

Strategic Thoughts 2015

11/13/2015 Draft #11

ReCyclery Vision: A world where people are empowered, fulfilled and engaged in communities that foster the health of people and our planet through bicycling, ie. All the women are strong bikers, the men are good looking in their helmets, and the children are above average in how many bike to school.

ReCyclery Mission: To promote bicycle use for a healthier and more sustainable community.

Target Audience: Community members in East Jefferson County physically able to ride a bicycle.

Goals (Broad)	Objectives (Numeric and Binary)	Strategies (How and Where)	Actions / Measures
<ul style="list-style-type: none"> To have East Jefferson County residents inspired, supported, and educated to ride bicycles. 	<ul style="list-style-type: none"> Inspire and educate 500 people Donate and/or discount 50 bikes to people in need Provide additional bike shelters in Jefferson County 	<ul style="list-style-type: none"> Bike maintenance ed. programs Step On It! in Chimacum & PT Schools Partner with businesses for commuter benefits Bike donation, discount and earn-a-bike programs Bike shelters in PT and Chimacum 	<ul style="list-style-type: none"> 400 kids in Step On It! Program 100 people in other programs, like Women's bike night, VRP, teams 2 Commuter bike events Donate or discount 100 bikes 15 people in earn-a-bike program Develop a Bicycle Benefits Program Shelters at Blue Heron and Chimacum. Primary
<ul style="list-style-type: none"> Be a sustainable, fiscally responsible, generous, dynamic organization. 	<ul style="list-style-type: none"> Implement a financial policy Generate \$30,000 from grants, donations and memberships Increase shop net revenue by 10% 	<ul style="list-style-type: none"> Research a reserve account Develop donor/fundraising plan Develop a membership strategy Pursue grant opportunities More sources of donated bikes Larger retail shop area Have a POS system 	<ul style="list-style-type: none"> Convene a financial task force Launch Indiegogo crowd funding Apply for 5 grants Check on 5 new bike sources Increase retail space by 20% Invest in a POS system
<ul style="list-style-type: none"> To have staff and volunteers feel inspired, engaged, and supported. 	<ul style="list-style-type: none"> Have 7 committed board members (4 officers, 1 youth) Have a new Programs Manager High employee and volunteer satisfaction Have 30 dedicated volunteers donating 3,500 volunteer hours 	<ul style="list-style-type: none"> Board roles, recruitment. & development plan Develop manager replacement plan Provide staff with adequate pay Skills training, social events, and other benefits for volunteers (+board) and staff Recruit volunteers as part of ed. programs Track volunteer hours consistently 	<ul style="list-style-type: none"> Convene a board improvement task force 3 new board members, 1 as treasurer Recruit, hire and train new program manager \$15/hr pay for key staff Host 3 social events 10 training events Invest \$2K in staff training Train 5 volunteers in specific tasks

<ul style="list-style-type: none"> To be a vibrant community cycling hub. 	<ul style="list-style-type: none"> Improve facilities to enhance public experience/image and shop security Provide outreach materials at community events Develop a bicycle Skills Park Improve public accessibility to cycling information 	<ul style="list-style-type: none"> Develop long-term facilities plan. Expand & Improve Mountain View site security, visibility from street & landscape Have convenient, updated display materials Create Skills Park development plan Improve and diversify website Post yearly calendar of events. 	<ul style="list-style-type: none"> Convene a facilities task force Implement security measures Improve site landscaping & signage Install roadside commuter bike station. Attend or host 10 community events Design & start to build a skills park Build a Kiosk with maps & brochures Community events calendar Assist in refining regional trail maps
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