

# 5-YEAR STRATEGIC PLAN 2020-2024



**BICYCLE  
COALITION  
OF MAINE**





# Dear Supporters,

THE BICYCLE COALITION OF MAINE (BCM) works to make Maine a better place to bike and walk. Founded by a small group of cyclists in 1992, the Bicycle Coalition of Maine has grown into one of the most effective bicycle and pedestrian advocacy groups in the country. As a 501(c)(3) non-profit organization, BCM is funded predominantly by donations from individual and business members. We attribute our success to the dedication of our members, board, staff, and partner businesses and organizations.

BCM's five-year strategic plan will guide our efforts to elevate Maine's reputation as a bicycle- and pedestrian-friendly state, educate people of all ages on how to safely bike and walk, and advance Complete Streets principles that ensure roads are designed and safe for all users—bicyclists, pedestrians, and motorists.

Now, more than ever before, the people of Maine are choosing to walk and ride bikes for recreation, fitness, and transportation. We at the Coalition envision a future where Maine's roads, public ways, and trails are safe, accessible, and well-used by everyone—resulting in cleaner travel options, improved health, and stronger economic benefits for Maine communities. If you find these goals as inspiring as we do, please get involved with our efforts and consider making a donation to support our work.

In 2022, the Bicycle Coalition of Maine will celebrate its 30th anniversary. We hope you will join us to celebrate this important milestone and continue to help us keep the Coalition's mission and vision alive and on track for at least another 30 years! As you review our strategic plan and better understand our mission-critical strategies, please feel free to share any thoughts that you have on how we might best implement these strategies and, ultimately, realize our vision.

Sincerely,

**Jean Sideris**  
Executive Director

**Tina West**  
President, Board of Directors



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## OUR VISION

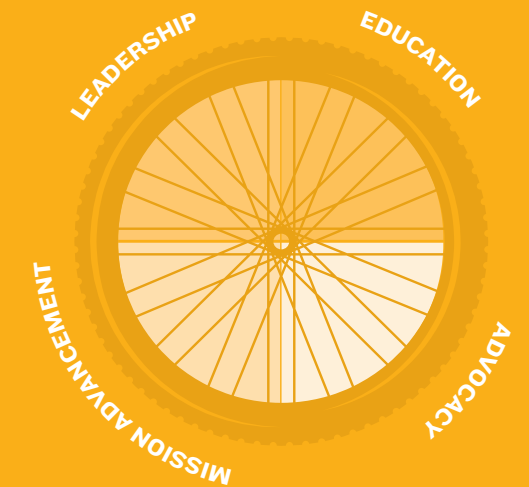
**Maine is a place where bicycling and walking are safe, supported, widespread activities enjoyed by people of all ages and abilities. Maine is renowned for bicycling and walking!**

## OUR MISSION

**Making Maine better for bicycling and walking.**

## OUR VALUES AND BELIEFS

1. Bicycling and walking are fun lifelong activities that should be accessible to everyone.
2. The Coalition seeks and values the views of all people who bicycle and walk in Maine.
3. Maine's communities, health, economy, and environmental sustainability are improved by bicycling and walking.
4. Bicycling and walking are essential modes of transportation.
5. Public ways, trails, and all other places can be safe for all users with appropriate design, timely maintenance, effective policy, and equitable law enforcement.
6. Bicyclists, pedestrians, and motorists deserve mutual respect.
7. Bicycling and walking merit cultural, financial, and political support.
8. All Mainers and our visitors need to be educated about the laws that govern bicycling, walking, and driving.
9. Maine's beautiful geography presents extraordinary opportunities for bicycling and walking, both on and off road, that should be celebrated, preserved, and expanded.







## GOALS AND OBJECTIVES

# LEADERSHIP

Through the Coalition's leadership, elevate Maine's reputation as a bicycle- and pedestrian-friendly state as well as an extraordinary place to bike and walk.

### OBJECTIVE 1

Maintain and expand our reputation as Maine's trusted source for bicycling and pedestrian activities, issues, and events.

### OBJECTIVE 2

Be the leading voice and resource for elected officials, the media, and other stakeholders across the state on bicycle and pedestrian issues.

### OBJECTIVE 3

Build strategic affiliations and partnerships with national, state, and regional organizations and stakeholders to advance shared goals.

### OBJECTIVE 4

Plan and execute events such as the Great Maine Bike Swap and BikeMaine to inspire more people to ride and demonstrate the economic power of the state's bicycle and pedestrian constituencies.

### OBJECTIVE 5

Lead, coordinate, or assist efforts to create new off-road riding opportunities across the state, including building new trails, preserving access to off-road paths, and holding high-profile events.





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GOALS AND OBJECTIVES

## EDUCATION

**Educate people of all ages and abilities on how to safely bike and walk for transportation, recreation, and health.**

**OBJECTIVE 1**

Provide statewide bicycle and pedestrian safety education and skills building for on- and off-road riding as well as rules regarding the use of Maine trails and roadways.

**OBJECTIVE 2**

Expand the Bikes for All Mainers program to include at least one additional location in order to reach underserved populations seeking affordable transportation, traffic skills handling, and basic bike maintenance knowledge.

**OBJECTIVE 3**

Enact and preserve local and state policies that require bicycle and pedestrian safety education for all students and motorists.

**OBJECTIVE 4**

Use local initiatives, including group rides, partner events, and community events, to advance bicycle and pedestrian safety, skills development, and inspire more people to bike and walk.





## GOALS AND OBJECTIVES

# ADVOCACY



**Advance Complete Streets principles by using policies, programs, and projects that balance the needs of bicyclists, pedestrians, and motorists.**

### OBJECTIVE 1

Empower local advocates to become champions for biking and walking improvements through programs such as, but not limited to, the Community Spokes network, Imagine People Here demonstrations, and the Safe Routes to School program.

### OBJECTIVE 2

Be a strong and effective advocate for state and local policies that encourage biking and walking, motorist behavior that promotes roadway safety, and community roadway designs that serve the needs of all users.

### OBJECTIVE 3

Develop strategic partnerships with traffic, transportation, and safety entities, as well as with other organizations, businesses, and professional associations, to jointly advocate for strong policies and practices related to bicycle and pedestrian safety.

### OBJECTIVE 4

Shape public perceptions and encourage societal thinking that supports safe, convenient, and comfortable street access for all users regardless of their mode of transportation.

### OBJECTIVE 5

Develop and maintain positive relationships with law enforcement agencies across the state to facilitate mutual understanding and collaboration.

### OBJECTIVE 6

Conduct advocacy for crash victims as needed or requested through outreach and collaboration with legal professionals.





GOALS AND OBJECTIVES

# 4 MISSION ADVANCEMENT

**Provide direction, vision, and funding for completion of the organization's mission using effective planning, development, and communication.**

**OBJECTIVE 1**

Secure the long-term health and financial stability of the organization.

**OBJECTIVE 2**

Enhance our brand and communication strategy to portray the organization's purpose and vision, embrace both bicyclists and pedestrians, and facilitate statewide awareness and recognition of our mission.

**OBJECTIVE 3**

Grow and diversify our membership to reflect the demographics of Maine by engaging donors from across the state, expanding community and corporate partnerships, and encouraging participation in our signature initiatives and events.

**OBJECTIVE 4**

Communicate regularly to members and supporters about the organization's work, how their support contributes to the success of the organization, and opportunities to get involved.



# RIDE AND WALK WITH US!

**Together, we can change how Maine values biking and walking for generations to come.**

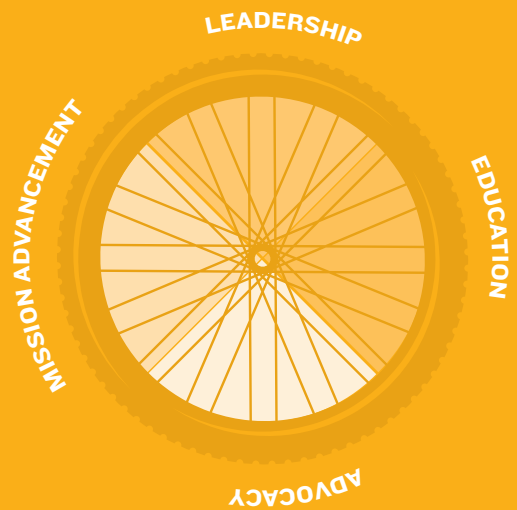
Every time we step outside, we are reminded of how important it is to have safe places for biking and walking. Your contribution is an investment in our shared vision to make our roads, public ways, and trails safe and accessible for all users.

Make a donation online at [bikemaine.org/donate](https://bikemaine.org/donate) or a mail a check to:

**Bicycle Coalition of Maine**  
**38 Diamond Street**  
**Portland, Maine 04101**

To volunteer, bike or walk with us, and learn more about the Bicycle Coalition of Maine, please be in touch:

**(207) 623-4511**  
**[info@bikemaine.org](mailto:info@bikemaine.org)**  
**[bikemaine.org](https://bikemaine.org)**



2024