



# GREATER EUGENE AREA RIDERS

## DRAFT STRATEGIC PLAN

Last edited 9.17.2013 by Emma Newman

This document started being developed at the August 13, 2013 GEARs Board Meeting in an effort to document what the organization has, is doing, and wants to do in alignment with the GEARs Mission. It will act as an organic document that evolves over time as goals are created and accomplished.

### MISSION STATEMENT

*The mission of GEARs is to promote and encourage safely riding bicycles for transportation, health and recreation. GEARs strives to accomplish this mission by:*

- \* Coordinating, promoting and leading regularly scheduled rides for riders of various skill levels, **Rides Committee***
- \* Teaching safety and skill classes for riders of various skill levels, **GEARs Ed***
- \* Encouraging public, private and governmental entities to develop better cycling facilities, **Advocacy Committee***
- \* Defending and protecting the rights and responsibilities of bicycle riders as vehicle operators for transportation, pleasure and health, **spans multiple committees (Outreach, Advocacy, etc.)***
- \* Initiating, coordinating and leading community bicycling events, and **General Meetings, bRamble***
- \* Lobbying governmental and public entities in the furtherance of our mission, vision and values. **Advocacy***

### GEARs Club Budget Categories

- Rides
- Events
- Outreach
- Advocacy and Lobbying

*Each committee needs to develop a budget and bring it to the board with revised goals.*

### GEARs Education

- *Skills / Safety budget*
- *Mini-grants*
- *Conference funding?*

### RIDES

#### Historical Actions

- Organize rides every month to make bicycle riding fun (Cinnamon Roll Ride, Progressive Dinner, etc.) (**insert # of rides annually, etc. Look at trends over the years if we have the data?**)
- Mileage rewards program



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- Diversity of rides to cater to broader ridership (Bilingual Rides, 10-12 mph rides added) (**provide examples**)
- Blackberry bRamble annual ride

## Present / Future Actions

- Continue monthly rides
- Implement ride leader incentive program (what would this look like?)
- More special rides (progressive meals, different demographics, etc.)
- Family fun rides (beyond Kidical Mass age range)
- Tours – more, different locations and demographics (women’s ride is coming up September 2013)
- Diversify times or rides throughout the week
- Promote bike routes through media? (Women’s Dash)
- Work with media more to publicize rides
- List other rides and riding groups on our website
- GEARs partnership rides (Bach Festival ride, ride up to Pre’s Rock during Eugene Marathon, Eugene Celebration Ride, support transportation rides for larger events in town)
- List rides and GEARs information at hotels around town
- GEARs leads a Women’s Ride in Eastern Oregon by October 2013 (completed in September 2013)

## GOALS

- Lead 5 family rides (May – September) by end of September 2014
- 1 bilingual English/Spanish ride per month October and November 2013
- Women only group rides during Wednesday evening rides 2014 (June, July, August)
- 1 Welcome Ride per month to orient people to GEARs and Eugene October, November, December 2014
- Complete 1 themed ride (such as mural tour) by November 2014
- Encourage new ride leaders
- More tour rides (supported and carry your own) for everyone
- More event rides

## **SAFETY AND SKILLS**

### Historical Actions

- GEARs Education was established after the GEARs Club to work on education and advocacy
- Assist Safe Routes to School program (fundraise for program through Blackberry bRamble event, supplied storage space for Safe Routes to School bikes, provided helmets through mini-grant GEARs Education funds)
- Educate people about “ibikeEugene” app through newsletter



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- Bike Safety and Education classes – Traffic Skills 101, etc.  
(<http://projects.registerguard.com/web/updates/26049686-46/safety-diversion-program-traffic-bicyclists.html.csp>)
- League of American Bicyclists LCI classes and seminars
- Support GEARs Education and Safe Routes to School program with volunteers, newsletter updates, calendar, and other website promotion

## Present / Future Actions

- Distribute helmets and bike lights
- Reflectors w/GEARs branding?

## GOALS – ask GEARs Education to develop goals for this section

- Provide helmets for every family ride and welcome ride
- Certify ## new LCI instructors by December 2014
- 1 GEARs Board member attends every GEARs Education meeting and vice versa in 2014
- Continue bicycle safety aversion program classes

## CYCLING FACILITIES

### Historical Actions

- GEARs commented on design proposals
- ??

### Present / Future Actions

- Willamette St Redesign – get City Council to vote to implement a redesign that includes safe infrastructure for bicyclists to travel along at shop in the S. Willamette corridor
- 13<sup>th</sup> Avenue two-way cycle track
- Bicycle Friendly Business recognition – work with businesses to get recognized by the League of American Bicyclists as bicycle friendly businesses and improve their practices along the way
- Bike Share
- Bike Parking
- Bike Theft – registration with Eugene Police
- Other bike connectors, stencils, etc.

### GOALS

- Get Lane County, City of Eugene, City of Springfield, City of Coburg, to come and speak to GEARs about local projects in 2014
- Partner with greater Eugene area BPACs, governments, and agencies to host 2014 bicycle summit or similar event to educate riders in the Eugene area about the current trends in bicycling and local projects



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- At least one GEARs Board member attends all Fall 2014 public forums on 13<sup>th</sup> Avenue redesign and provide feedback
- At least one GEARs Board member attends City Council public hearing on Willamette St redesign

## RIGHTS AND RESPONSIBILITIES OF RIDERS (FOR TRANSPORTATION, PLEASURE, AND HEALTH)

*GEARs evolved to include broader scope to incorporate more people who ride bicycles. Originally GEARs was created in 1991 as a riding club that was focused primarily on recreational riding.*

### Historical Actions

- Maintained section of bike path with cleanups

### Present / Future Actions

- GEARs can fulfill health insurance “Healthy Future” (??) portion of application to reduce health insurance costs (OEBC)
- Weight Watchers connection?
- Educate Police Service volunteers through Traffic Skills classes twice per year

### GOALS

- Work with existing public transportation agencies and public health providers to develop public service announcements and advertisements
- Highlight a bicycle rule or guideline in each 2014 GEARs newsletter (combine with promotion of diversion program)

## COMMUNITY BICYCLING EVENTS/PROGRAMS

### Historical Actions

- Worked on “meet in the streets,” which eventually became Eugene Sunday Streets
- Organized “Bike Buddies” for Business Commute Challenge (run by Point 2 Point Solutions)
- Tabled at events (Eugene Sunday Streets, Eugene Celebration, Friendly Neighborhood picnic, Breakfasts at the Bike Bridges)
- Provide support for bike events (volunteer at Eugene Sunday Streets, etc.)
- General Meetings (Cycle Fit, tour presentations, Tour of Eviva (2012), pub socials, Texas 4000 riders ride and dinner, Bike Commuter Night Out - <http://eugenegears.org/bike-commuter-nite-out/> (May 10, 2011))
- Sponsor bicycle related speakers (UO Outdoor Program and LiveMove)
- Blackberry bRamble and Bike Celebration event

### Present / Future Actions



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- GEARs membership discount at local businesses – helmet stickers for GEARs member discounts at select businesses in town (Alan Bros, Townshend’s Tea, etc. - **list the current business rewards businesses here**)
- Business Commute Challenge support (buddy system, donate memberships?)
- EWEB Safety and Health Expo? Sept. 19, 2013
- 2013 Eugene Cargo Bike Fair and Disaster Relief Trials
- Continue to table at community events to promote GEARs

## GOALS

- Develop list of other sources of fundraising events to implement in 2014 by November 2013
- Have meeting with bRamble players before end of November 2013
- Host gear swap event in 2014 and take donations
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## LOBBYING

### Historical Actions

- Worked on “Idaho Stop” legislation
- City of Eugene leaf program – worked with City to stop residents putting leaves in the bike lanes along streets
- Lobbied City Council on Willamette Street redesign
- Board member attended National Bike Summit and Oregon Active Transportation Summit

### Present / Future Actions

- Members sit on City of Eugene’s Bicycle and Pedestrian Advisory Committee and Pedestrian and Bicyclist Master Plan committee
- Lobby to have Connect Oregon money (\$42 million) go to bike infrastructure improvements in the greater Eugene area
- Send GEARs members to League of American Bicyclists’ National Bike Summit (Education Board could fund transportation and registration for Summit)

## GOALS

- GEARs Board member serve on BPAC in 2014 to act as a liaison between the two organizations
- Apply for Connect Oregon money to fund bike racks to donate to bicycle friendly businesses – GEARs branding? In October 2014
- Develop application and review process to determine at least one GEARs member to attend League of American Bicyclists’ 2014 National Bike Summit or local Active Transportation Summit
- Talk with Gerik Kransky at BTA about partnering on lobbying at state level in 2014