



## Help shape cycling in Kingston: Become a Board Member of Cycle Kingston

**Cycle Kingston is seeking individuals who have the skills to lead the growth of Cycle Kingston as an active member of our Board of Directors**

### **Who we are:**

Founded in 2004 and incorporated in 2007, Cycle Kingston, Inc. is a not-for-profit, registered charity whose mission is to promote cycling and cycling safety through community activities and education.

### **Our guiding principles:**

We provide best practices cycling safety education and cycling-related services with the goal to increase the number people who are **confident and competent** cyclists using bicycles as a mode of transportation. Our strategies are based on research and the **principle of vehicular cycling** – that cyclists fare best when they behave like and are treated as users of the road.

Promoting cycling and cycling safety is generally based on five components: Education, Encouragement, Engineering, Enforcement, and Evaluation. We focus our activities on the first two, cost effective methods to promote cycling – **Education and Encouragement**.

### **What we do:**

We provide individual and group cycling education and skills training, along with consultations and various other educational programs in areas such as cycle commuting, best practices for safe cycling (e.g., bicycle lighting, helmet use), bicycle maintenance and safety checks, cycling route selection and planning, and bicycle destination facilities. We deliver cycling camps, make presentations at schools, offer cycling clinics and courses, attend community events, produce print and social media, and communicate and educate about safe cycling in a variety of ways.

In addition, Cycle Kingston operates two social enterprises – Gear Up Recycled Bicycles and Bicycle Valet Kingston. These enterprises help us engage with the community through the sale of affordable bicycles and provision of secure event bicycle parking, and also provide employment and job training opportunities for youth and others, while generating income to support our core educational programs.

### **How it works:**

Cycle Kingston is grassroots organization led by a volunteer working Board of Directors. Our Board is comprised of dedicated individuals with diverse educational and professional backgrounds, but all with experiences and interests consistent with the core values and mission of the organization - promoting safe cycling through education and encouragement.

In addition to the Board, both Gear Up and Bicycle Valet Kingston have steering committees with at least one Board member. Paid staff (typically university aged, 10 in 2022) are seasonal and run programs and operations under the directions and supervision of the Board and/or steering committees. We have an office and a cycle shop (for Gear Up) – at different locations and mostly staffed from spring to fall seasons.

**Who we need:**

Cycle Kingston is currently looking for individuals to serve as volunteer Board members. We are seeking to include Board members from under-represented and diverse populations. A prospective Board member will have cycling relevant experiences and/or skill sets that will help Cycle Kingston achieve our mission and goals.

In particular, we are looking for volunteers with experience in the following areas:

- Marketing, promotions, public relations
- Human resources
- Finance
- Fundraising
- Programming, outreach, education

**Expectations of a Board member:**

- Serve a 2-year term on the Board (with renewal possible).
- Attendance and participation in monthly Board meeting (online at this time) and Annual General Meeting.
- Stay current on Cycle Kingston's organizational policies and procedures.
- Serve on a standing or ad hoc committee, as needed.
- Participate as an active volunteer at Cycle Kingston events and activities (typically 3 to 5 events per year).

**Support for new board members:**

Each new board member will receive an orientation and will be provided with the opportunity to take a safe cycling course – which is highly recommended.

**How to find out more:**

For those interested in more information about serving on the Board of Directors of Cycle Kingston, Inc. – please send an inquiry email to [info@cyclekingston.ca](mailto:info@cyclekingston.ca) with “Board member” in the subject line. More about Cycle Kingston can be found at [www.cyclekingston.ca](http://www.cyclekingston.ca).

**How to apply:**

To help us with our selection process, and to be fair and consistent, we invite you to send us an email responding to the following questions. Please send your email to: [info@cyclekingston.ca](mailto:info@cyclekingston.ca) by **March 6, 2023**

1. Why are you interested in being on the Board of Cycle Kingston? How would being a Board member would fit with your personal and/or professional goals?
2. Board members contribute to the improvement of the organization with their experience, wisdom, strategic thinking, and other valuable traits and skills – all within the context of diversity and inclusion. Describe what experiences you have had, and any particular skills or traits that would be an asset to the Cycle Kingston Board.
3. Cycle Kingston's Board is a working Board. As such, its members attend a monthly Board meeting (most months), annual general meetings, and are involved with ancillary Board activities (e.g., committees, training/workshops, fundraising). How do you see yourself fitting into the role of an active board member?

Thank you for your interest in a leadership position with Cycle Kingston.