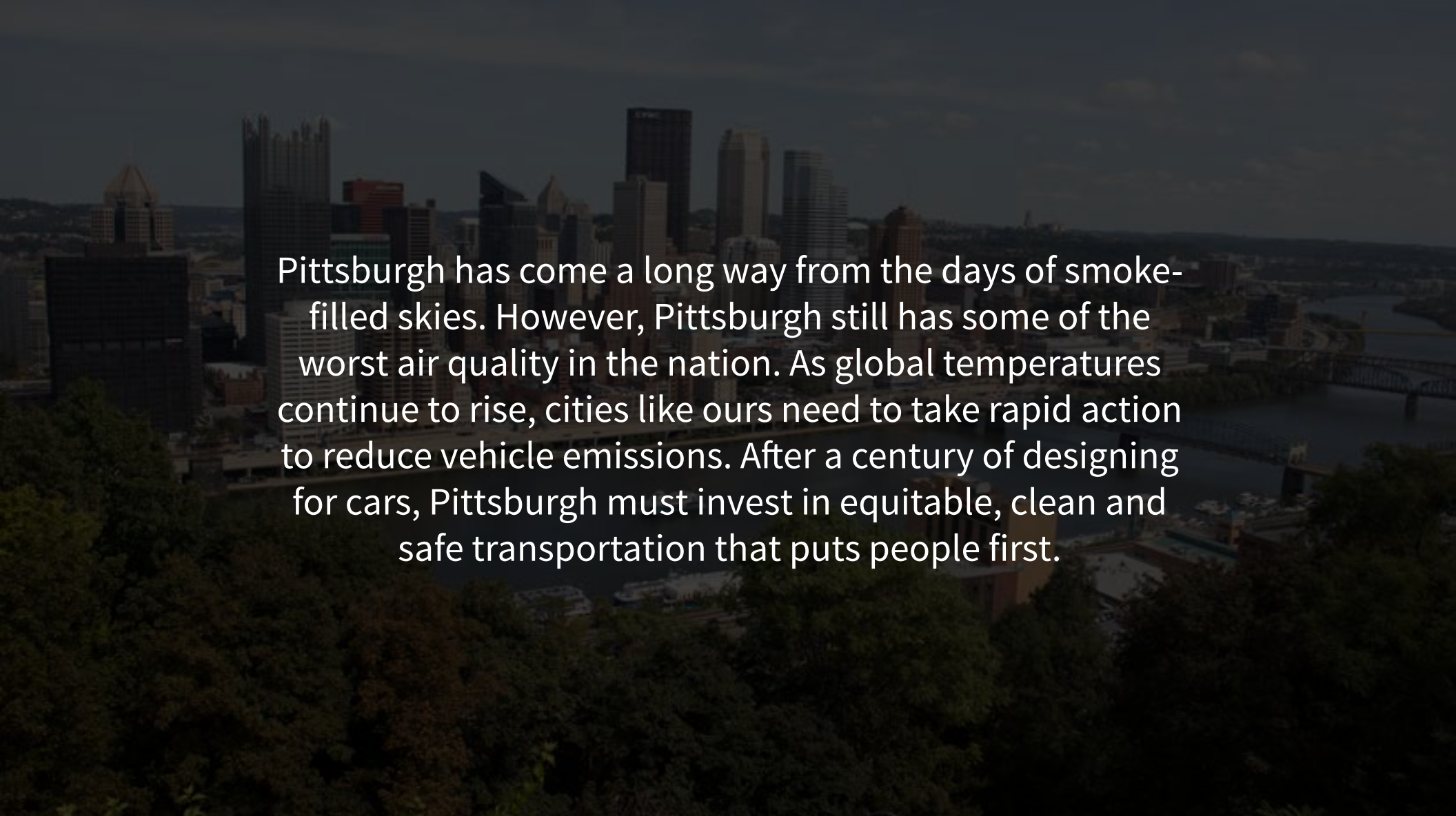




**BIKE  
PGH!**

# **2020-2022 STRATEGIC PLAN**

An aerial photograph of the Pittsburgh skyline, featuring several prominent skyscrapers and a dense urban landscape. The foreground is filled with lush green trees, and a river is visible on the right side. The sky is overcast. A large block of white text is centered over the image.

Pittsburgh has come a long way from the days of smoke-filled skies. However, Pittsburgh still has some of the worst air quality in the nation. As global temperatures continue to rise, cities like ours need to take rapid action to reduce vehicle emissions. After a century of designing for cars, Pittsburgh must invest in equitable, clean and safe transportation that puts people first.

With our support, the City of Pittsburgh passed the Pittsburgh Climate Action Plan 3.0. One major goal is to reduce vehicle emissions by 50% by 2030. Thanks to our advocacy, the City is adopting new bicycle and pedestrian plans and developing Vision Zero and mobility plans. We are here to make sure that these are implemented and that all future plans involving our streets and neighborhoods put people first.

# City of Pittsburgh

## Climate Action Plan 3.0

### 2030 Goals

Increase walking to

**15%**  
of commuting trips

Increase biking to

**10%**  
of commuting trips

Increase public transit trips

**x2**

Reduce per capita VMT

**50%**

Reduce on-road transportation emissions by

**50%**



## Our Vision

**We envision a Pittsburgh where people can thrive without needing to own a car - making Pittsburgh a world class leader in clean, affordable, and convenient transportation.**

A person wearing a black helmet and a yellow shirt with a black backpack is riding a bicycle on a city street. The background shows trees and buildings, with a 'noodles & company' sign visible on the left. The image is semi-transparent to allow text to be overlaid.

## **Our Mission**

**BikePGH is transforming our streets to make biking and walking commonplace for all Pittsburghers in order to improve our quality of life and reduce the harmful effects of car dependence in our communities.**



## Our Values

# We strive to make Pittsburgh a more livable place.

What do we mean by “livable”? It means we value:

### **Equity and Inclusion**

People of all abilities, incomes, ages, genders, and ethnicities should have a voice in car-free transportation options.

### **Safe Access**

Pittsburghers are able to easily and safely access all the things they need in life without relying on a car.

### **Clean Air**

Improving air quality and mitigating climate change should be prioritized for all Pittsburghers through less fossil fuel usage.

### **Civic Engagement**

Collaborating with partners, sharing best practices and building grassroots movements help us achieve our mission.

# Our Focus

**Biking & walking advocacy, education, and community building are at the core of what we do.**

**BIKING &  
WALKING**

**PUBLIC TRANSIT PARTNERSHIPS**

**We partner with public transit organizations to support car-free transportation**

## **Our Theory of Change**

We believe that people need realistic options in order to change their transportation habits away from single occupancy car trips and toward biking, walking, and transit. We focus on three key areas to achieve this shift: Advocacy, Community, and Education. Together, we will make biking and walking commonplace for all Pittsburghers.

### **Advocacy**

Our advocacy encourages our city officials to provide safe car-free transportation options via infrastructure and public policy.

### **Community**

Our community building activities bring together people from all parts of the city to experience and engage with new ideas and show their support for these initiatives.

### **Education**

Our education efforts give residents the tools they need to safely experience the city by bike.



# GOAL 1

## INSTITUTIONALIZE BIKING AND WALKING AS COMMONPLACE FORMS OF TRANSPORTATION

with a focus on building momentum for achieving the City of Pittsburgh 2030 Climate Action Plan

# **1) Collaborate with the City to rapidly implement the new bike plan**

- Facilitate the installation of more than 60 miles of new and upgraded bike facilities in just two years
- Promote the rapid implementation of the bike plan through community outreach and organizing, education, and communications



## **2) Advocate for infrastructure changes necessary to meet the City's 2030 goals**

- Push to accelerate implementation of the new City of Pittsburgh Bike Plan and Pedestrian Action Plan
- Encourage parking reform and transportation demand management for developers
- Build coalition to advance the Roadmap for Better Transit
- Engage the public on relevant policy change at the local, state, and federal levels
- Focus efforts on achieving goals of the City Bike Plan

### 3) Build a broad coalition of support for more livable streets

- Embolden bike-pedestrian committees to push for change
- Engage Pittsburghers in advocacy
- Build diverse organizational representation around Complete Streets
- Better utilize data and stories to make the case
- Create a platform for building political support





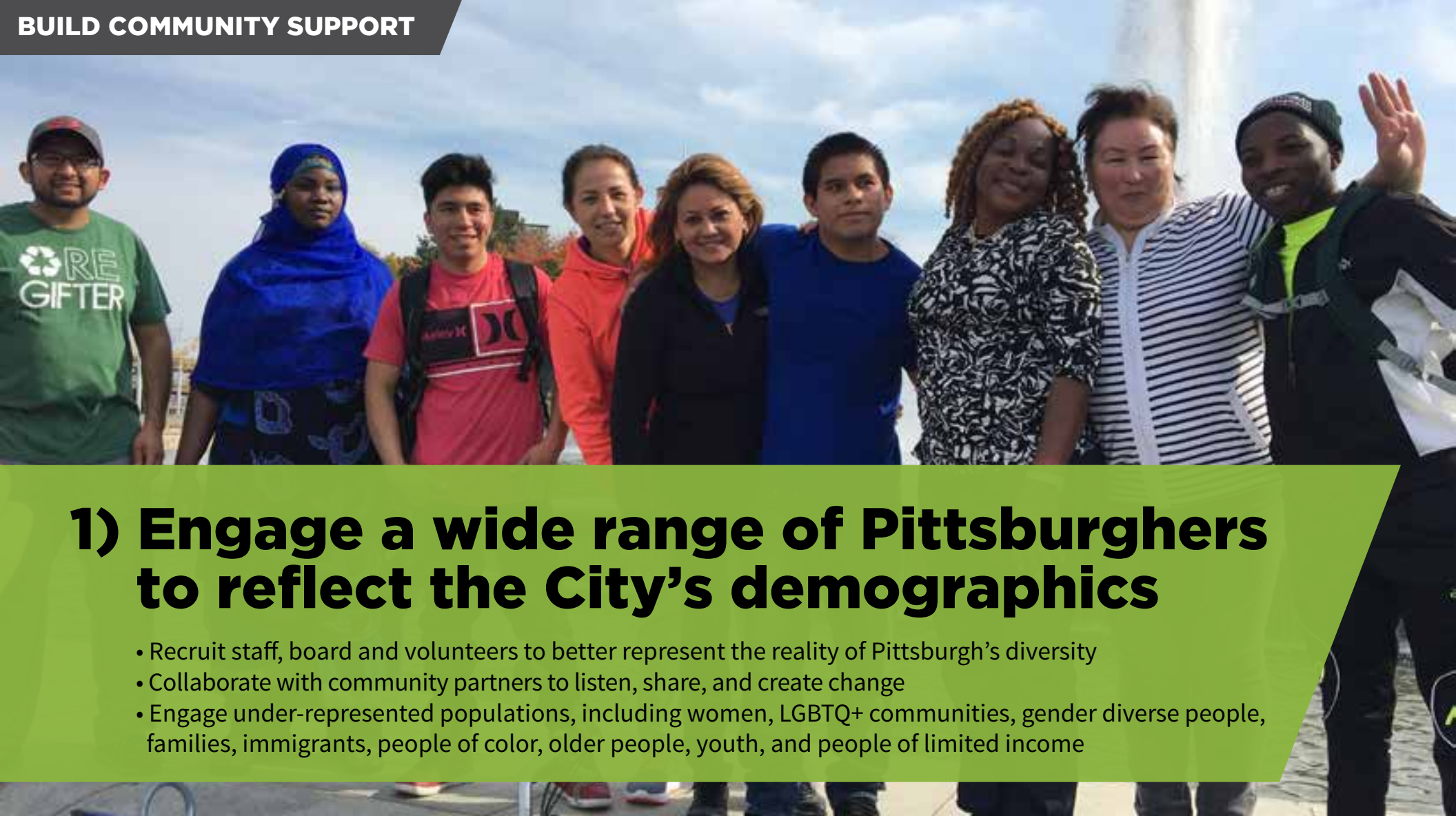
## **4) Promote safety of biking and walking throughout the City**

- Advocate for improvements to decrease pedestrian fatalities, injuries, and issues
- Advocate for the City to adopt Vision Zero
- Collect data and educate about the impacts of autonomous vehicles
- Expand driver's education opportunities
- Align City Bike Plan with best practices for safety and ease of use



# GOAL 2

**BUILD COMMUNITY SUPPORT  
FOR BIKING AND WALKING**



# **1) Engage a wide range of Pittsburghers to reflect the City's demographics**

- Recruit staff, board and volunteers to better represent the reality of Pittsburgh's diversity
- Collaborate with community partners to listen, share, and create change
- Engage under-represented populations, including women, LGBTQ+ communities, gender diverse people, families, immigrants, people of color, older people, youth, and people of limited income

## **2) Increase membership and engagement**

- Partner with community organizations to build support and awareness
- Focus messaging and technology to connect and appeal to more people
- Increase the number of event participants through broad, strategic outreach
- Encourage more people to become advocates



## **3) Visualize the benefits of car-free transportation**

- Host events that demonstrate the benefits of car-free transportation options
- Highlight options for people to reduce their dependency on cars
- Create educational content about car-free transportation options





## **4) Grow the business community's support**

- Encourage businesses to be more bike and pedestrian-friendly
- Grow business members' employee engagement
- Establish new business and sponsorship relationships
- Host awareness trainings for businesses and organizations



# GOAL 3

**INFORM PITTSBURGHERS ABOUT  
THE BENEFITS OF GOOD POLICY,  
DESIGN, AND SAFETY**



### 1) Share our vision

- Build a complete narrative around our vision of car-free transportation options
- Educate civic, community leaders and the public on the advantages of reducing car trips
- Increase awareness of how our vision benefits Pittsburgh, including health, economics, climate change, air quality, and safety

## 2) Communicate the benefits of BikePGH's work

- Create a positive perception of BikePGH through our media platforms
- Cultivate media relationships
- Apply outreach and communication methods that best highlight BikePGH's work





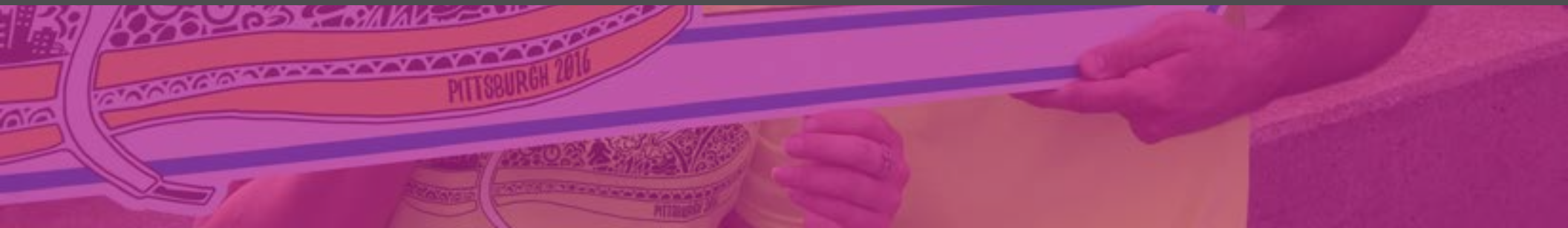
### **3) Educate and inspire advocacy**

- Maximize current educational outreach opportunities by making materials more accessible
- Bring cycling education to more youth through direct education programs
- Form partnerships to create safe routes around Pittsburgh's schools
- Produce educational content about how to reduce car dependency
- Win the hearts and minds of those who drive with education and advocacy



# GOAL 4

**MAINTAIN A STRONG,  
SUSTAINABLE ORGANIZATION**



# **1) Expand organizational development**

- Enhance internal procedures that further strengthen BikePGH
- Optimize data tracking to guide and inform decision making
- Invest in staff and board development



## 2) Monitor goals of the Strategic Plan

- Form an equity representation committee
- Create employee work plans that align with the Strategic Plan
- Review goals and objectives to measure progress and ensure success



## **3) Fundraise to ensure financial sustainability**

- Align fundraising with goals of strategic plan
- Enhance diversity of funding streams
- Grow cash reserve to 6-months of operating funds





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