



2024 - 2029

# Strategic Plan





## OUR MISSION

Bike East Bay mobilizes by bike to build thriving communities that are joyful, safe, and inclusive.

## IMPACT STATEMENT

We're building a movement for safe streets and connected, thriving communities where people come first, not cars.

For over 50 years, Bike East Bay has been promoting healthy, sustainable communities by making bicycling safe, fun, and accessible. We continue to accomplish what we set out to do: we are well known for our free, high-quality education, our advocacy which has led to incredible infrastructure projects in cities all across the East Bay, and our accessible events that bring out thousands of bicycle riders every year.

In recent years, our staff, members, and communities have elevated essential conversations around the growing disparities across racial and economic lines that riders face. Paired with a rise in biking and walking fatalities across the region, our work has been more urgent than ever.

With a deep desire to respond to the shifting mobility landscape, we embarked on a strategic planning process in June of 2023, to guide us towards a future where all people feel safe on their own streets, no matter how they ride.

After months of intentional conversations, workshops and surveys with our community and partners, we're excited to share our revamped mission statement and strategic plan that will serve as our roadmap for the next 5 years.

Together, let's pedal towards a future where the simple act of riding a bike transforms not just our streets, but our lives and the East Bay we call home.



Justin Hu-Nguyen  
Co-Executive Director



Jill Holloway  
Co-Executive Director

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## OUR STRATEGIC PRIORITIES

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Over the next 5 years, the following priorities will determine how we shape our campaigns, engage our members, and shift narratives across the East Bay:

Grow an accessible, diverse movement to co-create safe, inclusive, and sustainable communities

Lead through the lens of mobility justice for systems change in the East Bay

Become a first-in-class nonprofit that is recognized for its thriving team

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## OUR FRAMEWORK

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### MOBILITY JUSTICE

is a vision that centers our right to exist and move freely, safely and joyfully throughout our communities. It acknowledges that people's identities and lived experiences shape how we move through streets, and seeks to address systemic inequities.





## PRIORITY 1

# Grow an accessible, diverse movement to co-create safe, inclusive, and sustainable communities

- Have 50,000 people on email list
- Engage and energize our membership and supporters around mobility justice
- Spanish and Chinese language access is no longer a barrier to participation in Bike East Bay/bike advocacy in the East Bay
- Staff and board reflect demographics (racial/ethnic, gender) of the East Bay and membership moves toward full representation in racial/ethnic, gender, age, income level demographics





## PRIORITY 2

# Lead through the lens of mobility justice for systems change in the East Bay

- Bay Area & Contra Costa transportation funding measures passed
- Connected network for all ages & abilities in half of East Bay cities
- Multi year/region funding for Green Mobility Ambassadors
- Bike education provided throughout Contra Costa County
- 1+ protected bikeway in all East Bay cities over 10k people
- Bike East Bay is seen as a leader in mobility justice





### PRIORITY 3

## Become a first-in-class nonprofit that is recognized for its thriving team

- Median staff tenure is 3-5 years
- Increase in staff size to 15+ people
- Career development plans, succession plans and job process documentation for all staff
- Bike East Bay is a leader in shared leadership and collaborative decision making







The Ross Collective

Thank you to The Ross Collective for  
your consultation and care during  
our strategic planning process.



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