



Idaho Walk Bike Alliance

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2022 IDAHO WALK BIKE ALLIANCE Strategic Plan

WHO WE ARE: IDAHO WALK BIKE ALLIANCE 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: IDAHO WALK BIKE ALLIANCE 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:

- **IDAHO WALK BIKE ALLIANCE educates Idahoans on:**
 - “Rules of the Road” and their integration with walking and biking activities.
 - The beneficial uses of “Active transportation” for getting around powered by human energy (primarily walking, bicycling, and the use of wheelchairs).
 - Successful projects and/or implementation strategies to improve safety and mobility.
- **IDAHO WALK BIKE ALLIANCE 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.
- **IDAHO WALK BIKE ALLIANCE utilizes its active transportation planning expertise to build relationships statewide by:**
 - Staying involved with projects of and funding opportunities through the 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.
- **IDAHO WALK BIKE ALLIANCE 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 IDAHO WALK BIKE ALLIANCE'S STATEWIDE MISSION AMONG AGENCIES, ORGANIZATIONS, CORPORATIONS, AND COMMUNITIES OF ALL SIZES

- **Strategy 1: Ensure that all available Federal funds (e.g. Transportation Alternative Program (TAP) funds) for biking and walking projects are granted to communities for their use and funds 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 IDAHO WALK BIKE ALLIANCE'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 IDAHO WALK BIKE ALLIANCE

- **Strategy 1: Increase Statewide IDAHO WALK BIKE ALLIANCE Membership.**
- **Strategy 2: Increase Board Membership and Representation.**
- **Strategy 3: Increase/Sustain IDAHO WALK BIKE ALLIANCE Funding.**