

# >> >> STRATEGIC PLAN OVERVIEW



## Our Mission

To advocate for all people who ride bikes.

## Our Vision

We envision a Colorado where all people and communities benefit from safe and accessible bicycling.

## Our Values

> Joy > Stewardship > Collaboration > Integrity > Courage > Inclusion

# >> >> STRATEGIES & GOALS

### Strategy 1:

**WE ADVOCATE FOR BIKE-FRIENDLY ENVIRONMENTS**

#### >> Goal 1:

Secure funding for infrastructure to build bike-friendly environments.

#### >> Goal 2:

Secure government adoption of laws, policies, and programs that expand access to bike-friendly environments.

#### >> Goal 3:

Hold governments accountable for successfully building bike infrastructure and implementing laws, policies, and programs.

### Strategy 2:

**WE INVEST IN PEOPLE**

#### >> Goal 1:

Increase access to educational resources and opportunities that prepare people to ride bikes safely and confidently, keep everyone safe on the public rights-of-way, and live a car-light lifestyle.

#### >> Goal 2:

Increase access to educational resources and opportunities that build the capacity of people and organizations to advocate for bike-friendly environments.

### Strategy 3:

**WE BUILD HUMAN NETWORKS**

#### >> Goal 1:

Create bike-friendly environments by convening and connecting Bicycle Colorado members, partners, and the general public to build community, learn, and problem-solve together.

#### >> Goal 2:

Host or support gatherings for people to experience the joy and sense of community that comes from riding bikes together.

### Strategy 4:

**WE CATALYZE IMPACT**

#### >> Goal 1:

Expand opportunities for Bicycle Colorado members and partners to take action in support of building bike-friendly environments.

#### >> Goal 2:

Grow and diversify Bicycle Colorado's membership.

### Strategy 5:

**WE PROVIDE A PLACE WHERE TEAM MEMBERS CAN DO THEIR BEST WORK**

#### >> Goal 1:

Team members are satisfied and engaged.

#### >> Goal 2:

Board members are satisfied and engaged.

#### >> Goal 3:

The team and board of directors are diverse and inclusive.

# >> >> WHAT IS CHANGING

Our plan includes three shifts: (1) proactively build the capacity of local advocates and advocacy organizations and facilitate communication and collaboration between them to help catalyze action; (2) advance bike-friendly policies by also advocating for pedestrian, public transit and land use policies; and (3) expand our supports to competitive and noncompetitive bike events to support their success and the success of Bicycle Colorado.

# >> >> WHAT REMAINS

Our focus on securing more public funding for bike infrastructure; ensuring that the design and construction of our transportation systems prioritize the safety and dignity of all people outside vehicles; passing bike-friendly laws and public policies; providing driver and bicyclist education.