

10 STEPS TOWARD BIKE EQUITY

The League's Equity Initiative connects the bike movement's longstanding fight for equal access to safe streets with the growing momentum to address health and wealth inequities through grassroots and policy interventions. At the League, we believe that bike equity can be achieved through the inclusion of community voices in creating streets for diverse users. It means ensuring that more people can access the many benefits of bicycling. Based on our work here at the League, here are 10 steps you can take to move toward equity in the bike movement in your community.

SET GOALS

At the League our goals are threefold: to transform the organization's strategic plan and programming so that we support equitable bike outcomes that include diverse users; to create an inclusive work environment that promotes equitable practices and improves organizational effectiveness; and to share our process as we develop it.

IDENTIFY PEER ORGANIZATIONS UNDERTAKING SIMILAR PROCESSES

... And share ideas! We've benefited from discussions with staff and board members of the Community Cycling Center, Bike East Bay, Bike Easy, Atlanta Bicycle Coalition, and Bicycle Transportation Alliance.

ENGAGE STAFF OR TOP STAKEHOLDERS

At the League we're working with each program director to identify the current state of our programs – and opportunities for change to reach more communities.

READ MORE ABOUT THE LEAGUE'S INTERNAL EQUITY ASSESSMENT:
[BIKELEAGUE.ORG/EQUITY](https://bikeleague.org/equity)

INCLUDE ALL STAKEHOLDERS

in the organization in developing a commitment to equity, diversity and inclusion. The League's work has been developing for several years thanks to the interest of both individual staff and members of the board of directors. To bring others on board, this may mean some tough conversations, but consensus is critical to sustainable change.

MAKE EQUITY PART OF YOUR STRATEGIC PLAN

By incorporating an equity assessment into our strategic plan we've ensured EDI is an integrated commitment rather than a tacked-on, standalone program.

IDENTIFY A TEAM LEADER

An organizational commitment to equity, diversity and inclusion can occur prior to securing funding for an initiative, but it's key to have a point-person on your team dedicated to moving your efforts forwards and ensuring continuity.

REMEMBER: EQUITY ADDS VALUE...

...not another task to your to-do list. Working toward equity can reap a big return on investment, expanding your impact and making your organization more effective.

CONSIDER EQUITY THROUGH AN INTEGRATED LENS

In reviewing each League program, we have focused on integration rather than a stand-alone equity program – and found that an equity focus can be a great driver of efficiency and innovation within our organizational structure.

CONSIDER OUTSIDE INPUT

The League convened an Equity Advisory Council to connect to community leaders who have helped guide our work in a way that reflects the insight and needs of underrepresented populations.

WORDS AND IMAGES MATTER

In everything we produce, our communications teams prioritizes diversity in images and perspectives based on genuine relationships, rather than tokenism. We integrate relevant stories and experiences, not necessarily tagged as "equity," but simply as an integral and exciting part of the bike movement.