

# EPIC CLUB CONCEPT LAUNCH

INVESTING IN VÉLO CANADA BIKES AND YOUR BOTTOM LINE

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NOVEMBER 7, 2018 | OTTAWA, CANADA



Kate Walker, Michael Cranwell, Jamie Stuckless, Sylvain Bosse, Kimberley Hunton, Carly MacEacheron, Randy Neufeld, Ian Frank, Minister Maryam Monsef, Tegan Moss, Anders Swanson, Emmett Proulx, Leigh Anne Parry, Lisa Godfrey, Sylvia Halligan, Tania Lo, Judi Varga-Toth, Wayne Bleakley, Jean-Francois Laflamme, Kristine D'Arbelles, Eve Johnston



A black and white photograph of a group of people, mostly men, standing around a long table. They are looking at and interacting with several tablets or laptops that are open on the table. The setting appears to be a professional or community meeting. A teal banner is at the bottom of the image.

## BY THE NUMBERS



**9 COMPANIES**



**3 COUNTRIES**



**28 INDIVIDUALS**

*Participants voting on areas of potential collaborative action*

“Cycling is a non-partisan issue. All Canadians benefit, from urban centres to rural areas like Carcross, Yukon, where mountain biking has transformed the economy of an Indigenous community. We must work together to make riding a bike the easy, safe choice for everyone - let’s make Canada a cycling nation!”

**- MP Wayne Stetski**

# EPIC CLUB LAUNCH HIGHLIGHTS

Vélo Canada Bikes' **EPIC** (**E**nterprises **P**romoting Investments in **C**ycling) Club concept was presented in Ottawa. Cycling business stakeholders, including bicycle and parts manufacturers, suppliers and dealers, urban planning and engineering firms, joined Vélo Canada Bikes (VCB) board members to discuss how enterprises and VCB can work together to advance cycling in Canada.

Vélo Canada Bikes is Canada's national cycling advocacy organisation and in a few short years VCB has demonstrated that it has what it takes to effectively engage Federal decision makers and get cycling on the Federal agenda. But to keep up its efforts, VCB needs financial support from enterprises who share its vision of getting more people riding bicycles in Canada.

On November 7th, VCB board members and staff presented a compelling argument for immediate action by VCB and all cycling stakeholders, to capitalize on the window of opportunity of the 2019 federal election and get cycling issues reflected in the mandate letters of the next Federal government. VCB presented a detailed action plan to achieve this goal and highlighted its need for immediate organizational capacity support to accomplish its goals. Cabinet Ministers, members of Parliament from all parties, Senators and senior level government officials have indicated support for cycling. Now is the time to convert this support into concrete mandate letter commitments.

## *If you believe that:*

- Children and seniors
- Millennials and moms
- Businesses and breadwinners
- Athletes and advocates

## *should all be able to ride a bicycle and reap the benefits of*

- good health
- a clean environment
- a strong local economy
- an inclusive society

## **Why Now?**

With a federal election less than 12 months away and a governing party that wants to support women, the middle class, protect the environment and build a strong economy, the window of opportunity is NOW to get cycling on the agenda of all parties.

On November 7th, VCB presented a detailed action plan to achieve this goal and highlighted its need for immediate organizational capacity support to accomplish it. Cabinet Ministers, members of Parliament from all parties, Senators and senior level government officials have indicated support for cycling. Now is the time to convert this support into concrete Federal commitments.

At the evening reception, hosted by the All Party Parliamentary Cycling Caucus, co-chairs MP Pam Damoff and MP Wayne Stetski both reconfirmed the critical importance of the **coming 12 months** and the non-partisan nature of cycling.





Kate Walker, Tania Lo, Michael Cranwell, Minister Maryam Monsef

“Where I came from girls and women are not allowed to ride bikes. When I came to Peterborough at 11 and got my first bike I experienced the freedom and independence that changed my life and began my community-focused career.”

- Minister Maryam Monsef

## SPEAKERS

- Tim Blumenthal | President, **People for Bikes**, USA
- Johan Diepens | Executive Director, **Concordis Group/Mobycon**, Holland
- Tania Lo | Co-Founder/Publisher, **Momentum Magazine**, Vancouver
- Michael Cranwell | **Gears Bike Shops**, Toronto
- Randy Neufeld | **SRAM Advocacy Fund**, USA
- Maryam Monsef | Minister, **Status of Women Canada**
- Pam Damoff | Liberal MP, co-chair, **All Party Parliamentary Cycling Caucus**
- Wayne Stetski | NDP MP, co-chair, **All Party Parliamentary Cycling Caucus**

## INDUSTRY PARTICIPANTS

SRAM  
Shimano Canada  
Cannondale Canada  
People for Bikes

Outdoor Gear Canada  
Live to Play/Norco  
The Get Go Inc.

WSP  
Mobycon  
Gears Bike Shops



# VÉLO CANADA BIKES'

## FEDERAL SUPPORT FOR CYCLING

# ACTION PLAN

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**TIMELINE: NOVEMBER 2018-NOVEMBER 2019**

## PROPOSED KEY VCB ACTIVITIES

### Engage Federal Officials to Support Cycling through:

- ☐ Sending pre-budget submission letters to key Ministries (DONE!)
- ☐ Regular meetings with Federal officials
- ☐ Regular communication with 338 MPs and key Senators
- ☐ Organizing a Cycling Lobby Day in May 2019
- ☐ Work with Federation of Canadian Municipalities (FCM) to engage Federal government

### Engage Voters to Vote Bike through:

- ☐ Development of 'Vote Bike' Campaign
- ☐ Development of a Federal Cycling Advocacy Toolkit
- ☐ Promote: e-bikes, cargo bikes, cycling for women & kids, bike tourism
- ☐ Promote economic, health, environmental and social benefits of cycling

### Mobilize Cycling Stakeholders by:

- ☐ Hosting 3rd National Bike Summit May 13-14, 2019
- ☐ Growing EPIC club support for transformative change in Canada
- ☐ Organizing cycling stakeholders to have regular contact with Federal officials
- ☐ Assisting stakeholders to host more Ride your Riding events

**Investment VCB needs** to be able to lead  
Federal Support for Cycling Action Plan

**\$219,760**

# POTENTIAL AREAS OF COLLABORATION FOR VCB AND BUSINESS STAKEHOLDERS

The final session of the day, was designed to establish potential strategic priorities for EPIC club members and VCB, if investments are made. The session was collaborative, rapid-fire, and used the proprietary Feedback Frames system which combines brainstorming, dotmocracy and a form of secret ballots for the group to rate each idea presented following group discussions.

The following strategic actions were selected as top priorities:

1. **Establish an Industry Advisory Board comprised of EPIC club members.**
2. EPIC club members to provide funds to VCB for a **1-yr pilot to grow joint VCB Industry initiatives** heading into the next federal election
3. **VCB and Industry Advisory Board to undertake the following activities:**



Lobby government to incentivize cycling by providing rebates for purchasing bicycles + tax exemptions for consumers and industry



Gather industry and consumer data



VCB to communicate with industry to build relationships. EPIC partners to help disseminate information and act together



Explore the idea of creating Capacity Building grants administered by EPIC that connects and funds local advocacy groups, campaigns & projects.



Explore the idea of "Give-Backs" on Employee Purchases as directed by bicycle manufacturers (Prodeal purchases pay \$20 to VCB)



Seek government funding for schools for bikes and cycling programs

*Johan Diepens (Mobycon) engaging participants at the reception*





AT ALL PARTY PARLIAMENTARY CYCLING CAUCUS RECEPTION: Tim Blumenthal, Randy Neufeld, Judi Varga-Toth, MP Gord Johns, MP Pam Damoff, MP Wayne Stetski, Anders Swanson, Johan Diepens, Kate Walker, Dr. Karl Saidla, Michael Cranwell

## INDUSTRY CALL TO ACTION



Meet with Vélo Bikes Canada this winter to give your views and discuss how your company can make a difference. Contact Judi Varga-Toth soon at [ed@canadabikes.org](mailto:ed@canadabikes.org) or **613-558-7569**.



Invest in a Bicycle-Friendly Canada. Commit to support the 2019 actions with a financial contribution that is fair for the size of your cycling business.



Join our Industry Advisory Committee which will meet twice in 2019.



## ADDITIONAL ATTACHMENTS

1. EPIC CLUB DESCRIPTION
2. VCB BUSINESS PLAN



*MP Pam Damoff, speaking at the reception*

“Through the efforts of People for Bikes and its predecessor Bikes Belong, there has been a fivefold increase in bicycling investment in the US, to a total of \$11 billion. On a per capita basis that is about \$9/person.” - **Tim Blumenthal**

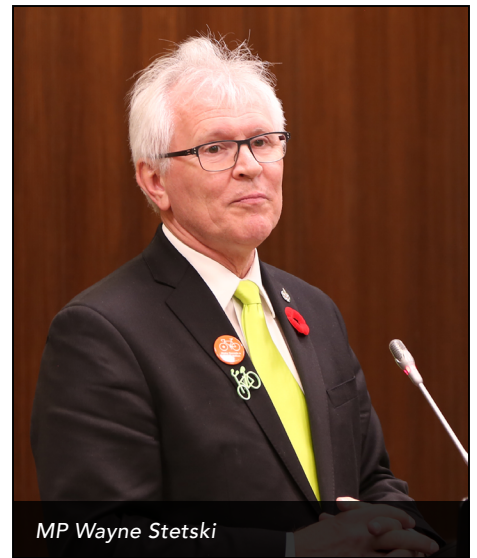
“Thank you Vélo Canada Bikes and all of you who work in the bike industry. We know that cycling is good for our environment, good for our health and good for our economy. This is the right time to be promoting efforts to make Canada a bike-friendly nation. And it will take a concerted effort from all levels of government”

- **MP Pam Damoff**

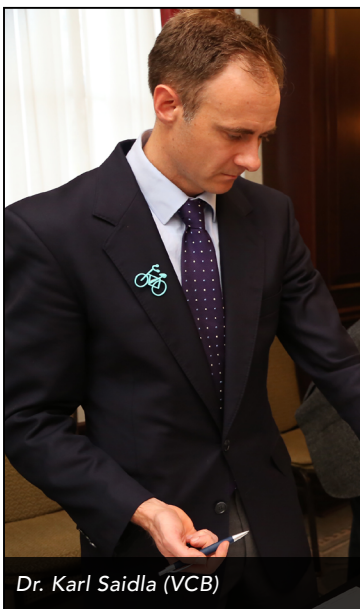




Tim Blumenthal (PeopleForBikes), Judi Varga-Toth (VCB), Randy Neufeld (SRAM), Anders Swanson (VCB), Kate Walker (VCB)



MP Wayne Stetski



Dr. Karl Saidla (VCB)



Kate Walker (VCB)



The Peterborough contingent: Wayne Bleakley (Shimano Canada), Minister Maryam Monsef, Tegan Moss (VCB)



MP Gord Johns, Anders Swanson, Chair, VCB

Photos by Yvonne Bambrick