



People Who Bike Make a Difference

5-YEAR STRATEGIC PLAN



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Our Mission

Washington Bikes is the statewide voice for people of all ages and abilities who ride bicycles for transportation, health, travel and recreation. We work to elect, build relationships with, and hold accountable policymakers to improve the safety and accessibility of bicycling throughout Washington state thereby improving the health and prosperity of our communities.

Our Vision

Bicycling for All

2016 marked the beginning of a new Washington Bikes. When Washington Bikes merged with Cascade Bicycle Club on January 1, 2016, all its programs and staff merged into a single organization that became the nation's largest statewide bicycle nonprofit, bringing together two strong and distinctive organizations into a single organization with a single mission now known simply as the Cascade Bicycle Club. The new Washington Bikes has a different mission from the old Washington Bikes: serving as the voice for Washingtonians of all ages and abilities who bike for transportation, health, travel and recreation.

The new Washington Bikes engages in these essential activities to bring about change: (1) We work with advocates across the state to reach officials at every level of government and to shape the policies and funding decisions that make bicycling safe and accessible for all. (2) We employ endorsements, phone banking, and similar activities to help elect champions of people who bike, and to pass ballot measures important to bicyclists, so that the policies and funding priorities we advocate for have the best chance of being adopted. (3) We produce riding events to promote bicycling and grow our influence.

Because the new Washington Bikes is now a 501(c)(4) organization, we have a political action committee to aid us in our electoral activities. Over the coming years, we will be asking your help in implementing this strategic plan and in making our political action committee, the Washington Bike PAC, as successful as possible.

This plan is the shared creation of board, staff and volunteers, guided by our desire to provide a clear vision of the future and a plan to get there. We are excited about this strategic plan, and know it will succeed with energy and engagement from you: the supporters of Washington Bikes. You are the reason for the current level of success and you will be the reason for our successes the next five years and beyond.

Thank You, Daniel Weise, Board Chair

**Thank you to everyone
who made this project possible**

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Support Election of Bicycle-Friendly Candidates

Political scientist David Easten famously labeled politics is “the authoritative allocation of values for a society.” For us as a statewide bike organization, this means engaging in politics to further our values and our vision of Bicycling for All.

This is a new role for Washington Bikes, one we took on as we merged with Cascade Bicycle Club and restructured the responsibilities of each organization.

Electing bicycle-friendly candidates at every level is essential to increasing public investments and enacting policies that make streets safe, accessible and truly connected for people on bikes. As we add direct political engagement to our toolkit we will focus on doing so in a smart, thoughtful way that continues our bipartisan and commonsense approach to building support for policy. Forming a broad-based, statewide constituent committee, we will develop a legislative agenda and decide where and how we get involved in relevant federal, state, county and city races.

What we will do

We will amplify your voice, doubling the number of electoral races around the state in which we become involved through endorsements, candidate questionnaires and political-action committee activities. As we develop and execute plans of engagement in selected races, we will continue to build relationships and monitor activities of candidates we support to ensure follow-through and accountability.

Our current level of success

For the 2015 legislature, our c4 endorsements* totaled 51 races in four counties, 20 cities/towns and three ballot measures.

*Endorsements in 2015 were a function of Cascade Bicycle Club, which previously worked as a 501(c)(4). In the merger and restructuring Cascade became a 501(c)(3), which can endorse issues but not candidates.

Promote Bicycle-Friendly Policies and Investments

You're celebrating the election of a bicycle-champion official. You're biking down a newly installed protected bike lane that connects two sections of town. Your town is named a Bicycle Friendly Community and you can actually see why.

This happens because local bike leaders and Washington Bikes collaborate in identifying and promoting bicycle-friendly policies and investments that make bicycling safer and more accessible. You're part of a community where your voice is not only heard, but acted upon.

What we will do

We will double the actions taken by you to contact elected officials to promote policies and increase investments for better bicycling. We want your voice to be heard and we will train you on the value and methods of community-based advocacy, giving you the tools to be effective leaders.

We'll work with you to develop and communicate annual policy priorities and grow partnerships and coalitions that support bike-friendly goals that work for your town. All of this will provide support for you to apply for, receive, and then improve your town's bicycle-friendly designation by the League of American Bicyclists.

Our current level of success

By the end of 2016, we'll record an initial baseline based on the number of 2015 and 2016 individual actions taken on our advocacy software platform. Additionally, we'll measure the number of bicycle-friendly communities across the state, which currently stands at 16.

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Increase Ridership Statewide

Imagine biking to work or to the grocery store or for recreation and seeing twice as many people riding as you see today. More people riding bikes means healthier communities, strength and safety in numbers, and a visible signal to decision makers that bike investments add value. That's why we made increasing ridership statewide one of our strategic priorities.

What we will do

We will use comprehensive and strategic marketing and communications campaigns to encourage more trips by bicycle; get more cities/towns to participate in bike challenges; and in turn, provide opportunities and encourage more individuals to join bike challenges. Furthermore, we'll utilize WA Bikes-managed bike challenges as a catalyst and resource for engaging communities and individuals.

Our current level of success

By the end of 2016 we'll have this year's numbers for statewide bicycle counts and participation in bike challenges, both in terms of communities participating and individuals riding.

Communicate our Purpose

Each part of our work grows bicycling statewide and makes bicycling better for you and your community. The more you know about Washington Bikes, the more you can connect with the activities that fit your focus.

Whether we're advocating for safe connected bicycle infrastructure, putting on bike challenges, endorsing candidates or increasing elected officials' awareness of Washington Bikes and the policies and investments we support, we want you to know what Washington Bikes means for you, your family and your community.

What we will do

We will double the number of people who are aware of the full range of our mission and the value of our work by creating and implementing a comprehensive strategic marketing and communications plan. We will clearly define and articulate the purpose of Washington Bikes and how we can help you, your family and your community. Specific analysis of elected officials will track awareness of our engagement in candidate campaigns.

Our current level of success

We'll create a baseline measurement of mission awareness at the end of 2016 from our supporters. We'll also create a baseline measurement of awareness among elected city, county, state, federal and tribal officials.

