



Making it safe, accessible, and fun for everyone to bike, walk, and roll in Vermont.

# Strategic Plan 2022-2026



Local Motion is a 501(c)(3) nonprofit organization. Our EIN is: 03-0361422.  
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# Vision Statement

More people will walk, bike, and roll in Vermont for recreation and transportation, improving their health while benefiting local communities and the environment. Local Motion is Vermont's leading resource for all issues related to walking, biking, and rolling.

## Values

**Collaboration:** We partner internally and with like-minded individuals, non-profits, businesses, and governments across Vermont.

**Passion:** We are passionate about biking, walking, and rolling, and bring enthusiasm, energy, and a sense of playfulness to our work.

**Diversity, Inclusion, Equity:** We are committed to having a staff, board, programs, and services that reflect the full range of current and future bikers, walkers, and rollers in Vermont, and to serving historically underserved individuals and communities.

**Integrity:** We treat each other and the people and communities we serve with fairness and respect.

**Financial Responsibility:** We are responsible with the resources entrusted to us, and we work to maximize the benefit for all of our programs and services.

**Altruism:** We seek to do good in Vermont, helping to improve human health and safety, reduce environmental degradation, and model positive behaviors.

**Professionalism:** We bring deep expertise, a commitment to quality, and a track record of excellence to all those we serve.





# Goals

**Safety:** We will work across the state to improve the safety of all people walking, biking, and rolling by advocating for appropriate laws and policies while improving infrastructure and education.

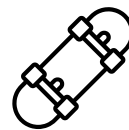
**Accessibility:** We will increase access to walking, biking, and rolling, including in traditionally underserved communities across Vermont.

**Recreation:** We will provide more experiences for people to discover the freedom of moving under their own power, and the resulting physical and emotional well-being.

**Transportation:** We will promote non-vehicular transportation by working with governments and businesses to expand walking, biking, and rolling opportunities and access.

**Leading Resource:** We will expand our outreach across the state to provide the expertise and advice that governments, businesses, and communities need to improve conditions for walking, biking, and rolling.

**Organizational Health:** We will ensure that Local Motion has the long-term financial stability, external relationships, organizational structure, and people resources to accomplish our mission.



# Objectives



## Safety

- Advocate for and support initiatives, strategies, legislation, and policies that apply a safe systems approach to reduce crashes and improve the safety of Vermont's roads for people walking, biking, and rolling
- Support initiatives that increase the percentage of people who walk, bike, and roll, and the infrastructure that allows them to do so comfortably
- Expand Local Motion's educational offerings across Vermont on safe walking, biking, and rolling

## Accessibility

- Develop bike, walk, and roll related programming to appeal to traditionally underserved communities
- Ensure that all our communication and media channels are inclusive and accessible to all
- Provide services in communities statewide in a way that is scaled to each community's needs

## Recreation

- Optimize rental technology, fleet size, and explore additional rental locations.
- Strengthen the bike ferry by partnering with other organizations, planning for long-term improvements to the boat and docks, and facilitating user donations
- Optimize valet bike parking to become more efficient, streamlined, and available in more places
- Develop new opportunities to engage in and promote recreational activities that help people get out and walk, bike, and roll for health, wellbeing and fun



## Transportation

- Promote legislation and policies that encourage walking, biking, and rolling for transportation
- Support infrastructure development that facilitates walking, biking, and rolling for transportation
- Work with governments and employers across the state to implement bike, walk, and roll strategies and policies that reduce travel demand and traffic congestion

## Leading Resource

- Develop thought leadership resources, including white papers, policy briefs, and Learning Network events like workshops and webinars
- Perform statewide and community-based outreach to increase understanding and awareness of issues affecting people who walk, bike, and roll
- Publicize Local Motion's programs and services in each community we serve, including with branded content to share with community partners
- Elevate Local Motion's profile across the state by increasing public awareness of biking/walking/rolling and improving branding through media outreach and communications channels



## Organizational Health

- Increase restricted and unrestricted donations from individuals, businesses, and foundations regionally and statewide
- Maintain stable revenue from grants, contracts, and services that is consistent with staffing capacity
- Ensure the structure of the organization aligns with the needs of the statewide programs and services we operate
- Recruit, actively engage, train, and retain a diverse staff by offering competitive compensation and other benefits
- Ensure that Local Motion's Board has the diverse membership, qualifications, and geographic and demographic representation to lead and guide the organization