



Idaho Walk Bike Alliance

P.O. Box 1594 Boise, ID 83701
(208) 345-1105
www.idahowalkbike.org

2021 IWBA Strategic Plan

WHO WE ARE: IWBA is a statewide nonprofit organization working to improve safety on roadways for non-motorized users and represents 450 individuals, organizations, cities and advocacy groups from all over Idaho.

OUR MISSION: IWBA promotes active transportation as healthy, safe, and reliable for all Idahoans.

OUR VISION: A safe transportation system throughout all of Idaho that supports and encourages walking, bicycling and other forms of active transportation.

Core Values and Functions:

- **IWBA educates Idahoans on:**
 - “Rules of the Road” and their integration with walking and biking activities.
 - The beneficial use of “Active transportation” as a means of getting around that is powered by human energy (primarily walking, bicycling, and the use of wheelchairs).
 - Successful projects and/or implementation strategies to improve safety and mobility.
- **IWBA is a voice for underserved and vulnerable populations by:**
 - Engaging with those who feel endangered by Idaho’s ‘car first’ approach to transportation;
 - Determining what improvements would most benefit these people (e.g. children, the elderly, those with disabilities, those who do not own cars, and people of color); and
 - Advocating for changes at various levels of government and with transportation agencies.
- **IWBA utilizes its active transportation planning expertise to build relationships statewide by:**
 - Staying involved with projects and funding opportunities championed by Idaho Transportation Department (ITD), and/or local and regional transportation organizations;
 - Researching and promoting walking and biking projects in communities;
 - Understanding, advocating, and working to secure funding sources for active transportation projects; and
 - Promoting support for policies, projects, programs, and local organizations that have an active transportation component.
- **IWBA lobbies for Legislative support for active transportation.**

Three-year Plan:

GOAL 1: CREATE STATEWIDE COMMITMENT TO ACTIVE TRANSPORTATION

- Strategy 1: Advocate for Dedicated State Funding for Pedestrian and Bike Pathway Projects
- Strategy 2: Legislative awareness + impact

GOAL 2: EXPAND IWBA'S **STATEWIDE** MISSION AMONG AGENCIES, ORGANIZATIONS, CORPORATIONS, AND COMMUNITIES OF ALL SIZES **STATEWIDE**

- Strategy 1: Create and encourage plans that will ensure all available Federal funds (e.g. Transportation Alternative Program (TAP) funds) for biking and walking projects are granted to communities for their use and spent each year.
- Strategy 2: Convince transportation agencies to partner with local jurisdictions when designing, resurfacing or rehabilitating local roads.
- Strategy 3: Partner with organizations whose missions may not necessarily be aligned with IWBA's core mission, but which will bring positive results to both missions.
- Strategy 4: Create relationships with corporate partners (healthcare industry, insurance, etc.)

GOAL 3: ACTIVATE LOCAL CHANGE

- Strategy 1: Be a resource for local advocates
- Strategy 2: Increase visibility locally to develop and support local activists

GOAL 4: SUSTAIN AND GROW IWBA

- Strategy 1: Increase Statewide IWBA Membership.
- Strategy 2: Increase Board Membership and Representation.
- Strategy 3: Increase/Sustain IWBA Funding