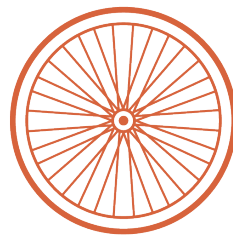




STRATEGIC ROADMAP 2023-2028



**BICYCLE
COALITION**
OF GREATER
PHILADELPHIA



Note from the Chair of the Board:

I am pleased to share that the Bicycle Coalition's board and staff have completed a year-long strategic planning process comprised of: two board retreats; two staff sessions; countless working groups sessions; thirteen interviews with internal and external partners; six focus groups with members, funders and community partners; and one hundred forty-four survey participants. Through this rigorous process, we have revised our mission and vision statements, added an equity statement, updated our values and clarified our priorities for the next five years. We are proud of the work we have done as a 50-year old organization to improve the infrastructure and livability of the Philadelphia region, and we look forward to leading the movement for safe bicycling for years to come.

A key focal point of the process was to formulate an equity-centered strategic plan to ensure that our work continues to promote inclusive access to safe transportation for all communities. We will focus our advocacy towards creating a sustainable transportation network that prioritizes bicycling and safe mobility, with an emphasis on connecting under-resourced communities. We will continue to prioritize our programs that empower youth and adults to ride bicycles. We will foster a ridership that reflects the diversity of the region, while strengthening our organizational health and further elevating equity as a priority throughout our entire organization.

Thank you for your support and engagement as we continue to build the movement to make biking safe and accessible for everyone in Philadelphia and its surrounding regions.

Ed Chang
Board Chair



Our Vision

By the year 2040, anyone in the Philadelphia region can ride a bike confidently, joyfully, and free of traffic violence, on a network of connected circuit trails, bike lanes, and safe streets. Bicycling is an accessible form of commuting and recreation for all, connecting people to each other, their neighborhoods, and the region.



Our Mission

Through advocacy and education, the Bicycle Coalition of Greater Philadelphia leads the movement to make every bicycle ride safe, to empower youth and adults to ride, and to foster a ridership that reflects the diversity of the region.



Priorities & Goals

We have 3 main priorities that are of equal importance to our mission:

1

Advocate for a sustainable transportation network that prioritizes bicycling and safe mobility with an emphasis on under-resourced communities.

Throughout Philadelphia, advocate for additional protected bicycle lanes and Circuit Trails to create a high quality, connected network of bicycle infrastructure.

Throughout the region, advocate for the completion of the Circuit Trails network and the addition of regional bike lanes.

Advocate for state-level policies that advance safe and sustainable mobility across the region.

Partner with coalitions that advance safe and sustainable multimodal mobility.

2

Empower youth and adults to ride bicycles and foster ridership that reflects the diversity of the region.

Build healthy habits, independence, and leadership through the Bicycle Coalition Youth Cycling Program.

Strengthen community-based bicycle safety education programming.

Increase broad access to bicycling and bicycling safety education.



3

Strengthen organizational health and elevate equity throughout the organization.

Increase general operating support, unrestricted funding, and membership.

Build leadership, board, staff and membership that reflect the diversity of the Greater Philadelphia region.

Ensure that our organization culture, policies, and practices are aligned with our values and equity statement.

Prioritize staff satisfaction and retention.

Improve staff compensation to remain competitive within our sector.





Equity at the Center

We believe that safe mobility is an integral part of thriving communities and envision a just transportation system in the Philadelphia region where biking, walking, and public transit are the prioritized way to get around.

Read more online about the Bicycle Coalition's commitment to equity.



In order to address systemic disparities in transportation and make bicycling safe and accessible to all in the region, we will focus on:

1 Reducing the disproportionate impacts of traffic violence in both low-income communities and communities of color

2 Creating equitable access to trails, bike lanes, and traffic-calmed roads

3 Removing barriers to bicycling including access to a bicycle, bicycle safety equipment and safe bicycle parking, access to trails and safe roads, lack of opportunities to learn safe riding skills and ride with others, as well as unsafe conditions in public spaces and fear of interactions with the police.

4 Continuing to build community partnerships with under-resourced and under-represented communities.

5 Diversifying our network so that our board, leadership, staff and membership will include demographic diversity and diverse perspectives and experiences.



Values

GET STUFF DONE

We strive to be efficient, organized, and results-driven in our daily work. We proactively solve problems and adapt well to changing circumstances.

ADVANCE EQUITY

Internally and externally, we work to create policies and practices that center our commitments to equity across all departments.

COLLABORATE

Our success requires collaboration and partnerships. We center relationship building and clear communication in our daily work.

BE ACCOUNTABLE

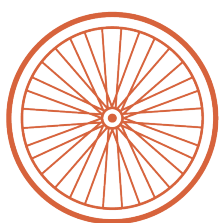
We are accountable to our members, staff, board members, and community partners for excellence in pursuit of our mission and transparency in our operations.

PURSUE BALANCE

The road to victory is long. We will balance work while having plenty of time for family, friends, and joyful bike rides.

HAVE FUN

Enough said!



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bicyclecoalition.org