

Bike Walk Kentucky



Strategic Plan

Updated Fall 2020

VISION & CORE VALUES

Bike Walk Kentucky promotes safe bicycling and walking through education, outreach, and events. We work with local activists, governments, and advocacy organizations.

MISSION

Our mission is to educate and advocate for safe bicycling and walking across Kentucky.

VISION

We envision a healthy and active Kentucky where cycling and walking are safe, accessible and welcoming to all without regard to ability or income through development of bicycle facilities, multi-use paths and trails.

OBJECTIVES

With local, state and national partners, we will:

- Advocate for and assist communities in developing bike-walk plans across Kentucky.
- Unite and be a voice for all cyclists and walkers with an emphasis on access and safety.
- Promote healthy activities and lifestyles, both on and off the road.
- Encourage economic growth and vitality utilizing Kentucky's great beauty, historic and natural resources.

VALUES

- Equity
- Inclusiveness
- Partnerships and collaboration
- Health and safety
- Accessibility
- Economic development
- Expanded infrastructure
- Sustainability
- Historic awareness and preservation
- Education



HISTORY

Kentuckians from throughout the Commonwealth came together to develop this plan between 2018 and 2020. They represented a diverse group of sectors and abilities, including tourism professionals, accessibility advocates, government officials, hikers, and cyclists, to name a few.

2018

Hosted the Kentucky Bike Walk Summit and determined the needs for further bike and walk safety advocacy.

2019

Formed a strategic planning commission to develop the mission, vision, values and organizational objectives.

2020

Determined the board of directors, became a 501c3 organization, and launched online presence.



FOCUS AREAS, GOALS & STRATEGIES

Bike Walk Kentucky has four main areas of focus to promote a more bike and walk friendly Kentucky: Advocacy, Education, Health & Safety, and Tourism & Economic Development.

ADVOCACY

We work with government officials and other organizations to make cycling and walking more accessible and safer for all.

GOAL: Influence, promote, and achieve changes in local, state, and national bike-walk projects, program, funding, policies, and laws.

STRATEGIES:

- **Advocacy agendas:** Set advocacy agendas for the state and actively participate in national advocacy campaigns.
- **Partnerships:** Coordinate advocacy efforts with entities working on bike-walk related issues.
- **Organized advocacy network:** Recruit, educate, mobilize and empower bike-walk organizations, groups and individuals to participate in related public policy, funding and program decision-making.
- **Equity:** Engage, empower and increase advocates within both urban and rural communities with health, racial, socioeconomic and safety disparities.

NOTES:

- Must include educating officials.
- Do not take a party-political stance.
- Think about both on-road and off-road advocacy components.



EDUCATION

We engage Kentuckians of all abilities, interests, and skills to increase knowledge, acceptance, and understanding of cycling and walking, whether for transportation, recreation, or both.

GOAL: Encourage people to bicycle and walk by increasing the acceptance of these activities through public education of safety, skills, benefits, and needs.

STRATEGIES:

- **Kids:** Teach kids how to safely bike and walk.
- **Law enforcement:** Work with law enforcement at the local, departmental level to educate enforcement officials and educate the public.
- **Messages:** Coordinate messages statewide with bike-walk organizations.

Examples:

- + Find a national message/program that can be tailored locally.
- + Target messages to motorists, cyclists and walkers through state DMV.

NOTES:

- We need the data to educate communities that are not bike friendly.
- Tactics should include developing partnerships with media. (This could be part of organizational development/outreach goal.)

HEALTH & SAFETY

By working with government officials and through educational programming, we are working to create a built environment and promote individual behaviors that promote safety.

GOAL 1: Decrease the number of injuries and fatalities for vulnerable road users.

STRATEGIES:

- **Drivers:** Build driver awareness of cyclist and pedestrian rights.
Example: Question on driver's test.
- **Physical environment:** Advocate for improved infrastructure both on and off road.
- **Laws and regulations:** Advocate for stronger laws and update and enforce existing laws and regulations.

GOAL 2: Improve health and wellness metrics statewide.

STRATEGIES:

- **Partner:** Align with Kentucky Department for Public Health's Physical Activity and Nutrition Program.

TOURISM & ECONOMIC DEVELOPMENT

Our commonwealth's natural beauty is one of its greatest assets. Easy access to safe cycling and walking activities will bring people to Kentucky and grow our economy.

GOAL 1: Increase the number of tourists in Kentucky who bike and walk, and measure the economic return particularly at the community level, both on and off the road.

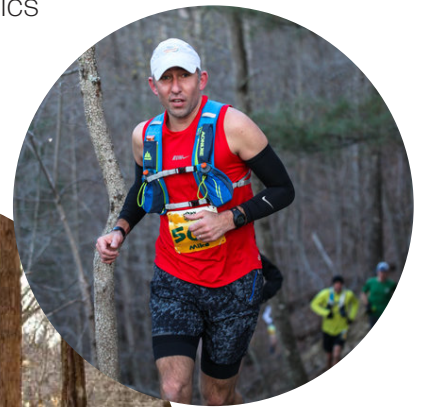
STRATEGIES:

- **Community level:** Encourage communities to document the economic impact of biking and walking events and activities.
- **Sector level:** Encourage sector studies of bike-walk industries.
- **Transportation Cabinet:** Align with the Kentucky Transportation Cabinet to measure and document the tourism impact of biking and walking. (Note: Also partner with the Outdoor Foundation.)
- **State level:** Make statewide leaders, agencies and organizations aware of impact studies in other states. Encourage developing such data for Kentucky.
- **Achievements:** Communicate and publicly market the data and information. Share success stories.
- **Tourism agencies:** Partner with local and state tourism agencies and distribute information.

GOAL 2: Elevate the reputation of Kentucky as a destination for biking and walking, both on and off the road.

STRATEGIES:

- **Stories:** Communicate what we have. Employ social media and place more stories in national publications.
- **Our landscape:** Promote the historic features, roads, trails and natural beauty of Kentucky.
Examples: Boone Trace Trail, Bourbon Trail, Textile Trail, Furnace Trail, Beer Cheese Trail.
- **Local tactics:** Provide communities with easy, low-cost tactics to increase bike-walk tourism.
- **Local scale:** Encourage small business tourism.
- **Businesses:** Connect with local retailers and businesses to promote biking and walking.



ORGANIZATIONAL DEVELOPMENT

GOAL: Build and sustain capacity; grow the base of support to carry out the strategic plan.

STRATEGIES:

- People power:

- + Board: Form an executive committee, bylaws and guidelines to recruit a board.
- + Volunteers: Cultivate a volunteer structure and base to achieve organizational goals.
- + Staff: Create a compensated executive position to include in funding proposals.
- + Youth: Pursue and nurture leadership and volunteers in younger generations.
- + Mentors: Seek a panel of mentors from state coalitions, national organizations and Kentucky colleges and universities.

- Technical development: Form a nonprofit corporation and establish an administrative structure.

- Branding, marketing, and outreach: Establish the coalition as the go-to resource for bike-walk interests in Kentucky.

- + Branding: Create the name of the coalition, logo, tagline and key messages.
- + Marketing: Develop a marketing plan, materials, and messages, including a website and social media presence,
- + Outreach: Produce a plan to:
 - Identify and form strategic partnerships.
 - Connect a dispersed base – geographic, bike-walk, rural-urban, on and off road.
 - Engage key stakeholders and constituents.
 - Develop a contact database.

- Platform: Build a case for why Kentucky needs a coalition through data and information.

- Funding: Build and sustain the financial capacity of the coalition.

- Budget: Establish a financial plan for the first year.
- Large sponsors or grants: Secure short-term funding for the next three years to allow time to build a healthy funding portfolio.
- Research: Investigate alternative sources of revenue and develop a funding portfolio, including a membership strategy.

Bike Walk **Kentucky**



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