

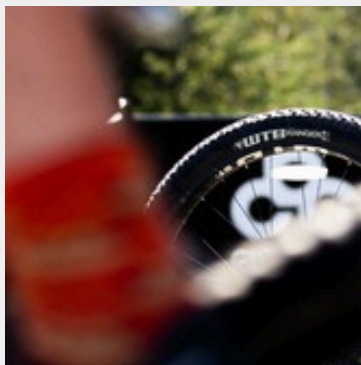


Quarterly Report

Q2 2026 | 2025–2028 Strategic Plan Progress

Published August 2026 | Prepared by:
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From the Executive Director

April through June was an important period for progress and connection for all of us at Cycling BC. It was so encouraging to connect directly with so many members of our cycling community - athletes, families, officials, event organizers and venues around the province. I, along with our staff and Board, were present at events throughout the spring and early summer including the Road, MTB (Downhill and Cross-country) and BMX Provincials, the Gastown Grand Prix, Shim's Grand Prix, Bear Mountain XC, Valley GranFondo and many others. I sincerely appreciate everyone who took time to sit down or chat at a finish corral and tell us more about what's working, where challenges remain or have been improved, and the opportunities for Cycling BC to actively engage and provide better support.

We took steps to improve several areas of our member experience including more consistent communications to amplify available resources for clubs and coaching, swifter response times to inquiries, and a more welcoming system for grassroots events. We facilitated additional course delivery for coaches and ride leaders, new athlete projects with BMX Canada, and mental performance training for athletes. Role clarity and capacity with our staff team has advanced and we are well positioned to support the cycling community, including the selection of an [Associate Director, Sport Performance, Coaching and Education](#) to better serve our membership and the growth of our sport.

A key task in Q2 was to map more of our cycling ecosystem. In doing so, we identified several friction areas where stronger connections, more transparent systems and clearer communications will clarify the value of membership - beyond an insurance policy. Our goals are ambitious and we are grateful for the feedback from across our community to affirm and validate the pinch points across the complex systems and relationships that connect our clubs, athletes, coaches, commissaires, organizers and valued partners. Challenges are part of the growth process, and there is still work ahead.

Our priorities as outlined in the Strategic Plan are guiding us to action what we've learned and drive measurable outcomes for a more connected Cycling BC community and sport culture. Across disciplines, regions and levels of participation, we are excited for members to see themselves as a part of and active contributor to Cycling BC, feel valued, and see opportunity to contribute to our success. The Strategic Plan belongs to the entire cycling community. On behalf of our staff and Board, I am committed to ensuring we continue to listen, act, measure our progress, and be transparent about both our successes and the opportunities that remain.

Thank you to our community of committed coaches, athletes, Commissaires, clubs, event organizers, volunteers and each of you, our members, for your contribution of time, energy and ideas to advance the sport of cycling in BC - we are strongest when we work together.



Photo: Cycling BC Executive Director, Chris Cook, awards medals to athletes during BMX Provincials weekend at Nanaimo BMX. Photo by: Dylan Phillips Photography



Executive Summary

The second quarter of 2026 delivered progress across key elements of Cycling BC's 2025-2028 Strategic Plan, while we simultaneously supported an active provincial events and program calendar. We've been focused on processes and the steps necessary to strengthen the cycling ecosystem while at the same time, working to make things just that little bit easier. For example, we've added more clarity to the affiliation and sanctioning processes and services, including a pre-season live online webinar in April to take members through our insurance to update our members about the new plan and address specific questions from clubs, coaches, and event organizers. We are grateful for the support of our Ride Leader Training coaches, Siobhann, Bruce, and Vicki for their tremendous work to deliver 40+ new rider leaders in our Club system - congratulations to all, we benefit immensely from your commitment to leadership and skills development within your clubs!

We hosted a successful Annual General Meeting on June 15, and oversaw the election of seven distinguished volunteer Board members, guided by the new Executive; Roxanne St-Pierre (Chair), Kristen Anderson (Vice Chair), Scott Suffolk (Treasurer), and Martin Farnham (Secretary). Our thanks to outgoing Board members, Charles Russell and Todd Hansen, for their tremendous service to the community. Two positions remain open for appointments at the Board's discretion at this time.

Progress in Q2 includes:

- We sanctioned 100+ events across all disciplines and mass participation, while 75+ sanctioned events successfully completed during Q2. We also supported delivery for three Provincial (Road - Thrashers Club, XC - Island Cup / Whistler Resort, BMX - Nanaimo BMX) and two National Championships in collaboration with organizers, and Cycling Canada (Gravel and XC Nationals - Vancouver Island / Cycling Canada)
- We designed a new Associate Director, Sport Performance, Coaching and Education position and began the search.
- We were awarded an Enhanced Excellence Grant with increased funding and our Canadian Sport Institute Pacific (CSI) status was upgraded from "Developing" to "Advancing."
- We continued to invest time and resources in athletes and coaching by advocating for access with Cycling Canada (three NCCP courses supporting 18 aspiring coaches and athletes, 50+ athletes through projects and training camps), officiating with mentorship and the start of a handbook and an advisory, athlete development with camps, and youth programming to strengthen participation pathways across BC. This will evolve more rapidly with our new Associate Director in place.

Executive Summary *continued...*

- We formed discipline advisory groups to build a collaborative connection and take in valuable relevant input to help inform our race calendars, resource needs, and planning the overall sequence of events; Provincial Championships, licensing, upgrades, pathway clarity and support for the participant's competitive experience. Road and Track groups will kick-off later in Q3, while groups we have met include the following:
 - BMX
 - Cross Country
 - Downhill
 - Gravel
 - Cyclocross
- We are grateful for support from The Trudy and Doug Peden Women in Sports Award, offering financial support to alleviate the financial pressures faced by dedicated female cyclists who are also pursuing their post-secondary education, allowing them to thrive in both their athletic and academic pursuits. We were honoured to announce Ellie Winchell as the first of two recipients.
- Revenue diversity. We have been preparing Cycling BC's fundraising and stewardship strategy, creating new opportunities for individuals, foundations, and corporate partners to invest in the future of cycling in BC and inspire the next generation of athletes and build a lifetime in the sport.
- We strengthened collaboration by establishing ongoing meetings with clubs, organizers, coaches, Cycling Canada, ViaSport, SportBC, and other partners to focus forward and build a robust sustainable sport system.

As Cycling BC moves into the second half of 2026, priorities include delivering the remainder of the provincial championship race season, launching a fundraising campaign, sponsorship opportunities, furthering our communications and resources for club support, and advancing projects that identify and build on potential across our sport.

Cycling BC is well positioned through careful stewardship, strong partnerships, and the dedication of our incredible staff, members, and volunteers. The organization remains focused on creating measurable value for members while investing strategically in programs and services that strengthen cycling across BC



Our Strategic Framework

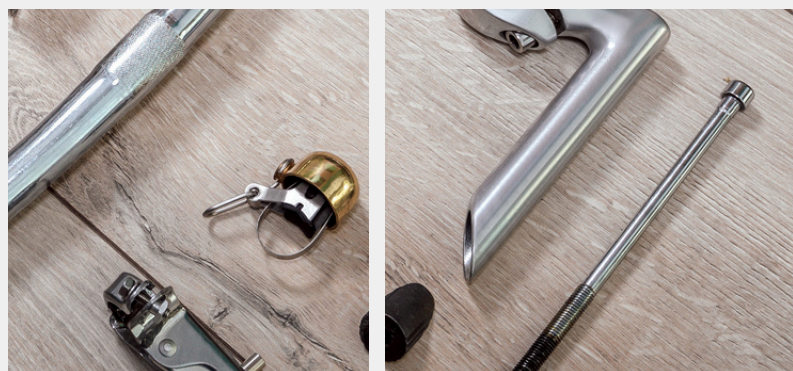
Cycling BC's 2025-2028 Strategic Plan is organized around these three pillars. Every initiative in this report connects to one of these areas to build a strong and resilient organization:



1. Strengthen Organizational Foundations



2. Unified and Collaborative Cycling Ecosystem



3. Strengthen Development Pathways

Membership: Where We Stand

Membership at June 30, 2026 was stable at 5,108 as compared to the previous two years. Renewal rates have remained steady at 76% year to date - positive, however there is work ahead to welcome more women and youth by supporting the club system and making it easier and more welcoming to join the ride. Affiliations (registered Clubs, Teams and Event Organizers) are up 8% year over year.

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 June 30. The entire 2026 column is YTD.

Key Membership Trends

Metric	2024	2025	2026 YTD	Note
*Total Members (YTD June 30)	5,028	5,115	5,108	On pace with prior years
Total Members (Full Year)	5,513	5,536	TBD	Season still in progress
New Members (YTD June 30)	949	1,004	944	On pace with prior years
Renewal Rate (YTD June 30)	77%	75%	76%	On pace with prior years
Club/Team Affiliations (YTD June 30)	127	146	158	24% increase over 2024 and 8% over 2025
New Affiliations (YTD June 30)	23	24	21	On pace with prior years

Cycling BC Membership & Affiliation Data, 2024–2026 YTD (June 30, 2026). YTD - Year to Date

Photo: 2026 BC Road Race Championships. Photo by: Chris Dutton



Discipline Mix

With an increase of 2% over 2025, Gravel cycling continues to be a growth discipline, while road remains the top choice for members (59% of registrations at the end of Q2) with an outstanding field at this year's Provincial Championships in Abbotsford supported by Thrashers.

As we look ahead to Q3 and Q4 to the Crit, Gravel, CX and Track Provincial Championships, we can expect event registration numbers to have a potential impact on participation reporting.

As reported earlier, each discipline's participation (Downhill, Enduro, XC, BMX, CX, and Track) all remain steady; however, there are slight changes throughout the year attributed to riders choosing their primary discipline(s) based on the seasonality of that discipline.

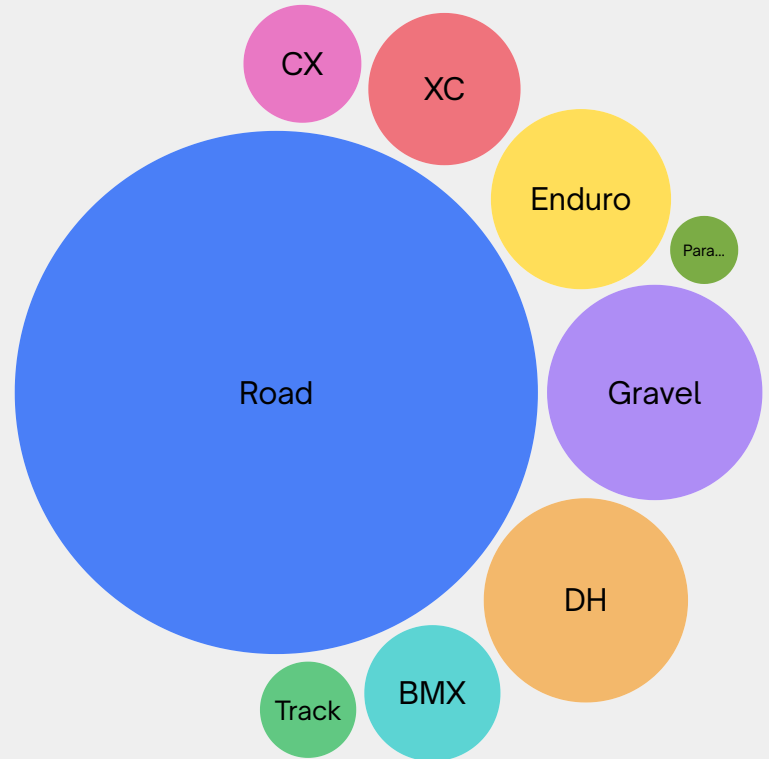


Photo: Downhill (DH) riders at the 2026 BC DH Provincials in Whistler, BC.
Photo by: Eddie Muscroft Photography



Strategic Plan: Operations Update

Our 2026 Operations plan has been effective at driving our strategic action items over the past three months. Summaries of our progress across each strategic pillar are outlined below with the status (Complete/On track ● , Caution ● , or Not started ●) marking our progress over the past three months.

Pillar 1: Strengthen Organizational Foundations

- | | |
|--|---|
| <ul style="list-style-type: none"> Governance improvements (SportLaw - Organizational Enhancement Initiative) <ul style="list-style-type: none"> 20 recommendations implemented since 2025 | ● |
| <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. New Sport Performance, Coaching and Education role designed and recruitment commenced (position was filled in Q3) | ● |
| <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 the review of key digital or other partner services we may share with the other provinces, Data Advisory group engagement | ● |
| <ul style="list-style-type: none"> Revenue diversification strategy <ul style="list-style-type: none"> Scheduled for Q3 2026 membership value and sponsorship playbook development is underway and on target for Q4 2026 | ● |
| <ul style="list-style-type: none"> New funding sources <ul style="list-style-type: none"> Update - planned for Q3 launch; completing value proposition messaging | ● |



Photo: Commissaires at the 2026 Provincial DH Championships.

Pillar 2: Cultivate a Unified & Collaborative Cycling Ecosystem

- Cycling ecosystem map - Visual map of internal/external interdependencies	●
- Event and race calendar development (2027) - Expect the 2027 National Championships dates to be published in July, and will guide our partners, venues and overall efforts to anchor our Provincial Championships schedules.	●
- Event sanctioning process improvement - Uplifter (CCN) guide for organizers, plus improved web experience Q4 2026	●
- Commissaire handbook and oversight initiatives - Commissaire Summit in Q1 2026, with a handbook planned for 2027	●
- Discipline advisory groups - MTB, Road, and BMX Groups introduced in Q1, while a Data Committee and Event Organizer advisory groups engaged.	●
- Stakeholder feedback / Net Promoter Score (NPS) surveys - Ongoing; discipline-specific advisory groups in BMX, XC, DH, CX, Gravel are active, Road advisory group scheduled and Track advisory group in development - survey live late Q3 2026	●
- Annual cycling planning summit - Planned Q4 2026/Q1 2027 with the project brief to be completed in Q3 2026	●
- Cycling BC Gala-style event - Q2 2027; venue TBD and action requires input from new Associate Director hire	●
- Cross-discipline collaboration and knowledge sharing Advisory - Planned for Q2 - Updated to Q3 2026; advisory group meetings to be scheduled	●



Photo: Cycling BC staff, commissaires, volunteers, parents BC BMX and Nanaimo BMX members at the BC Provincial BMX Championships in Nanaimo. Photo by Dylan Phillips Photography.

Pillar 3: Strengthen Development Pathways

- Athlete development pathway audit and redesign - Input from new Associate Director; timeline has shifted to Q3 2026. Processed 150+ rider category upgrades, ensuring athletes competed at an appropriate level while maintaining fair and safe competition.	●
- Communications to riders, families, and clubs - Key messages and discipline materials being developed	●
- Club leadership sessions and club toolkit - Q1 2026 one-to-one outreach ongoing, formal group launch in Q3. Longer process than anticipated and capacity.	●
- Women's training and racing opportunities - Ongoing strategic content focus, club support; YTD female membership at 30%	●
- Event Organizer advisory / mentorship - Road Race/Event advisory group confirmed, and first meeting held July 29	●
- BC Games bid (2028) - Submission complete for BMX and MTB	●
- Provincial Championships coordination / scheduling - Expression of Interest process with staff and advisory collaboration ongoing and in alignment with National Championships	●
- Coach/Education/Performance role redesign - New Associate Director job filled in August	●
- Youth development and skills-based racing Long Term Athlete Development (LTAD) - Road Nationals (June), BMX Nationals (August), and Tour de l'Avenir (June) providing valuable race experience while showcasing the commitment and talent within our High Performance pathway. A new BMX Project and UCI WC/DHI Projects for athletes and commissaires are on the slate.	●
- Coach and Commissaire program redesign - Pathway system in review now with Commissaire mentorship and national training candidates advancing, plus recruitment of new Commissaires. Coach inventory / status audit underway.	●
- HP training framework, best practices and health recognition updates - Planned Q4 2026; coaching development a prerequisite. The Enhanced Excellence (CSI) evaluation program results for 2026 were positive - we received a category upgrade from "Developing" to "Advancing", and with that an increase in funding.	●



Photo: 2026 BC Time Trial Championships. Photo by Chris Dutton.

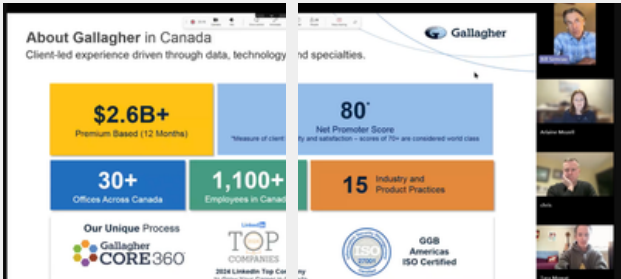
Communications and Community Reach

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. Communications is a central focus, providing value and benefits to our members;

- Better access to information: A strong email and website audience means Cycling BC has established channels for keeping our membership informed. In addition to direct engagement, the survey that members complete at registration provides valuable insight that informs the type of helpful content we aim to share, and when we share it.
- A larger cycling community: Growing across social media and Strava expands our community, and members, athletes, coaches and families can connect beyond formal events and programs.
- Greater visibility, relevance, and reach: a larger digital audience gives Cycling BC more ability to amplify member stories, clubs, events, achievements, and initiatives.
- Open rates for our email newsletter have declined in the period, and in our analysis, we identified outlier emails sent while we were experimenting with our email tools, which may have been a contributing factor. We are actively monitoring while also testing new content strategies.

Channel	2024 (EOY)	2025 (EOY)	2026 (YTD)	Trend
Email Subscribers	12,536	13,765	13,657	Stable
Email Open Rate	55%	56%	48%	-8%
Website Sessions (visits)	166,183	181,404	136,407	On pace
Social Media Followers (Meta)	—	—	11,65	Engaged
Strava Community	—	—	3,856	3% increase this quarter

Photo (right): Cycling BC Member Insurance Update | Virtual Information Session (April 2026)



What Is Challenging Us?

- CyclingBC is still primarily funded through membership fees and government grants, and that is a risk and an impediment to progress and capacity to serve and drive the sport of cycling in the province. Fundraising and strategic sponsorship opportunities plans are in progress for Q4, however we remain vulnerable to potential future drops in registration numbers and grant funding.
- The 2026 Crit and CX Provincial Championships presented a challenge this year as planned venues and alternatives were disrupted by conflicting events and increased municipal costs. Optimism caught up with the event organizer and Cycling BC, and we have since been able to partner with two outstanding event organizers, and move forward with new dates and venues. We continue to learn together through the process and are excited to move forward with these important events.
- Ride Leader Training and Learn to Race programs and scheduling was a challenge for our gracious facilitators and motivated clubs. We failed to present a clearly published schedule, venues, group sizes, requirements, and costs. Traditionally an adhoc program, we are already in planning for 2027 and clubs can expect the details needed to build Ride Leaders and grassroots racers among them. Despite the challenges, over 40 Ride Leaders were certified in Q2!
- Youth and women's participation requires sustained attention.
- You can expect us to work closely to support healthy active Clubs, and with organizers to create strong fields, improve communication and structure with annual race calendar, camp schedules, and piloting ability-based groups in an effort to support a better experience. We are hearing a sense of optimism across the community - this is encouraging.
- We need to further shift the perception of Cycling BC as a regulator to one of Cycling BC as a facilitator, supporter, and connector. We are genuinely excited to build trusting relationships across this very special community and foster a culture of support where every member, every volunteer and every partner has the opportunity to be at their best and innovate. This will take time but we are deeply committed to building our sport together.
- We need to provide greater development pathway clarity for athletes, coaches, Commissaires and new riders and families so that they can better navigate our cycling sport system and see their place in it.
- With the departure of a tenured staff member in January, the first half of 2026 was a challenging period for our organizational capacity. Our ability to balance expectations and prioritize initiatives that support our cycling sport community to achieve their goals has been a challenge, but we are turning the corner.



Photo: Women of the BC Time Trial Championships 2026. Photo by Chris Dutton.





Outlook: Q3

The third quarter of 2026 is a pivotal period. We have just added new sport system expertise and capacity to our team in our new Associate Director. This provides more focused support for pathway development, planned projects, coaching mentorship and increased capacity, and a stronger framework to build upon. Our staff are better aligned in their roles—membership service and administration, events and community development, and effective and well planned communications that advance the information and resources we know are valuable, such as information about insurance, access to learning and development, events, partner benefits, how to participate and more.

- We will begin reviewing Insurance and preparations for 2027 as we work with our insurance partner to assess the viability of continued 24/7 coverage, and prepare for either a continuation of past coverage or changes.
- The 2026 event season is beyond the half-way point, and the work to support sanctioning, commissaire assignments, and communication across all disciplines continues. We will report on participation highlights in Q3, and use the information we gather to inform event and race scheduling for 2027.
- We will continue to uncover additional value for our membership and actively communicate services and support, and reflect what it means to be an active Cycling BC member.
- We will build on the established Event Organizer Advisory - ensuring that the passionate and highly skilled people who make racing happen in BC are aligned and supported to create incredible races and events across our disciplines.
- We will hold more Club leadership advisory group meetings that focus on fostering growth and good health across the club system, and a forum for constructive feedback.
- Revenue diversification planning - grants and membership alone are not adequate to support progress to further program development systems and operational capacity needs to service our sport in BC - we will develop and share with the board structured sponsorship and fundraising frameworks.
- Discipline Advisory groups will continue to meet regularly, providing ongoing input to staff planning and event sequencing.



Outlook for the Rest of 2026

Reflecting on the spring period, we have made positive steps forward to improve operations, capacity, and our communications. Lots to go and we're really only getting started. We are continuing our work to develop better systems and processes, connect frequently with clubs to build meaningful relationships and this will ensure we can identify and create consistent sustainable programs that will improve pathway clarity and transparent measured outcomes for Cycling BC members and our stakeholders.

We are grateful for your commitment to cycling and ongoing feedback and engagement throughout the year. Your feedback shapes what we do next - please reach us at info@cyclingbc.net to ensure we hear your ideas to make our cycling sport community even stronger. We're excited for what's to come, and the more connected you are and the more clearly you can see yourself in our sport, the better the outcomes will be for us all. We ride together. We build together.

Sincerely,



Chris Cook

Executive Director | Cycling BC

Next report: Q3 2026 (projected Oct 2026)

Data sources: CCN Registration System,
CyclingBC Strategic Plan 2025-2028,
CyclingBC Operations Plan 2026

cyclingbc.net