



STRATEGIC TWO YEAR PLAN APR 2020 – MAR 2022

Through advocacy and education, we lead the movement to make bicycling a safe and fun way to get around for anyone in Greater Philadelphia.

By the year 2030, anyone in Greater Philadelphia can enjoy a safe and fun bike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. Bicycling has become an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region.



BICYCLE

Safer streets, in combination with a wide offering of bicycle safety classes and accessible rides, will inspire more people in our region to bike. The bicycle connects people to places like jobs, schools, business corridors and parks; it connects people to one another as they share the joy of riding, explore new places and exercise. Through partnerships, BCGP will offer safety classes and social rides to demonstrate how the bicycle can be used for transportation, increasing health, strengthening community, and connecting to green space. We will invest in Philadelphia's youth through teaching healthy habits, independence and leadership through many different cycling disciplines.

COALITION

The partnerships we build and collaborations we steward through our bicycle education and advocacy are the foundation for growing our influence. Through these connections, we will increase the visibility of our accomplishments and mission so that the general public and decision makers recognize us as one of the region's most effective organizations. As a result, we will grow, strengthen, and diversify the organization's membership and Board of Directors and increase our unrestricted funding sources in order to have both deeper and wider impacts on Greater Philadelphia's bicycle movement.

GREATER

Building 500 miles of Circuit Trails by 2025, facilitating the implementation of low-stress street networks, and advocating for strategically located bicycle facilities in the suburbs requires effectiveness at the local, regional, and state levels. Most counties have adopted bicycle plans, but obstacles such as funding, legal hurdles, and outdated engineering standards have slowed their implementation. BCGP will support our county affiliate groups to work with their local governments and communities to advance bicycle networks.

PHILADELPHIA

In order to triple the level of bicycling in Philadelphia by 2025, the city needs a high-quality bicycle network that is equitably distributed, with strong public support at the community level. Bicycle infrastructure, like protected bike lanes, serves as an important traffic-calming tool, thus making a stronger case for its investment and implementation. Making bicycling a normal and significant part of everyday life for more Philadelphians will improve public safety for everyone.

FIVE STRATEGIC INITIATIVES

STRATEGIC INITIATIVE NO. 1: Encourage people across Greater Philadelphia to integrate bicycling into their lives to increase access to opportunities, enrich community, and improve health.

STRATEGIC INITIATIVE NO. 2: Build independence in Philadelphia youth through cycling teams that teach healthy habits and foster leadership.

STRATEGIC INITIATIVE NO. 3: Grow the Bicycle Coalition's influence through stronger brand recognition, diversified funding streams and increased Board engagement.

STRATEGIC INITIATIVE NO. 4: Organize bicyclists in Philadelphia's eight suburban counties to advocate for safe on-road networks, bicycle facilities and connected trails.

STRATEGIC INITIATIVE NO. 5: Advocate for connected streets, trails, and routes to schools that are safe for bicyclists and pedestrians in Philadelphia.

FY21 - FY22 | APRIL 1, 2020 - MARCH 31, 2022*

STRATEGIC INITIATIVE 1	STRATEGIC INITIATIVE 2	STRATEGIC INITIATIVE 3	STRATEGIC INITIATIVE 4	STRATEGIC INITIATIVE 5
<p>1,466 Bicyclists Who Join BCGP Rides Along the Circuit and Other Destinations</p> <p>766 Adults Receiving Bicycle Safety Education Using Indego</p> <p>550 People educated in a language other than English</p>	<p>14 BCYC Core team sites</p> <p>160 Youth in the Core program at Season End</p> <p>50 Youth on All Star Team</p> <p>70% Core Youth Retained from Year-to-Year</p>	<p>20,000 Number of advocates actively engaged on digital platforms</p> <p>21,500 Active Cyclegram Subscribers</p> <p>3,100 Household Members</p> <p>65% Percentage of diverse BCGP Board Members</p>	<p>1,500 Circuit Bicyclists Actively Engaged</p> <p>8 Suburban Affiliate Groups</p> <p>10 Miles Advocate for Total Bike Lanes installed in Suburban PA</p> <p>10 Miles Advocate for Total Bike Lanes installed in NJ</p> <p>6 Groups receiving TASCC</p> <p>30 Miles Advocate for Circuit Trail miles built</p> <p>9 Action teams organized around trail segments</p>	<p>25 Miles Advocate for Protected Bike Lanes Installed in Philly</p> <p>16 Meetings held with elected officials</p> <p>5,000 Persons engaged in Online Actions and/or meetings</p> <p>6 VZ Community Engagement Toolkit trainings</p>
<p><i>*NOTE: THE STRATEGIC INITIATIVES WERE CONCEPTUALIZED PRIOR TO THE COVID-19 PANDEMIC</i></p>				

We will
**REALIZE OUR
VISION**
by acting on a
**CORE SET OF
BELIEFS**

- We will create a world-class bicycling city and region by becoming an organization and leading a movement that represents the diversity of the communities we serve.
- Our success requires collaboration and partnerships with many others.
- People from all racial and economic backgrounds should have access to safe, healthy and affordable transportation options in the communities where they live, work, learn, and play.
- The road to victory is long. We will win while having plenty of time for family, friends, and bike rides.
- Our reputation rests on the efforts of our staff and volunteers working in a place where every person's contribution is valued.
- We are accountable to our members for excellence in pursuit of our mission and transparency in our operations.

