GEARs Strategic Framework

To enhance the professionalism and quality provided by the GEARs Board and membership, the following mission, vision and goals have been identified.

**Vision:** GEARs is growing a vibrant and sustainable community through a bicycle friendly culture.

**Mission:** GEARs promotes bicycling for health, recreation, transportation, and fun for our community.

**Goals** (long-term, overarching targets to bring the GEARs Mission to life), and

**Objectives** (short-term Specific, Measurable, Action-oriented, Realistic, and Time-based commitments (SMART))

<table>
<thead>
<tr>
<th>Strategic Pillar 1: Finance and Business Practices</th>
<th>Strategic Pillar 2: Membership Services</th>
<th>Strategic Pillar 3: Community Services</th>
<th>Strategic Pillar 4: Education and Advocacy</th>
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<tbody>
<tr>
<td><strong>Goal 1:</strong> Maintain and grow a sustainable budget</td>
<td><strong>Goal 2:</strong> Increase new members and sustain current membership</td>
<td><strong>Goal 3:</strong> Increase collaboration with the community</td>
<td><strong>Goal 4:</strong> Be a resource to community partners</td>
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**Objective 1**
Maintain a reserve of $25,000 +/- 20% for present to the full membership at the November annual meeting.

**Objective 2**
Grow the budget by 5% annually to offer more member and/or community services.

**Objective 3**
The Board is responsible for developing ten new partnerships and/or sponsors per year.

**Objective 4**
Review and update strategic objectives annually and report to full membership at annually.

**Objective 5**
Compare and review current membership benefits annually, to enhance membership benefits, in preparation for the annual membership meeting.

**Objective 6**
Create a communication strategy by December 31, 2019 to increase effective communication to past, present, and future members.

**Objective 7**
Strategically increase membership by 10% per year, with a focus on, 1) women, 2) multi-generational riders, 3) riders with different abilities, and 4) multi-cultural riders.

**Objective 8**
Coordinate, promote, and lead at least 325 regularly scheduled club rides for riders of various skill levels. Create a diversity of rides that open up opportunities for different types of riders.

**Objective 9**
Initiate/coordinate/collaborate/lead five or more community bicycling events.

**Objective 10**
Initiate, coordinate, and lead the annual bRamble to engage with the greater Eugene/Springfield area and Lane County.

**Objective 11**
Create a strategy by December 2019 to encourage public, private, and governmental entities to develop better cycling facilities.

**Objective 12**
Recruit and select volunteer(s) to focus on Education by December 2019 to facilitate activities related to safety and skill development.

**Objective 13**
Create an action plan by October 2019 to involve the Club members on meeting Club goals.

**Objective 14**
Utilize the current newsletter to include a diversity of information on issues impacting bicycling in each issue.