# **Strategic Plan 2022**

## **Vision:**

By 2020, active transportation is an everyday, mainstream activity in communities across Mendocino County. Bicycling is recognized, accommodated and funded as a legitimate and essential mode of transportation. Mendocino County residents embrace a healthy and active lifestyle that includes safe and convenient active transportation and recreation options. As a result, Mendocino County communities enjoy lower health-care costs, a cleaner environment, more transportation choices, and improved community well-being

## **Mission:**

Creating healthy and happy communities by making is easy to walk and bike.

## **GOALS:**

**1) Mendocino County has a transportation network, public policy, and patterns of development in which active transportation is a viable and appealing option for all.**

**2) Active transportation is a culturally accepted norm in Mendocino County.**

**3) Walk and Bike Mendocino (WBM) is a robust, financially sustainable organization with capacity to carry out the WBM mission. Education and advocacy programs are financially independent and self-sustaining.**

## **Goal 1:**

**Mendocino County has a transportation network, public policy, and patterns of development in which active transportation is a viable and appealing option for all.**

**Strategy 1.1:** Advocate for development of bicycle facilities having countywide or multi-jurisdictional significance.

* ***Action 1.1.1:*** Support development of the following major bicycle projects:
  1. Ukiah Rail Trail.
  2. Orr Creek Greenway.
  3. Mendocino County Rail Trail Connection from Ukiah City limits to Mendocino College (Hensley Creek Rd.).
  4. Willits Rail Trail.
  5. Roundabout at Hwy 20 and Blosser Lane intersection.
  6. Main Street Corridor Relinquishment Project.
  7. Hwy 162 Class I Bicycle lane.
  8. Laytonville?
  9. Coastal Trail Improvements.
  10. Other Fort bragg ?
  11. Hopland Roundabout
  12. Talmage to Ukiah Connection.
  13. Anderson Valley “Valley Trail”.
  14. Look for input
* ***Action 1.1.2:*** Protect the safety and connectivity of existing bicycle facilities with an emphasis on maintaining and protecting existing regional Class I trails.

**Strategy 1.2:** Support the Cities, County, Mendocino County Transportation Authority, and CalTrans in implementation of their bicycle plans by developing political support for projects and helping to secure funding necessary to build bicycle infrastructure.

* ***Action 1.2.1:*** Review and comment on development projects and provide comments on how projects can best support bicycling.
* ***Action 1.2.2:*** Increase the share of short trips (under 3 miles) taken by bicycle from 1.1% to 10% by 2020.
* ***Action 1.2.3:***  Explore immerging technologies regarding maps to assist with route findings.

**Strategy 1.3:** Encourage development and passage of strong, relevant legislation and regulations on behalf of Active Transportation.

* ***Action 1.3.1:*** Work with City and County to adopt an anti-harassment ordinance like those codified by Santa Rosa, Sebastopol and the County of Sonoma.
* ***Action 1.3.2:*** Attend meetings of all local, regional, and state decision making bodies whenever decisions that affect bicycling are being considered.
* ***Action 1.3.3:*** Work with local representatives in the California legislature and other California bicycle advocacy organizations to:
  1. Amend the California Vehicle Code to allow yield on stop for bicycles.
  2. Adopt a State-level Vulnerable User Law like Oregon.
  3. Local control over speed limits without traffic engineering study.
* ***Action 1.3.4:*** Participate as a member organization of the Caltrans District 4 Bicycle Advisory Committee, Ukiah Traffic Engineering Committee, and County Traffic safety Group.

**Strategy 1.4:** Ensure local and regional governments always consider the interdependence between development and transportation when making land use decisions.

* ***Action 1.4.1:*** Identify and promote land use policies that reduce dependence on automobiles and increase transportation options for all.
* ***Action 1.4.2:*** Work with transit agencies serving Mendocino County to make sure bicycles can be accommodated on buses, and secure bike parking is available at transit stops.
* ***Action 1.4.3:*** Work with local, State and Federal representatives and other California bicycle advocacy organizations to maximize the share of transportation funding reserved for non-motorized transportation.
* ***Action 1.4.4:*** Work with local decision makers to have Mendocino Transit Authority budget funds for bike and pedestrian projects as a part of transportation system.

## **Goal 2:**

**Active transportation is a culturally accepted norm in Mendocino County.**

**Strategy 2.1:**  Create a culture where drivers, bicyclists, and pedestrians treat each other with courtesy and respect, with crash rates reduced by 50% of the 2014 rate by 2020.

* ***Action 2.1.1***: Work closely with local and state law enforcement agencies and the League of American Bicyclists (LAB) to develop an effective training program for bicyclists.
* ***Action 2.1.3:*** Supply information to driver education providers regarding how to share the road with bicyclists.
* ***Action 2.1.4:*** Develop an advertising campaign to educate the public of everyone’s rights and responsibilities on the roads.
* ***Action 2.1.5:*** Develop a program to provide basic bicycle safety equipment, such as lights and helmets to people in low income and underrepresented communities.
* ***Action 2.1.6:*** Reduce bicycle theft and increase return of recovered stolen bicycles to their owners. Work with law enforcement online resources to increase awareness of stolen bikes.

**Strategy 2.2:** Expand the demographic and social range of people involved in bicycle riding and advocacy.

* ***Action 2.2.1:*** Meet with environmental, labor, social justice, and other advocacy groups in Mendocino County to identify opportunities for collaboration.
* ***Action 2.2.2***: Reach out to bicyclists who have not previously been engaged in advocacy, such as BMX and off-road riders, triathletes, and competitive recreational bicyclists.
* ***Action 2.2.3***: Engage the Latino community by expanding the diversity of programs and stylization of advocacy to promote development of bike culture. WBM will provide outreach materials in Spanish.
* ***Action 2.2.4***: Develop and promote Bike 707 as a fraternal recreational group and encourage the development of recreational rides.

**Strategy 2.3:** Establish regularly scheduled beginner level rides in various locations throughout Mendocino County. Provide mechanical support, mentors, and street skills instruction to make the events as enjoyable as possible for beginning cyclists.

* ***Action 2.3.1:*** Identify sustainable funding sources for social bike ride events.
* ***Action 2.3.2:*** Partner with local bike shops to support social bike ride events.

**Strategy 2.4:** Develop and implement a marketing plan to promote bicycling as an everyday activity.

* ***Action 2.4.1:*** Produce public service announcements on social media, radio, television, billboards, social and in print to raise public awareness of the benefits of bicycling.

**Strategy 2.5:**  Expand Safe Routes to School to include as many school districts in Mendocino County as possible.

* ***Action 2.5.1***: Develop sustainable funding to support Safe Routes to School programs.
* ***Action 2.5.2***: Work with City and County public works departments to identify opportunities for infrastructure and non-infrastructure grants that improve safety for students.
* ***Action 2.5.3***: Assist local agencies in applying for Safe Routes to Schools grants.
* ***Action 2.5.4***: Promote Safe Routes to Schools programs through events such as Walk and Roll to School Day and bicycle rodeos.
* ***Action 2.5.5***: Expand Safe Routes to Schools programs to middle schools
* ***Action 2.5.6***: Develop bike encouragement programs for high schools such as bicycle mechanic programs, mountain bike racing teams, cycle chic, and cyclofemme.

**Goal 3:**

**Walk and Bike Mendocino is a robust, financially sustainable organization with capacity to carry out the WBM mission. Education and advocacy programs are financially independent and self-sustaining.**

**Strategy 3.1*:*** Create a financially independent and self-sustaining program.

* ***Action 3.1.1:*** Increase WBM contact list to 500 with active donations from at least 100 people per year.
* ***Action 3.1.2:*** Develop a comprehensive marketing and branding program.
* ***Action 3.1.3:*** Recruit Advisory Board members who are eager to be actively engaged in fundraising, events, and advocacy and membership development with at least one Spanish speaking member and one North Coast Opportunities board member.
* ***Action 3.1.4:*** Develop a 100-day cash reserve to provide long-term fiscal stability.
* ***Action 3.1.5:*** Cultivate partnerships with State, Regional, County, and City governments and advocacy organizations with goals that complement WBM’s mission.
* ***Action 3.1.6:*** Proportionatelydistribute resources throughout all Mendocino County.