



BEND BIKES

Strategic Plan 2025-2030

Advocate • Inspire • Partner

Plan Overview

In 2025, Bend Bikes launched a strategic planning process to refine its mission, strengthen organizational priorities, and chart an impactful path forward. This ambitious five-year plan offers a clear framework to guide decision-making, focus resources, and deliver measurable, meaningful impact for Bend’s biking, walking and rolling community.

Between 2025 and 2030, Bend Bikes will focus on four strategic pillars – the most important, ongoing, long-range priorities that will advance its mission and vision. Each strategic pillar is supported by a specific goal and set of strategies that are focused and actionable.

At Our Core

Mission: Advocating for and inspiring people to walk, bike, and roll in Bend.

Vision: Bend is a city that embraces walking, biking, rolling, and public transit as necessary and accessible transportation options for everyone. A community where people can live or visit happily without relying on a personal vehicle.

Measures of Success

The following measures of success describe the outcomes Bend Bikes aims to achieve through the implementation of this five-year strategic plan.

- Increase in the percentage of individuals that choose biking, walking and rolling as regular modes of transportation/
- Local decision makers adopt the use of the NACTO (National Association of City Transportation Officials) street design standards
- Increase in the number of children walking, biking and rolling to school safely and regularly.
- Zero traffic-related deaths or serious injuries among people walking, biking and rolling.



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Strategic Pillars

Bend Bikes' strategic plan is built around four strategic pillars – three focused on advancing community change and one dedicated to building organizational capacity and assuring sustainability. Together, these pillars provide the foundation for a strong and focused plan to deliver on the mission.

- **Advocate** for Safe Streets
- **Inspire** an Active Transportation Culture
- **Partner** for Change
- Strengthen **Capacity**

2025 – 2030 Goals & Strategies

The following goals and objectives define what Bend Bikes aims to accomplish over the next five years. The goals provide clear direction for annual priorities and day-to-day work, while allowing room for flexibility and emerging opportunities. They are supported by a set of strategies that are specific, measurable and actionable, and can be implemented over time.

1. **ADVOCATE.** Promote a safe, connected and comfortable network of paths, bike lanes, and sidewalks that help people walk, bike and roll more easily and safely throughout Bend.

Strategies:

- a. Influence the city's master plan for a safe, connected and comfortable bike network and promote its implementation.
- b. Develop and sustain a grassroots advocacy team that builds relationships, educates and engages with the city council, city staff, and other local influencers to prioritize a safe and connected walking, biking and rolling network.
- c. Provide input on street-level projects that are currently in the planning and development phases.
- d. Explore opportunities to promote active transportation and decrease reliance on personal vehicles.
- e. Encourage the adoption of updated street standards and development codes that promote safe, comfortable, and accessible bike and pedestrian infrastructure.
- f. Identify and share opportunities with the city for improving the maintenance, safety and year-round accessibility of key biking and walking infrastructure.



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2. **INSPIRE.** Inspire a culture of active transportation in Bend through messaging and community engagement that encourages people to walk, bike and roll as part of their regular travels.

Strategies:

- a. Grow Bend Bikes' audience to strengthen community support, amplify advocacy efforts, and encourage broader participation in active transportation initiatives.
 - b. Host community rides or events that invite community members to experience active transportation in a safe, social, and fun environment.
 - c. Review and update the Bend Bikes Map to provide users with the most accurate and relevant biking information.
 - d. Create and distribute engaging, locally relevant educational materials (newsletter, etc.) that address various aspects of walking, biking, and rolling.
 - e. Create a clear, value-driven marketing campaign that is designed to positively influence public perception and encourage biking and walking.
3. **PARTNER.** Strengthen and expand collaborative partnerships with community organizations to broaden support for and raise awareness about the benefits of active transportation.

Strategies:

- a. Cultivate relationships with school and youth serving organizations to promote active transportation and support youth in traveling independently throughout Bend, with a focus on biking to schools and parks.
 - b. Build relationships with Bend businesses and institutions to improve bike accessibility and increase visibility of people walking and biking.
 - c. Establish relationships with other advocacy organizations or community groups to promote awareness and increase support for active transportation.
 - d. Strengthen working relationships with key government agencies to establish Bend Bikes as a trusted partner and key contributor in shaping and informing active transportation projects.
4. **CAPACITY.** Build a well-resourced organization with the capacity to grow community impact, sustain long-term influence, and maintain an engaged and diverse team of staff, board and volunteers.

Strategies:

- a. Develop stable and diversified financial resources to support staffing, operations and programming.
- b. Create a contracted staff position to coordinate/manage key functions such as volunteer coordination and organizational operations.
- c. Strengthen and expand volunteer capacity to support organizational goals and initiatives.
- d. Expand and diversify the Board of Directors to better reflect the community and strengthen governance.
- e. Build internal systems and leadership structures that reduce the risk of burnout and ensure long-term organizational sustainability.