

**Walk On, Victoria  
2016/17 Strategic Plan**



DRAFT

**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:**

**Involvement in Douglas Corridor Transformation**

*Goal:*

- Member participation on Douglas Corridor Advisory Committee

**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

**Events**

<p><b>Host Jane's Walks (May)</b></p> <p><i>Goals:</i></p> <ul style="list-style-type: none"> <li>Educate ourselves and the public about walkability issues</li> <li>Promote walking</li> <li>Link walks to current projects</li> </ul>	<p><b>Car-Free Day Booth (Summer)</b></p> <p><i>Goals:</i></p> <ul style="list-style-type: none"> <li>Grow membership</li> <li>Raise awareness of benefits of walking/walkability issues</li> </ul>	<p><b>Walk On Week/ Walktober Event (Oct)</b></p> <p><i>Goals:</i></p> <ul style="list-style-type: none"> <li>Design event in partnership with CRD</li> <li>Promote walking</li> <li>Raise awareness of benefits of walking/walkability issues</li> <li>Grow membership</li> </ul>
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**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"*

