

The Peoples' Peddler



A Quarterly Newsletter

Issue No. 1 - Winter 2008

People's Pedal is Expanding

The People's Pedal will open in the spring of 2008 with 7 new racks and many more bikes, ready to take the city by storm.

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This is your chance to get to know those that run the People's Pedal.



This issue we feature Pedal President, Scott McAnsh

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The People's Pedal is Expanding

The People's Pedal bicycle sharing system will be nearly doubling in size in 2008.

The People's Pedal is taking a huge step forward in its mandate of providing bikes for the citizens of Edmonton. We will be adding seven new racks to the system, nearly doubling the current set of eight for a grand total of fifteen racks in the city center. That's right, in the city center. It has been decided that it's better to go dense than to try and cover more area in the city, and we are going very dense. The new layout will feature a density of approximately 400m, meaning that anyone in the service area will never be more than about 200m from a rack.

A density of 400 m was decided upon based

on a survey of transit users. With stations 400 m apart, transit ridership increased significantly. So, to ensure that the People's Pedal is serving its membership's needs, we are going to follow suit.

The use of the people's pedal bicycles will never have been more convenient that it will be



this season. If you work downtown and need to run a few errands or if you are just out for a leisurely bike ride over the lunch hour, the People's Pedal bikes will be accessible to you once you become a member (if you aren't already).

The location of existing bicycle racks may change slightly to accommodate the new system and for the increased convenience of the bike users. The attached map shows the proposed locations of all fifteen racks for the launch in Spring of 2008.

However, these locations are not yet firm. We are open to the suggestions of our members. Where would you like to see the new racks located? To make a recommendation send us an email at info@peoplespedal.org or call us at (780) 686-5399.

Locations

The existing racks are in red on this map and the proposed locations are in blue. For more detail you can visit our website at www.peoplespedal.org.

WELCOME

The People's Peddler is a new effort by the People's Pedal to communicate its message of bicycle empowerment to the public. We hope to bring you exciting news about the ongoing efforts of the People's Pedal every three months so that reader, be they members or not, can keep abreast of the happenings going on in the People's Pedal

For those who don't know, the People's Pedal is a bicycle sharing society that was originally established in 2005. Officially known as the Edmonton Bicycle Sharing Society the organization set up a network of hubs throughout Edmonton's city center. Member can borrow bikes form these hubs on an as-needed basis.

The Pedal's growth has been steady since its beginnings and shows no sign of stopping. The Peddler will help you stay on top of that growth. We hope you enjoy it.

Erin Groulx
Editor, the People's Peddler

Annual General Meeting 2008

On February 2, at 3:00 PM, the People's Pedal will be holding its third Annual General Meeting at Allendale Community Hall (6330 105A St.).

There will be many exciting decisions to be made at this year's annual general meeting, including the expansion of the system from eight to fifteen stations, as seen on page one. We will need to decide exactly where these stations will go, how many bikes we will need and how they will be deployed. We will also need to discuss the launch date of the 2008 season and when we will need to bring that season to a close. We have bylaw amendments to the society that will need to be discussed and voted on. The amendments include the roles of the executive and the asset distribution of the society on dissolution. Finally, we will be electing the board for the 2008 season.

The Annual General Meeting isn't all meeting though. We will be having a potluck dinner once the meeting wraps up and some music, dance and a great time. As the People's Pedal is a sharing society, we like to encourage all the members to come out and get to know your

fellow bike enthusiasts. The AGM is a great way to connect to the society and see what goes on behind the scenes to keep the wheels in motion. It is also a great opportunity to see where your skills can be put to use within the People's Pedal. New volunteers are always appreciated and remember, 4 hours of volunteer work gets you a free membership to the People's Pedal.

Allendale Community Hall is located at 6330 105A St., right behind Allendale Elementary School. If you are biking, take 106th Street for easiest access. If you take the bus, the 52 goes along 106 st., or the 9 is only a few blocks away. We would love to see you there.

Sincerely,
People's Pedal Executive 2007



Bike of the Issue

Each Issue of the Peddler will feature one of the many bicycles found in the People's Pedal fleet. This issue we are pleased to introduce Sweet Caroline.



"Oh, Sweet Caroline
Dun-dun-dun
Good times they never seem so good"

Okay, so it's unlikely that Neil Diamond will be breezing through Edmonton any time soon, so the next best thing is to check out the People's Pedal own bicycle number 14, affectionately known as "Sweet Caroline". Built in June of 2007, she features sturdy mountain-bike tires to take you down the meanest of streets, and is proud of her solid mountain bike frame. As with all People's Pedal bikes, she is a single speed wonder.

And besides, a full year-long membership to the People's Pedal is still way cheaper than nose-bleed tickets.



Social Marketing

Can marketing research bring the People's Pedal a broader membership and more insight into how to keep growing?

The People's Pedal recently hired a Social Marketing Researcher to get some answers.

Social Marketing is the new buzz word in the non-profit world. According to Doug Mackenzie-Mohr the idea of community based social marketing is to foster sustainable behaviour in a community. The process of fostering this behaviour involves identifying the barriers to the behaviour in question, utilizing behaviour change tools to overcome those barriers (such as getting personal commitments from individuals), piloting the project on a small part of the community, and finally implementing the program on a larger scale.

The People's Pedal would like to foster the sustainable behaviour of bicycle use, and we feel that our service can be a stepping stone towards regular bike use. However, we have not yet been able to reach a large portion of the potential community in the core of Edmonton and convince to ride bikes through our service. In order to increase the use of our service we have embarked upon a community based social marketing campaign.

This process began in December of 2007 with the hiring of a social marketing researcher, Rob Butz. We are excited to have Rob with us as we begin this process. Over the next few months Mr. Butz will be leading focus groups, conducting surveys and contacting

members in order to understand what the barriers are to bicycle ridership in the city core and what behaviour change tools the People's Pedal can utilize to encourage more ridership.

Once this initial research is completed the People's Pedal will begin to implement the results of the report by testing the proposed techniques on a pilot group. We hope to have a broad social marketing campaign ready to launch in 2009.

If you would like to help us with our research effort please let us know as a variety of voices helps us to understand what barriers exist and how we might work to bring those barriers down.

Tipper - Groceries

Not sure how to make the most of a People's Pedal bike? Let Tipper show you the way!

Everyone needs to eat. This is one of the few facts of life. The main way most of us get our food is from grocery stores and what better way to get to the grocery store than by bike? Not only is a bike a quick and easy way to get places, but it will help you work up an appetite as you burn calories peddling to and from the store.

The main reason many people don't take their bike to the grocery store is because of the awkward situation people envisage when the time comes to take those groceries home. But the trip home need not be awkward, as long as a few tools are at hand.

For quick trips to the store for a few things all that is needed in a basket to throw those groceries into and the People's Pedal provides baskets on approximately 40% of its bikes. So any

station you go to should have at least one bike with a basket on the front. Then the trip is simple: walk the 200-300 meters to the nearest People's Pedal rack, cycle to the store, put the groceries in the basket and pedal back to the rack. What could be more pleasant on a sunny afternoon?

However, if you're getting more than a bag of groceries then you need to get creative. Bungee cords can work wonders when paired with a basket or rack (which will be coming soon on People's Pedal bikes), boxes can hold more, in a more stable way, than bags and there is always the option of awkwardly balancing bags on the handlebars.

The People's Pedal and groceries is at least worth a try.

The People's Pedal, What's That?

The People's Pedal provides bicycles for public use through a network of stations spread throughout the core of the City of Edmonton. This is a sharing society, therefore the bicycles are used when needed and left for others to use when not needed.

The benefits to members are the steady supply of mechanically sound bicycles, the shift of the risk of loss from you (when you own your own bike) to the society as a whole, the ease with which the core of Edmonton can be accessed through the mixed use of public transit and People's Pedal bikes and the health and well-being, for both the individual and the city as a whole, that results from cycling.

Individuals can join the society in two ways: through the payment of a fee or through volunteering. A membership can be purchased for \$25 a season or obtained through 4 hours of volunteer time. Memberships for purchase are available at Earth's General Store and Mountain Equipment Co-op. If you would like to volunteer to join please contact us at info@peoplespedal.org or by phone at 686-5399.

Meet the Board - Scott McAnsh



Scott McAnsh is the current President of the People's Pedal and has been President since the organization was founded in 2005. Scott was a key figure in conceiving of the idea of launching a bicycle sharing program in Edmonton and solicited support from others in bringing the idea to life.

Scott was born and raised in southern Ontario and has lived in Edmonton since 2002. In addition to his involvement with the People's Pedal, Scott has served as the producer of the environmental news program Terra Informa on CJSR, is the current vice-president of the Edmonton Bicycle Commuter's Society and is organizing a

conference on the legal issues surrounding mental health in Canada (www.arewemad.com).

Scott is a student at the University of Alberta (until April) and the proud father of an eight month old daughter, who he hopes to raise by bike.

Executive Officers

- Scott McAnsh — President**
- Denise Ogonaski — Vice President**
- Zoe Todd — Secretary**
- Erin Groulx — Treasurer**
- Steve Andersen — Member at Large**
- Alex Hindle — Member at Large**
- Ang McCartney — Member at Large**

Contact

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Be sure to visit us on the web at www.peoplespedal.org

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