

Walk On, Victoria 2019 Strategic Plan



External Goals & Strategies:

Goal: Empower members to become effective advocates on pedestrian issues

Strategies:

- Develop key messaging on pedestrian rights and responsibilities
- Host advocacy workshop (potentially with partners)
- Review and revise pedestrian toolkit and provide to members

Goal: Increase presence and awareness of Walk On, Victoria

Strategies:

- Engage with Municipal Councils on walkability/pedestrian issues
- “Thank you letter of the month” for positive walkability projects
- Participate in media interviews, write articles or blog posts about pedestrian issues
- Participate in and host events to increase public awareness

Goal: Advocate for Better pedestrian infrastructure in Greater Victoria

Strategies:

- Advocate on behalf of pedestrians for increased funding for pedestrian infrastructure (e.g. crosswalks, lighting, sidewalks)
- Participate in municipal budget consultation process
- Provide input on Provincial Active Transportation Plan

Jane’s Walk & Movie Night(May)

Goals:

- Host at least 2 walks and a movie night
- Educate/empower existing members
- Promote toolkit
- Build partnerships

Events

Car-Free Day (June)

Goals:

- Grow membership
- Provide educational materials/advocacy toolkit

Walktober (Oct)

Goals:

- Proclamation
- Leverage existing brand
- Raise awareness of benefits of walking and walkability issues
- Grow membership
- Invite members, councillors, media to walk with us

Organizational Goals & Strategies:

Goal: Build Partnerships

Strategies:

- Foster existing partnerships with active transportation groups (e.g. Victorians for Transportation Choice)
- Reach out to potential partners (e.g. Health Authority)

Goal: Political Advocacy

Strategies:

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

Goal: Expand Membership and Representation

Strategies:

- Recruit 2 new steering committee members
- Seek opportunities to speak about Walk On, Victoria

Goal: Engage with Followers

Strategies:

- Post articles on benefits of walking & walkable cities
- Distribute newsletter at least 4 times a year to listserve
- Use website/blog

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”