2019 Strategic Plan
Vision:
Biking and walking are integrated into Wichita’s daily life, culture, and infrastructure.

Mission:
To transform Wichita into a more livable, accessible, connected city by making biking and walking safe, equitable, and appealing.

Current Structure:

Bike Walk Wichita is a volunteer-led, non-profit organization. Workgroups are one of the easiest ways to get involved and make an impact. All workgroup meetings are open to everyone; meeting details and minutes can be found online at BikeWalkWichita.org. Can’t join in-person? Virtual options are available. What do you want to see in Wichita and the region?
Strategies

**Advocacy:**

Inform and engage residents, partners, and decision makers in bike and pedestrian-related policies, infrastructure, funding, and programming opportunities at the city, county, and state levels.

- Distribute Advocacy Alerts that inform and engage residents in bike/pedestrian opportunities (focus extra efforts to expand connections within underserved neighborhoods, disability organizations, families with children, older adults, people of color)
- Encourage residents to share experiences and thank decision-makers & community leaders for bike/pedestrian support
- Build relationships and empower individuals to organize for safe streets and neighborhoods through collective action
- Implement an Advocacy Ambassador program to empower & support residents interested in advocacy efforts and better track local bike/pedestrian projects
- Host a Book Club + Conversation series to inform & encourage residents to explore different ideas & beliefs impacting local efforts

**Primary Evaluation Measures**

- Number of Action Alerts distributed
- Douglas Ave redesign (Washington to Grove) bike/ped infrastructure
- Increase newsletter recipients to from 1,489 to 2,000 (include open rate)
- Publish 12 Mission Moments that share BWW stories of individuals in action (capture any attributable impact/outcomes)
Strategies

Building Community / Collaboration:

Energize and support the local bike/pedestrian community by hosting events and opportunities that are fun and engaging to a variety of audiences and ages that build community spirit and connectedness.

- Empower volunteers and partners to plan and host fun and supportive opportunities for individuals to experience biking and walking for fun, fitness, and transportation
- Engage residents in sharing biking and walking adventures, events, and efforts within their networks, groups, families, and on social media
- Collect and share stories that highlight the diversity of residents biking and walking in Wichita (styles, age, ethnicity, geography) to build awareness, excitement, and connectedness.
- Collaborate with organizations, coalitions, bike shops, and businesses to promote and support community efforts
- Encourage local businesses and universities to apply for bike-friendly designation
- Support other local, intersecting issues that impact access and safety, so all people can bike or walk for fun, fitness, and transportation
- Utilize Bike Walk Wichita app to reach new audiences

Primary Evaluation Measures

- Participation results from events & engagement efforts
- Increase social media reach & engagement insights by 10%
- Host 8 BWW outreach events (tables, presentations)
- Number of events with bike valet provided, including utilization
- Number of Bicycle-Friendly designations in SG County (include designation level) awarded by the League of American Bicyclists
- App utilization reports
Strategies

Bike Education:

Provide educational events, workshops, and opportunities that are fun and engaging to a variety of audiences and age groups

- Engage volunteers and Cycling Instructors in planning and leading educational opportunities, including no-cost options, directly and in collaboration with partner organizations (priority groups: women, kids, older adults, low income, underserved communities, people of color)

- Build relationships and engage current and new and community partners in planning, promoting and co-hosting events and efforts

Primary Evaluation Measures:

- Number of educational opportunities provided (include participation data)
- Partners engaged in co-hosting events (include participation data)
Strategies

Pedestrian:

Increase the number of people intentionally walking for recreation or transportation, walkability, and excitement for local walking.

- Promote and advocate for walking as a great form of fun, health, and transportation through a variety of channels, including city and neighborhood newsletters, social media, community partners, and decision-makers
- Engage volunteers in planning and leading walking events for a variety of audiences and ages
- Promote walkability audits in Wichita neighborhoods in order to raise awareness, engage residents, and provide data to decision-makers.
- Engage healthcare providers in walking promotion with including Prescriptions for Walking
- Expand Sidewalk efforts (advocacy, data, research)

Primary Evaluation Measures:

- Number of pedestrian-focused newsletter articles published
- Walkability Audit results and projects initiated as a result
- Number of walking events (include participation data)
- Number of healthcare practices engaging in efforts

A Prescription for Walking

Rx

Patient Name ________________________

Number of minutes: ____________________

Number of days per week: _____________

Intensity: Set a pace that is brisk enough that you can’t sing, but not so fast that you can’t talk while walking.

STOP if you experience chest pain, shortness of breath or feel ill.

Rx

Health Goals:

- Reduce your risk of heart disease and stroke
- Improve your blood pressure, blood sugar levels and blood lipids profile
- Manage your weight
- Improve your mood, energy and stamina
- Reduce your risk of osteoporosis
- Reduce your risk of (or manage) Type 2 diabetes
- Reduce your risk of breast and colon cancer

Resources:

- Bike Walk Wichita: www.bikewalkwichita.org
- City of Wichita: www.wichita.gov/bikewalk
- Health & Wellness Coalition of Wichita: www.wichitawellness.org
- Tips and free programs: www.walkwic.chi.org
- Walking Groups: www.walkinglife.com/walkinggroups

Physician __________________________ Date __________

This prescription brought to you by:

Douglas Design District Art Mural Walk

Christmas Lights Walk
Strategies

ReCycle:

Increase biking and improve lives by engaging residents in the operation of a ReCycle program

- Maintain and expand the ReCycle Shop where volunteers repair donated bicycles and utilize tools for personal repairs
- Continue to build partnerships with organizations who assist residents in attaining transportation by providing bicycles, helmets, lights, and locks.
- Continue bike repair and outreach at Open Door and invite people to participate in ReCycle and education opportunities.
- Operate the Earn-A-Bike program for individuals needing to exchange time for resources.
- Operate the Adopt-A-Bike program to provide free bicycles and helmets for kids, up to 20” bikes.
- Host Bike Jam events for kids and families.
- Develop a ReCycle Toolkit to share lessons learned.

Primary Evaluation Measures:

- Increase the number of bicycles repaired and distributed by 10% (2018: ___)
- Number of helmets fitted and distributed
- Increase the number of individuals who Earn-a-Bike by 10% (2018: ___)
- Number of new partnerships established
- Host at least 6 outreach events (include participation numbers)
- Toolkit developed (include number of technical assistance responses?)
Strategies

Internal Capacity:

Improve internal processes and procedures to better empower and engage diverse volunteers.

- Develop a fundraising plan to bring BWW’s mission to life, focusing on sustainable practices and programming
- Recruit volunteers to help facilitate the Annual Bicycle and Pedestrian Count conducted by the Wichita Area Metropolitan Planning Organization
- Create an Administrative Handbook for staff and volunteers
- Create and implement a volunteer program that includes recruitment, orientation, retention, and rewards
- Establish and maintain financial structure and policies that support goals, grow the organization, and include staff and board in fund development

Primary Evaluation Measures:

- Development of an Administrative Handbook & volunteer program
- Number of volunteers engaging (include individuals and total hours)
- Development of an Annual Fundraising Plan and Budget