



# Strategic Plan

# Mission



To build healthier and more just communities by making bicycling safe and accessible for everyone.

# Vision

Imagine a street you love, filled with people of all ages, abilities, ethnicities, and cultures bicycling. It is so safe, comfortable, and fun that kids and their grandparents think nothing of hopping on their bikes for trips to the local park, a grocery store, or a friend's house.

With less money spent on transportation and better access to jobs and services, we can keep more people from being displaced or left unhoused. People get together in vibrant gatherings, building a strong community, and the people and planet are healthier.



# Why We Exist

Our region is facing a host of monumental, intertwined crises: high transportation and housing costs; growing inequities based on race and income; climate disruption; a lack of physical activity and growing health problems.

At the Silicon Valley Bicycle Coalition, we believe that one simple tool – the humble bicycle – can combat these challenges while making our communities greener and healthier.



## *Why We Exist*

We have one overarching goal: increase the number and diversity of people using bicycles for everyday transportation. To make that happen, SVBC works to overcome the three C's, barriers that keep people from bicycling:

### **The 3 C's** *Barriers to Bicycling*



To build the power of the bike movement and make bicycling safe and accessible, SVBC is pivoting to a bottom-up approach. We are supporting diverse residents to be leaders in their communities, with dynamic local teams.

This focus is especially important in communities that have suffered decades of underinvestment, where injuries and deaths on our streets are much higher than in affluent

## *Why We Exist*

And safer streets won't get enough people onto bikes if destinations are too spread out. So SVBC will more actively support infill development that puts jobs, services, parks, and affordable housing within easy biking distance.

Each SVBC strategy support the others: Fun rides and classes attract new riders who we invite to join local advocacy teams. These teams build the power of the bike movement to win safe streets and people-centered communities. This makes it more fun to ride, attracting a greater diversity of people to bicycling and to our events.



**Please join us**

**Together, we can build  
healthier and more just  
communities**

# 1 Programs



Introduce people of all ages, abilities, ethnicities, and cultures to the joy of bicycling for everyday use through fun and educational

## Key Activities

- Increase bike confidence and community connections through organized social rides.
- Lead youth education programs like Safe Routes to Schools that nurture life-long bicycle riders and run bike education
- Provide services like valet bike parking that increase the convenience of bicycle riding.
- Organize and promote fun events such as Bike to Work (or to Wherever) Day and open streets programs that normalize living life by bike.
- Train and support other organizations and individuals to lead bicycle programs as a way to quickly catalyze the adoption of bicycling in all communities.



# 2 Pedal Power



Build the power of the bike movement with active, diverse residents creating change in their local communities.

## Key Activities

- Identify, recruit, and train more people to be involved in local teams, engage with policymakers, and shape bicycle projects and plans.
- Equip local leaders with tools to build large, diverse teams and steer effective campaigns.
- Help build the capacity of bicycling organizations, including community bike shops, rider clubs, and other partners. Help connect and coordinate the organizations so, together, we create a comprehensive suite of programs to boost cycling in Santa Clara and San Mateo counties.
- Partner with and support people and organizations in Black and Brown communities in order to build a bike movement that centers the voices of people who have been, and continue to be, systemically excluded from power.
- Educate and build relationships with elected officials and agency staff through workshops, educational rides, and conferences.



# 3 People-Centered Streets and Communities



Make bicycling the easiest and most obvious transportation choice by creating connected, comfortable bike networks and ensuring new development is planned around people, not cars.

## Key Activities

- Influence city bicycle plans and policies, and build the political support to fund and implement them. Focus on street designs that slow cars, allocate more space for bikes, and fix “bicycle hot spots” such as highway interchanges.
- Create a network of east-west and north-south bicycle routes, with a focus on making El Camino Real safe and accessible. Expedite projects using quick builds and pilots and relentlessly push agencies to shorten timelines from planning to construction.
- Advocate for a more integrated trail system that gets people where they need to go, is well maintained, and is welcoming.
- Work with community partners to advocate for effective public transit, affordable housing, and smarter parking policies so our communities have jobs, housing, and services closer together and within easy reach by bicycle.
- Ensure that emerging technologies such as automated vehicle technology and speed safety cameras incorporate the experiences of people of color, low-income individuals, bicyclists, and pedestrians and are deployed in a way that advances social equity and safety.

# Measuring Success

SVBC is setting metrics and tracking progress for all the key activities. Just as importantly, we are dedicating resources to monitoring external indicators.

That will help us decide how to allocate resources, describe the obstacles that people face when bicycling, and know when we have succeeded.

In addition, we will identify data that allows us to measure impacts on different demographics, with a focus on those who have been historically and systemically oppressed.

There will be an intensive focus on improving and collecting data for the following four external indicators:

## **Safe Streets**

New miles of bike infrastructure

## **Healthy Communities**

Number of bicyclist collisions, injuries, and deaths

## **Growing Ridership**

Number of bicycling trips for different purposes

## **Changing Culture**

Attitudes toward bicycling by the general public  
(as measured by an annual survey)