



**DRAFT**

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## **Nevada Bicycle Coalition Strategic Plan (2026–2030) DRAFT**

### **MISSION:**

Unite statewide stakeholders for Nevada vulnerable road user health and safety through advocacy education and partnerships.

### **VALUES:**

- **Action:** Support people and policies that promote safe transportation for all people, regardless of geography or income.
  - **Sustainability:** Promote human and electric-assisted powered transportation to support climate and health goals.
  - **Safety:** Protect the lives of vulnerable road users.
  - **Community:** Build strong networks between advocates, public agencies, and residents.
  - **Growth Mindset:** Offer scholarships for a wide variety of events to develop future generations and promote an internal growth mindset.
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## **STRATEGIC PRIORITIES**

### **1. Organizational Development ("Get Our House in Order")**

#### **Goals:**

- Finalize and publish a clear **mission, values, and vision** statement.
- Publish an annual report (trifold)
- Create a **Board and Membership Expansion Plan** to ensure rural and urban representation and skill diversity.
- Hire part-time administrative or advocacy support as funding allows.

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## 2. Advocacy & Policy

### Goals:

- Draft and support **state legislation** to:
  - Improve safety through the Stop As Yield (Safety Stop)
  - Allocate a **portion of the gas tax** to vulnerable road user safety programs.
  - Require **driver education fees** to fund bicycle/pedestrian safety curricula, including at DMV and schools.
- Advocate for **protected bike lanes** connecting:
  - Campgrounds to town centers in rural and urban areas.
  - Focus on connection between community hubs.
- Partner with local jurisdictions and RTCs (Washoe, Southern NV) to influence capital planning.

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## 3. Education & Public Outreach

### Goals:

- Launch a **Virtual Presentation Series**:
  - Topics: Safe design, Dutch infrastructure, Nevada projects, bike law.
  - Publish on YouTube and social media.
  - Benefits of protected infrastructure.
  - Health, economic, and tourism benefits.
- Promote **driver education and road reform**:
  - Bike safety modules for all new drivers.
  - Engage DMV and public schools.

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## 4. Partnerships & Collaboration

### Goals:

- Host a **Statewide Bicycle Advocacy Conference** in Fall 2026.
  - Invite Dutch Cycling Embassy, RTCs, Alta, and national thought leaders.
  - Include urban and rural panels.
  
- Develop partnerships with:
  - **RTC Washoe, RTC Southern NV**
  - **Elko County and Spring Creek planners**
  - **Mesquite**
  - **Alta Planning + Design**
  - **TMBA, IMBA, SNVBC and trail organizations**
  - **Tahoe Area Mountain Bike Association**
  
- Organize annual **fly-in days** to bring state and national advocates to Nevada.
  - Tours, trainings, and meetings with legislators.
  
- Create working groups focused on:
  - **Health**
  - **Technology**
  - **Adult e-bike commuting**
  - **Near-Miss data to identify dangerous areas and change dangerous driver behavior**
  - **Infrastructure:**
    - **Commuter pathways**
    - **Excellence in connected bike parking networks**
    - **Tourism cycling infrastructure**
    - **Trails-to-towns connectivity**

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## 5. Fundraising & Financial Growth

### Goals:

- Launch a **2027 Capital Campaign** focused on road safety:
  - Targets: Patagonia, Strava (Mark Gainey), Givebutter donors.
- Leverage success stories (e.g., Spring Creek commuter plan or Dutch Embassy tour) for grant pitches. Bike Life Radio weekly radio show. Cyclists using [BikeRackMap.com](https://www.bikerackmap.com) to map the Las Vegas valley and BRM's Sprouts bike parking improvement project, [CyclistVideoEvidence.com](https://www.cyclistvideoevidence.com) member's successful use of near miss data.
- Build out:
  - **Donor tiers** with recognition and impact updates.
  - **Recurring donation platform** via Givebutter.
- Explore **public grants** (NDOT, federal Safe Streets and Roads for All, Health Dept.).
- Clarify and publish **funding priorities**:
  - Education
  - Legislative advocacy
  - Staffing and board development
  - Rural equity programs



## 4-Year Timeline

### Year

### Key Actions

- | Year        | Key Actions   |
|-------------|---|
| <b>2026</b> | Expand board to 9 members. Develop action committees. Finalize mission, values and strategic plan; Maintain existing 501c3 status. Build a 501c4 to permit political endorsements; Statewide Conference: Dutch Embassy in Las Vegas; Legislative advocacy - ebike legislation.            |
| <b>2027</b> | Expand board to 11 members. Begin virtual education series; Begin capital campaign (mailers); Rural outreach (Elko/Spring Creek/Mesquite/Ely/Caliente/Battle Mountain). Expand Bike Life Radio to Las Vegas.  |
| <b>2028</b> | Evaluate impact; Scale up rural programs; Expand partnerships; Second statewide conference or rural tour; Add part-time staff. Legislative advocacy push; Begin fly-in events; Develop and publish "Safe Bike Environment" standards; Launch donor tier program; host local action events |
| <b>2029</b> | Plan for 2030 goals; Full audit and public impact report; Increase recurring donations; Drive major policy wins.  |

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## Metrics of Success

- **Education:** 4 virtual presentations/year with 100 + total views
- **Advocacy Wins:** Promote 1 policy adoption (e.g., safety stop, gas tax %, driver ed reform)
- **Partnerships:** 5+ active agency or nonprofit partnerships
- **Funding:** Raise \$250K+ by 2029 through campaigns and grants
- **Board:** Expand to at least 10 members with rural-urban balance
- **Conference Attendance:** 50+ at first statewide event

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### ORIGINAL MEETING NOTES: Strategic Plan - 2025-2028

Overview: The Nevada Bicycle Coalition is the state-wide advocacy group to improve road safety for vulnerable road users in Nevada.

- Fundraising goals:
  - Patagonia
  - Strava - Mark Gainey
  - Give butter
  - How much is in our bank account and what will we do with it
- Get our house in order:
  - Mission
  - Values
  - Goals
  - Expand board
- Conference - Statewide
  - Dutch Cycling Embassy
  - RTC
  - Washoe RTC
  - Alta
  - Fly in advocates
- Collaboration statewide
  - Elko Ski Bowl
  - Elko Trail System
  - Spring Creek commuting
- Education
  - Virtual presentations - posted on youtube and social media
    - Rural presentations on protected bike lanes from campgrounds to town centers
    - Dutch Cycling Embassy Results TMBA
    - What constitutes a safe bike environment
    - What constitutes safe infrastructure for vulnerable road users
  - Legislation
    - Driver education funding through fees
    - Percentage of gas tax go to driver