

LEAGUE OF AMERICAN BICYCLISTS

STRATEGIC PLAN **2022-** 2025





WE BELIEVE BICYCLING MAKES LIFE BETTER FOR EVERYONE.

WHEN MORE PEOPLE RIDE BIKES...

PEOPLE ARE HAPPIER AND HEALTHIER,

**OUR COMMUNITIES ARE SAFER,
STRONGER, AND BETTER CONNECTED,**

**OUR NATION IS SOCIALLY AND
ECONOMICALLY STRONGER,**

**OUR ENVIRONMENT IS MORE PROTECTED
AND WE ARE SLOWING CLIMATE CHANGE.**



Bicycling is good for people, our communities, our country, and our world. Biking is fun, healthy, and environmentally sustainable.

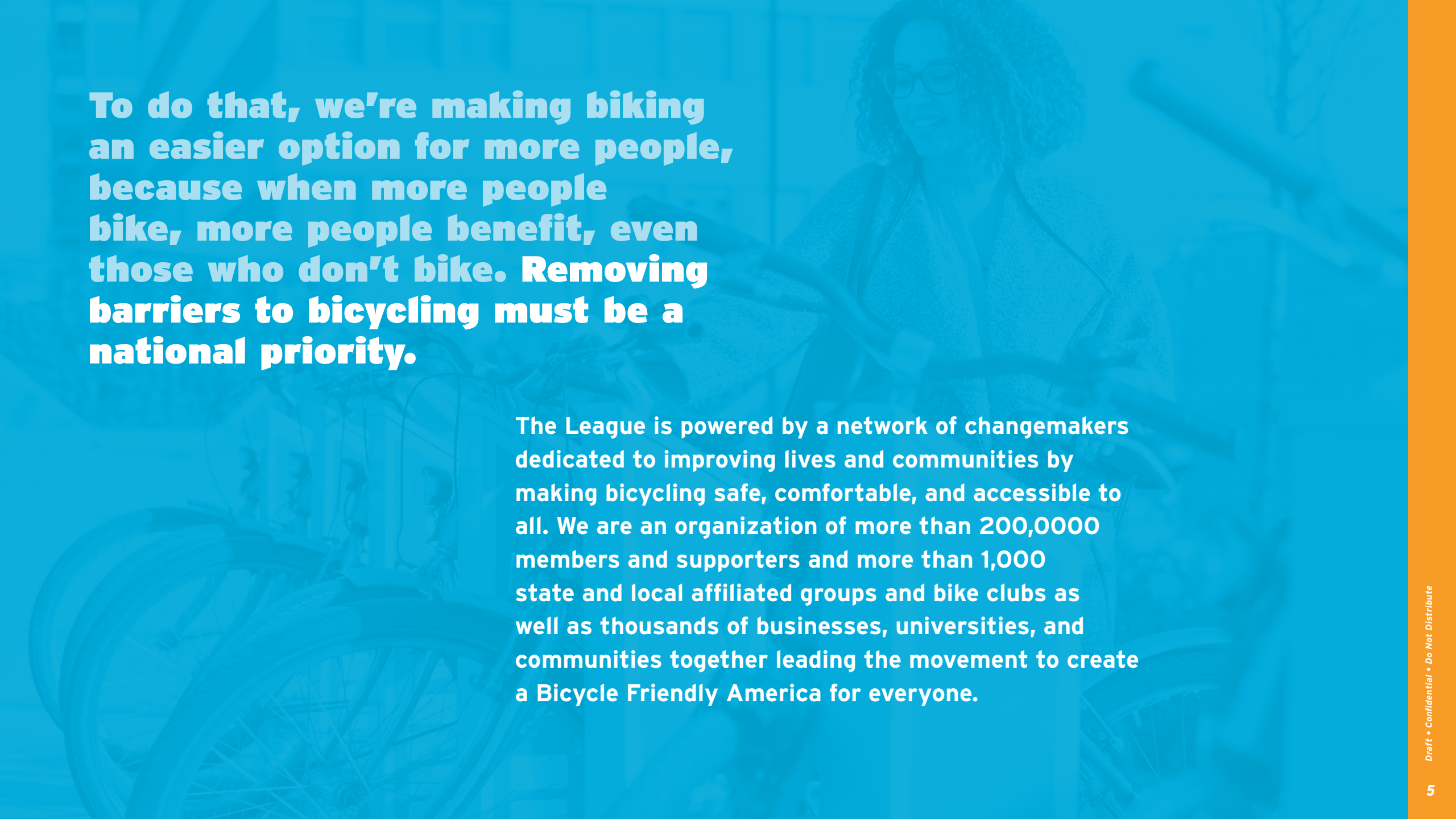
The League of American Bicyclists believes everyone should have the opportunity to bike for transportation, good health, and the pure joy and freedom it brings.

Over the last 100 years, our communities and transportation system have been developed and designed primarily for automobiles, which has prioritized vehicle road space and speed over people's safety and ability to get around without a car.



In communities all across our country, people who bike have been treated as if they don't belong on our streets.

For children and parents, riding a bike to school seems impossible. Too often, bikes are viewed as toys or a niche activity for select groups rather than how bikes should be seen: as an essential tool in building a better life for everyone. We think bicycling should be commonplace – an everyday part of life.



To do that, we're making biking an easier option for more people, because when more people bike, more people benefit, even those who don't bike. Removing barriers to bicycling must be a national priority.

The League is powered by a network of changemakers dedicated to improving lives and communities by making bicycling safe, comfortable, and accessible to all. We are an organization of more than 200,000 members and supporters and more than 1,000 state and local affiliated groups and bike clubs as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone.

OUR MISSION

TO CREATE A BICYCLE-FRIENDLY AMERICA FOR EVERYONE, IMPROVING LIVES AND STRENGTHENING COMMUNITIES THROUGH BICYCLING.

OUR VISION

WE ENVISION A NATION WHERE EVERYONE, WHETHER THEY BIKE OR NOT, RECOGNIZES AND ENJOYS THE MANY **BENEFITS** AND **OPPORTUNITIES** OF BICYCLING – AND WHERE EVERYONE CAN EXPERIENCE THE JOY OF BICYCLING.

OUR CORE VALUES

**PRINCIPLES WE
HOLD MOST DEAR**
WHICH GUIDE OUR
ACTIONS AND
DECISIONS

DIVERSITY AND INCLUSION

We listen openly and seek out varying perspectives from many backgrounds. We acknowledge our own limitations and engage others to broaden our thinking and experience. We are welcoming of and celebrate our differences.

PARTNERING AND CONNECTING

We believe that by working together with those who share our goals and aspirations, we all move forward faster and with better results. We are committed to partnerships, collaborations, connecting, and engaging with other organizations, institutions, and individuals that amplify and multiply our mutual success.

WELL-BEING

The actions we take and solutions we promote are focused on improving physical, mental, emotional, social, and environmental well-being. We seek always to be a driving force in improving the well-being of individuals, communities, our country, and the planet. We encourage well-being through the joy and fun of bike-riding.

INTEGRITY

We adhere to the highest standards of governance. We are honest in our practices and operate with transparency. We are good stewards of the trust placed in us.

OUR APPROACH

The League has been people-powered since 1880.

Grassroots action to improve lives and strengthen communities is essential to the League's theory of change; we organize and amplify those grassroots voices for better bicycling, the bike movement, at the national level to prioritize and improve investments, policies, and programs that make bicycling safe, comfortable, and accessible for all people.

We support and develop changemakers, we promote the benefits of bicycling and safe behaviors, and we showcase best practices and national standards to make biking better for all.

OUR APPROACH

As a national organization, it is our responsibility to represent and serve all people who bicycle in the United States. To be effective in this, we must thoughtfully engage and collaborate with people and organizations who are not adequately represented within our organization and the larger bicycling movement. The League and the bicycling movement have contributed to the divisions in our communities, have overtly excluded people of color in the past, haven't done enough to welcome people of color to participate, and haven't taken action to address the structural racism in the built environment, bicycling-related policies, and bicycling programming.

OUR APPROACH

A background image showing a man and a child on a bicycle. The man is standing next to the child, who is sitting on the bike. They are both smiling. The image is overlaid with a blue tint.

Equity, diversity, and inclusion are fundamental to the League and the bicycling movement's success.

This means more than simply being open to new ideas, people, and groups. This means active engagement, listening, learning, and deep collaboration with others towards our shared goals.

OUR APPROACH

*For the next three years, the League will **prioritize collaboration** in order to create great bicycling networks and safer streets for all, to reach more people with bicycling and driver education, to create and promote opportunities to bicycle with others, to showcase best practices, and celebrate leaders in our movement, and to ensure that everyone is being served and represented in and through these initiatives.*

OUR GOALS

GOAL ONE

CREATE

Create a safer built environment for everyone that increases bicycling and reduces the dependence on personal cars and trucks

GOAL TWO

EMPOWER

Empower people through education to be safer and feel more comfortable and confident to bike more

GOAL THREE

STRENGTHEN

Grow and strengthen the Movement to expand our reach and inform our approach

GOAL FOUR

CELEBRATE

Celebrate, promote, and communicate the positive changes and progress being made toward building a Bicycle Friendly America for everyone

GOAL FIVE

GROW

Grow and maintain a thriving and resilient organization

GOAL ONE

CREATE

To create a safer built environment for everyone that increases bicycling and reduces the dependence on personal cars and trucks.

PRIMARY OBJECTIVES

To increase federal and state funds invested in bicycling and walking infrastructure, with the largest increase in underserved communities

Promote a safe system approach to ensure our communities are safer for everyone biking, walking, and rolling. Fatalities and serious injuries are reduced and reductions are highest in low-income communities and communities of color

SUPPORTING OBJECTIVES

Partner and engage to address systemic racism in order to improve the personal safety of people biking, including from harassment, and reduce inequity in enforcement

Ensure bicycling is recognized as part of the solution to the crises of the day including climate, inequity, public health, and economic vitality

Participate and contribute to related challenges and solutions that impact public investment decisions such as land use, affordable housing, transit, and access to recreation and essential services

EMPOWER

Empower people through education to be safer and feel more comfortable and confident to bike more.

PRIMARY OBJECTIVES

Develop and support a more diverse community of LCIs and Coaches, including race, ethnicity, gender, gender identity, sexual orientation, location, ability, and age location, ability, and age.

Develop and deliver more comprehensive curricula and resources that support educating more people.

Promote bicycling education standard that all youth should receive on-bike education as part of in-school education

SUPPORTING OBJECTIVES

Improve accuracy in tracking the number of youth and adults receiving on-bike education, classroom cycling education, and classroom motorist education.

Develop new partners to reach more people with cycling and driver education

STRENGTHEN

Grow and strengthen the Movement to expand our reach and inform our approach.

PRIMARY OBJECTIVES

Actively build an inclusive bike movement that is increasingly diverse and representative of America, by removing barriers to entry, creating guidance and tools to support local advocates and decision-makers, and by elevating and collaborating with partners at all levels

Ensure League programs are utilized by a growing network of transportation and livability advocates, decision-makers, and allies, to channel our efforts to create a healthy, just, equitable, and sustainable transportation system that promotes safe and accessible bicycling for all

SUPPORTING OBJECTIVES

Strive to be a good partner by intentionally listening, acknowledging local and specialized expertise, and proactively engaging and being responsive to input from our partners to inform our work and improve our programs

Ensure the League's programmatic and operational work integrates and promotes principles of transportation and racial justice, and serves to educate and hold accountable our own staff and board, as well as our partners and the broader bike movement

GOAL FOUR

CELEBRATE

Celebrate, promote, and communicate the positive change and progress being made toward building a Bicycle Friendly America for everyone.

OBJECTIVES

Inspire more Americans to view the bicycle as a simple solution and everyday tool to address individuals' and communities' wellbeing as well as collective challenges like climate change, traffic violence, disaster relief, public health, racial justice, equity, and economic stability

Showcase the leadership and accomplishments of individuals and organizations building a Bicycle Friendly America for everyone, with a focus on making space for the lived experience of underserved and underrepresented communities

Develop a coordinated communications strategy that supports efforts to achieve the mission of the League and fulfill our strategic goals and objectives

GOAL FIVE

GROW

Grow and maintain a thriving and resilient organization.

PRIMARY OBJECTIVES

The League is a well-resourced, highly-effective non-profit organization, run with transparent, inclusive decision-making; driven by mission and integrity, and is well-respected nationally as a thought leader on issues of bicycling and transportation

The League increases, retains, diversifies, and supports member organizations and individual stakeholders to the mutual benefit of the League and its respective affiliated groups and persons. We strive to connect with an ever-growing set of stakeholders, recognizing the intersectionality of the bike movement

There is an increased and diversified supporter base with contributed income to the League to advance programs and services

SUPPORTING OBJECTIVES

The League has an excellent workplace culture and is attracting, developing and retaining a collaborative, inclusive, and high-quality workforce representing a variety of lived experiences

The League has an engaged Board of Directors with diverse skills and backgrounds

LEAGUE OF AMERICAN BICYCLISTS

THANK YOU

