

LONDON CYCLE LINK

Strategic Plan 2023-2025



STRATEGIC PLAN 2023-2025

MISSION

We help Londoners ride bicycles more. We do this by building skills and confidence, advocating for safe streets and paths, and fostering a thriving cycling culture.

VISION

London chooses cycling

VALUES

EQUITY: We believe cycling should be a viable option for everyone. We welcome all people in our programs, events, and outreach, and we strive to ensure that everybody has access to a working bicycle.

COMMUNITY: We're better together. We seek to build a supportive, encouraging community of people on bikes, and a unified voice for safer streets and paths.

EMPOWERMENT: We help people understand how things work—from the gears on a bicycle, to cycling laws, to City Hall—to enable individual and community advocacy, and to support transportation autonomy through cycling.

SUSTAINABILITY: Our Earth is in crisis, and we need urgent action to prevent climate catastrophe and prepare for a resilient future. Cycling can be a significant part of the solution. We strive to consider environmental and ecological justice in all our decisions.

FUN & CELEBRATION: Whether it's riding downhill, unexpectedly crossing paths with a friend (or a goose), or trying a new bike path for the first time, cycling often makes us smile. We try to infuse a spirit of fun, the unexpected, or the whimsical in what we do.

STRATEGIC FOCUS AREAS

1. ORGANIZATIONAL DEVELOPMENT

1. Develop, implement and evaluate organizational plans for London Cycle Link, its programs and projects
2. Develop a short- and long-term plan for financial stability
3. Review and confirm organizational structure and roles for Board, staff, volunteers and members
4. Develop and implement a plan for professional development for Board, staff and volunteers
5. Develop policies and procedures that reflect organizational values and practices
6. Develop communication strategies and plans for London Cycle Link

2. ADVOCACY

1. Develop strategic communication with allies, including governments, organizations and individuals, at local, provincial, national and international levels.
2. Develop position statements to provide a foundation for advocacy work
3. Develop advocacy priorities and campaigns
4. Create strategies for membership and community activation
5. Develop a reputation as a “go to” cycling organization for media and government

3. COMMUNITY BUILDING

1. Build community through partnerships with organizations and community groups
2. Build community through membership programs and public events
3. Recognize and celebrate supportive networks, achievements and efforts
4. Act as a central hub and meeting place for cycling events, programs and information

4. EDUCATION

1. Develop accessible educational resources
2. Develop a community workshop program plan
3. Provide bike mechanic education to members and the public
4. Expand programs teaching safe cycling skills