



BIKE WALK MACON WORK PLAN



THE BIKE WALK MACON MISSION

Bike Walk Macon is leading the movement to make bicycling and walking a safe and convenient option for transportation and recreation for **everyone** in Macon-Bibb County.

ABOUT BIKE WALK MACON

Founded in 2015, Bike Walk Macon is Macon-Bibb County's first grassroots bicycle and pedestrian advocacy nonprofit organization working to enhance mobility to create a more vibrant, healthy, and equitable city. We operate based off three strategies:

- **ADVOCACY:** Advocate for funding, politics, and infrastructure that improves conditions for bicyclists and pedestrians.
- **EDUCATION:** Provide free resources and education to Maconites so that they can safely and confidently access Macon's streets and greenways.
- **COMMUNITY:** Organize and promote fun, meaningful events that can positively impact bicycling and walking in Macon.

2021 HIGHLIGHTS

Despite another year of challenges, our supporters helped us accomplish so much. We painted artistic crosswalks and murals in the street, brought Open Streets Macon to new neighborhoods, passed new legislation that will improve conditions for all users of Macon's streets, hired new staff to grow our educational programs, and much more. View the full 2021 Impact Report at bikewalkmacon.com/reports.

LOOKING FORWARD

In February 2022, our staff, board, and advisory board members came together to develop specific goals and strategies to help Bike Walk Macon continue to transform the way our communities move and work to make it easier, safer, and more accessible for everyone to bike and walk.

STRATEGIC APPROACH

Bike Walk Macon will continue to reach new communities and audiences through outreach, educational classes, and tactical urbanism projects, while also growing our organization sustainably and holding Macon-Bibb County responsible for implementing infrastructure and policies that improve conditions for pedestrians and bicyclists.

2022 TEAM

BOARD OF DIRECTORS

Greg Brown, **President**
Myrtle Habersham, **Vice President**
Curtis Hertwig, **Treasurer and Secretary**
Renee Corwine
Nigel Floyd
Alex Morrison
Josh Rogers
Weston Stroud
Wimberly Treadwell

ADVISORY BOARD

Nancy Cleveland
William Causey
Seth Clark
Jacob Corwine
Bobby Schorr
Taylor Stickels

STAFF

Rachel Umana, **Executive Director**
Kaylee Pruitt, **Education and Engagement Coordinator**
Rudy Mendes, **Education Program Coordinator**



ADVOCACY

Clear communication to public and government entities for funding, policies, and infrastructure that improves conditions for bicyclists and pedestrians.

ALLIED POLITICAL LEADERS

Ensure we have engaged and accountable political leaders

Objectives:

- Increase active support from elected officials to gain support for biking and walking through consistent communication and community events like Rolling Town Hall.
- Create a Bike Walk Macon Policy Platform to share our 2022 priorities with elected officials.

CREATIVE STREET DESIGN

Embrace creative solutions that increase biking, walking, and the use of public transit to improve health, vibrancy, and quality of life for all Macon-Bibb County residents.

Objectives:

- Work with Macon-Bibb County, Reimagining the Civic Commons committee, and neighborhood groups to install new traffic calming projects in the Pleasant Hill and Vineville neighborhoods.
- Publish a Macon-Bibb County Traffic Calming Toolkit.
- Install bike racks, bus stop seating, and lighting throughout the Urban Core using funds from the Downtown Challenge.

OCMULGEE HERITAGE TRAIL

Connect and enhance the Ocmulgee Heritage Trail.

Objectives:

- Advocate for implementation of the Ocmulgee Heritage Trail Master Plan 2.0.
- Host free, community events that promote the Ocmulgee Heritage Trail, like Bike Party and Trails Day.

SAFE AND COMPLETE STREETS

Create better, safer streets in Macon-Bibb County.

Objectives:

- Hold Macon-Bibb County accountable for implementing the Complete Streets Policy and Vision Zero projects that prioritize safety improvements on Macon's streets.
- Advocate for spending on multimodal projects for any new stimulus or recovery funding from state or federal governments.
- Explore and monitor opportunities for expanding micromobility rentals in Macon-Bibb County.

EDUCATION

Provide resources and education to Maconites so that they can safely and confidently access Macon's streets and greenways.

BIKING AND WALKING EDUCATION

Increase educational opportunities for pedestrians and bicyclists

Objectives:

- Leverage new funding from the Governor's Office of Highway Safety to educate adults and youth to be safe and confident while biking and walking in Macon-Bibb County through free classes, workshops, and print and online resources.
- Provide educational maps and resources for bicyclists and pedestrians that identify safe and convenient routes for biking and walking in Macon-Bibb County.



COMMUNITY

Organize and promote fun, meaningful events that can positively impact bicycling and walking in Macon.

COALITION OF TRANSPORTATION GROUPS

Provide resources and connect various transportation groups.

Objectives:

- Support and foster an effective coalition of transportation organizations and groups by publishing a directory of local transportation groups and hosting collaborative events.
- Strengthen partnerships with groups that share similar interests to spread our mission.

CLIMATE

Address the climate crisis.

Objectives:

- Promote reducing Macon's collective carbon footprint through our programs and outreach.

NEW AUDIENCES

Amplify and diversify our work by building new partnerships in the community.

Objectives:

- Identify media outlets where Bike Walk Macon messaging can reach new audiences.
- Ensure participants in our programs represent Macon's diversity.
- Host targeted events and activities, like Open Streets Macon and Bike Party, in the Pleasant Hill and Vineville neighborhoods.
- Host Bike Party in new neighborhoods.

ORGANIZATION

Develop best practices and a framework for expanding the organizational and financial capacity of Bike Walk Macon.

FINANCIAL RESOURCES

Diversify and grow financial resources.

Objectives:

- Strengthen connections with existing supporters while expanding the organization's network of donors, members, and sponsors.
- Advance board fundraising effectiveness.
- Use Bike Walk Macon brand to sell merchandise and raise funds for the organization.
- Explore opportunities for earned revenue through traffic calming projects.

ORGANIZATIONAL CAPACITY

Build the capacity of the organization to achieve our mission.

Objectives:

- Recruit more regular volunteers in our work and keep them engaged.
- Reach out to past volunteers to get them more involved in our work.

