



1 Centennial Square
Victoria, BC V8W 1P6

E grants@victoria.ca

2015 Strategic Plan Grant Application Form

How to Apply:

1. Complete **Application Form** in its entirety and send to grants@victoria.ca

2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

- X Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**
- X Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

SECTION 1. CONTACT INFORMATION

Organization Name: Greater Victoria Cycling Coalition (GVCC)

Mailing Address: PO Box 8586 Station Central, Victoria, B.C. V8W 3S2

Contact Person: Ray Straatsma - Project Manager

Email: info@gvcc.bc.ca / straatsma.ray@gmail.com

Telephone: 250-294-4346

Website: www.gvcc.bc.ca

SECTION 2. ORGANIZATION INFORMATION

Are you registered under the Society Act? Yes No

Society Registration Number: #S-27514

Are you a registered Charity? Yes No

Charity Registration Number: _____

Organization mission/mandate

The purpose of the GVCC is to promote and improve conditions for cycling in Greater Victoria. Our mission goals are to:

- Encourage more people to ride bicycles more
- Improve cycling education for all road users and residents
- Facilitate communication between cyclists, governments, community and business organizations
- Improve facilities and conditions for everyday bicycle use as transportation
- Develop and share information and communications materials that promote bicycle investments and usage.

Brief history and role in benefitting residents of Greater Victoria

The Greater Victoria Cycling Coalition is a volunteer-based non-profit organization that hosts and promotes educational activities and events that help "more people cycle more places, more often." The GVCC has been active in Victoria for almost 25 years. We have over 500 members, and dozens of volunteers. We work closely with supportive partners, municipal governments, businesses and community organizations to promote and advocate for smart urban design, bike-supportive infrastructure and citizen engagement.

Over the years, the GVCC has hosted and organized many successful events and activities to support active transportation – including 5-6 educational theme rides every year; design workshops and presentations - as well as ongoing research & communication with the cycling community and decision-makers to help shape and improve bicycle facilities in Victoria area.

How many paid staff at organization? Full Time: NO

Part Time: one temp. PT/volunteer coordinator

How many volunteer staff at organization? 20-25

Total volunteer hours: 2000 +

SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$18,000 - \$20,000

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Membership Fees	\$7000	Website, Cycle Therapy newsletter, Admin.
Bike Count Volunteer Donations (via CRD)	\$1000	Volunteer and member events.
Rides, Events, Services	\$2000	Ride promotion, community events, AGM
Project Grants	\$5,000 – \$10,000	Public events & communication; venue rentals; volunteer stipends; paid project coordinator(s)

Has the organization filed for bankruptcy or currently seeking credit protection? Yes No

SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: **TransForm Speaker Series & Two Wheels Good: Community Events and Engagement**

Brief description of the project or program and why the grant is needed.

In the fall of 2015, the *Greater Victoria Cycling Coalition* (GVCC) will organize and co-host a series of public presentations, workshops and creative community activities to encourage ongoing citizen dialogue about city building, urban design and active transportation in the City of Victoria. Our primary partner for these public events will be the *Greater Victoria Placemaking Network* (GVPN).

In addition, the GVCC will develop communication tools and compile compelling research and content that promotes the broad benefits of cycling investments and increased bicycle ridership in Victoria – to complement and support the City's expanded investments in new bicycle facilities.

This proposal follows from and expands upon GVCC projects: our *Bikes Means Business* report (Feb. 2014); and our successful *TransForm Event Series* (July 2014-Feb. 2015). As with those initiatives, this program proposal will also build upon ongoing partnerships and relationships we have built with like-minded local non-profit groups, the Victoria business community and the City of Victoria.

We are seeking support for the following program of specific events and activities.

- Season Two of the TransForm Event Series (two main events, Fall 2015 - several more planned for 2016)**
 - Reimagining the Street (late September week or weekend):* Presentation/design event featuring urbanist/designer Mike Lydon (StreetPlans.org) followed by a citizen-led pilot project(s) and street design event(s). Likely location: Cook St. adjacent to Beacon Hill Park. *Partners/Participants:* GVPN; City of Victoria; local design professionals and organizations.
 - Great Streets Summit (October/November):* Presentations, community dialogue and engagement on future potential and vision for Victoria's main streets (e.g. Douglas Street; Fort St.; Pandora, Government, Cook St.) Possible guest speaker: Brent Toderian, former Planning Director, City of Vancouver. *Partners/Participants:* GVPN; Downtown Victoria Business Association; Fabulous Fort; Fort St. Properties; Cascadia Architects.

- Two Wheels Good: Community Engagement and Outreach**

Our *Two Wheels Good* project will produce and share quality communication tools and compelling information (e.g. infographics, photo booths of diverse bike riders in Victoria, public presentations, website and social media content) that educate citizens and promote the benefits of bicycle usage for broad diverse audiences (current cyclists, novice bike riders,

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drivers and residents). These communication materials will be shared and presented at TransForm events in 2015 (and 2016), other public events, and via local media, community networks and social media. The *Two Wheels Good* communication and outreach campaign can also:

- Compile and share compelling research, evidence and examples from other cities, to demonstrate the benefits and successes of high quality bicycle investments;
- Assist the City of Victoria in promoting an expanding bicycle network, and adaptation of cyclists/motorists /pedestrians to new types of bike infrastructure (e.g. protected bike lanes; related road re-design);
- Explore and review successful education and communication campaigns that have addressed interaction, courtesy and safety among different transportation users – for a possible communication initiative in 2016.

Does this project or program impact public space? Yes No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- | | |
|---|--|
| <input type="checkbox"/> Yes Innovate and Lead | <input type="checkbox"/> Y Enhance and Steward Public Spaces, Green Spaces and Food Systems |
| <input type="checkbox"/> Y Engage and Empower the Community | <input type="checkbox"/> Y Complete a Multi-modal Active Transportation Network |
| <input type="checkbox"/> Y Strive for Excellence in Land Use | <input type="checkbox"/> Y Nurture Our Arts, Culture and Learning Capital |
| <input type="checkbox"/> Build Financial Capacity of the Organization | <input type="checkbox"/> Steward Water Systems and Waste Streams Responsibility |
| <input type="checkbox"/> Y Create Prosperity through Economic Development | <input type="checkbox"/> Y Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable | <input type="checkbox"/> Y Demonstrate Regional Leadership |
| <input type="checkbox"/> Y Facilitate Social Inclusion and Community Wellness | |

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

The City of Victoria has recently committed to significant investments in bicycle facilities, including the first protected bike lanes downtown (Pandora Ave., with more to come). Community-oriented information and education can highlight the benefits of this growing **multi-modal active transport network**, and ensure success and support for those public investments.

The *TransForm Speaker Series* and *Two Wheels Good* outreach program seeks to **engage and empower the community** and **nurture learning capital** to educate local residents about best practices in contemporary urban design, bicycle planning and community-inspired placemaking. CarFreeDayYYJ, the rainbow crosswalks at City Hall, and the new Forr St. parklet all demonstrate broad public interest and support for **excellence in land-use** and a desire to **enhance and steward public spaces**. The *TransForm Speaker Series* and our *Two Wheels Good* project will celebrate and communicate the opportunities in Victoria to recreate and redesign similar public spaces, places and streets for broad community benefit. The program will demonstrate and support continued community and municipal opportunities and efforts to **lead and innovate** and **demonstrate regional leadership**.

Our citizen-led design activities, workshops and communication initiatives will promote and elevate community dialogue about city building, placemaking and active transportation in Victoria. Further, we seek to cultivate and engage a broad array of partners and participants, to ensure **social inclusion and community wellness** – for example, by actively



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promoting the benefits of an “all-ages and abilities” bicycle network that can be enjoyed and used by both eight- and eighty-year olds.

The evidence is clear: Cities that nurture and promote active transportation, quality urban design, and unique public spaces attract innovative cutting-edge businesses (e.g. the tech sector) and in-demand employees (e.g. ‘creative class’ millennials). Vibrant cities create **prosperity through economic development**. We have recruited and **nurtured** partners in the **arts, culture** and design communities, as well as local businesses and developers to participate in and promote the proposed public events and initiatives outlined in our proposal.

Finally, we note our Program proposal is intended, in part, to fulfill the City Council motion passed on May 21, 2015: *“Work with partner organizations, including the Greater Victoria Cycling Coalition, Bike Victoria, Women’s Everyday Bicycling (WeBike) Association and the Greater Victoria Placemaking Network, to host a public information series in September 2015 on cycling facilities, active transportation and placemaking in the City of Victoria.”*

How many will benefit from the project or program?

We expect to attract diverse groups of citizens and residents in Victoria to our events and activities. Almost 900 people attended our *TransForm Series* in 2014-2015. Over one-third of Victoria residents regularly walk or bike to work, school, or for everyday services – most of whom would directly benefit from improvements to pedestrian and bicycle infrastructure, and the redesign of public spaces and neighbourhood streets in the City. We also seek to educate and inform broader groups of residents – those ‘interested but concerned’ citizens who would like to bike and walk more often, but have anxieties and (mis)perceptions about safety, convenient routes, rules of the road, riding with families and kids.

Percentage of Greater Victoria Residents?

About 10-12% of Victoria residents ride bicycles for transportation, and over 23% regularly walk to work. These active transportation users – and many more who seek to integrate ‘active living’ into their daily routines - are all potential audiences for our communication materials and public events.

Who is your target audience?

Our primary audience is Victoria-area citizens with an interest in city building, public space and active transportation, plus select professionals (designers, architects, planners, engineers) working in urban design and planning. However, we believe there is wide public interest in the broader community about active transportation, the built environment, more interesting streets and innovative urban design. We hope to engage that wider audience through this program.



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PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$ 45,500 Amount Requested \$ 17,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 18%

How much is the organization contributing to this project or program? \$ \$3,000

Please indicate the funding sources for this application:

- Government funding

Organization Name	Contact Person	Phone Number	Amount
District of Saanich	Mark Boysen	250-475-5494 ext.3466	\$4000

- Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount
Rethink Urban Consulting	Lorne Daniel	250-589-8712	\$2000

- Matching funds

Organization Name	Contact Person	Phone Number	Amount
VanCity Credit Union (Pending)	Andrea Di Lucca	250.995.7647	\$5000
Greater Victoria Cycling Coalition	Edward Pullman / Ray Straatsma	250-415-0552 / 250-294-4346	\$3000

- In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount
Greater Victoria Cycling Coalition (volunteers, Board etc)	Edward Pullman / Ray Straatsma	250-415-0552 / 250-294-4346	\$5000
Greater Victoria Placemaking Network (volunteers, etc)	Lorne Daniel / Jim LaMorte	778-433-0694 / 250-213-9221	\$3000
Living the New Economy	Jason Guille	250-385-5227	\$2000

- Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount
Downtown Victoria Business Association - DVBA	Ken Kelly	250-386-2239	\$1500

- Other

Organization Name	Contact Person	Phone Number	Amount
DVBA	Ken Kelly	250-386-2239	\$3000

Grand Total of Other Funding Sources \$28,500 (\$12,000 confirmed, \$5000 pending, \$11,500 in kind or waived fees)

Partial funding may be available. Will the project occur without full funding by the grant? Yes No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

We would seek additional funding and/or in-kind support for our program of events. Alternatively, the GVCC and GVPN would scale back our planned TransForm events for fall 2015. Similarly, we would seek to reduce costs and scope of our



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planned *Two Wheels Good* communications materials. Fewer people would be reached and engaged, but we could shift some events to 2016 or beyond.

SECTION 5. PROJECT OR PROGRAM TIMELINE

Project or program dates From: August 2015 To: December 2015

Project or program location: venues and sites in City of Victoria (possible Cook St. near Beacon Hill Park)

Project or program timeline and major milestones.

Date	Milestone
August	event planning and programming; research; recruit volunteers/participants
September	Research/graphic design/ pre-production of <i>Two Wheels Good</i> campaign materials
late September	Active Streets Week (or Weekend); Presentation and Street Pilot (& test Tool Kit with GVPN)
October	Release of <i>Two Wheels Good</i> package: infographics, photos, social media, promo materials
October	Great Streets Summit – Presentations on future of (e.g.) Fort, Douglas Pandora, Cook Streets.
November	present at Living the New Economy (live event and webcast)

SECTION 6. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 50-60 volunteers Total volunteer hours required: 500-700 hours

Can the project or program occur without volunteer support? Yes No

SECTION 7. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

Website - yes

Social Media - yes

Sponsor Plaque

Other verbal recognition at events, banners etc.

Newspaper Advertisement

Newsletter - yes

Annual Report - yes

SECTION 8. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: 

Position: President



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Name: Edward Pullman

Date: June 25, 2015

TransForm-2 Wheels GVCC budget CoV Strategic grant 2015

Budget	EXPENSES	
<i>TransForm Event Series (co-hosted w Placemaking Network)</i>		
	speaker fees / honoraria	\$15,000
	venue rentals & costs	\$1,000
	audio visual rentals & set up	\$1,700
	event planning & coordination	\$6,500
	travel, accommodation for speakers	\$4,000
	graphic recording & illustration	\$2,000
	street event materials (chalk, paint)	\$750
	promotion and printing	\$2,000
	<u>SUBTOTAL</u>	<u>\$32,950</u>
 <i>Two Wheels Good [2WG] - bicycle outreach/comms program</i>		
	graphic design - contractor	\$1,200
	website- new pages, design and content	\$1,000
	2WG program planning & coordination	\$5,000
	promotion/communication costs	\$500
	video/photo/powerpoint production	\$1,300
	materials and distribution	\$500
	printing	\$1,000
	<u>SUBTOTAL</u>	<u>\$10,500</u>
 <i>Administration</i>		
	meeting space	\$200
	financial services	\$150
	organizational promotion - print & media	\$600
	communication services (writing/research)	\$1,000
	office supplies	\$100
	<u>SUBTOTAL</u>	<u>\$2,050</u>
	TOTAL	\$45,500

	<i>Total Budget for GVCC Grant appl.</i>	\$45,500
	<i>Request to City of Victoria -Strategic Grant</i>	\$17,000

prepared by Ray Straatsma,
Rstreets Communications for GVCC, June 2015