

STRATEGIC PLAN

2021 - 2023



OUR VISION

Everyone should have access to safe, affordable, and sustainable transportation regardless of who they are or where they live.

OUR MISSION

Through events, advocacy, and education, Bike Durham empowers all people to walk, bike, and ride transit more often.

STRATEGIC GOALS

BUILD STRATEGIC PARTNERSHIPS

By 2023, we will establish fifteen strong, enduring, strategic partnerships that will advance our organization's diversity, advocacy, and fundraising capacity. Through identifying key partners and documenting our relationships, we will:

- Root our advocacy more firmly with the priorities of low-income communities of color.
- Co-host events that are intentionally diverse.
- Build a larger, more diverse group of supporters for our vision.
- Open up new fundraising opportunities.

BUILD EFFECTIVE ADVOCACY CAMPAIGNS

In 2021 we will continue to strengthen the Transit Equity Campaign. By 2022, we will launch a campaign for public funding of complete networks of safe transit, pedestrian, and bike infrastructure. To be successful, we will:

- Advocate for investments that benefit current transit riders, workers, and residents of low-income neighborhoods of color and for annual funding to build a Durham-wide network of sidewalks, trails, and protected lanes.
- Research issues and opportunities to inform ourselves and educate others.
- Center the people who are most affected by these decisions.

BUILD FINANCIAL STABILITY

We will adopt a two-year budget aligned with our strategic plan that identifies staff needs and establishes balanced revenue streams from individuals, corporate sponsorships, and grants. To support our two-year budget, we will:

- Draft and implement a development plan that will enable us to raise the resources needed to achieve our goals.
- Maintain a three-month operating reserve.
- Adopt financial policies and controls necessary for a growing organization.

BUILD A DIVERSE AND DEEP BOARD

By 2023, Board make-up will be as diverse as Durham and members will possess skills and interests suited to build organizational strength. We will:

- Develop an Executive Director's Advisory Panel.
 - Develop and implement an orientation program that includes fostering a culture of diversity, equity, and inclusion.
 - Continuously improve Board processes for recruitment, retention, and succession focused on the diversity and skills that the organization needs.
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