



# Long-term goals

## External Goals & Strategies:

*Goal:* Improve Walkability along Douglas Corridor

*Strategies:*

- Member participation Uptown Douglas Corridor Advisory Cttee
- Work with Morguard Investments to improve walkability of Uptown
- Work with BC Transit and developers of Mayfair to improve walkability in the area

*Goal:* Improve Walkability along Shelbourne St

*Strategies:*

- Work with Shelbourne Valley Action Committee
- Engage with Saanich to support option #3

*Goal:* Support New Developments that Enhance Walkability

*Strategies:*

- Partner with neighbourhood associations to provide input into new developments
- Build relationships with local developers

*Goal:* Community Outreach to Educate about Walkability

*Strategies:*

- Member participation on active transportation cttees
- Host 2-3 theme walks throughout the year

Jane's Walk (May)

*Goals:*

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

### Events

Car-Free Day (June)

*Goals:*

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

Walktober (Oct)

*Goals:*

- Partnerships through CRD People Power Program
- Promote walking
- Raise awareness of benefits of walking and walkability issues
- Grow membership

## Organizational Goals & Strategies:

*Goal:* Build Partnerships

*Strategies:*

- Foster existing partnerships (GVCC, CRD, City of Victoria, Saanich)
- Research project to identify future opportunities

*Goal:* Political Advocacy

*Strategies:*

- Monitor and act on opportunities to advocate for funding/policy decisions that align with our vision
- Develop policy positions on key issues relevant to pedestrians

*Goal:* Expand Membership and Representation

*Strategies:*

- Attend events throughout the year (CFD, Victoria Marathon) t
- Actively seek out new steering cttee members

*Goal:* Engage with Followers

*Strategies:*

- Post articles that share info about benefits of walking & walkable cities
- Distribute newsletter at least 4 times a year to listserve
- Participate in worldwide pedestrian advocacy dialogue/network

### 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"*