



**ATLANTA
BICYCLE
COALITION**

2017–2020 STRATEGIC PLAN

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VISION

Biking is integrated into Atlanta's daily life, culture, and infrastructure.

MISSION

To transform Atlanta into a more livable, accessible city by making biking equitable, safe, and appealing.

CORE STRATEGIES

1

BIKEWAY NETWORK

Advocate for a bikeway network of high-quality, well-maintained bike lanes, trails, neighborhood greenways, and bike share stations that covers the entire city.

2

EXPERIENCE

Create fun, empowering, and supportive opportunities to experience biking and explore Atlanta by bike.

3

ORGANIZE

Empower communities and individuals to organize for safe streets for all, biking, and active transportation through collective action while growing the movement.

MEASURING SUCCESS BY 2020

1

All Atlantans live within 1/2 mile of the bikeway network.

2

Build 100 new miles of bike network, including 20 miles of protected bike lanes.

3

Increase percentage of people biking in the city of Atlanta by 15% annually (measured by American Community Survey and permanently installed bike counters on bike lanes.)

4

City of Atlanta allocates \$2.5 million in the annual general fund line item to connect gaps, maintain, and improve the bikeway network.

5

Bike share stations installed in low-income, disinvested, disconnected neighborhoods with enough density to be a reliable way to access transit.

6

City adopts goal that no one dies in traffic.

7

Bike crashes with injury reduced by 25% annually.

8

Make rental housing on bikeway network more affordable by eliminating required car parking spaces for developments.



DETAILED STRATEGIES

STRATEGY 1

BIKE NETWORK

Advocate for a bikeway network of high-quality, well-maintained bike lanes, trails, neighborhood greenways, and bike share stations that serve the entire city.

Activities

- Connecting the City street campaigns
- Temporary demonstration projects (Tactical Urbanism) as a city planning practice
- Serve as a voice for better biking in official transportation planning processes
- Provide annual training on best practices for transportation engineers and planners

Ensure people can afford to live in bikeable communities by advocating for policies to increase affordable housing units on the bikeway network

- Eliminate parking minimums
- Support policies to prevent displacement

Reduce traffic deaths to zero by continuously improving bike safety and the public's ability to accurately assess safety by:

- Creating a city-led coalition
- Making crash data easily available to public
- Preventing racial profiling of people on bikes

Ensure Atlanta's bike share system is equitable and inclusive

- Prioritize stations in low-income, disinvested/disconnected neighborhoods
- Create an Inclusion Manager position within bike share operator
- Establish cash payment system and affordable pricing
- Promote bike share awareness through artists program

Integrate biking with transit as well as ride-share, car-share, vanpools, and airport

- Install bike repair stands, bike racks, bike share stations and bike ramps at transit stations
- Install bus bike racks that fit 3 bikes, add bike racks to ride and car-share vehicles and lots



STRATEGY 2 EXPERIENCE

Create fun, empowering, and supportive opportunities to experience biking and explore Atlanta by bike.

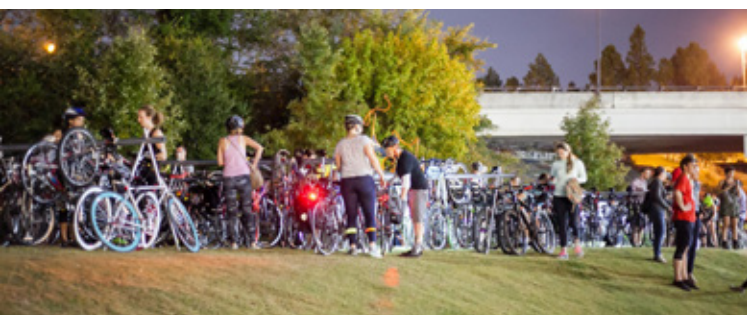
Create experiential vision of safe streets through Atlanta Streets Alive with routes that connect neighborhoods throughout the city and connect participants with our overall mission.

- 3-4 routes annually connecting neighborhoods in all quadrants of city
- Continue to build neighborhood outreach program to foster community investment
- Launch partnerships to create a more frequent Atlanta Streets Alive route on Peachtree Street
- Promote safe and responsible biking to and during Atlanta Streets Alive

- Engage attendees with the Atlanta Bicycle Coalition through visual materials, advocacy calls to action, membership drives, and tactical urbanism

Provide free, experiential learning opportunities for both beginners and those who want to gain confidence, along with safety gear for those who need it.

- Host frequent & free classes for beginners, people in need of bicycle confidence, and those wanting to utilize bike share
- Create a ticket diversion program providing classes people can take in return for reduced/eliminated fines
- Pilot Atlanta Public Schools education program and advocate APS adopt a Safe Routes to School policy and program
- Distribute bike lights and safety gear to people riding at night through Project Glow



Provide bike valet at events throughout the city to make it simple and secure to ride bikes to festivals and events.

- Increase geographic and demographic diversity of events and participation
- Expand program to provide bike valet at sporting events and stadiums

Some 60% of people say they are, “interested in biking but concerned about safety.” These concerns keep many people from riding a bike in Atlanta.

That’s why we created Atlanta Streets Alive. This open streets initiative lets people experience safe streets for all, and provides opportunities for people to gain cycling confidence and learn about bike safety. By giving people the opportunity to try biking in a low-stress environment, they are more likely to later integrate biking into their lives.

It also exposes those who aren’t interested in biking to people riding bikes in a fun and celebratory setting.

With people rather than cars occupying the public space, we challenge cultural norms and create an experience of our vision: biking integrated into Atlanta’s daily life, culture, and infrastructure.

STRATEGY 3

ORGANIZE

Empower communities and individuals to organize for safe streets for all, biking, and active transportation through collective action while growing the movement.

Once people have experienced biking in a safe, fun setting via open streets, they often want to create a lasting impact on the streets in their communities. We can support this desire by helping to increase and expand community capacity through individual and communal empowerment, as well as supporting existing organizations working for change.

Empower community members to work for safe streets by creating a neighborhood advocacy toolkit, providing capacity-building trainings, and assisting community organizing.

Be an ally on intersecting issues, starting with affordable housing and anti-displacement efforts, as well as equitable, unbiased law enforcement and community efforts to reduce violent crime, so all people can access safe spaces to bike and walk for fun, fitness, and transportation.





SUPPORT 1

GROW THE MOVEMENT, BUILD THE COALITION

Expand the movement for biking and active transportation by building public, political, and private support for biking.

Increase individual membership to 3,000 while increasing member diversity and engagement:

- Pilot “pay what you can” membership level
- Conduct outreach in neighborhoods with low rates of membership but high rates of active transportation

Increase business support so that businesses and business leaders support better biking:

- Conduct direct outreach to businesses on Atlanta Streets Alive
- Advocate for policy changes that make workplaces more bike supportive
- Ensure bike parking is widely available and equitably distributed

Increase public support

- Promote community benefits of bike lanes, as well as health and economic benefits of biking through marketing campaigns
- Create and distribute bike suitability map
- Increase awareness of people who depend on biking by publicizing bike counts and sharing stories

Increase political support by making safe streets and bikeways high profile issues in the city of Atlanta 2017 elections

- Create and promote a platform calling for an Atlanta DOT, Complete Streets Policy, line item in city budget for bike projects, and increased miles of protected bike lanes
- Create engagement opportunities for voters to learn about candidates and candidates to understand our issues

Build coalition for better biking so that coalition members include a diverse array of organizations and businesses





SUPPORT 2

GROW ADAPTIVE AND SUSTAINABLE ORGANIZATIONAL STRUCTURE

Ensure organizational health and sustainability in order to accomplish our mission

- Create a team-based organization structure that meets the organization's needs, attracts and retains diverse, highly-qualified staff, and supports professional growth and autonomy
- Create a communications and marketing strategy that aligns with other goals and connects programs, campaigns, and initiatives
- Create a robust volunteer program to engage members and communities in volunteer opportunities
- Establish & maintain financial structure and policies that support goals, grow the organization, and include staff and board in fund development
- Continue to develop an engaged and effective Governing Board and Advisory Council with the expertise, connections, diversity, and insights to sustain and guide the organization



1

Make the future of biking and safe streets a key issue in Atlanta City elections. We'll meet with candidates to encourage them to adopt elements of our platform, and hold a series of events to increase civic engagement

2

Advocate for bikeways on DeKalb, Monroe/Boulevard, and Ralph David Abernathy/Georgia, as well as other streets through our Connecting the City campaign

3

Empower communities to organize for better biking and safer streets, by providing a resource toolkit and trainings

4

Create Atlanta Streets Alive routes that connect neighborhoods in all parts of city, including a new route

5

Provide free bicycle safety education through classes, rides, school initiatives, and a ticket diversion program with traffic court

6

Advocate policies to increase availability of affordable housing on bikeways and prevent displacement

7

Collect better data using permanent bike counters in partnership with the City of Atlanta



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