



2018-2019 Road Map





The View from 2018: A Note from Our Board of Directors

We are the Shenandoah Valley Bicycle Coalition. Our members represent a cross-section of our community, but we have always had at least one thing in common — bicycling.

The Coalition has learned through the years that we often have much more than bicycling in common. We want to live in communities that are strong, healthy and vibrant - attributes that benefit all of us, whether you choose to walk, bike, drive, or use public transportation.

By connecting our members, who each bring their passions and talents, we are able to advocate for more inviting roads; fund new greenways to connect us to places we live, work and play; build trail systems; encourage collaboration between a multitude of local governments; and help create youth programming and outreach to link us together in ways many could not even imagine — until now.

Now, the Coalition's Road Map 2018/2019 will serve as a guiding document. It includes our desire to add future campaigns and a vision of where we want to go.

On behalf of all of us at the Shenandoah Valley Bicycle Coalition, we invite you to help us build better communities in the Shenandoah Valley.

Our Mission

We work to build better communities in the Valley, using the bicycle as our catalyst for change.



Our Vision

Enjoyable, human-powered transit is accessible to all ages, body types, and backgrounds.

Biking, walking, and public transportation are easy, affordable, and comfortable ways to move through and within our communities. Connected schools, cities, and towns are welcoming and inviting. Long-distance, multi-jurisdictional trails, greenways, and bike lanes bridge the urban-rural divide.

Our Coalition is a vibrant hub where many different voices and perspectives converge, and leaders from diverse backgrounds feel heard, supported, and empowered to advocate for their families, children, and transportation freedom.

Areas of Impact



EMPOWER

We develop tools, skills, and resources for **everyone** to be able to choose whether, where, and how to ride. We elevate the voices of local residents and traditionally under-represented groups so that **everyone** can shape the community in which they live, work, ride, and play.



ENGAGE

Through **advocacy** and **outreach** we build connections between prospective riders, current bicyclists, and civic leaders to create more vibrant and welcoming communities.



BUILD

We build exceptional riding opportunities – new mountain biking trails, greenways, safe routes to school, welcoming road riding routes, and a supportive bicycling community.



RIDE

We ride with joy, with play, and with purpose.
We ride to spread smiles, the surest sign of the better communities we envision.

2018-19 Work Plan



EMPOWER

Short-Term Goals



Activate New Voices in the bicycling community by intentionally listening to and connecting with...

- Youth • Women • Minorities • Refugees • Pedestrians • Farmers
- New or Beginner Riders • Staunton, Augusta, Waynesboro Riders

Enhance and Support Safe Routes to School Initiatives.

Vibrant communities begin with students who are confident and free to use human-powered transportation to navigate their city and schools. The Coalition will support the improvement of existing school programs and assist in launching new initiatives with additional school districts.



EMPOWER

Midterm Campaigns



Youth Involvement at Every Level

- School curricula that celebrates the bicycle
- Youth and student leaders active in the Coalition

Dedicated Programming for Under-Represented Groups and New Riders

- Continue current programming such as Bike Month, Bikes for Refugees, and Women Trail Work Days, while building and developing complementary programs.
- Develop programs based on the support and feedback of affected groups, including long-term cultivation of leadership from historically under-represented voices.





ENGAGE

Short-Term Goals



Engage Strategically with Public Officials who craft policy that affects bicycle and pedestrian transportation infrastructure.

- Coordinate Coalition participation and representation in local and regional government transportation planning meetings.
- Educate and activate local government officials through activities like the Bike Walk Summit, field trips for public officials, and bike ride tours for elected officials.
- Cultivate the Coalition's capacity for building trusted relationships with planning staff *and* for mass-mobilizations to demonstrate community-wide support at critical public meetings.
- Advocate for better bicycling, walking, and transportation options.

Build and Expand Coalition Partnerships, including creating membership pathways for nonprofits, businesses, and other supporting organizations.

Update and Expand the Coalition Website to better share our vision for bicycle and pedestrian infrastructure, including both policy statements and compelling stories of the ways in which enhanced biking and walking options builds better communities.

ENGAGE

Midterm Campaigns



Achieve, Celebrate and Promote Policy Wins

- Additional shared-use greenways and dedicated bicycle lanes included in regional planning documents.
- New policies passed for bike parking and other supportive infrastructure.
- Partner with the Shenandoah National Park to enable Car Free Days and enhanced bicycle access.

Create and Launch a Comprehensive Outreach Strategy for Bicycle Advocacy

- Engage and educate the business community about the economic benefits of bicycle and pedestrian infrastructure.
- Create website, social media, and printed materials that reflect clear advocacy goals and pathways for citizen involvement and activism.
- Help community members grow into leaders and activists.
- Expand the number of towns, counties, and cities in which the Coalition politically organizes and engages.
- Serve as a central hub for coordinating bicycle advocacy within the region, ensuring that information is shared, current, and accessible to all interested residents.



BUILD

Short-Term Goals



Open new mountain biking and greenway trails.

- Build a new trail in the Western Slope area of Massanutten.
- Raise money for Hillendale Park trail improvements.
- Celebrate and expand the Coalition’s “Adopt a Trail” program.
- Propose new trail construction to the U.S. Forest Service.
- Celebrate the opening of the North End Greenway in Harrisonburg and Greenway paths in Dayton and Bridgewater.
- Open new trails behind Spotswood High School in Harrisonburg.
- Expand Coalition support for trail building in Staunton/Augusta/Waynesboro.

Midterm Campaigns

- Build a fun and friendly beginner trail experience in the George Washington National Forest.
- Create a “Seed Funding” initiative to catalyze new bicycle infrastructure projects.
- Build a protected bike lane, in partnership with a local government, to serve as a regional model beyond shareroads and unprotected bike lanes.
- Build trail work programs and ethics among both local residents and visitors, expanding and supporting a culture of stewardship.



RIDE

Short-Term Goals



Expand and enhance our Ride Calendar.

- Create a concise form and method for local bike shops, interested riders, nonprofits, and citizen cyclists to submit group rides to the Coalition's Ride Calendar.
- Expand the geography and diversity for where we receive and share information regarding group and community rides.

Midterm Campaigns

Work with partners and volunteers to diversify rides.

- Expand riding opportunities appropriate for beginner level riders, including more social "round town" rides.
- Work with schools and universities to connect city and campus riding opportunities.
- Host a large annual bicycling event that is welcoming and enticing for beginner riders.
- Expand the types of partnerships and events that include bicycling in the Valley, such as the regional Farm Bike Tour.
- Support and promote events beyond biking that impact pedestrian and human powered transportation.





Statement of Values

Working as a coalition, building connections and change in the places we live, requires us to be clear about our own values and culture.

We have a 35-year history in the Shenandoah Valley. We live in the most beautiful geography in the world, as both life-time residents and newcomers. We share hopes for our communities that include our families, our neighbors, and the natural world.

We bring a can-do, cooperative spirit to our work. We give our time, energy, and passion to our trails, roads, and friendships.

We believe that biking should be fun. We believe that change can be playful.

We believe in stewardship and generosity. We believe that inclusion and a welcoming attitude will make us stronger and better.

We believe in the power of the bicycle to transform ourselves and our world. Together, we are the Shenandoah Valley Bicycle Coalition.



EMPOWER



ENGAGE



BUILD



RIDE

A person wearing a helmet and a backpack is riding a mountain bike on a stone wall. The background shows a valley with mountains under a cloudy sky.

Coalition Structure

Rolling Forward Together Strategies for Expanding Coalition Roles and Responsibilities

A good wheel is more than the hub, spoke, or rim. All three must work together in constructive tension to create something smarter, stronger and more balanced than they could achieve alone.

For many years, the Coalition's organizing philosophy has been "the Coalition does what its volunteers do." The territory of our activity mapped precisely to the passions and contributions of our volunteers.

Today, we are growing. The Work Plan outlined on the previous pages is the Coalition's most ambitious to date. This year, we look forward to hiring our first ever fulltime Executive Director. Territory is expanding and the maps are being redrawn. As in all such moments, old patterns shift and clarity is needed for how to move forward.

We see the addition of an Executive Director as building on our long-term strengths of volunteer leadership, autonomous teamwork, and self-organized events and initiatives.

We seek to add capacity to augment volunteer energy, not to replace it. We seek to grow not by taking over new territory, but by activating new voices. We envision a Coalition that serves not as a combustion engine but as a hub — connecting, organizing, and empowering Valley-wide community building and bicycle advocacy.

We invite you to review how we see our organizational structure emerging in the coming year, and to join us at any level where you feel inspired.

The Rim: Coalition Members

Where the Rubber Meets the Road (or, as the case may be, the trail)

Our Coalition is defined by our members. Our members provide the numbers, momentum, and impetus to foster change. They are the energy, the fun, the smiles, the learners, the expertise, the doers. They are our community.

The Coalition seeks to include our members in everything that we do, from rides to forums to public advocacy. Our members are parents, students, commuters, single professionals, babies in bike trailers, downhill mountain bikers, politicians, nonprofit partners, athletes, retirees, community caretakers, first-time-riders, and so much more.

We aim to create programming as diverse as the communities that we serve. New voices are always welcome on our group rides, at our monthly socials, and at Coalition leadership planning meetings. We strive for transparency and we encourage community involvement.

We welcome and encourage you to add your voice to the Shenandoah Valley Bicycle Coalition.



The Spokes

Strength & Structure from Our Volunteers



Strong volunteerism and bottom-up direction have defined the spirit of the Coalition for decades. Grassroots initiatives by volunteers have launched group rides, built and overseen new trails in the National Forest, created and run destination mountain bike festivals, won policy changes at local and federal levels, launched a Bikes for Refugees program, trained beginner riders, created high school mountain bike teams, and so much more.

We believe in giving people the space and support to be amazing. Good change follows their passions. As an organization, the Coalition provides backbone support such as publicity, recognition, and insurance for our members' many grassroots initiatives. Each "Spoke" or group of volunteers is responsible for their own program and for coordinating with the Coalition as a whole when needed.



The Hub: Holding the Center

The Board of Directors and the new Executive Director will be tasked with “holding the center,” finding connections, building bridges, and amplifying the voices of the broader membership’s passion for building better communities through biking.



The Board of Directors

Sustainability. Building on 35 years of group rides and bicycle advocacy, the Board of Directors is ultimately responsible for ensuring the sustainability of the Coalition as a healthy organization that can promote building better communities in the Valley for the next five decades. This includes nurturing the organization’s culture and responsibly managing its financial resources.

Empower Volunteers

The Board is also tasked with growing the capacity of the Coalition, often by cultivating and celebrating the work of volunteers. The Board of Directors is itself comprised of representatives from various “spokes” actively engaged in the community. It is responsible for creating events and activities that welcome new members, providing channels for leadership development, and demonstrating volunteer appreciation.

The Board of Directors must work with various Spokes to identify ongoing volunteer needs and opportunities, creating a “Volunteer Needs Directory” that provides sustained, welcoming opportunities for new member involvement.

Executive Director

Coordinate Outreach Strategies. The new Executive Director will be asked to understand and support the many grassroots initiatives currently at play, while also weaving them into a coherent and compelling outreach message. The Executive Director will also be responsible for identifying key leveraging opportunities — where individual initiatives can be used to complement and empower each other, such that successful greenways in one community become models for another, organizing tactics used in one policy initiative become lessons learned for the next, the talents of one Spoke meet the needs of another, and volunteers with experience connect with those who need mentors.

Catalyze New Programs. When the Coalition has identified new high-priority campaigns, the Executive Director will assist in activating new volunteers, partners, and community resources to ensure their success.

Keep Organizing & Activism Fun. As the Coalition grows, the Executive Director will help ease the administrative burden of volunteers, while maintaining an atmosphere of engaged and empowered activism that allows community members to shine and the talents of volunteers to serve their highest purposes.





Become a Member – Join group rides, get the latest Coalition news, and help build a better community.

Volunteer – Build and maintain dirt trails, support Coalition events, or lend your voice to community-based bicycle advocacy.

Donate – Your dollars power positive change for our trails, roads, schools, and neighborhoods.

www.svbcoalition.org

