

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 tough 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.

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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

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Background

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*)

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

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

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

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

All transportation funding must have cycling facilities component – mandated

provincial,

joint – provincial, federal, regional, and local

Complete network by 2015 for 3rd wave of cyclists

Start big, follow through

GHG reductions

Priorities and Thrusts for Refocusing BCCC *- continued*

Cycling infrastructure

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 reconstruction
- Road resurfacing practices

Supportive Environment for Cycling

- Motor Vehicle Act** and other Cycling Related legislations update reflecting new cycling 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*

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 with other transportation modes, excluding cars /cycling instead of car (Cycling for Transportation)

Decision Time

Preparing the organization for the next 10 years

Organizational Options

Decision Time

Organizational Options – 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 Options

Option 1 – Continue with Existing BCCC Structure

Membership 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 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 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 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 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

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

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 projects

BCCC jointly involve and work with local coalition groups in projects

BCCC jointly working on local advocacy issues which involve the province.
providing support for local projects

Appendix - Revitalizing the BCCC

Some General Thoughts *- continued*

"Cycling for Transportation" From a Market Product Development Perspective

Developing a product, vision, etc.

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

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

Website update

Consider updating the web site

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

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