

Mission Statement – Vision for the Future
Bike The Woodlands Coalition

Overarching Issues for Bicycling: Safety, Education, Outreach, Infrastructure, Encouragement, Analysis

Purpose of Statement: The Mission Statement is for a loosely organized grassroots group of people (currently called a Coalition) who are interested in all aspects of bicycling and bicyclists in and around The Woodlands. We are seeking to achieve a more bicycle friendly community.

MISSION: Creating a better community through bicycling.

VISION: We envision a community (The Woodlands Township, Montgomery County, and adjacent counties),

- where bicycling will be convenient and safe, with a well planned bicycling infrastructure connecting neighborhoods, business areas, parks, communities, and surrounding counties.
- where bicycling is an integral part of a transportation system that includes protected bike lanes, visible bicycle signage, bicycle parking, on-board bus transit bike racks, and safe intersection crossings.
- that accommodates all facets of bicycling - fitness, recreation, and transportation - and riders of all ages and abilities.
- where bicycling is widely appreciated as an important contributor to the area's economic prosperity and its residents' well being, and fosters stronger connections between people, neighborhoods, and the business community.

Such actions and infrastructure will establish The Woodlands as a "Platinum" Bicycle Friendly Community¹, one that promotes safe transportation for anyone wanting to travel by bicycle.

GOALS:

- I) **Engagement:** To get more people of all communities, backgrounds and ages to cycle regularly and safely for transportation, fitness, recreation and daily activities.

Strategies:

1. *Provide/sponsor bicycling education programs for children and parents (bike rodeos, safe routes to school and the laws pertaining to sharing the road, traffic skills classes)*
2. *Plan more bicycling events; for example: social rides/races*
3. *Partner with United Way's Healthy Living Alliance (HLA) with up-coming Health-A-Polooza.*

- II) **Community Partnership:** To cultivate a community of bicyclists and non-bicyclists who respect each other on the road and trail and a broad-based coalition that supports bicycling as part of a larger vision of healthy, sustainable, and connected living.

¹ Bicycle Friendly Community (BFC) is a designation awarded to selected communities by the League of American Bicyclists. There are 4 levels – (increasing in “friendliness”): Bronze, Silver, Gold, and Platinum. The Woodlands has a Bronze designation

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Strategies:

1. *Promote cycling as a friendly and safe activity through local magazines, newspapers, and various media outlets through partnership with The Woodlands Township.*
2. *Shape and lead a positive public dialogue about mutual respect on the road and trails.*
3. *Collaborate with The Woodlands Township to maintain/upgrade Bike Friendly City status for The Woodlands.*

III) Infrastructure: To significantly expand and improve infrastructure that facilitates safe and convenient cycling.

Strategies:

1. *Identify & promote cycling routes through The Woodlands.*
2. *Educate and advocate to our elected officials and public agencies to ensure funding and policies that advance safe, convenient, equitable, and connected bicycling infrastructure. These items would include such things as painted bike lanes, removing curbs that jut out at street corners, road shoulders, etc.*
3. *Selectively advance bicycling projects that improve network connectivity in The Woodlands Township and South Montgomery County. An example would be safe crossings E-W across I-45, park/ride connectors, Spring Creek trail system.*

IV) Presence: To increase the visibility of the Bike Coalition to reach a broader audience.

Strategies:

1. *Educate and mobilize businesses, medical facilities, governments and major non-profit organizations to become active partners with the Coalition and with each other in realizing our vision.*
2. *Retain and increase membership/constituency and increase their associated engagement and activism through use of website, facebook, and other social media tools..*
3. *Market the coalition and its goals through participation in high-visibility events that will amplify our influence. Examples are Earth Day GreenUP Celebration booth, Bike Month/Bike to Work Day/Bike to Church Day, Earth Day Concert.*