



Dear Friends of a Bikeable City:

Since 2015, when the Board of the Boston Cyclists Union last adopted a strategic plan, many things have changed within the organization, in the bicycling advocacy space, and in thought about people-centered cities. BCU has matured dramatically during this period, nearly tripling its budget and with proportionate growth in staff. Concurrently, the public sense of urgency has risen with respect to the related crises of climate change and congestion. At the same time, modernization of bicycle and pedestrian facilities proceeds only fitfully and at a glacial pace with respect to where we need to be in the region, though support for it and ridership continues to grow exponentially.

This new strategic plan takes account of these organizational and external factors. We designed it to function as a living document that instills strategic thinking into all of our activities and discussions. Rather than framing a document that sits on a shelf, we expect to continuously refine and elaborate the plan as opportunities and challenges arise. Highlights of this new plan include:

- A strong focus on becoming a more diverse and inclusive organization. In order to realize the vision of a bicycle-friendly city, we need to work effectively across different neighborhoods and communities—particularly communities of color that have borne the brunt of neglected infrastructure and discriminatory transportation policies.
- An emphasis on broadening our collaborations and partnerships. Our voice will count for more when we are supporting and supported by aligned groups and organizations such as affordable housing advocates, public health, environmental justice, and youth-focused organizations.
- A full frontal assault on car supremacy. We acknowledge that real progress toward shaping safe, comfortable streets for active mobility will require a cultural shift away from the car-centered paradigm. Robust economic and population growth are simply incompatible with continued reliance on private or ride-hailed automobiles as the cornerstone of a mobility system. We embrace strategies for changing hearts and minds, for inspiring the general public about bike- and people-centered urban spaces.

- A communications strategy that normalizes and humanizes biking. We will use techniques of storytelling, visual and video imagery, and framing that enable a broad range of people to see everyday use of the bicycle as a viable, joyful possibility for themselves.
- We will hold the city and state leadership's feet to the fire. We have seen enough shiny, beautiful municipal plans that only seem to exist on a web page. Municipalities need to back up their Vision Zero and bike network plans and commitments with serious budgets and crisp, rapid implementation. It is not enough to build only the network segments that incite minimal political controversy. We outline a major role for ourselves in holding municipalities accountable.

A great deal of thought and effort on the part of the Boston Cyclists Union board, staff, consultants, volunteers, and wider stakeholder community went into the architecture of this plan. If this vision resonates with you, and we hope it does, we invite you to join with us on the journey to reshaping Boston as a world-class bicycle city. If enough of us contribute our energy, imaginations, voices, resources, and resolve, then it can happen!

Roll on,

Steven Bercu

Rebecca Wolfson

Board President

Executive Director

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