

2019 STRATEGIC PLAN



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OVERVIEW

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 organization working to enhance mobility to create a more vibrant, healthy, and equitable city. We operate based off a three prong approach:

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

ADVOCATE: Advocate for funding, politics, and infrastructure that improves conditions for bicyclists and pedestrians.

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

LAST YEAR'S HIGHLIGHTS

Since our start in 2015, Bike Walk Macon has made strides to enhance and encourage biking and walking in Macon; this includes miles of bike infrastructure, regular engagement programming, and unique partnerships with other organizations. Read the full 2017 and 2018 Annual Reports online at bikewalkmacon.com/impact-reports.

LOOKING FORWARD

In January 2019, Bike Walk Macon's staff, board, and advisory board members came together to look at where Bike Walk Macon has been and where we can go. At the end of the planning session, we settled on a vision of advocacy, social justice, education, outreach, and organizational sustainability 2019 and a set of specific goals to help us realize it, outlined here.

ADVOCACY

WHAT IT MEANS

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

GOAL ONE: ADOPT A COMPLETE STREET POLICY IN MACON-BIBB COUNTY

OBJECTIVE

Communicate the benefits of a complete street policy with County Commission

TASKS

Review previous submission feedback and make revisions.

Develop plan to present to the community.

Present Complete Streets Policy to County Commission.

Complete Pilot Bike Lanes Project.

GOAL TWO: IDENTIFY NEW PARTNERSHIPS

OBJECTIVE

Develop ground swell support for biking and walking through new partnerships in Macon-Bibb County.

TASKS

Establish a Mobility Committee.

Explore partnerships with various organizations: ADA, government, MTA, AARP.

Get on OneMacon! Agenda.

EDUCATION

WHAT IT MEANS

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

GOAL: DEVELOP EDUCATIONAL OPPORTUNITIES TO INCREASE THE BIKING POPULATION IN MACON BIBB COUNTY

OBJECTIVE

Improve outreach to targeted groups to share and expand bike education.

TASKS

Gain Certified League Cycling Instructor status.

Identify targets for youth education through schools, afterschool programs and youth summer camps.

Identify additional target groups for education such as seniors, faith-based community, health conscious population & law enforcement.

Identify community members to foster relationship building.

Develop general education instruction classes.



COMMUNITY

WHAT IT MEANS

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

GOAL ONE: PLAN OPEN STREETS 2019

OBJECTIVE

Grow participation and diversity of event.

TASKS

Review previous Open Streets planning.

Consider diversity of route and other neighborhoods in Macon.

Review community calendars to establish the best date for the 2019 event.

Work towards sponsorship development for Open Streets.

Cultivate volunteer base for large scale events.

GOAL TWO: GROW REACH OF ESTABLISHED EVENTS INCLUDING BIKE PARTY, BIKE WALK MONTH, AND COMMUTER EVENTS.

OBJECTIVE

Increase participation and diversity of established programming.

TASKS

Explore new partnerships through employers, faith based organizations or neighborhood associations.

Increase media and social media presence for Bike Walk Macon.

Establish a Car Free Day during Bike Walk Month.

Explore collaborative effort between Navicent and BWM for Park Prescriptions Program.

ORGANIZATION

WHAT IT MEANS

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

GOAL ONE: DEVELOP SUSTAINABLE FUNDING FOR BIKE WALK MACON

OBJECTIVE

Diversify funding sources for continued financial growth

TASKS

- Build out sponsorships for Open Streets.
- Consult / Research other non-profits for fundraising structure.
- Develop a paid membership base.
- Continue to pursue grant opportunities that align with mission of BWM.
- Explore participation fee for programmed activities.

GOAL TWO: DEVELOP ORGANIZATIONAL STRUCTURE

OBJECTIVE

Create guidelines and clearly defined roles for Bike Walk Macon

TASKS

- Develop financial policies for staff and board members.
- Develop board member roles and expectations of duties.
- Define role of advisory board member.
- Define staff duties and create job descriptions.
- Cultivate diverse pool of volunteers that can serve the organization deeply.