

## 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))

Strategic Pillar 1 Finance and Business Practices	Strategic Pillar 2 Membership Services	Strategic Pillar 3: Community Services	Strategic Pillar 4: Education and Advocacy
Goal 1: <u>Maintain and grow a sustainable budget</u>	Goal 2: <u>Increase new members and sustain current membership</u>	Goal 3: <u>Increase collaboration with the community</u>	Goal 4: <u>Be a resource to community partners</u>
<b>Objective 1</b> Maintain a reserve of \$25,000 +/-20% for present to the full membership at the November annual meeting.	<b>Objective 5</b> Compare and review current membership benefits annually, to enhance membership benefits, in preparation for the annual membership meeting.	<b>Objective 8</b> 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.	<b>Objective 12</b> Recruit and select volunteer(s) to focus on Education by December 2019 to facilitate activities related to safety and skill development.
<b>Objective 2</b> Grow the budget by 5% annually to offer more member and/or community services.	<b>Objective 6</b> Create a communication strategy by December 31, 2019 to increase effective communication to past, present, and future members.	<b>Objective 9</b> Initiate/coordinate/collaborate/lead five or more community bicycling events.	<b>Objective 13</b> Create an action plan by October 2019 to involve the Club members on meeting Club goals.
<b>Objective 3</b> The Board is responsible for developing ten new partnerships and/or sponsors per year.	<b>Objective 7</b> 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	<b>Objective 10</b> Initiate, coordinate, and lead the annual bRamble to engage with the greater Eugene/Springfield area and Lane County.	<b>Objective 14</b> Utilize the current newsletter to include a diversity of information on issues impacting bicycling in each issue.
<b>Objective 4</b> Review and update strategic objectives annually and report to full membership at annually.		<b>Objective 11</b> Create a strategy by December 2019 to encourage public, private, and governmental entities to develop better cycling facilities.	