concerns are reacted on.  
They feel that they can be involved.

They do get involved – increase in members working on BCCC advocacy issues and directions

They have understanding of the advocacy direction of the organization

Coalitions in BC feel that the BCCC is responsive to their request for provincial advocacy needs and a willing partner for joint initiatives.

# Revitalizing the BCCC

## Tests for Success of a revitalized organization – *(continued)*

Signature Project(s) which the ordinary cyclist can rally behind and get excited about.  
BC's equivalent of La Route Verte – Québec

Financially viable with resources for carrying out appropriate functions and projects.

Membership significantly increased.

BCCC's coverage expanded throughout the province.

# Revitalizing the BCCC

## Services to Small Communities

What support do small communities' cycling advocates need?

Assistance in starting up local advocacy organizations

Organization in a box

- How to set up a local organization

- Local organization structure for BCCC

BCCC option for local affiliated organization

Back room services support

- Policy manual, how to kits, insurance, accounting, membership lists, as example

Media relations

# Revitalizing the BCCC

## Services to Small Communities

How could the BCCC assist smaller municipalities?

BCCC travelling road show for developing public interest in BCCC and for local advocacy organization

Interested local public, local council, businesses

In conjunction with potential BCCC projects

BCCC, in conjunction with local group, develop pro-active cycling vision for smaller communities

BCCC develop high-level bike plan which could be customized to local municipalities' needs

BCCC provide consultative services and advise to local advocacy groups and municipalities on cycling

Framework for providing education and awareness for smaller communities

Local support on P3 projects

During public consultation, bidding, and building stages

Provincial contact list, resources available (advise, information), education on what is an adequate cycling facility

# Revitalizing the BCCC

## Services to Small Communities

How could the BCCC assist smaller municipalities?

– Future Potential Services

BCCC offering cycling support, advice, and consultation to P3 Projects

Offer design services

Offer perspective for all level of cycling in cycling needs identification and design

Provincial cycling oversight on P3 projects

Provide cycling representation provincially on P3 projects

# Revitalizing the BCCC

## Services to Small Communities

Small community groups assistance to the BCCC

Local representation for the BCCC

Identify road deficiencies on provincial roads within the local region

Provide communication to BCCC on projects within the local region

Provide local contacts – municipalities, media, bike retailers, etc.

Feedback on superior cycling facilities within local region

# Priorities and Thrusts for Refocusing BCCC

Visions for BCCC and for cycling within the province

BCCC Vision – Provincial and urban / regional cycling visions in place

Visions supported by provincial and local comprehensive cycling master plans from a perspective of marketing of Cycling for Transportation

Expectations of a good bike route

Making cycling a part of transportation culture

Dialogue with political parties

Dialogue with government in power and their staff

Create a cycling platform and offer to all political parties

Hopefully, input into potential platforms for **all** political parties

# Priorities and Thrusts for Refocusing BCCC - *continued*

Platform for building organizational relevance with provincial cyclists

You the Cyclist

BCCC relevant to cyclists within the province and willing to be involved with the organization

Local contacts initiative

individuals within communities and rural areas acting as local eyes on the road and local representatives of the organization

Local advocacy group involvement and joint support of local initiatives, where appropriate

*AGM input –*

*Involvement should go beyond advocacy organizations and include cycling related topic specific organizations and non-cycling organizations who share common goals.*

Electronic meetings involving more people around the province

*AGM input –*

*Review and dialogue on ways to communicate with members and interested parties, including web redesign*

# Priorities and Thrusts for Refocusing BCCC *- continued*

Provincial Cycling Office

- Focused on Implementing Provincial Cycling Vision

Active government – cyclists consultation process

Revitalized PACC, South Coast Committee

Funding

Office, active cycling consultation process, and social marketing of cycling for transportation programs

*Richard Campbell's preparation notes – Climate Change Secretariat Meeting*

*Regulations*

MVA act updated for latest cycling facilities

# Priorities and Thrusts for Refocusing BCCC - *continued*

Provincial Cycling Office

- Focused on Implementing Provincial Cycling Vision - *continued*

## *Organization*

*Cycling Vision, Strategy and Action Plan for the Province*

*Provincial Cycling Agency (a high-level office, secretariat or authority)*

*A BC Centre of Cycling Excellence*

*The Role of the BCCC including funding to support the Province's efforts*

## *Cycling Funding*

*Cycling has been severely underfunded for the last several decades. Need to "catch up".*

*\$1 billion over next 4 years?*

*Cost sharing with municipalities - 80% provincial funding*

*10% of all road and transit projects for cycling and pedestrian facilities*

# Priorities and Thrusts for Refocusing BCCC *- continued*

Cycling an Integral Part of any Street, Highway,  
**Transportation Project or Design**

Cycling facilities designs with future cyclists in mind – Human  
**Behaviour**

**Policy**

**Design expectations**

**Design guidelines**

Cycling facilities design toolbox – BCCC advocated

Complete Streets Concept – **Addressed as a policy issue**

**Cycling integrated into adjacent land-use developments**

**Commitment to excellence / best practices to reach goals and targets**

# Priorities and Thrusts for Refocusing BCCC - *continued*

## Cycling and the Local (and Provincial) Economy

Cycling tourism

cycling for transportation,

cycling for recreation

Cycling tourism in BC – upgrading existing highways, expanding the infrastructure

BC equivalent of La Route Verte – Quebec

Shoulder program – build, maintain

Abandoned rail **and other** lines set aside for rail-bike trails

**Securing Right of Ways (abandoned rail lines, active rail lines, hydro corridors, pipeline corridors, forestry roads, new developments, property acquisition)**

Treaty process

# Priorities and Thrusts for Refocusing BCCC - *continued*

Cycling infrastructure funding level, cycling funding formula, and funding stipulations

*Cycling Infrastructure Programs – funding level of the total transportation budget at percentage of cycling mode share*

*potential mode share preferred, current cycling mode share as a minimum*

All transportation funding must have cycling facilities component – mandated

provincial,

joint – provincial, federal, regional, and local

**Complete network by 2015 for 3<sup>rd</sup> wave of cyclists**

**Start big, follow through**

**GHG reductions**

# Priorities and Thrusts for Refocusing BCCC - *continued*

## Cycling infrastructure

*Richard Campbell's preparation notes*  
– *Climate Change Secretariat Meeting*

*Standards for cycling facilities (off-road and on-road)*  
*Cycling an integral part of any Street or Highway Design*  
*Cycling facilities on all Provincially funded road, rail and transit projects*  
*Cycling Tourism*  
*BC Cycling Network (our Route Verte)*  
*Quick Wins – Projects that can be completed within 2 to 3 years*

### *Complete the connections*

*Barriers to cycling removal program*  
*Monitor facilities*  
*Improve cycling continuity*

# Priorities and Thrusts for Refocusing BCCC - *continued*

## Provincial highways

Maintenance programs conducive to encouraging cycling on BC roads

New projects and major revitalization reconstruction

Road resurfacing practices

## Supportive Environment for Cycling

**Motor Vehicle Act** and other Cycling Related

legislations update for today's reflecting new

cycling and related infrastructure and cycling practices

**Marketing driven process** - Comprehensive and well funded program for “cycling for transportation” as a product –

including safety, skills development,

education, promotion, enforcement, infrastructure design research,

design practices, and so on.

**Marketing driven process** - Comprehensive and well funded program for “recreation cycling” as a product –

including safety, skills development,

education, promotion, enforcement, infrastructure design research,

design practices, and so on.

# Priorities and Thrusts for Refocusing BCCC - *continued*

## *AGM Input*

*Rational for cycling thrust should be comprehensive and **justification should go** beyond cycling related benefits, including:*

*Support of Greenhouse Gas reduction programs benefits*

*Support of active living programs and benefits*

*Reduction of health care costs*

*Improvement in general health of individuals within the province*

*Supportive of local economies through increased cycling tourism trade from outside of the province*

*BCCC potential services to member coalitions:*

*Insurance – Directors liability insurance, as a minimum, blanket insurance policy approach*

# Vision Statement

## Should Address

Advocacy of Cycling for Transportation

(recreation secondary – as a step towards increasing cycling for transportation)

Advocating to

Governmental bodies – Infrastructure, funding, supportive legislation

Public – Support for governmental initiatives. Use cycling and transit with other transportation modes, excluding cars /cycling instead of car (Cycling for Transportation)

# Decision Time

Preparing the organization for the next 10 years

Organizational Alternatives Options

# Decision Time

## Organizational Alternatives Options – Territorial Geographical Scope

### Municipal and Regional Cycling Issues

Small population centres - local advocacy  
Support services to local advocacy groups

### Provincial Cycling Issues

Design Guidelines  
Design  
Built and Maintain  
Vision, Strategies  
MVA  
Funding

### Provincial and Federal Cycling Issues

Funding  
Funding Caveat  
Federal initiatives  
Vehicle design  
Telecommunications – Cell phone

Jurisdictions depending on provincial initiative to be gained

# Decision Time

## Organizational Alternatives **Options**

- Existing structure – Organization and individual membership focussed mainly on cycling infrastructure and supportive legislation
  - Province level advocacy only
  - Provincial advocacy and advocacy services to smaller communities, where there is no other alternative
  - Providing “back office” services for small communities’ cycling advocacy groups (insurance, Directors’ liability)
  - Start-up support and resource for new community cycling advocacy groups

# Decision Time

## Organizational Alternatives Options - continued

- Program oriented organization focussed on advocacy on
  - cycling infrastructure and on
  - advocacy to public on Cycling for Transportation
- Velo Quebec structure type organization – operational NGO providing back office services for self-run divisions focusing on infrastructure advocacy, consulting, infrastructure programs, events, travel, publication, etc.
- Lead organization with facilitating NGO organization for delivery of programs and initiatives

# Decision Time

## Organizational Alternatives Options

### Option 1 – Continue with Existing BCCC Structure

**M**embership based organization focussing mainly on cycling infrastructure matters and supportive legislation

- Province level advocacy only
- Cycling facilities design advice
- Built cycling infrastructure advice
- Cycling infrastructure funding
- Motor Vehicle Act supportive of cycling growth

# Decision Time

## Organizational Alternatives Options - *continued*

### Option 2 – Exiting BCCC Structure plus Services to Smaller Communities

**Membership based organization focussing mainly on cycling infrastructure matters, supportive legislation, and local advocacy support**

- Province level advocacy only
  - Cycling facilities design advice
  - Built cycling infrastructure advice
  - Cycling infrastructure funding
  - Motor Vehicle Act supportive of cycling growth
- plus
- Advocacy services to smaller communities, where there is no other alternative
  - Providing “back office” services for small communities’ cycling advocacy groups (insurance, Directors’ liability coverage, accounting, web services, etc.)
  - Start-up incubator, support, and resource for new community cycling advocacy groups

# Decision Time

## Organizational Alternatives Options - *continued*

### Option 3 – Program Oriented Organization

#### Focusing advocacy on selected programs

- Selective subjects matters and advocacy opportunities which interest the organization and raises the awareness of cyclists needs
- cycling infrastructure issues and opportunities
- **Legal environment** supportive of cycling growth
- advocacy to public on Cycling for Transportation

# Decision Time

## Organizational Alternatives Options - *continued*

### Option 4 – BCCC transformed into Vélo Québec style NGO Organization

- Back office services for arms of organization and for local cycling groups

#### **Self-run divisions focusing on**

- Infrastructure advocacy
- Consulting
- Infrastructure programs
- Events
- Travel
- Publication
- and so on

# Decision Time

## Organizational Alternatives Options - *continued*

### Option 5 – BCCC Lead Organization Supported by a Facilitating NGO

**Membership based lead organization as the public face with facilitating NGO organization the doer for delivery of programs and initiatives**

Operational **Facilitating** NGO providing services, under contract, to the BCCC, local advisory groups, or other organization wishing the NGO's services and expertise

- Back office services
- Fund raising
- Customer oriented research - design
- Infrastructure advocacy
- Consulting services to municipalities – cyclist focus
- Infrastructure programs
  - EcoDensity developments and facilities funding – land developer as a partner and funder
- Events
- Travel
- Publications

Facilitating NGO – research provider under contract or from external funding

# Decision Time

## Organizational Alternatives Options -

continued

### **2. Existing Structure plus *Selective Services to advocacy groups in smaller communities***

*Back Office Services*

*(insurance, liability coverage, accounting, contracts, web)*

*Local advocacy group start-up incubator*

### **3. Program Oriented Organization**

*Selective, interest - based*

*Cycling Infrastructure **focus***

*Advocacy to public **focus** – cycling for transportation*

# Decision Time

## Organizational Structure Alternatives – Options- *continued*

### **4. Vélo Québec Style Structure**

*Operational NGO – with back office services and arms with their own Program Boards for providing direction and focusing on*

*Infrastructure advocacy*

*Consulting*

*Infrastructure programs*

*Events*

*Travel*

*Publications*

### **5. BCCC as Lead Organization supported by a Facilitating NGO**

*BCCC - public face with facilitation NGO – doer under contract*

*Operational **Facilitating** NGO – back office services*

*Fund raising*

*Customer oriented research - design*

*Infrastructure advocacy*

*Consulting services to municipalities – cyclist focus*

*Infrastructure programs*

*EcoDensity developments and facilities funding – developer as a partner and funder*

*Events*

*Travel*

*Publications*

*Facilitating NGO – research provider under contract or external funding*

# Appendix - Revitalizing the BCCC

## Some General Thoughts

In addition to a focus on technical aspects of highways and cycling, BCCC needs to be appealing to cyclists generally in BC and to local cycling coalitions

Appeal to individual cyclists

Organization:

Local cycling representatives Providing local oversee of highways, maintenance, issues (may or may not be associated with local cycling coalitions) and provide local voice to the government(s)

Project specific representatives – Cyclists willing to work topic specific

Jointly involve and work with local coalition groups in projects

Jointly working with local advocacy issues which involve the province.  
providing support for local projects

# Appendix - Revitalizing the BCCC

## Some General Thoughts

### **"Cycling for Transportation" From a Market Product Development Perspective**

Developing a product, vision, etc.

Multi-Advocacy organizational initiatives led by or supported by the BCCC

Paper on developing a bicycle platform for political bodies for the next provincial Elections

Website update

*AGM input – Consider update*

**Electronic participation** in board meeting, AGM, and general business, including

Electronic voting on general matters

Electronic voting for president and board members during the AGM election period.

Electronic notices for AGM and for special meetings.

Electronic library of submissions and infrastructure advocacy

Electronic participation in meetings – audio and video

*AGM input – Easily accessible standard cycling infrastructure complaint letters with addresses for the provincial parties and the road contractors*