

# 2021 - 2023 STRATEGIC PLAN

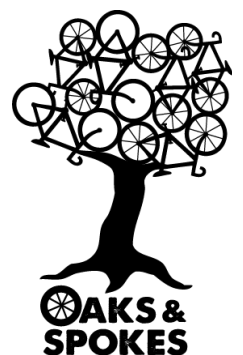
# OAKS & SPOKES

**OAKS AND SPOKES**

MARY SELL

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**2 YEAR STRATEGIC PLAN**



# INTRODUCTION



**BASED IN RALEIGH -  
NORTH CAROLINA'S  
CAPITAL CITY**



**MEMBERSHIP-BASED  
ORGANIZATION**

## MISSION

Oaks and Spokes fosters the community of people who ride bikes in Raleigh.

## VISION

Bicycling in Raleigh will be a safe, convenient and comfortable option for people of all ages and abilities.

Oaks and Spokes is on a mission to make the City of Oaks, the City of Spokes. We believe that a people-powered future will better serve our planet, our community and our children. We believe that bold action will be required and that we must look forward to a new and better tomorrow. We know our community is ready for a better mobility future, and we are here to answer that call.

This document outlines our goals and ambitions for the years ahead. Building off of a decade of community energy and inspiration, we are ready to take the torch and bring a paradigm shift to the community we hold so dear.

So with that, the only question to ask is - are you ready to roll Raleigh?

***Prepared by:***



***Mary Sell***  
Executive Director



***Nick Neptune***  
Board Chair



# COMMUNITY

## Intentional engagement



### 1 INCREASE MEMBERSHIP

Double membership of organization from 2021 - 2023.

*Metrics: number of members*

### 2 DIVERSIFY MEMBERSHIP

Ensure our membership base and board better reflect the diverse array of residents in Raleigh and our greater region.

*Metrics: percentage of membership*

### 3 EDUCATIONAL OUTREACH

Work to create holistic youth programming, targeted at K-12 students to get the next generation excited about bikes.

*Metrics: launch program, engage w/ 100 youth per year*

### 4 RECRUIT BUSINESS MEMBERS

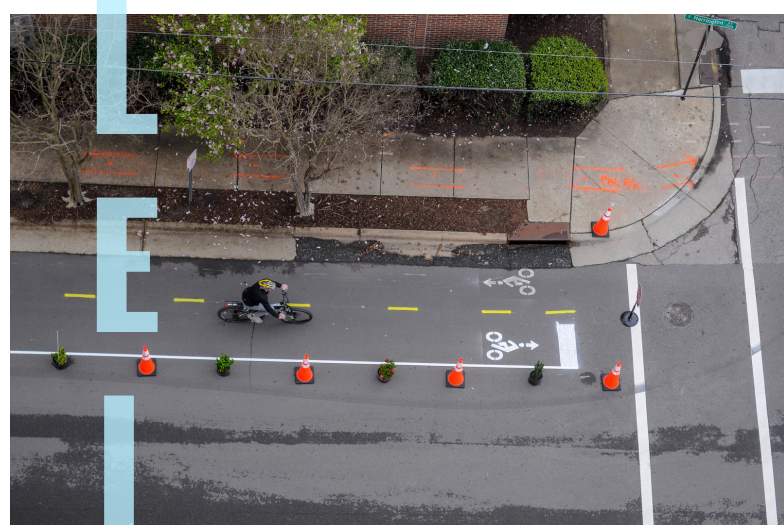
Launch business facing membership program to enhance community outreach and engagement.

*Metrics: recruit 5 business members*

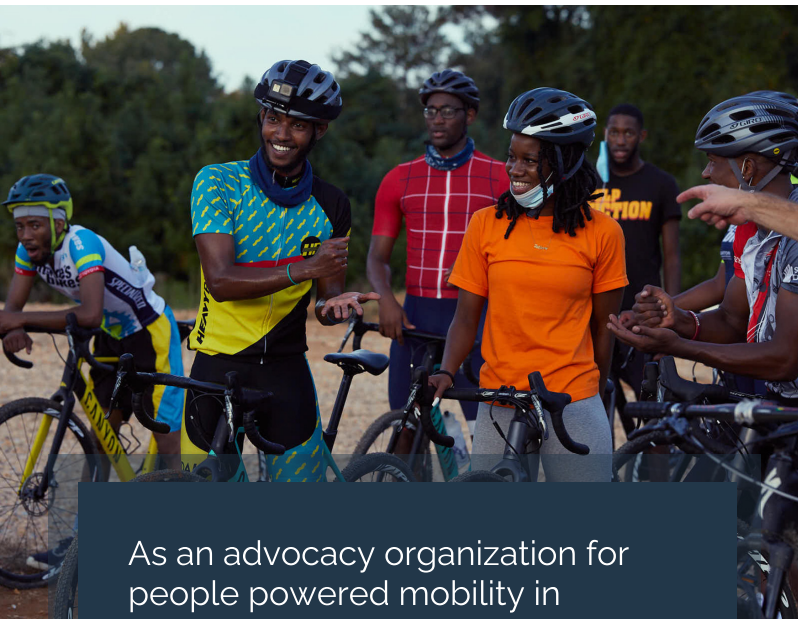
### 5 LAUNCH BICYCLE BENEFITS

Create a bicycle benefits program in Raleigh to further encourage a culture of cycling as a sustainable transportation option.

*Metrics: 10 bicycle benefits businesses*







As an advocacy organization for people powered mobility in Raleigh, Oaks and Spokes seeks to create **more access** and **opportunity** in our transportation network.

We know and embrace **our responsibility to propel** the future we seek.

**Acceleration is needed today** to advance our progress toward a more sustainable future where walking and rolling are seamlessly woven into the fabric of our community.

**Advocate with us.** Help us accelerate change.



# ADVOCATE

## Accelerate Change

1

### CONNECTED & PROTECTED

Advocate for new infrastructure to be all ages and abilities.

*Metrics: 5 new projects w/ separated bike lanes*

2

### NEW FUNDING SOURCES

Work to identify funding amplification opportunities for a safer bike network.

*Metrics: 30% increase in funding*

3

### TACTICAL PROJECTS

Partner to install tactical projects to provide real solutions in a shorter time scale.

*Metrics: Host (2) tactical projects per year*

4

### BUILD ADVOCACY NETWORK

Create opportunities for advocacy and build a network for effective outreach to achieve program and organizational goals.

*Metrics: hold advocacy meeting monthly*

5

### ENGAGE COMMUNITY

Build a community of people that bike through events and programming.

*Metrics: hold events monthly*



# CAPACITY

Strengthen Outcomes

## 1 ADD STAFF CAPACITY

Create opportunities for additional staff to help augment program goals.

*Metrics: 2 staff members by 2023*

## 3 BOARD PARTICIPATION

Strategically identify committed board members with unique strengths and assets to enhance program outreach and mission.

*Metrics: Ongoing*

## 2 FUNDING STRATEGY

Create sustainable fundraising outcomes to achieve organization growth and mission.

*Metrics: Raise \$30,000 per year*

## 4 BUILD NETWORK

Seek collaborative partnerships and expand organization network to enhance program efforts and engage with new communities.

*Metrics: 1 new intro meeting monthly*





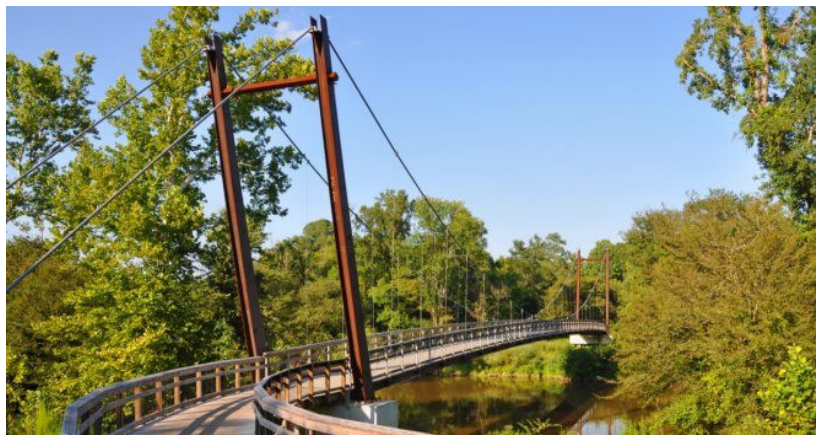
# SPECIAL PROJECTS

## Targeted Impacts



### CITRIX CYCLE BIKE SHARE

- Work to promote and enhance bikeshare system.
- Help provide community outreach for ongoing expansion and site selection.
- Ensure equitable access to bikeshare network for all residents of Raleigh.



### EVENTS & PROGRAMMING

- Chair the local host committee for the Southeast Greenways & Trails Summit, in partnership with the East Coast Greenway Alliance.
- Recruit, engage, and support conferences and events that promote access to sustainable transportation options and elevate our region's position in this space.



### ST. AUGUSTINE CYCLING TEAM

- Create programming to help support the students, team and institution.
- Engage with team leadership to identify collaboration opportunities and determine how to best support team efforts.
- Promote and encourage community participation and attendance at events.



### BIKE PARKING

- Continue to support bike parking needs identified in our community.
- Ramp up bike parking partnership through Dero, as a certified local dealer.
- Increase this as a revenue source for diversifying program funding.



# THANKS TO

## *Our Community*

This strategic plan was developed in partnership with our board and membership to help amplify and augment programming and ensure targeted work, with specific outcomes. As our organization continues to ramp up capacity, we look forward to continued engagement on our strategic plans to help inform where we allocate our time, resources and energy toward building a better Raleigh.

### OUR STAFF

Mary Sell  
*Interim Executive Director*

### OUR BOARD

Nick Neptune  
*Board Chair*

Harry Johnson  
*Finance Coordinator*

Michele Hood  
*At-Large*

Ann Markley  
*Advocacy Coordinator*

Milo Bateman  
*Membership Coordinator*

Jonathon Powell  
*At-Large*

Kristi Pettibone  
*Marketing Coordinator*

Jennifer Saurez  
*Administrative Coordinator*

