



Walk On, Victoria 2018 Strategic Plan

Organizational Goals & Strategies:

Goal: Build Relationships

Strategies:

- Foster existing partnerships (GVCC, CRD, City of Victoria, Saanich)
- Outreach to neighbourhood associations
- 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:

- Attendance at Car Free Day
- Actively seek out new steering cttee members when needed
- Use FB advertising to expand reach and attract 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 national and international pedestrian advocacy dialogue/network

External Goals & Strategies:

Goal: Walkability is a campaign issue during the 2018 local election

Strategies:

- Create a policy agenda that we ask candidates to support
- Generate 2-3 questions for All Candidates Forums
- Partner with related organizations

Goal: Promote walkability and health benefits in the region

Strategies:

- Member participation on active transportation cttees
- Host four theme walks throughout the year
- Engage with healthcare providers (doctors, VIHA)
- Develop relationships with organizations promoting healthy living (BC Healthy Living Alliance, Plan H, Ministry of Health)
- Support Ericka in getting the City of Victoria to adopt a Complete Streets Policy as part of her fellowship work for America Walks' 2017 Walking College

Events

Jane's Walk (May)

Goals:

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

Car-Free Day (June)

Goals:

- Grow membership
- Raise awareness of benefits of walking/walkability issues
- Survey participants to find out top walkability issues

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"