2020 STRATEGIC PLAN

BIKE WALK macon
EST. 2015

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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 Maocnites 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 tremendous strides to enhance and encourage biking and walking in Macon. Some of our 2019 accomplishments include:

- Installed Macon’s first artistic crosswalks, green bike lane, and bicycle parts vending machine;
- Added a full-time Engagement Coordinator staff position thanks to a Knight Foundation grant;
- Hosted 25 free events for more than 2100 participants;
- Taught bicycle safety and traffic law workshops for 60 officers at the Bibb County Sheriff’s Office.

Read the full 2019 Annual Report and other previous reports online at bikewalkmacon.com/impact-reports.

LOOKING FORWARD

In February 2020, our staff, board, and advisory members dedicated a few hours of their day for a strategy gathering to look at where Bike Walk Macon has been and where we can go. We discussed how to shape and grow our impact and created a 2020 strategic plan with a list of specific goals and tasks to help us achieve our vision over the next year.outlined here.

ADVOCACY

WHAT IT MEANS

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

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

OBJECTIVE

Communicate the benefits of a Complete Streets Policy with County Commission

TASKS

- Develop plan to present to the community
- Present Complete Streets Policy to County Commission
- Complete Walnut St. bike lane project

GOAL TWO : ELEVATE MESSAGE OF BIKE WALK MACON

OBJECTIVE

Increase visibility and messaging efforts

TASKS

- Create a commuters of Macon marketing plan
- Public photo exhibit with local photographers

ADVOCACY

GOAL THREE : WORK CLOSER WITH LOCAL GOVERNMENT

OBJECTIVE

Identify areas within local government that Bike Walk Macon can lead the efforts

TASKS

- Explore county budget options for bike and pedestrian projects
- Explore feasibility of updating developer regulations
- Communicate BWM priorities with elected officials and candidates

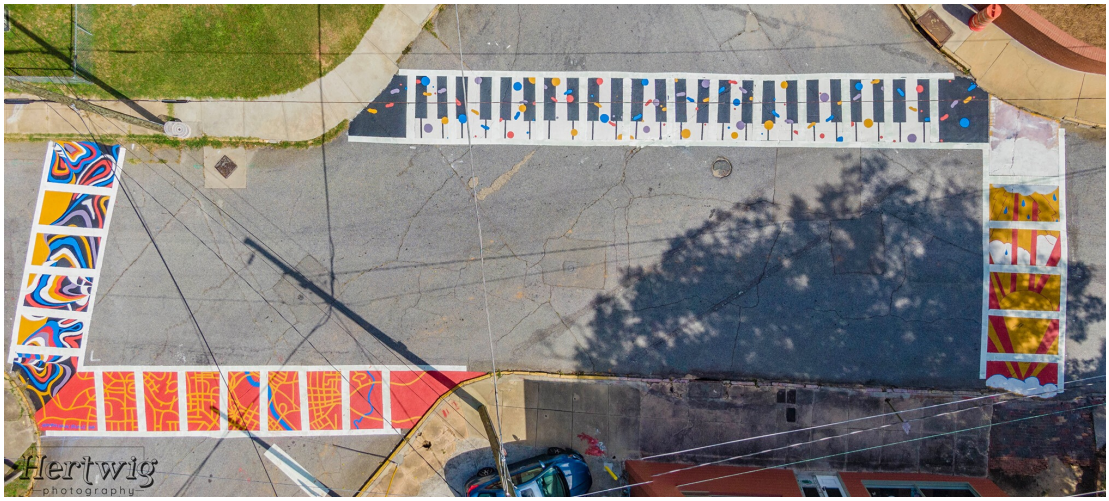
GOAL FOUR : INCREASE TACTICAL URBANISM IN TARGETED NEIGHBORHOODS

OBJECTIVE

Create a toolkit for implementing traffic calming projects

TASKS

- Build toolkits for tactical opportunities in Macon
- Research and apply for grants to support tactical urbanism projects



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

Outreach to targeted groups to share and expand bike education

TASKS

- 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, and law enforcement
- Identify community members to foster relationship building
- Develop general education instruction classes
- Include bike trails and maps on websites

COMMUNITY

WHAT IT MEANS

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

GOAL ONE: ELEVATE MISSION OF BIKE WALK MACON THROUGH COMMUNITY OUTREACH

OBJECTIVE

Grow participation and diversity of outreach efforts.

TASKS

- Align Bike Walk Macon with existing strategic plans, such as One Macon, Macon Action Plan, and the Macon Master Cultural Plan
- Share 2020 Bike Walk Macon calendar with the public
- Align marketing campaign to support other listed strategies

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

- Continue to grow Bike Party participation through relevant themes
- Partner with MTA to increase participation on Car Free Day

GOAL THREE: CONTINUE TO CULTIVATE PARTNERSHIPS

OBJECTIVE

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

TASKS

- Explore partnerships with various organizations
- Cultivate diverse pool of volunteers

ORGANIZATION

WHAT IT MEANS

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

GOAL ONE: DEVELOP FUNDING FOR SUSTAINING SECOND STAFF POSITION

OBJECTIVE

Diversify funding sources for continued financial growth

TASKS

- Build out and increase sponsorships for Open Streets Macon
- Increase paid membership base
- Develop fundraising goal and expense ratios for new events
- Explore and research grant opportunities
- Close out past grants

GOAL TWO: STRENGTHEN ORGANIZATIONAL STRUCTURE

OBJECTIVE

Create guidelines and collect data to strengthen the mission of Bike Walk Macon

TASKS

- Collect data to create more tailored communication efforts
- Better define the role of an advisory board member
- Increase storage capacity for BWM materials and events