



**Yaş
Bikes!**

2017 STRATEGIC PLAN

We will invite 10,000 people to join us in riding a bicycle for transportation.

ACCEPTANCE WITHIN THE BROADER COMMUNITY STEMS FROM PEOPLE KNOWING SOMEONE WHO RIDES AND, WHEN POSSIBLE, SHARING A RIDE EXPERIENCE.

GOAL #1

STRATEGY #1:

Lead fun, accessible rides on roads, to places, year-round

{ Year of Yay! / Bike the Cbus / Ride the Elevator / Tour de Brew / Other }

OBJECTIVE 1: We ride with 1,500 people, 30% of whom are new to the organization, for a combined total of 50,000 miles

OBJECTIVE 2: Participants share with an average of 5 people each what they learned or experienced on the ride

STRATEGY #2:

Meet people where they are and provide them opportunities to engage with our community

{ Yay Valet! / Tabling events / Bike culture events }

OBJECTIVE 1: We interact directly with 10,000 people at community events and capture contact information for 10% of them

OBJECTIVE 2: People who park their bike at Yay Valet! share with an average of 3 people about the service

STRATEGY #3:

Write and disseminate positive, accessible transportation bicycling-related content

{ Social media / Blog posts / Newsletter }

OBJECTIVE 1: Our newsletters have an average open rate of 27% and an average click-through rate of 20%

OBJECTIVE 2: We achieve 5,000 Facebook likes and 1,500 Instagram followers

OBJECTIVE 3: Original content posted on Facebook achieves an average reach of 3,000

We will teach 500 people how to ride a bicycle for transportation.

A PERSON'S ABILITY TO RIDE MORE PLACES, MORE OFTEN STEMS FROM ON-ROAD BICYCLE EDUCATION THAT SUPPORTS AND CHALLENGES THEM AS THEY ENCOUNTER REAL-WORLD TRAFFIC SCENARIOS.

GOAL #2

STRATEGY #1:

Ride to places with people who want to use bicycles for transportation and teach them how to ride optimally given current conditions

{ How We Roll / Ride Buddy }

OBJECTIVE 1: Participants' levels of road riding knowledge & confidence increases from an average rating of 3 pre-ride to an average rating of 4 post-ride; 80% respond to the T/F question correctly

OBJECTIVE 2: 80% of participants report replacing at least 1 car trip with a bicycle trip in the 6 weeks following their educational ride

OBJECTIVE 3: 80% of participants report changing how they ride in ways that make themselves more visible and predictable

OBJECTIVE 4: Participants share with an average of 5 people each what they learned or experienced on their ride

STRATEGY #2:

Train people to lead rides for education and encouragement “The Yay Way”

{ Trainings for How We Roll / Ride Buddy / Year of Yay! ride leaders }

OBJECTIVE 1: We train 50 people throughout Ohio to lead commuter-oriented educational rides

OBJECTIVE 2: Commuter ride leader trainees receive an average overall rating of 4 on rides they lead

OBJECTIVE 3: We train 30 people within Yay Bikes! to help deliver How We Roll and Year of Yay! (and support Yay Valet!)

We will help 2,500 professionals understand how they can improve conditions for transportation cyclists.

AN ENVIRONMENT THAT SUPPORTS THOSE WHO RIDE FOR TRANSPORTATION STEMS FROM PROFESSIONALS WITH FIRST-HAND EXPERIENCE RIDING ROADS WHO HAVE BEEN EMPOWERED BY ADVOCATES TO INITIATE THOUGHTFUL CHANGE.

GOAL #3

STRATEGY #1:

Ride with professionals who can influence conditions for transportation cyclists, to help them understand the experience of riding different roadways and bicycle infrastructure

{Professional Development Rides }

OBJECTIVE 1: We ride with 250 professionals throughout Ohio

OBJECTIVE 2: Participants' levels of road riding knowledge & confidence increases from an average rating of 3 pre-ride to an average rating of 4 post-ride; 80% respond to the T/F question correctly

OBJECTIVE 3: Participants report an average of 2 specific ways in which riding with Yay Bikes! has changed how they do their job

OBJECTIVE 4: Participants share with an average of 5 colleagues each what they learned or experienced on their ride

STRATEGY #2:

Clarify and advocate for the needs of transportation bicyclists

{ Ride of Silence / Earned media / Speaking engagements / Meetings / Bike rack orders }

OBJECTIVE 1: Law enforcement from 8 jurisdictions attend Ride of Silence

OBJECTIVE 2: Yay Bikes! is mentioned in 40 earned media stories

OBJECTIVE 3: We speak at 15 conferences and other events

OBJECTIVE 4: We influence 2,000 people at community meetings

OBJECTIVE 5: We place bike racks at 20 sites throughout Central Ohio

MISSION

Yay Bikes! influences the conditions that help people safely and comfortably ride bicycles for transportation.

VISION

All people who want to use a bicycle for transportation are able to do so with ease and confidence.

REASON FOR BEING

Yay Bikes! believes that riding a bicycle is an important thing people can do to feel profoundly connected to their best selves, to their fellow (wo)man, to their place and the environment, to their version of The Divine. We believe that riding a bicycle is a unique experience in that regard—notably different from, say, the experience most of us have driving a car. And because it offers such rare and profound connectedness we believe, because we've experienced it ourselves and witnessed it in countless others, that bicycling transforms lives. Yay Bikes! exists because we know that bicycling provides access to transformation. Especially so for those who choose to ride, but even among those who don't—whose lives are safer, more peaceful and altogether more enjoyable when cyclists take to the streets. A bike friendly world is a better world, for all of us!

VALUES

KINDNESS

Yay Bikes! treats all people with warmth and respect. We elevate to leadership only to those we know to be kind towards others. We treat professionals with the respect they deserve.

INTEGRITY

Yay Bikes! does what we say we will do. We deliver programs as they have been designed and communicated, on time and budget.

EXCELLENCE

Yay Bikes! goes above and beyond to create transformation. We reject cost- or time-saving shortcuts we know to be less effective at achieving our mission. We rigorously evaluate our program delivery and adapt as necessary based on the data.

BOLDNESS

Yay Bikes! takes a stand for radical change. We challenge car culture and interrogate common assumptions in the bicycle community. We foster diversity in this movement by insisting that our leaders are representative of our communities according to age, race and gender.

THEORY OF CHANGE

MEANINGFUL RELATIONSHIPS

We facilitate a caring community of cyclists because we believe that changing transportation behaviors is difficult when attempted in isolation.

EDUCATION

We provide on-road bicycle education because we believe that people need both information and practice to successfully ride the roads.

CULTURE CHANGE

We explore the intersections between bicycling and other areas of life because we believe it necessary to expand the public's notion of who is and can be a bicyclist.

FUN

We revel in the joy of bicycling because we believe that people will not permanently adjust their behavior in service of something they don't enjoy.

LOVE OF PLACE

We ride to places because we believe that people need to develop new mental maps and discover unique destinations they can choose to re-experience by bicycle.

THE YAY! WAY