

Walk On, Victoria 2016/17 Strategic Plan



Graduate Student Project:

Goal:

- Strengthen Walk On as an organization

Ongoing Strategies:

Political Advocacy

Goal:

- Monitor and act on opportunities to advocate for funding/policy decisions that align with our vision e.g., writing letters to city councils at critical points in the local gov. decision-making cycle

Membership growth & engagement

Goal:

- Strive to represent Victoria's pedestrians; increase legitimacy/impact

Social Media Presence/Website Maintenance

Goals:

- Inform membership and public about benefits of walking & walkable cities
- Raise profile of Walk On
- Participate in worldwide pedestrian advocacy dialogue/network
- Keep membership informed of activities
- Provide information about Walk On and about walking to the public

2016/2017 Advocacy Strategies:

Advocating for a More Walkable Douglas Corridor

Goal:

- Member participation on Uptown Douglas Corridor Advisory Committee
- Advocating for walkability improvements at Uptown development

Development of Pedestrian Advocacy Toolkit for GV Residents

Goal:

- Empower pedestrians to advocate for increased walkability of their neighbourhoods

Influencing New Developments

Goals:

- Host luncheon workshops for developers and/or transportation engineers on walkability
- Explore other ways to advocate for increased walkability of new developments, esp. in partnership with neighbourhood associations

Shelbourne Valley Project (Continued)

Goal:

- Work with existing advocacy efforts to increase walkability of Shelbourne Valley

Host Jane's Walks (May)

Goals:

- Educate ourselves and the public about walkability issues
- Promote walking
- Link walks to current projects

Events

Car-Free Day Booth (Summer)

Goals:

- Grow membership
- Raise awareness of benefits of walking/walkability issues

Walk On Week/ Walktober Event (Oct)

Goals:

- Design event in partnership with CRD
- Promote walking
- Raise awareness of benefits of walking/walkability issues
- Grow membership

Long-term goals

Vision:

"Greater Victoria is a livable community that is a safe and attractive place for everyone to walk"

Mission:

"To improve the walkability of Greater Victoria's neighbourhoods and promote walking as a healthy, sustainable form of transportation and recreation"