



2024-2026 STRATEGIC PLAN



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 Vision

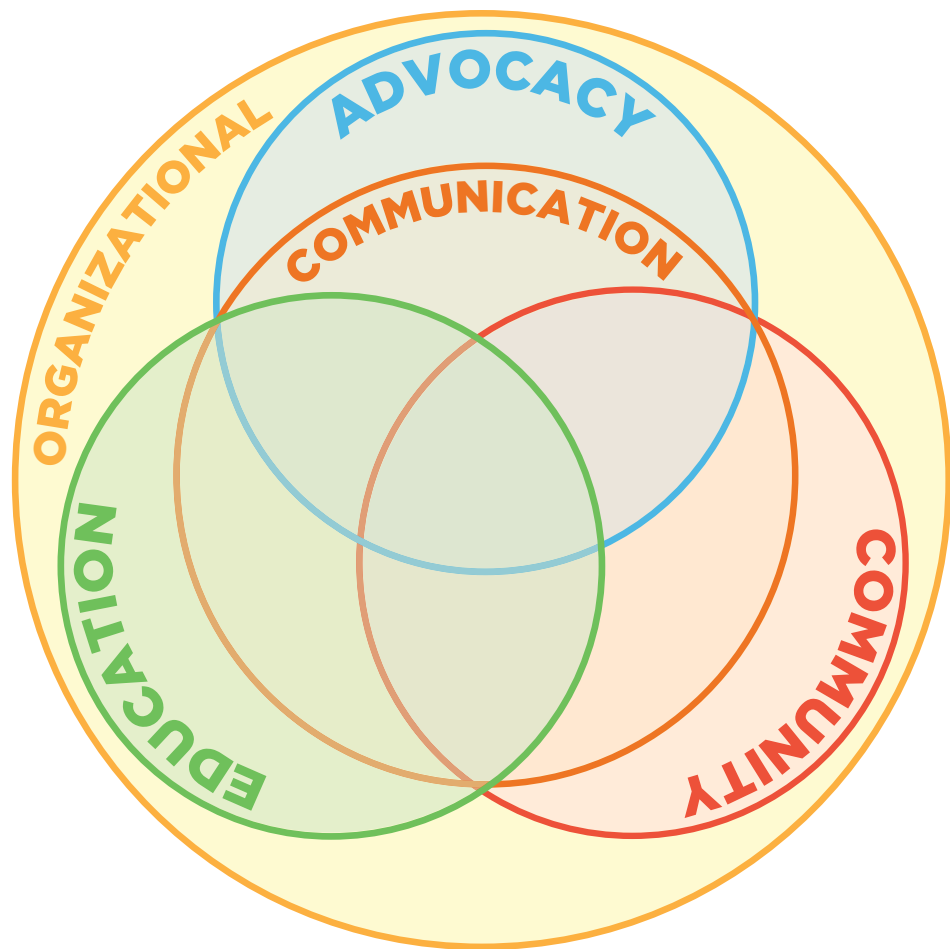
We envision a Pittsburgh where individuals and families can thrive without needing to own a car - making Pittsburgh a world class leader in clean, affordable, and convenient transportation





Our Theory of Change

We believe that people need realistic options in order to change their transportation habits. Through our advocacy for safe and complete biking and walking infrastructure, as well as supporting a strong transit system, car-free transportation will be a reality for all Pittsburghers. Our community-building activities bring together people from all areas of the city to support the improvement of car-free transportation. Our educational work gives Pittsburghers the tools to take action and live our vision. Together these efforts work towards our mission of making biking and walking commonplace for all Pittsburghers.




Internal Collaboration

Our Advocacy, Community, and Education teams work together with our Communications and Organizational teams to achieve the following goals;

GOAL 1



Grow & diversify our community by welcoming people in, lowering barriers to entry, and communicating the benefits of walkable, bikeable communities that are less reliant on cars

A photograph of a man with a beard and sunglasses, wearing a black helmet and a grey t-shirt, riding a black three-wheeled bicycle on a city street. He is wearing black gloves and shoes. In the background, another man in a yellow t-shirt and white shorts is riding a white bicycle. The street is lined with red brick buildings and there are orange traffic cones in the distance.

Build a culture for complete streets advocacy by growing and supporting the network of bike/ped committees and welcoming more of the general public to the organization



Attract and sustain a diverse new audience by hosting and participating in events that celebrate the joy of biking & walking and expand BikePGH's community to better match the city's diversity



Introduce more Pittsburghers who are not engaged with BikePGH to the benefits of biking and walking, the tools available to support them, and BikePGH's educational opportunities

Attract and sustain diverse new audiences of people open to the benefits of walkable, bikeable communities through communication channels





Support staff to increase the diversity of BikePGH's community to be more representative to Pittsburgh

GOAL 2

Guide our community to take actions that improve Pittsburgh to be more walkable, bikeable, and less reliant on cars





Inspire public officials to increase funding and personnel towards the implementation of Bike+, Pedestrian Safety Action Plan, and its Climate Action Plan goals

Accelerate new local policies and long-term vision of increased biking and walking in Pittsburgh

Increase BikePGH’s power by moving the community to take action with decision-makers for all advocacy efforts



Share the vision, process, and progress of BikePGH with our community and motivate them to take action towards the mission



E-BikePGH Guide

BIKE
PGH!

Educate BikePGH's community on how to take action through active transportation

Empower those who bike and walk by lowering barriers to safe, active transportation options through classes, training, and rides

Educate professional and residential drivers on being safer drivers

Encourage active participation by communicating the impact of BikePGH's work through BikePGH's marketing channels

Guide BikePGH's narrative through strategic media relationships



Establish and maintain the necessary systems for all departments to focus on BikePGH's community taking action



GOAL 3



**Increase capacity to make biking & walking
more commonplace in Pittsburgh**





Expand public funding for biking and walking
Review and improve efficacy of our advocacy



Improve revenue models of events and programs
Create efficiencies within the Community team

Expand the capacity of the Education department
in order to serve more people





Work with all departments to efficiently plan and facilitate Communications

Improve the skill and capacity of Communications



ORGANIZATIONAL

- Build and develop the needed resources, staff capacity, and skills to support achieving the objectives of the strategic plan
- Increase the connections board members bring to the BikePGH community
- Build organizational resilience



THANK YOU!

