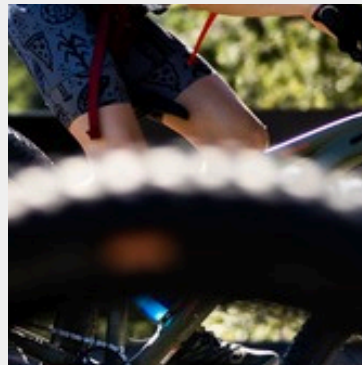
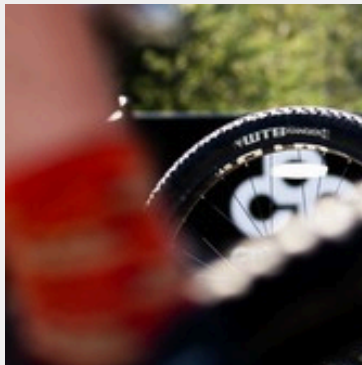




Quarterly Report

Q4 2025 to Q1 2026 | 2025–2028 Strategic Plan Progress

Published May 2026 | Prepared by:
Chris Cook, Executive Director



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Welcome Everyone,

Over the past couple of years, we've heard clearly from many of you - through registration feedback, meetings, and ongoing conversations that there is both strong commitment to cycling in BC and real frustration with how parts of the system are working. This report is part of a deliberate shift in how Cycling BC communicates with you, our members.

We will continue to provide regular quarterly updates that are clear, direct, and transparent, sharing not only progress but also the areas we may fall short and what we are doing to improve. Our goal is to ensure that members, clubs, coaches, and organizers have support across our system and improved visibility to decision making. We are also taking steps to reduce or eliminate friction across our system, invest in youth, local events support, and programs that support clarity and learning at each stage along the development pathway for all groups. As a staff team, we met together in February to reflect on achievement, with an honest look at the work ahead, staff function, and gaps in our service capacity. We're working to build a stronger framework to meet the growing needs to support our cycling sport system, and pathways from grassroots to high performance, with investments in people and processes to deliver on our commitments.

At the same time, it's important to recognize the strength of our staff and our community. In recent months as we work to improve systems, member experience, and operational consistency, my staff have been balancing day-to-day execution with ongoing improvements - it's not easy, and this team continues to move both forward. Their willingness to adapt and contribute to solutions has enabled our progress and set a foundation for success. As well, BC athletes have continued to perform at a high level across disciplines. Riders from across the province have achieved podium results at national competitions, strong performances in local race series, and increased representation in high-performance programs including Canada Cups, Valley of the Sun and most recently standout results at the Jr. Track Nationals in Edmonton. We also witnessed Jackson Goldstone, Elly Hoskin and Ethan Wood nominated for Sport BC Athlete of the Year Awards, with Jackson and Elly receiving top honours. These results reflect the dedication of the athletes, coaches, clubs, and volunteers who continue to build and sustain the sport of cycling across BC.

We've also seen the continued commitment of event organizers and volunteers who, despite ongoing challenges, have delivered great racing and participation opportunities across the province. Additionally, we've reduced the cost of single-event license fees for youth and adults. We published our annual Events Calendar for 2026 in late fall 2025, hosted an online Insurance information session, secured 24/7 coverage for 2026, sanctioned the 55+ BC Games, certified 30+ Ride Leaders, and delivered coach training so far for 2026.

We know there is still work ahead, particularly in improving event coordination, communication, and pathway clarity. These aren't quick fixes, but they are clear priorities, and progress is underway. Thank you for your continued engagement, feedback, and support. We'll keep you informed as we move forward.

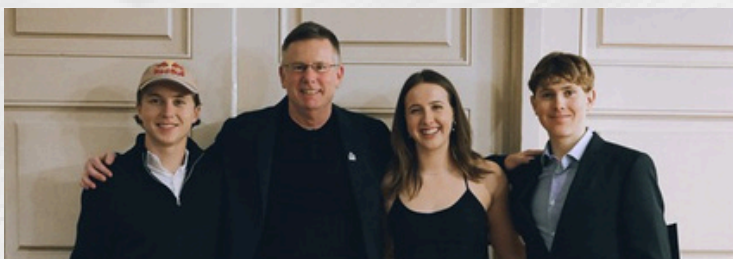


Photo: Chris Cook from Cycling BC celebrates the mountain bike athletes who were nominated as finalists for the Sport BC Athlete of the Year Awards (March 2026).



Executive Summary

This report covers the six-month period from October 2025 through March 2026, the first full reporting window under Cycling BC's 2025-2028 Strategic Plan. Its purpose is straightforward: to give you, our members, an honest picture of where we are, what is working, where we are still finding our footing, and what comes next. We set out in 2025 to build an organization that earns trust through what we do, and not just what we say. This report is part of that commitment.

The headline numbers are encouraging. Membership at March 31, 2026, stands at 4,005 registered riders - 110 more than the same point in 2025, a 2.8% year-over-year increase. Renewal rates have remained steady at 82%, a positive signal that existing members are choosing to stay. Gravel cycling continues to be the fastest-growing discipline, now representing 10% of members who select it as their primary discipline, up from 7% in 2024.

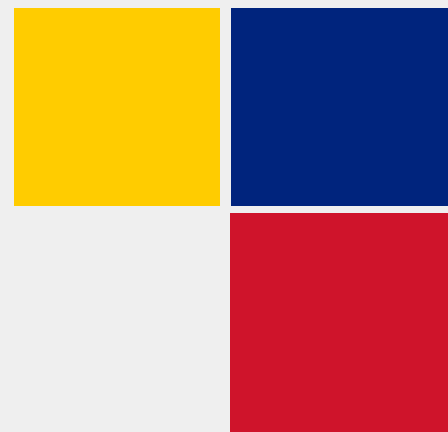
Organizational foundations are being strengthened. Governance improvements are underway with 19 of 40 Sport Law Operational Enhancement Initiative (2025) recommendations implemented. Internal systems, staff roles, and board processes are being clarified, documented, and formalized. A Commissaire Summit was held, and discipline-specific advisory groups are active and meeting.

We are also transparent about what is not yet started. Revenue diversification, and reducing our dependence on membership fees and grants remains a priority that we have not yet translated into action. Athlete development pathway redesign, coach certification programs, and a provincial planning summit are on the roadmap but are waiting on a key hire: a new Coach, Education and Performance role that will anchor much of this work. These are not surprises; they are planned sequencing.

As we shift from planning to implementation, the remainder of 2026 is a building year. Priorities for Q2 through Q4 include launching a membership value communication strategy, standing up an Event Organizer Advisory group, advancing governance adoption, and filling the Coach, Education and Performance role that will unlock several development initiatives. We expect to enter 2027 with stronger systems, clearer pathways, and a more connected cycling community across BC.



Photo (top): Vicki and Bruce, Learning Facilitators for Cycling BC's Ride Leader Training; **(bottom)** Steveston Velo Cycling Club Ride Leader Training (April 2026)



Our Strategic Framework

Cycling BC's 2025-2028 Strategic Plan is organized around these three pillars. Every initiative in this report connects to one of these areas to build a strong and resilient organization:



1. Strengthen Organizational Foundations



2. Unified and Collaborative Cycling Ecosystem



3. Strengthen Development Pathways



Membership: Where We Stand

Registration Trends (2024 - 2026 year to date/YTD)

The chart below shows membership and affiliation trends across the past three years. Please note that *Total Members line is 2024-2026 YTD as of March 31. The 2026 column is all YTD.

Key Membership Trends

Metric	2024	2025	2026 YTD	Note
*Total Members (YTD Mar 31)	3,766	3,895	+110 / 4,005	Highest YTD
Total Members (Full Year)	5,513	5,536	TBD	Season still in progress
New Members (YTD Mar 31)	469	535	532	On pace with prior year
Renewal Rate (YTD Mar 31)	84%	82%	82%	On pace with prior year
Club/Team Affiliations (YTD Mar 31)	111	121	146	Onboarding
New Affiliations (YTD Mar 31)	15	19	16	Early in the season

Photo: Cycling BC High Performance athletes, coaches, staff, and parents at the 2026 U17/Jr Track Nationals in Edmonton, AB (March 2026)



Discipline Mix

Road cycling remains the largest segment (63% of registrations), and Gravel continues to grow from 7% in 2024, to 10% in 2026 YTD which does reflect participation trends overall with the growing appeal of the accessibility and lower barrier that gravel provides. We're seeing more events, regional support, and looking ahead to this years' Provincial Championships as well.

BMX and Cyclo-Cross (CX) have experienced slight annual declines (1% 2024 - 2025). However, we anticipate these numbers may shift as some disciplines pick up later in the year. Meanwhile, Downhill and Enduro remain steady. Gravel is on the rise. Para-Cycling, while small, remains an essential part of our community. While HopOn is much smaller than it used to be, we continue to support targeted programs in an effort to build pathways for youth into competitive cycling.

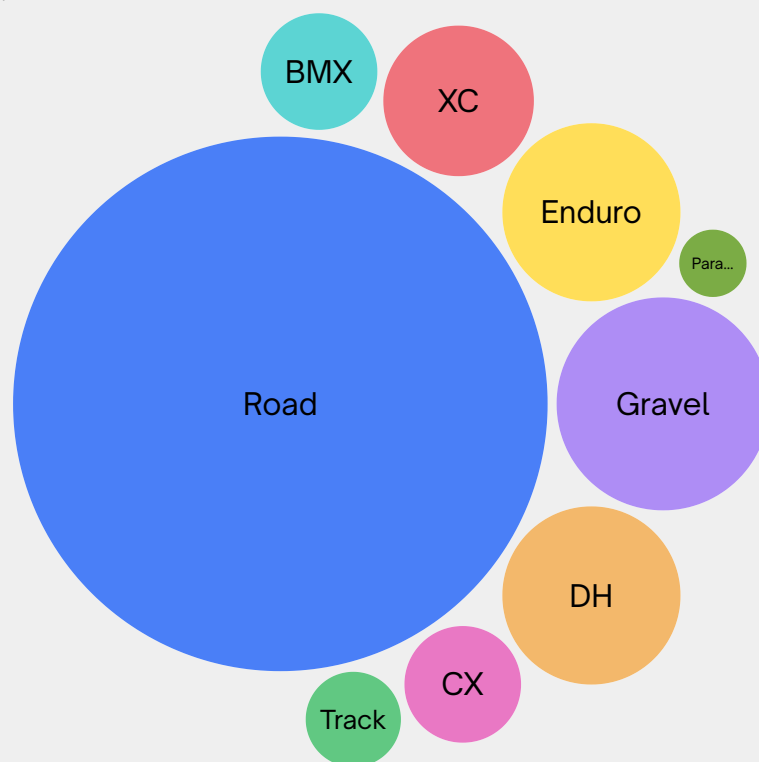


Photo: Cycling BC High Performance athlete team meeting and presentation during the Arizona warm weather training camp (Feb 2026)

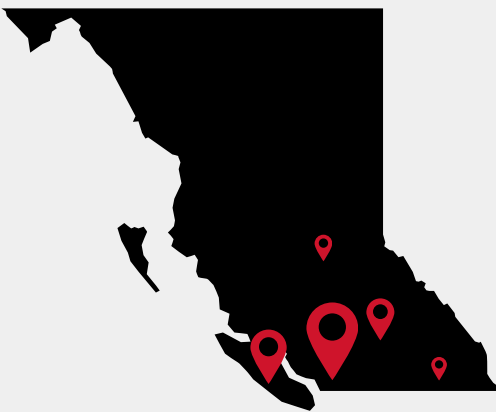
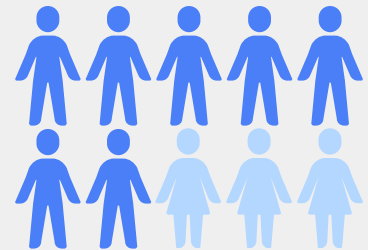




Who is Joining Cycling BC in 2026?



Female registration has increased slightly, now representing **30.7%** of members (up from 28.8% YTD in 2024). While we have more work to do, this trend points in the right direction and reflects deliberate efforts to support women's cycling through targeted communications and club outreach.



Geographically, the **Lower Mainland (61%)** and **Vancouver Island (29%)** continue to represent the vast majority of our membership. The **Okanagan** holds steady at **7-9%**. Northern BC and the Interior remain underrepresented, and connecting riders in those regions to clubs and programs is a medium-term priority as we develop our club support and heat-mapping tools.

In terms of age, **adults 35+** remain the dominant segment (73%). We saw dip in U17 Youth membership in 2025 and growing youth participation is a strategic priority for CyclingBC. We can expect even more focus to engage youth in the sport as athletes and coaches, going forward.

Strategic Plan: Initiative Update

Following the release of our ambitious 2025-2028 Strategic Plan, we have created an operations plan designed to guide our progress over time. Each of the following summarizes our progress within each strategic pillar and the status reflects the operational plan roll-out as of the first quarter in 2026 (On track ●, Caution ●, or Not started ●).

Pillar 1: Strengthen Organizational Foundations

<ul style="list-style-type: none"> • Governance improvements (SportLaw - Organizational Enhancement Initiative) <ul style="list-style-type: none"> ◦ 19 of 40 recommendations implemented 	●
<ul style="list-style-type: none"> • Board/staff succession and development planning <ul style="list-style-type: none"> ◦ 1 Board and 1 staff member attended learning sessions in November 2025 	●
<ul style="list-style-type: none"> • Staff organizational design and HR formalization <ul style="list-style-type: none"> ◦ Org chart and role clarity process completed March 31, 2026. Gaps in sport performance, coaching, and education identified and need assessed - new staff role posting May 2026 	●
<ul style="list-style-type: none"> • Performance culture / team meeting cadence <ul style="list-style-type: none"> ◦ New weekly individual and team meetings, new formal mid-year review process required 	●
<ul style="list-style-type: none"> • Data systems and technology optimization <ul style="list-style-type: none"> ◦ CCN registration and shared services review, Data Committee engagement 	●
<ul style="list-style-type: none"> • Revenue diversification strategy <ul style="list-style-type: none"> ◦ Scheduled for Q2 2026 membership value and sponsorship playbook development 	●
<ul style="list-style-type: none"> • New funding sources (tiered membership, camps, programs) <ul style="list-style-type: none"> ◦ Planned for Q2 launch; dependent on completing value proposition work first 	●



Photo: Cycling BC High Performance athletes at warm weather training camp in Arizona (Feb 2026)

Pillar 2: Cultivate a Unified & Collaborative Cycling Ecosystem

<ul style="list-style-type: none"> • Cycling ecosystem map <ul style="list-style-type: none"> ◦ Visual map of internal/external interdependencies is in development 	●
<ul style="list-style-type: none"> • Event and race calendar development (2027) <ul style="list-style-type: none"> ◦ 2026 calendar learning: an improved system driven by earlier outreach and collaboration to actively solicit expressions of interest for the event planning process. 	●
<ul style="list-style-type: none"> • Event sanctioning process improvement <ul style="list-style-type: none"> ◦ CCN guide for organizers in development, plus improved web experience Q4 2026 	●
<ul style="list-style-type: none"> • Commissaire handbook and oversight initiatives <ul style="list-style-type: none"> ◦ Commissaire Summit in Q1 2026, with a handbook planned for 2027 	●
<ul style="list-style-type: none"> • Advisory Groups <ul style="list-style-type: none"> ◦ MTB, Road, and BMX Groups introduced in Q1, while a Data Committee and Event Organizer advisory to launch Q2 	●
<ul style="list-style-type: none"> • Stakeholder feedback / Net Promoter Score (NPS) surveys <ul style="list-style-type: none"> ◦ Ongoing; discipline-specific advisory groups are active, survey live in Q3 2026 	●
<ul style="list-style-type: none"> • Annual cycling planning summit <ul style="list-style-type: none"> ◦ Planned Q4 2026/Q1 2027 with the project brief to be completed in August 2026 	●
<ul style="list-style-type: none"> • Cycling BC Gala-style event <ul style="list-style-type: none"> ◦ Q2 2027; venue TBD and action requires input from new hire 	●
<ul style="list-style-type: none"> • Cross-discipline collaboration and knowledge sharing <ul style="list-style-type: none"> ◦ Planned for Q2 - Q3 2026; advisory group meetings to be scheduled 	●



Photo: Cycling BC youth track cycling camp at the Burnaby Velodrome (Feb 2026)

Pillar 3: Strengthen Development Pathways

- | | |
|---|---|
| <ul style="list-style-type: none"> • Athlete development pathway audit and redesign <ul style="list-style-type: none"> ◦ Input from new hire; timeline may shift to Q3 2026 | ● |
| <ul style="list-style-type: none"> • Communications to riders, families, and clubs <ul style="list-style-type: none"> ◦ Key messages and discipline materials being developed | ● |
| <ul style="list-style-type: none"> • Club leadership sessions and club toolkit <ul style="list-style-type: none"> ◦ Q1 2026 outreach underway to inform process; formal group launch in Q2 | ● |
| <ul style="list-style-type: none"> • Women's training and racing promotion <ul style="list-style-type: none"> ◦ Ongoing strategic content focus; YTD female registration up to 30.7% | ● |
| <ul style="list-style-type: none"> • Event Organizer advisory / mentorship <ul style="list-style-type: none"> ◦ Race advisory group active and evolving | ● |
| <ul style="list-style-type: none"> • BC Games bid (2028) <ul style="list-style-type: none"> ◦ Submission complete for BMX and MTB | ● |
| <ul style="list-style-type: none"> • Provincial champs coordination / schedule alignment <ul style="list-style-type: none"> ◦ Expression of Interest process with staff and advisory collaboration started in Q1 | ● |
| <ul style="list-style-type: none"> • Coach/Education/Performance role redesign <ul style="list-style-type: none"> ◦ Job description prepared and posted for Q2 2026 | ● |
| <ul style="list-style-type: none"> • Youth development and skills-based racing (LTAD) <ul style="list-style-type: none"> ◦ Arizona/Tucson Camp / Jr. Track Nationals in Q1 2026, with more projects to come. | ● |
| <ul style="list-style-type: none"> • Coach and Commissaire program redesign <ul style="list-style-type: none"> ◦ Recruit Sport Performance, Coaching and Education leadership to redesign systems and targeted curriculum for 2027 | ● |
| <ul style="list-style-type: none"> • HP training framework, best practices and health recognition updates <ul style="list-style-type: none"> ◦ Planned Q4 2026; coaching development a prerequisite | ● |



Photo: Cycling BC Ride Leader Training session with WOWride Cycling Club (March 2026)

Communications and Community Reach

Reaching out to and connecting with our community with relevant and timely information is central to our strategy and how we show up for each other in real time. With a new Communications plan in place for 2026, we wanted to share with you where we currently stand and will report on progress here as well:

Channel	2024 (EOY)	2025 (EOY)	2026 (YTD)	Trend
Email Subscribers	12,536	13,765	13,662	Stable
Email Open Rate	55%	56%	54%	Above avg. for non-profit sector
Website Sessions (visits)	166,183	181,404	78,108	On pace
Social Media Followers (Meta)	—	—	11,463	New baseline
Strava Community	—	—	3,750	New baseline

More than one in two are engaged in our e-news and emails. The open rate (54% - above average for the non-profit sector) helps us to learn more about the value of the content we share, and how relevant it is to you. Improving and growing our member subscribers, particularly among newer riders and clubs, is a priority for Q2 onwards. Please keep sharing your feedback or ideas. Our website continues to be well used beyond the registration pages and we will work on the overall experience and content. We now have a baseline for social media performance and you can expect more activity going forward. Be sure to check into our updated Strava account for member rides, routes, meet-ups and updates from our team.

Photo (right): Cycling BC Ride Leader Training - Online Education Session with WOWride Cycling Club (March 2026)



Honest Assessment: What Is Challenging Us?

- Like many Provincial sport organizations, revenue concentration remains a risk. CyclingBC is still primarily funded through membership fees and government grants. Until we diversify income streams such as sponsorships, strategic donor and stewardship campaigns, tiered membership, and program delivery, we remain vulnerable to drops in registration or shifts in grant funding.
- Recruitment for a new role; Associate Director, Sport Performance, Coaching and Education is an important step in building our team culture, capacity, and the systematic framing and delivery of our sport systems that align closely with our strategic goals.
- Youth participation requires sustained attention. You can expect us to be working with organizers to create better fields at races with an improved calendar, camp schedules, and piloting ability-based groups in an effort to support a better experience. The development pathway and club support work we are doing in 2026 is designed to address this.
- Completion of 19 of 40 [SportLaw OEI recommendations](#) is progress, but significant work remains.
- Securing a strong Provincial events schedule involves many moving parts and stakeholders, but we are committed to looking into ways to lock in earlier with our organizing partners with the intent to facilitate better planning for athletes and coaches, coordinating officials and volunteers, and reduce scheduling conflicts overall.



Photo: A Cycling BC High Performance athlete inspecting the lines at the new Alberta Velodrome during the 2026 U17/Jr Track Nationals in Edmonton (March 2026).





Outlook: Q2 2026 and the Season Ahead

The second quarter of 2026 is when many of the initiatives we have been designing will shift into delivery. Our goals include earlier and more coordinated support for clubs and event organizers, added focus on youth development including better defined athlete, coach and commissaire pathways, enhanced communication and new staff recruitment to drive sport performance, coaching and education.

- Sharpening our membership value proposition and communication strategy and reflecting on what it means to be a Cycling BC member - what's in it for you, and how we are investing on your behalf.
- Event Organizer Advisory - a formal process to ensure we hear from event organizers so that our decision-making can better support their efforts to bring you great racing and events.
- Club leadership sessions - organized touchpoints with club leaders, focused on practical support and two-way feedback.
- Revenue diversification planning - structured sponsorship and fundraising frameworks will be developed and shared with the board.
- Data committee recommendations - following months of review, we will act on concrete improvements to how we collect, analyze, and use registration data.
- The 2026 event season is well underway. Our teams are working to support sanctioning, commissaire assignments, and communication across all disciplines. We will report on participation data once the season is further along.
- The BC Cup series and BC Games 2028 bids are in early planning. Building the competitive structure that supports these initiatives is a multi-year project, and 2026 is when we lay the groundwork.
- Advisory groups across disciplines will meet regularly, providing ongoing input to staff planning and event sequencing.



Setting the Tone for the Rest of 2026

This is a year of building, not transformation, not crisis management, not incremental status quo. We are working with intention to build new or redesign existing systems, relationships, and programs that will produce better outcomes for riders, clubs, and the sport over the next two to three years.

We ask for your patience where timelines are long, your candor and collaborative input when something is not working, and your engagement through the advisory and feedback channels we are establishing. The more connected our members are to this work, the better the outcomes will be for all.

We ride together. We build together. Your feedback shapes what we do next – please reach us at info@cyclingsbc.net to ensure we hear your ideas to make our cycling sport community even stronger.

Sincerely,



Chris Cook

Executive Director | Cycling BC

Next report: Q2 2026 (projected July 2026)
Data sources: CCN Registration System,
CyclingBC Strategic Plan 2025-2028,
CyclingBC Operations Plan 2026

cyclingsbc.net