Mission
To unite and strengthen bicycle advocacy, provide education, and work for a more bicycle friendly Minnesota

Vision
Minnesota is a place where bicycling is easy, safe, and fun for everyone

Organizational Objectives:

1. Be the statewide voice for bicycling in Minnesota
2. Make Minnesota the nation’s most bicycle friendly state
3. Increase bicycling in Minnesota
4. Improve bicycle safety in Minnesota
5. Make Safe Routes to School, including bicycle and pedestrian education, a part of all K-12 schools in Minnesota
6. Produce equitable outcomes throughout all of our work
7. Support development of and ensure bicycle plans that include Evaluation, Engineering, Education, Enforcement, Encouragement, and Equity are a part of planning documents at local, regional, and state levels
8. Support active living efforts as found in the goals of the Statewide Health Improvement Program (SHIP) and other public health partners
9. Develop and sustain the Bicycle Alliance of Minnesota
Goal 1:
Influence, promote, and achieve changes in local, state and national bicycle-related projects, programs, funding, policies, and laws.

Focus | Strategies:

Organized Advocacy Network
Recruit, educate, mobilize, and empower bicycle organizations, groups, and individuals to participate in bicycle-related public policy, funding, and program decision-making.

Bicycle Friendly State
Advocate and promote League of American Bicyclist (LAB) criteria for businesses, communities, and universities to make and then sustain Minnesota as the most bicycle friendly state.

Advocacy Agendas
Set advocacy agendas for the state and actively participate in national advocacy campaigns.

Equity
Engage, empower, and increase advocates within both urban and rural communities with health, racial, socioeconomic, and safety disparities.

State, Private, and Nonprofit Partnerships
Partner and coordinate advocacy efforts with entities working on bicycle- and active transportation-related issues. Advocate for better accommodation of bicyclists within internal policies and procedures of state and other agencies.

Performance Measures
- Annually work to pass legislation that makes bicycling easier and safer
- Increase engagement in statewide advocacy campaigns
- Increase the number of people in the advocacy networks
- Annually allocate financial resources to grow advocates in both urban and rural communities with health, racial, socioeconomic, and safety disparities
- Increase the number of nationally recognized bicycle friendly communities, businesses, and universities in Minnesota
Goal 2:
Empower people to bicycle, reduce crashes, and increase acceptance of bicycling by educating the public about safe bicycling skills, the benefits of bicycling, and bicycling needs.

Focus | Strategies:

**Coordination of Regional and Local Networks**
Grow, support, and promote the regional and local networks of bicycle educators including League Cycling Instructors (LCIs) to serve regional and community demands for both children and adult education.

**Equity, Diversity, Inclusion**
Make bicycle safety education accessible to everyone.
Serve underserved populations with the lowest participation in ways that recognize their specific, individual needs.

**Walk! Bike! Fun!**
Lead the efforts to make the Walk! Bike! Fun! (WBF) Bicycle and Pedestrian Curriculum a part of every school district in Minnesota.

**Public Education**
Partner with agencies and organizations to educate on bicycle laws and encourage safer driving near bicyclists.
Communicate the benefits and basics of active transportation to those who do not ride a bike.

**Learn to Ride Standard**
Work with national partners to establish a national standard curriculum for “Learn to Ride”.

Performance Measures

- Reduce number of serious crashes and fatalities
- Increase the number of women and persons of color LCIs and bicycle safety educators
- Increase number and capacity of Local and Regional Education Networks
- Increase reach of WBF
- Annually increase the number of classes offered, students in class, and education recipients
Goal 3:
Encourage bicycling.

Focus | Strategies:

Outreach
Encourage bicycling through campaigns such as PedalMN, the National Bike Challenge, Bike Month, etc.
Support local-level work such as Bicycle Friendly Communities, new advocacy groups, Walk! Bike! Fun!, etc., in new and existing partnerships.
Create geographic, demographic, and population-based initiatives.
Provide distribution of human and financial resources designed with the intent of providing equitable outcomes.

Events
Produce community rides and events such as the Saint Paul Classic, Mankato River Ramble, etc.
Promote, manage, and support partner events like Open Streets or other events that highlight bicycling in a community.

**Performance Measures**
- Increase number of communities doing bike counts
- Increase number of community bike events
- Increase participation (miles/points) in National Bike Challenge
- Increase participation in Bike/Walk to School/Work days/events
- Increase trips to work by bike
- Increase all trips by bike

The Bicycle Alliance of Minnesota is designated a 501(c)(3) non-profit organization by the IRS (Federal EIN #41-1719332).
Goal 4a (People):
Build and sustain the capacity and mobilize the base of support of the Bicycle Alliance of Minnesota to implement its Strategic Plan.

Focus | Strategies:

Supporter Relations
Collect, organize, and evaluate data in support of BikeMN’s programs, and related to our diverse/various supporters, including but limited to members, volunteers, advocates, social media audience, businesses, donors, and stakeholders.

Statewide Voice
Develop BikeMN to be recognized as the statewide voice for the bicycling community by major media and state legislators, and as the best source for bicycle advocacy and education by the public.

Staff and Board
Recruit, manage, and develop board members in order to annually increase the capacity of BikeMN to provide programs and services. Plan and implement staff work in a way that maximizes capacity while maintaining work-life balance. Cultivate and continue development of a staff that builds on individual and collective strengths.

Partnerships
Develop and continue strategic partnerships with agencies, organizations, and businesses around the state and nation in order to share resources and achieve mutual goals.

Organizational Promotion
Build brand awareness through marketing and PR initiatives that include a mix of traditional and digital media.

Local Affiliates
Create, support, and grow local affiliates of BikeMN.

Goal 4b (Funding):
Build and sustain the financial capacity of the Bicycle Alliance of Minnesota.

Focus | Strategies:

Development
Have revenue and fundraising plans and an ongoing development committee in place to raise the funds necessary to implement this strategic plan. Cultivate and grow the membership and major donor programs.

Technical Assistance Services
Strengthen and evaluate existing and new technical assistance services.

Performance Measures
- Annually increase the number of supporters
- Annually increase the level of engagement of our supporters
- Annually assess that staff salaries are aligned and competitive with comparable MN non-profits
- Annually create and evaluate individual staff work plans to reflect organizational priorities and capacity
- Maintain and increase board participation and engagement
- Maintain organizational capacity consistent with resources