

Bike Walk Kentucky

JANUARY 2025

Dear BWKY friends,

As we kick off 2025, we want to extend our heartfelt wishes for a Happy New Year filled with health, happiness, and active adventures. Reflecting on 2024, we're proud of the strides we've made in advocating for safer biking and walking throughout Kentucky.

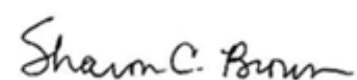
At our annual board meeting in December, we took the opportunity to review our strategic plan, setting ambitious goals and objectives for the year ahead. This meeting not only reinvigorated our spirits but also reinforced our collective commitment to creating a healthier, more active Kentucky. With renewed energy and a clear vision, we're ready to tackle 2025 with enthusiasm.

To continue our mission, we're seeking nominations for our Board of Directors. We're searching for individuals with expertise in areas such as advocacy, education, health and safety, tourism, and economic development. Ideal candidates share our vision of making biking and walking safe, accessible, and welcoming for everyone in Kentucky.

This document serves as a comprehensive packet of information regarding the qualifications and characteristics we seek in Bike Walk Kentucky Board of Directors candidates. It outlines the values, expertise, and diversity needed to guide our mission of creating a safer, more accessible environment for bicycling and walking across Kentucky. Prospective board members should review the outlined attributes, knowledge areas, and competencies to understand how they can contribute to our vision for a healthier, more active state.

If you're passionate about improving cycling and walking in Kentucky, we'd love to hear from you—or from someone you'd like to nominate.

Warm regards,



Sharon Brown
President
sbrown@transy.edu



Bike Walk Kentucky - Board Criteria

VALUES AND CULTURE

To guide our governance, our board members must align with a shared social conscience and culture. These values, as outlined in our strategic plan, include:

- Equity
- Economic Development
- Inclusiveness
- Expanded Infrastructure
- Partnerships and Collaboration
- Sustainability
- Health and Safety
- Historic Awareness and Preservation
- Accessibility
- Education

ATTRIBUTES

We seek a board that reflects a diversity of perspectives, encompassing:

- Geographic balance across Kentucky, including representation from rural and urban areas
- Interests in cycling and walking, both on and off-road
- Expertise in transportation planning, health and safety, hospitality and tourism, and historic preservation
- Diverse age representation, including next-generation leadership
- Race and ethnicity diversity
- Gender and sexual orientation diversity
- Socio-economic and professional livelihood diversity
- Political viewpoint diversity

KNOWLEDGE AND EXPERTISE

A board must ask questions and assess critical information for its planning, programs, stewardship and governing responsibilities and programs. We have identified the following areas of needed expertise:

- Nonprofit governance and organizational development
- Nonprofit finance, including revenue development strategies
- Fundraising
- Advocacy, public policy and government relations
- Outreach, branding and marketing
- Infrastructure planning and development
- Project development and management
- Research and data development

Don't miss the
**NOMINATION
DEADLINE**
of January 24, 2025!



Bike Walk Kentucky - Board Criteria Continued

COMPETENCIES

We seek to build a board with key collective competencies. To help nurture these competencies, we need multiple board members who are proficient at:

Strategic Thinking. Developing high-level, intelligent action to reach goals through a systems perspective, by using data, and creatively approaching opportunities, problems and solutions.

Spanning/Connecting. Nurturing relationships and building alliances and networks toward strategic collaboration. In particular, we seek candidates who will use their connections in the following areas:

- State and local governments and communities
- Cycling and walking interests, both on and off the road
- Transportation planning, health and safety, hospitality and tourism, and historic preservation
- Business and Corporate
- Community philanthropy and foundations
- Underserved communities
- Nonprofit organizations
- Academia

Building Consensus and Collaboration. Guiding the board, networks, and alliances toward common understanding and goals, then pooling efforts and resources to achieve those goals.

Accountability. Accepting responsibility for actions, decisions and policies. Honoring obligations to the public, funders, and other stakeholders. Being transparent and accurately reporting and explaining all activities.

Proactive Leadership. Leading by example in getting things done. Use practical methods to deal with opportunities and problems, and doing what they say they are going to do.

CALL FOR NOMINATION

Why Join? As a board member, you will:

- Advocate for safer bicycling and walking in Kentucky
- Promote health, safety, and accessibility for all cyclists and walkers
- Support tourism and economic growth through active transportation

Key Details:

Term Length: 3 years

Time Commitment: 2-4 hours per month

Meetings: Monthly virtual meetings and 1-2 in-person meetings annually

Help create a Kentucky where cycling and walking are safe and enjoyable for everyone. We look forward to your nominations!

The nomination deadline is Friday, January 24, 2025. To nominate yourself or another individual, simply visit bikewalk.ky and click the application link.

For questions and additional information: Sharon Brown, Bike Walk KY President
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