



HELPING LONDONERS
RIDE MORE

2020
ANNUAL
REPORT



londoncyclelink.ca / info@londoncyclelink.ca

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

EQUITY

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

COMMUNITY

We're better together. We foster HUMAN CONNECTIONS to empower one another.

FUN

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

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

FOCUS AREAS



EDUCATION



ADVOCACY



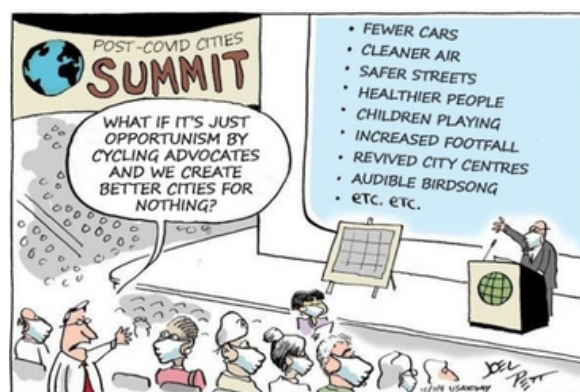
COMMUNITY-BUILDING

Mobility is a fundamental human right. As I get ready to apply for my Canadian Citizenship I learned that mobility is also one of the most important rights in the Canadian Charter of Rights and Freedoms. As Canadians we should have the freedom to choose where we live and work.

Unfortunately, this is not true for many of us and the Coronavirus pandemic made that even more plain to see. Mobility is a privilege. Many of us don't have access to jobs, healthy food, green spaces, health care, entertainment and many other amenities our city has to offer. Not because we need to stay apart together but because some of us, for different reasons, don't have access to a private vehicle. Deprived of all those things, cyclists, pedestrians and bus riders are de facto second-class citizens. For many of us, this is not a choice. Mobility inequality intersects with other dimensions of inequality: ethnicity, gender, age, low-income and citizenship status.

A long term solution for this social crisis can only be achieved in conjunction with solutions for our environmental and economic crises. London declared a climate emergency and our number one source of pollution is GHG emissions from private vehicles. Oil/gas industries are facing a steady decline and their dependence on fluctuating global markets is a constant reminder that the sooner we shift our transportation away from fossil fuels the better. And with high unemployment rates, precarious jobs and the working poor class, prioritizing cars that cost an average of \$10,000 a year is ludicrous.

We can all agree that 2020 wasn't an easy year. On the bright side, we had the cleanest air all around the world in decades. People saw how interconnected our lives are. And the cycling boom once more showed how bicycles are a resilient and affordable alternative aligned with the best future we can imagine. We can get out of our cars without shutting down our economy, and many cities are already doing that. More importantly, a lot of people are willing to do that right here, right now.



Adapted from the 2009 Joel Pett cartoon on Climate Change

We have made progress in the last few years but London Ontario bike mode share is still 1.4%. It is urgent to make cycling a convenient and safe option for all ages. Making cycling a true priority would cost a fraction of our current transportation budget, strengthen our local economy, and make us healthier and happier. What are we waiting for?

LETTER FROM DANIEL HALL, EXECUTIVE DIRECTOR

Despite all the challenges the pandemic has thrown at us, Londoners are cycling more than ever! We know this will only be temporary unless they feel safe, supported and encouraged to keep riding - that's the inspiring work ahead of us.

It was an exciting year to expand our Squeaky Wheel operations by hiring Wyatt Pate as our shop manager and increasing our capacity with summer employees Lexy Majocha and Taylor Doyle. Our partnership with Big Bike Giveaway on Free Rides for Essential Workers won a Pillar Award, which we're very proud of!

This year also saw significant progress on safe cycling infrastructure. The TVP North Branch connection opened and the Dundas and Colborne cycle tracks will be opening very soon. Next year the progress will continue with an additional \$3.5M for cycling and walking from the Covid Resilience funding. Thanks to everyone who helped make this a reality!

HIGHLIGHTS

from our year ending Sep 30, 2020

286

BIKES FIXED AT SQUEAKY WHEEL

“So very helpful, great integrity and a great team effort to assist everyone walking in the door.”

3

ADVOCACY CAMPAIGNS

- 1) CAC's climate action plan
- 2) Safe Streets budget campaign
- 3) Proposal for Covid Resilience funds

25

EVENTS HOSTED
(RIDES, WORKSHOPS, BIKE VALET)

75

VOLUNTEERS GAVE 1,920 HOURS

232

ACTIVE MEMBERS



120

BIKES GIVEN OUT
WITH BIG BIKE GIVEAWAY

Our Free Rides program, which received a Pillar Non-Profit Award, gave out bikes to low-income essential workers !



SQUEAKY WHEEL

We help you fix your bike!

TESTIMONIALS

"Fantastic volunteers; I learned so much about how to fix my bike (and also was able to fix it!). What an amazing resource!"

"Wyatt and the volunteers were great guiding me with my own work. You can't beat the price, either."

"It was my first visit and staff/volunteers very helpful and took time to answer my questions."



25 PARTICIPANTS IN OUR WOMEN, TRANS, FEMME EVENTS

73 WORKSHOP PARTICIPANTS

187 AFFORDABLE BIKES SOLD

125 BIKES GIVEN TO PEOPLE IN NEED
120 as part of Free Rides for Essential Workers

NEW DIGS IN 2022

We couldn't be more excited about our future home for Squeaky Wheel, an affordable housing project that is being built in OEV!

We're equally thrilled about our new partnership with Indwell, the organization behind it.



EVENTS

during a very unpredictable year!



WEBCASTS & ART CONTEST

Like everyone had to do, we had to pivot during the pandemic and offer more web content. We hosted a webcast series to imagine the future of our cities during and after the pandemic. We also hosted an art contest for kids!

We facilitated a Bike to Work webinar, an online Yellow Bicycle Book reading and published a video on what to look for when buying a used bike.

BIKE RIDES

Whether celebrating the new bridges opening on the Thames Valley Parkway, getting lit during our annual Glow Ride, or planning neighbourhood rides throughout the city as part of our Summer Rides series, bike rides are a big part of what we do.

Riding together is where we meet people, feel encouraged and are inspired to ride more. Don't miss the rides planned for 2021!



LONDON BIKE AWARDS

We hosted our 2nd annual London Bike Awards in September to celebrate Londoners who are dedicated to promoting cycling.

BIKE-FRIENDLY BUSINESS

To Wheels - Sheri Laidlaw

CYCLING COMMUNITY HERO

Chris Pollett

OUTSTANDING ADVOCACY

Chris McCreery

CAMPAIGNS

We understand the needs of people on bikes and have mobilized a large, engaged network that takes a stand for them

CAC REPORT

The Cycling Advisory Committee published a prescient report describing how we can achieve our transportation-related climate targets. We mobilized support from environmental groups and others to urge City Council to #ReadtheReport and divert money from roads to cycling & transit.

RESULT: ROAD WIDENINGS ARE DISCOURAGED, MORE PEOPLE ARE AWARE OF THE NEED TO DRIVE LESS



CITY BUDGET

Our budget campaign asked for a 40km expansion of the safe cycling network in 4 years and a dedicated staff member at City Hall for cycling and walking.

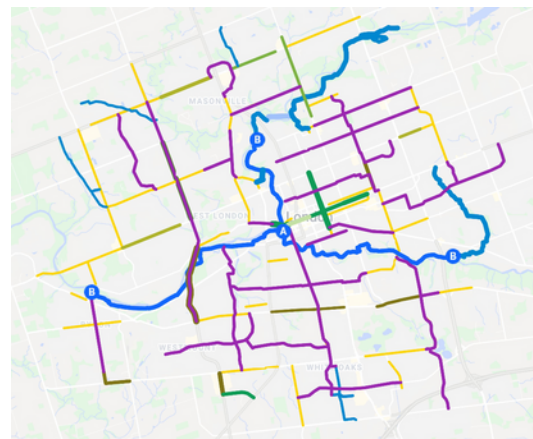
RESULT: A 39KM PROPOSAL IS APPROVED AND AWAITING FUNDING & AN ACTIVE TRANSPORTATION MANAGER WILL BE HIRED IN EARLY 2021

SAFE ROUTES PROPOSAL

In response to the pandemic we worked collaboratively with many other community-members to propose what building-back-better would look like on our streets.

Our proposal was a 75-km minimum grid of quiet streets and protected bike lanes that would enable more jobs to be accessed, encourage recreation and foster active travel to school.

RESULT: \$3.5M FOR CYCLING IN 2021



FINANCES

Statement of Operations

CURRENT ASSETS	2020	2019
Cash	\$46,687	\$21,559
Accounts Receivable	\$10,486	\$7,558
Inventory	\$8,045	\$3,438
	<u>\$65,218</u>	<u>\$32,555</u>
Fixed long-term assets	\$1,425	\$1,961
	<u>\$66,643</u>	<u>\$34,516</u>

CURRENT LIABILITIES	2020	2019
Accounts Payable	\$7,878	\$2,312
Deferred Revenue	\$16,551	\$3,099
	<u>\$24,429</u>	<u>\$5,411</u>
Unrestricted net assets	\$42,214	\$29,105
	<u>\$66,643</u>	<u>\$34,516</u>

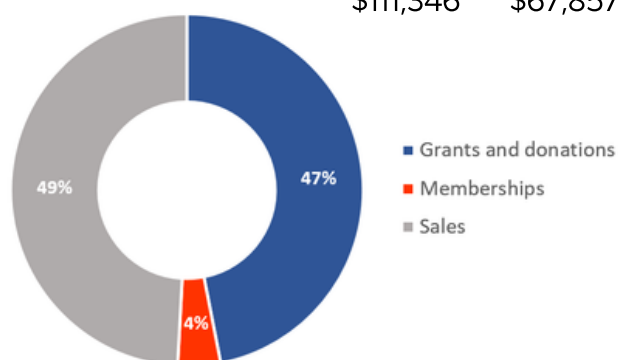
ORGANIZATIONAL GROWTH

This year was a growth year in more ways than one. We secured a four-year grant through the City of London Community Grants program that provides a source of stable revenue and supports our efforts to encourage cycling through education, events and by creating a welcoming hub.

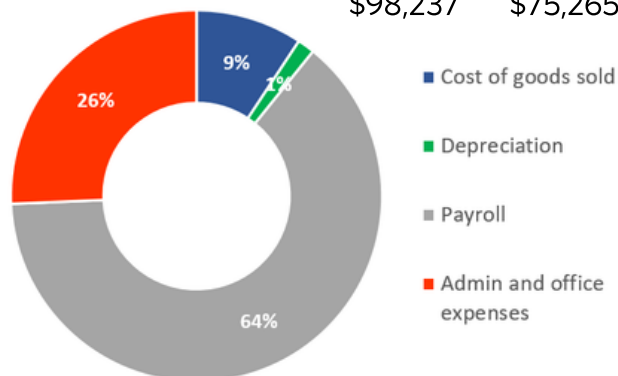


We also increased our own revenues through increased sales at Squeaky Wheel and more memberships.

REVENUES	2020	2019
Grants & Donations	\$52,251	\$40,098
Memberships	\$4,371	\$3,339
Sales	\$54,724	\$24,360
	<u>\$111,346</u>	<u>\$67,857</u>



EXPENSES	2020	2019
Cost of Goods Sold	\$9,131	\$3,823
Depreciation	\$1,475	\$3,974
Payroll	\$62,418	\$27,468
Admin & Office Expenses	\$25,213	\$40,000
	<u>\$98,237</u>	<u>\$75,265</u>



Excess (deficiency) of Revenues	<u>\$13,109</u>	<u>(\$7,408)</u>
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COMMUNITY

None of this work is possible without the team behind it.

Thank you!

BOARD MEMBERS

Brent Charlton, Secretary; Corinne Marshall, Director; Greg Staeger, Treasurer; Hailey Tallman, Director; Jenn Gilbert, Director; Jonny Glenn-Lynes, Director; Luis Patricio, Chair; Molly Miksa, interim Director; Rebecca Henderson, Director-resigned; Trevor Dias, Director

STAFF



Daniel Hall,
Executive Director



Wyatt Pate,
Shop Manager

Summer Staff:

Lexy Majocha & Taylor Doyle

SUSTAINING MEMBERS

Alex Dejanovic, Alex Kutas, Allison Blackshaw, Chris Scott, Christopher DeGroot, Daniel Bennett, Daniel Hall, Emma Richard, Fred Chagnon, Gordon Osinski, Helen Riordon, Jack Spence, Jordan Millward, Joseph Nolan, Joshua Cherng, Kevin Van Lierop, László Vajda, Luis Patricio, Matt Stahl, Pascal D'astous, Patrick Murphy, Paula Coutinho, Shawn Sinclair, Shelley McCorkell, Skylar Franke, Susan Whitehouse, Taylor Bentley, Timothy Pearson

LIFETIME MEMBERS

Brandon Schaufele, James Nagy, Jörn Diedrichsen, Kristibeth Kelly



THANK YOU

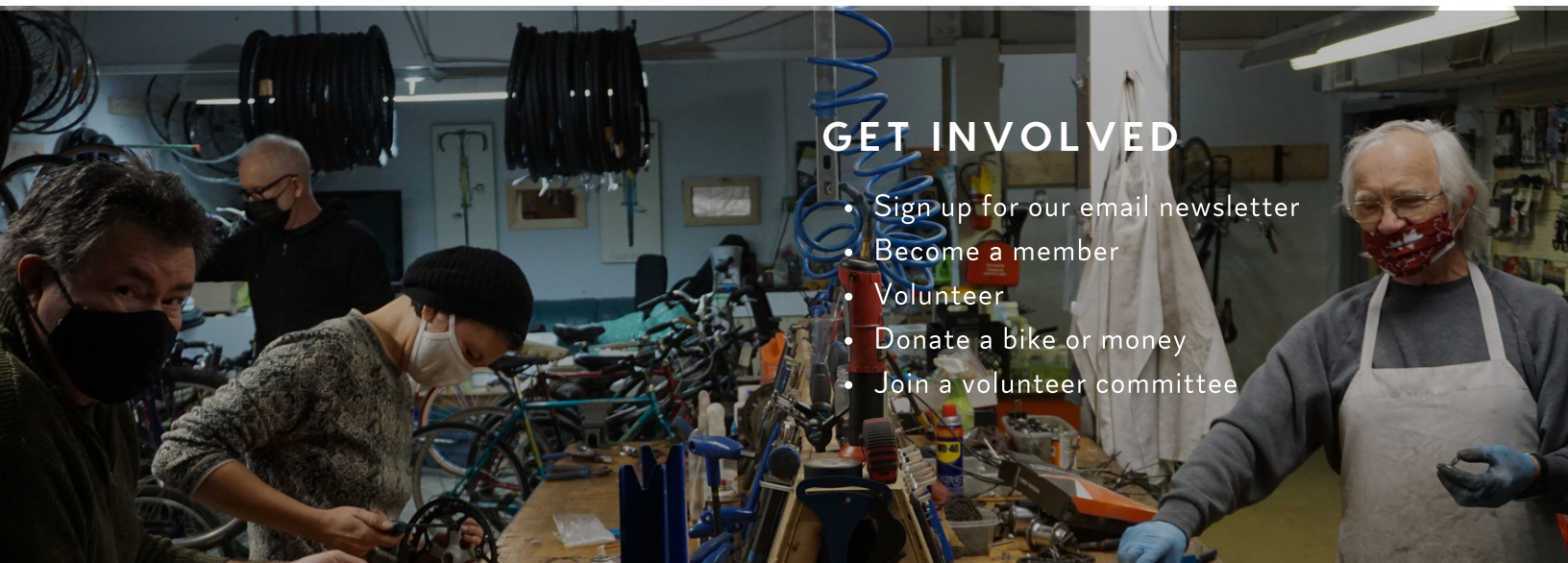
Our volunteers give their time, passion and energy to help more Londoners ride more.

Whether helping someone fix their bike, keeping people together and safe on group rides, or planning our next advocacy campaign, we are truly grateful for all your time and effort!

VOLUNTEERS

Aaron Touch, Alan Hillman, Alex Tritton, Allyson Proulx, Andre Baumgarten, Andrew Hunniford, Austin Park, Benjamin Durham, Carole Perraud, Chris McDonald, Christopher DeGroot, Connor Chato, Daniel Santos, Dave Hurgett, David Cottrill, David Mitchell, Ed Mckenzie, Elias Hido, Evan Spindler, Felix Longpre, Grant Davies, Greg Buragina, Imraan Haq, Jack Spence, Jaclynn Aylen, Jamieson Roberts, Jason Gerhard, Jason Hamelin, Jensen Didulo, Jesse Cablek, Johanna Kaipainen, John Vareka, John Zarzeczny, Joy Cameron, Kelly Walczak,

Ken Schmitt, Kevin Van Vrouwerff, Laura Wall, Lucas Malec, Mady Derrough, Maen Shraim, Marc Deshaies, Marcelo DePaula, Marna Fujimoto-Pihl, Matt Dinel, Michael Clark, Mike Denomy, Mitch Estanol, Morgan Rehme, Natalia Danczak, Nimalka Weerasuriya, Paul Seale, Petra Donati, Pierrette Caron, Ralpheal Redden-Fuller, Rita Vandebovenkamp, Sarah Hurgett, Scott Redden, Shawna Lewkowitz, Sophie Watling, Steve Clark, Susan Whitehouse, Timothy Pearson, Tyler Watson, Vincent Lubrano III, William Pol



GET INVOLVED

- Sign up for our email newsletter
- Become a member
- Volunteer
- Donate a bike or money
- Join a volunteer committee