## **GROW ADVOCACY FOR BIKE & PEDESTRIAN INFRASTRUCTURE**



2017-2022 STRATEGIC PLAN

#### MISSION

Inspiring people from all corners of our community to live actively.

#### **KEY MESSAGE**

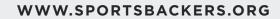
Let's Go, RVA

CORE OPERATING VALUES

Engage Underserved Populations

**Build Innovative Culture** 

**Diversify Funding Sources** 





Add **70 miles** to bike network



Save lives by encouraging **safe** walking and biking



Help **secure \$15M/year** in infrastructure funding

## SUPPORT ACTIVE LIVING PARTNERSHIP NETWORK



Create a national active living conference



**Provide \$785k** over 5 years for partners and scholarships



Support advocacy for school fitness policies

# **CREATE DIVERSE EVENT OPPORTUNITIES**





Create **7 new** innovative **events** 



Support and grow local sports tourism

## **PROVIDE GROUP FITNESS PROGRAMS THROUGHOUT RVA**



Grow fitness classes from 40 to 120 per week



Support youth running and fitness clubs



Host fun, socially engaging **training programs**