

LONDON CYCLE LINK ANNUAL REPORT 2022



TABLE OF CONTENTS

- 1.** Mission, Vision, Values
- 2.** Letter from Andry Wasylko, Board Chair
- 3.** Letter from Molly Miksa, Executive Director
- 4.** Events
- 5.** Membership
- 6.** Advocacy
- 7.** Finances: Statement of Operations
- 8-9** Squeaky Wheel Bike Co-op
- 10-11** Ride To Thrive Education
- 12.** Our Community
- 13.** Thank you



MISSION

WE HELP
LONDONERS RIDE
MORE BY
BUILDING THEIR
CONFIDENCE,
ADVOCATING FOR
SAFE STREETS,
AND DEVELOPING
A THRIVING
CYCLING CULTURE.

VISION

LONDON IS A
HEALTHY,
VIBRANT CITY
WHERE CYCLING
IS SAFE AND
CONVENIENT FOR
ALL.

VALUES

COMMUNITY

We're better together. We foster human connections to empower one another.

EQUITY

We believe that cycling should be a viable option for everyone.

SUSTAINABILITY

Our Earth is in crisis and we need urgent action to prevent climate catastrophe.

EMPOWERMENT

We will empower individuals to ride confidently and share their voice.

FUN

We try to infuse everything we do with a spirit of fun, the unexpected, or the whimsical.

LETTER FROM ANDRY WASYLKO, BOARD CHAIR

Cyclists in London experience a wide range of emotions as we roll through our city. One day, you might revel in a glorious ride in perfect weather along the Thames Valley Parkway, before you merge into new separated bike lanes on city streets, riding as part of a community of active, friendly citizens. On another day, you might grumble as demented drivers, wild weather and inadequate infrastructure conspire to make your trip an ordeal. On yet another day, you might be devastated and sickened upon learning that another cyclist lost a life or was seriously hurt trying to navigate a city built for cars. I certainly experienced all those emotions this past year. Such was the life of a London cyclist in 2022.

Somehow, looking back on the year, I'm left with a feeling of cautious optimism. Anecdotally, I saw more cyclists emerge during the pandemic than I'd seen before. Now, as we try to adapt to a new somewhat post-pandemic normal, I think they are still out there. It's our goal as an organization to make our city a place where they want to stay on their bikes. After all, our goal is to help Londoners ride more in a safe, convenient biking environment, with a fun, inclusive and thriving cycling culture.

As we prepare to celebrate our 10th anniversary as an organization, many thanks are in order:

Thank you to Molly, Jensen and the rest of our staff for consistently doing great work and keeping things rolling despite constant speed bumps. Thank you to our volunteers, who give their time and energy selflessly on committees, in the shop, on rides, and in the community. Thank you to the Board of Directors; I'm proud to be part of such a talented, hardworking group. The Board had a challenging year in 2022; we lost our chair, treasurer, secretary, and other important members. Thank you to Luis, Greg, Brent, Kevin and Becky for all that you did on the Board before life got in the way. Thank you also to Jenn and Corinne, whose terms are up, for your crucial contributions, and to Annie and Michael, who joined mid-year and jumped in with both feet. Thank you to Jack and Janet, who are carrying on their great work. Also, thank you to our new prospective Board members for stepping forward to lead us into a new year.

What a year 2023 could be! As an organization, we are settling into our beautiful new space at 740 Dundas Street, and learning how to take advantage of it. Literally and metaphorically, we have emerged from old subterranean digs, into a bright new home. As a community, London is planning for generational improvement to transportation by creating the Mobility Master Plan, and we will insist that active transportation be a big part of that future.

Let's roll on together, fellow cyclists, into that better future.

Andry Wasylko
Interim Board Chair, London Cycle Link

LETTER FROM MOLLY MIKSA, EXECUTIVE DIRECTOR

I love the moment of transition between an old year and a new one for the chance it offers to sit on the centre line for a moment – to look back and take stock, and also to look forward, dream and plan.

When 2023 hit and I first looked back at the year behind us, I felt tired. When I looked ahead, I was more hopeful, with the knowledge that a crummy year had ended and I could start fresh.

Every step felt hard in 2022 – harder than it should've been – but now, when I step into the new Squeaky Wheel Bike Co-op space, it's not the bumps in the road to getting there that I feel, it's the hope and potential. When I ride on a new bike path (and there are a few to choose from this year), I'm not thinking about the construction that was in the path the month before; rather, I'm enjoying the ride now.

We (a lot of us) were tired last year, burnt-out, bruised without the chance to heal – and (as best we could) we pushed through it, and still made things happen. Remembering that, as I look back again at all the stories that make up this annual report, I am really proud of us for getting here, to this point of growth and progress and community support for safe cycling in London. We did the work, together, and we got here!

I am still feeling optimistic about the year ahead, but less because it's an opportunity to leave a hard year behind, and more because everything we do this year will be building on the hard work and hard lessons of the year(s) gone by.

We have a new mayor and council just starting their term, and it looks like a promising political climate for cycling in London. Our community of cyclists has grown, and there is increasing engagement with the fact that our environment requires more people to start driving less and using active transportation more, as soon as possible. In short, we have a tonne of potential to dream and to grow in 2023.

What's more, 2023 is our ten year anniversary. In July, 2013 Christina Lugo suggested the name "London Cycle Link" as the name for the city's new cycling advocacy group, and the group went with it. I'm glad they chose this name. Together with our mission, vision and values, our name motivates me to do this work, to be a link: advocating for literal links in the cycling grid; and working to bring the community, its members and their needs together.

The back story of 2022 is all in the following pages. The forward story is waiting to be written. Onwards and forwards, folks! Here we go.

Molly Miksa
Executive Director, London Cycle Link

EVENTS

We were back to in-person events in full force this year. We were part of London's first EarthFest at Victoria Park, hosted a pop-up repair tent with the London Intercommunity Health Centre, had lots of fun riding as a team in the Forest City Cycling Challenge, and so much more!

BIKE MONTH

It was great to have a proper Bike Month celebration of cycling again in 2022. London Cycle Link promoted 16 city-wide events, and ran or participated in 11, including:

- Forest City Cycling Challenge (repair tent and riding team)
- The Road to Sustainable Commuting (LEN webinar)
- Pedal Poll coordination (Vélo Canada Bikes' national bike count)
- Gathering on the Green (outreach and repair tent)
- Urban Ag-Cycle Tour (garden tour by bike)
- Urban Cycling 101: Cycling for Transportation workshop at Reimagine Co

BIKE TO CAMPUS DAY

Our collaborations with Fanshawe and Western made the second annual Bike to Campus Day bigger and better! To support this event, we made a video explaining how to mount a bike on an LTC bus, and it went viral – 25 million views and counting (kudos to videographer Ben Durham)!



OEV BIKE RODEO

After lots of planning and postponing in 2021, the OEV Bike Rodeo (a collaboration with the City of London, the Old East Village BIA) finally happened! It included:

- London Police Service promoting 529 Garage registration
- Bike rodeo stations
- Entertainment, games, sponsors & a bike valet

GROUP RIDES

- Summer Rides on the TVP
- Urban Ag-Cycle Tour
- Glow Ride
- Fancy Women Bike Ride (supported)



MEMBERSHIP

My goal since starting as Membership Coordinator in June, has been to increase membership engagement. The first task was to offer social events where people could relax and have a drink, and also meet LCL staff and volunteers, learn about upcoming events, and inquire about getting involved. We called it London Cycle Drinks, and it's a monthly, member-only event, held at a different venue each month. The event has been continuously well attended since we started in July. It's also a chance to bring out all your cyclist friends and pose the very important question, "Why are you not a London Cycle Link member yet?"



I have also sought out outreach opportunities. In the summer months, we ran information booths at both the Covent Garden and Western Fair farmers markets: opportunities to educate Londoners about what London Cycle Link has been up to as an organization.



In July, LCL partnered with London Environmental Network (LEN) and had a float in the Pride parade. Members of LCL and LEN came together under the theme 'Sprout Love.' We decorated our bikes in flowers and bright colours, and listened to ABBA and Elton John as we walked and rode down Dundas Street.

Behind the scenes, I've been considering our business members, and our Bike Friendly Business program, which will be relaunching in 2023.

At the end of 2022, we had 211 London Cycle Link—Squeaky Wheel Bike Co-op members, and we appreciate every one.

We also have over 50 active volunteers on our internal communication platform (Basecamp), with whom we engage regularly.

It has been such a great year for London Cycle Link/Squeaky Wheel, and I am so honoured to get to be a part of it. Membership engagement is very important to us as an organization, and I look forward to seeing our community grow in 2023.

Rayne Pratt, Membership Coordinator

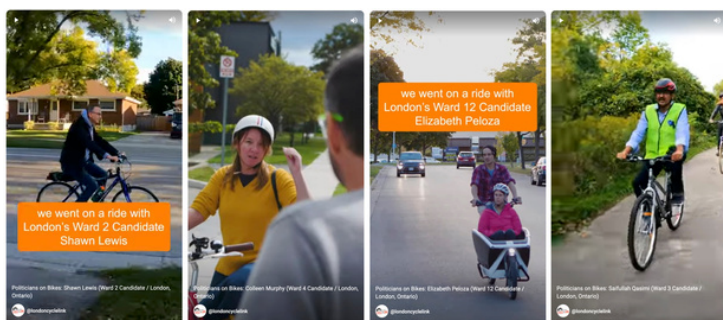
ADVOCACY

MUNICIPAL ELECTION RIDE-ALONG CAMPAIGN

In the run-up to this year's municipal election, we invited council candidates to go on bike rides with LCL volunteers, in their wards, in order to build awareness of challenges and opportunities around cycling. We wanted to specifically address our four municipal priorities with them:

1. Infrastructure: a connected grid of safe, separated bike lanes reaching all neighbourhoods
2. Maintenance: all-season maintenance of bike lanes, paths and roadsides
3. Parking: increased safe, secure bike parking in all commercial areas
4. Bike Share: a city-wide bike share program

The rides and connections made were enjoyable, educational and well received. Social media reels were also very well received. In the end, 60% of elected candidates participated in a ride or meeting with us.



25 VOLUNTEERS

34 CANDIDATES

20 SOCIAL MEDIA REELS

BIKE PARKING MAP

We worked with Fanshawe College's Urban 360 Lab through the summer, on the first stage of what we hope to be a comprehensive, city-wide bike parking mapping app. The goal is to create a useful tool: for cyclists to be able to find safe and secure bike parking at any destination; and for planners and advocates to be able to see where there are bike parking deficiencies.

We also engaged in and supported a number of other initiatives in 2022:

- Climate Emergency Action Plan (CEAP): addressed Council in support of the CEAP, at the Strategic Priorities and Policy Committee's public participation meeting on April 5. The plan was passed unanimously.
- Promoted Blackfriars Bridge Long-Term Use Study
- Supported a call for Ontario's Chief Coroner to look into collisions with large vehicles.
- Coordinated Vélo Canada Bikes' Pedal Poll bike count in London (June)
- Provincial Election: for the Ontario election in June, we surveyed local candidates on cycling issues and published their responses.

FINANCES:

STATEMENT OF OPERATIONS

CURRENT ASSETS	2022	2021	REVENUES	2022	2021
Cash	\$1,898	\$25,068	Grants & Donations	\$80,724	\$65,042
Accounts receivable	\$24,001	\$18,354	Memberships	\$6,640	\$8,610
Inventory	<u>\$4,990</u>	<u>\$10,699</u>	Sales	\$62,457	\$55,938
	\$30,889	\$54,121		\$149,821	\$129,590
Fixed long-term assets	\$ -	\$313	EXPENSES	2022	2021
	\$30,889	\$54,343	Cost of Goods Sold	\$16,720	\$15,771
			Depreciation	\$313	\$1,112
CURRENT LIABILITIES	2022	2021	Payroll	\$123,973	\$82,480
Accounts Payable	\$4,165	\$4,174	Admin & Office Expenses	<u>\$30,243</u>	<u>\$24,843</u>
Deferred Revenue	<u>\$2,769</u>	<u>\$2,662</u>		\$171,249	\$124,206
	\$6,934	\$6,836			
Unrestricted Net assets	\$24,930	\$47,598	Excess (deficiency) of		
	\$31,864	\$54,034	Revenues	(\$22,668)	\$5,384

ORGANIZATIONAL GROWTH

This was a challenging year – a learning year – for us financially, and by year's end we were in a notable deficit position. We were without a treasurer from April to October, resulting in added reliance on our bookkeeper and less clarity in terms of our budget. There was a lot of transition with Squeaky Wheel Bike Co-op, which required overlapping staff. The success of our education program meant keeping our educational program coordinator on year-round (part-time) which was a new expense (albeit subsidized through various funding streams). While our payroll expenses increased significantly due to overlap and new staff positions, we also saw new grant funding for the Ride to Thrive program, from both the Canadian Tire Jumpstart program and the London Community Foundation. Our multi-year City of London grant will continue through 2023, and while the pandemic bike boom has come to an end, Squeaky Wheel has been seeing increases in donations and continues to have steady sales. We are quite hopeful that spring in our new shop, with street-level access and much higher visibility, will be good for both shop sales and community engagement (i.e. donations, memberships and volunteers).

SQUEAKY WHEEL BIKE CO-OP

OVERVIEW

Squeaky Wheel Bike Co-op saw big changes in 2022. Hired in mid-April, I trained for some days with Wyatt Pate, the outgoing shop manager. I had been a volunteer mechanic from 2017 to 2020 and looked forward to reconnecting with everyone.

Spring and summer were busy with people fixing bikes, receiving donations and preparing to relocate to Indwell's new Embassy Commons building.

In mid-June, Nate and I had the chance to work with the Beal English Language Learners (BELL) program for newcomer high school students. We prepared bikes for the students, some who had never ridden before.

In late June, Jude Dieleman was rehired as a summer student, giving the co-op needed capacity when the shop is extra busy.



Delayed from early spring, the September relocation went well, with lots of help. The new space has big windows and modern amenities. People often say how much more welcoming it feels. Still, some things remain unfinished, like the exterior signage, even though the building is complete enough for other tenants moving in. Access is better as the City of London built a new bike lane on English, connecting the popular Dundas Street bike lane with the recently reconfigured one on Queens. Expect a higher profile as the building has been reported on by the media a few times. Certainly, more and more, long-time residents are discovering us when they wouldn't have otherwise.

Outside of our regular hours are some volunteer-led programs. Volunteer Night continues to grow with many Tuesday nights attended by at least half a dozen. A special nod to Laura, Felix and Trevor who have taken it and made it their own. And don't forget John, Dave and now Ajith, who volunteer during weekday hours at least one day a week. With a renewed commitment from Emily to provide mechanic skills, WTF, Women Trans Femme has transitioned from Wednesday evenings to Sunday afternoon, in hopes of welcoming more women, trans and queer participants. Largely due to Trevor, we had our Ride This Winter workshop in mid-December, the first full workshop at the co-op since pre-pandemic times.

We expect more good things for the co-op in 2023, including programming with Indwell, more workshops, and hopes for increased open hours.

M. Jensen Didulo, Shop Manager

SQUEAKY WHEEL BIKE CO-OP HIGHLIGHTS



In preparation for our move, we conducted a survey of shop users. Findings from 117 responses in spring, 2022 helped us to define the needs for our new space.



Road Trip! In March, we took a road trip to Hamilton to visit New Hope Bikes .



“I ABSOLUTELY LOVED MY EXPERIENCE WITH SQUEAKY WHEEL! I HAD NO PREVIOUS EXPERIENCE MAINTAINING A BIKE AND VOLUNTEERS WERE KIND ENOUGH TO SHOW ME THE ROPES. NOT ONLY THAT BUT THEY OFFERED LOTS OF GOOD BIKE TIPS AND GOOD DEALS WITH PURCHASING PARTS AND LOCKS.”

~SARAH MEDIOUNI



7 WTF REPAIR EVENTS
28 VOLUNTEER NIGHTS
148 AFFORDABLE BIKES SOLD

“ONE OF MY FAVORITE THINGS GROWING UP WAS GOING TO MY LOCAL BICYCLE STORE AND CHATTING WITH OTHER LIKE MINDED BIKERS. HAD THE PLEASURE OF MEETING JENSEN AND JUDE TODAY. NICE TO CHAT WITH A FELLOW VANCOUVERITE. NO DOUBT I WILL BE JOINING THIS CO-OP AND REALLY HOPING THEIR FUTURE IS BRIGHT. THANKS FOR THE GREAT ADVICE AND LOOK FORWARD TO SEEING YOU GUYS AGAIN.”

TREVOR WICKMAN

RIDE TO THRIVE EDUCATION

OVERVIEW

For the Ride to Thrive education program, 2022 was a monumental year. After much discussion with our instructors, we added a new module, *Cycling and the Environment*, to our curriculum, where we outline the benefits of cycling for the environment, health and communities.

Still only in our second year of operation, our program was approved in April as a pilot project with the Thames Valley District School Board (TVDSB). Once we got this news, wheels started turning: which schools could we work with; how many helmets and bikes did we need; were we ready? In the end, we were able to offer June programming to grade 5-6 classes at Victoria and Lord Nelson Public Schools. A total of 100 students received programming, with 20 of them being given certificates for free bikes from our amazing community partner, Big Bike Giveaway. We could not have asked for better schools to start with.

Also in June, we worked with the Beal English Language Learners (BELL) program, offering newcomer high school students both hands-on cycling education and bikes to keep. Our shop manager, Jensen, assembled 13 bikes and got the students helmets, locks, bells and lights as well. Working with the BELL students was possibly the most rewarding experience we had this year, one we look forward to repeating.

In July, we learned that Cycling Into The Future (CITF), the Kitchener-Waterloo based organization whose program ours was based on, would be ceasing operations after many years. We continue to have a strong relationship with CITF founder Phil Martin, who is pleased to be able to continue his work as an advisor to Ride to Thrive.

In the summer, we partnered with Crouch Neighbourhood Resource Centre to put on a three-week program for kids at Crouch's summer day camp. Seven amazing kids participated in our program, and we look forward to returning in 2023.

We worked with two more TVDSB schools in the fall, Aberdeen and Wilfrid Jury Public Schools. A successful application to the Canadian Tire Jumpstart program (with London Environmental Network as our funding partner), and a generous donation from the London Community Foundation, meant that the programs we were offering TVDSB classrooms free-of-charge would be funded. Working in these schools offered us some valuable learning experiences: 1) weather will not always cooperate with our needs; 2) the skill level of students can vary greatly. In short, we learned that you can never be too prepared.

We will be carrying our passion, drive, and commitment to cycling education into 2023, all the more so because of the lessons we've learned.

Nate Frisbee, Educational Program Coordinator

RIDE TO THRIVE EDUCATION HIGHLIGHTS



“THANK YOU FOR TEACHING HOW TO BE SAFE WHILE RIDING BIKES!”
JUAN, GRADE 5



Vision: to provide equitable cycling education to all grade 5 and 6 students, to promote active transportation to school, and to build habits that will continue throughout students' lives.

“THANK YOU SO MUCH FOR TEACHING ME ALL THIS NEW STUFF! I HAD SO MUCH FUN!!”
ABBI, GRADE 6

5 SCHOOLS
9 CLASSROOMS
206 STUDENTS
ENGAGED



OUR COMMUNITY

Our people are everything. Everyone — staff, board of directors, cycling instructors, co-op volunteers, committee members, advocates, outreach volunteers — everyone is terrific, hard-working and committed. We are so grateful for all that you do. Thank you.

BOARD MEMBERS:

Andry Wasylko, Chair; Corinne Marshall, Secretary; Michael Woodward, Treasurer; Jack Spence, Jenn Gilbert, Janet McAllister, Annie Legate-Wolfe

SQUEAKY WHEEL VOLUNTEERS:

Malcolm Boyes, Riley Carswell, Ron Cormier, Sasha d'Harmony, Trevor Dias, Jude Dieleman, Rachel Flynn, Laura Galvis Daza, Ramez Ghresi Emmett Gordon, Bruno Goulart, Angel Grande-Rodriguez, Gord Green, Kelvin Hall, David Hebert, Andrea Helter, Dave Hurgett, Jim Jutte, Andrew Leest, Vincent Lubrano III, Felix Longpre, Ian Mackenzie, Fabiano Marques, Cameron McCarthy, Chris McCreery, Emily McKenzie-Picot, David Murphy, Tom Papastamos, Ajith Rajesh, Michael Richardson Josue Rose-Hebert, Ben Schwartzenruber, Gerardo Silva, Shawn Sinclair, Jack Spence, Seth Stephens, Hailey Tallman, Corentin Tcherkasso, Kelly Walczak, Bill Wheeler, Alejandra Zamora, John Zarzecny, Tom Zhang

EVENTS COMMITTEE:

Johanna Kaipainen, Vincent Lubrano III

RIDE TO THRIVE INSTRUCTORS:

Gary Good, Laura Wall, Julie Vaughan, Vincent Lubrano III, Paula Coutinho, Rebecca Henderson, Ken Schmidt

STAFF:

Molly Miksa, Executive Director
M. Jensen Didulo, Squeaky Wheel Shop Manager
Nate Frisbee, Educational Program Coordinator
Rayne Pratt, Membership Coordinator



SUMMER STAFF:

Jude Dieleman, Bike Shop Assistant
Ben Durham, Program Coordinator

WINTER-SPRING STAFF:

Mateus Butterwick, Program Coordinator
Wyatt Pate, Squeaky Wheel Shop Manager

RIDE-ALONG VOLUNTEERS:

Alana Pasternak, Andrew Hunniford, Chris, DeGroot, Corinne Marshall, Dale Inder, Emily Carrothers, Fred Chagnon, Hailey Tallman, Jack Spence, Jamieson Roberts, Janet McAllister, Johanna Kaipainen, John Vareka, Josh Jackson, Kristina Bendikas, Laura Wall, Luis Patricia, Max Taylor, Michael McAlpine, Paul Seale, Sheryl Rooth, Spencer Cook, Trevor Dias, Vincent Lubrano III

THANK YOU!

We greatly appreciate the wider community: our collaborators, funders and supporters, for sharing the work, the ideas and the journey with us. Thanks you to all those listed, and everyone else who's been there along the way.

COLLABORATORS & SUPPORTERS

ASRTS (Active & Safe Routes To School), Big Bike Giveaway, CAN-Bike London, City of London, Crouch Neighbourhood Resource Centre, Cycling Into the Future, Fanshawe Sustainability, Western Sustainability, Forest City Velodrome, Indwell, London Intercommunity Health Network, King's College: Social Justice & Peace Studies, OSCO, London Community Foundation, London Environmental Network, Green Enterprise London, LUSO, OEV BIA, Pillar Nonprofit Network, Reimagine Co, Somerville 630, Urban League of London, Vélo Canada Bikes, WATS (Western Active Transportation Society), UWO FIMS, Learn with Ranger Em, N'Amerind Friendship Centre, Thames Valley District School Board, London Bicycle Cafe, City of London, Forest City Cycling Challenge, London Police Service



SUSTAINING MEMBERS

Rebecca Ellis, Hany Saad, Jes Buscema, Sak Meach, Tim Pearson, David Beach, Wayne Stronghill, John Reed, Geraldo Gonzalez, Tom Panabaker, Andrea Loewen Nair, Xin Sheng Zhang, Joseph Nolan, John Glatt, Luis Ramon Tejero Vallenias, Colleen Murphy, Vinicius Finzch Sportello, Allison M, Brent Charlton, David Isaac, Marcos Pereira, Macia Gardiner, Paul Williamson, Russell Currie, Paula Coutinho, Ken Baldwin, Brian Vyn, James W. Jutte, Jack Spence, John Vareka, Matthew Sereda, Emily Carrothers, Corinne Marshall, Niall Cooke, Boun Thai, Thomas Peace, Jonny Glenn-Lynes, Omar Favoumi, Fred Chagnon, Jeff Cordell, Bonnie Lee, Theo Heuthorst, Lorna Ford, Brenda, Andrew McClenaghan, Garry Dodman, Rebecca Henderson, Luis Patricio, Michael McAlpine, Daniel Hall, Chris Scott, Alex Kutas, Alex Dejanovic, Jordan Millward, László Vajda, Chris DeGroot, Emma Richard, Gordon Osinski

LIFETIME MEMBERS

Brandon Schaufele, James Nagy, Jörn Diedrichsen, Kristibeth Kelly, Ken Schmitt

FUNDERS AND FUNDING PARTNERS:

City of London, London Community Foundation, Canadian Tire Jumpstart, Canada Summer Jobs, ECO Canada, Urban League of London, London Environmental Network, Lerner's LLP

GET INVOLVED

- Sign up for our email newsletter
- Become a member
- Volunteer
- Donate a bike or money
- Join a committee
- Come to an event