



EXPERIENCE  
**MCBC**  
MARIN COUNTY BICYCLE COALITION



Strategic Plan 2020 - 2025







## A message from our Executive Director



Marin County is a place we are proud to call home. Beautiful scenery, bountiful wide open spaces, and a legacy as the birthplace of mountain biking and the Safe Routes to School program position Marin County to serve as a model for green transportation and healthy, active lifestyles. Now, more than ever, we are called upon to dream big and act boldly. Our plan for the next five years does just that. On behalf of the MCBC team, our volunteers, and Board of Directors, I ask you to join us in building the power of the bicycling movement and making Marin a national model for a bicycle-centric community.

– Tarrell Kullaway

# BIKE MARIN



**MISSION** *to create a healthy, connected, and sustainable Marin by promoting bicycling for everyday transportation and recreation.*

**BIKE MARIN**



## VISION

The Marin of the future will enjoy a comprehensive network of safe, convenient, and connected places to bike, both on road and off. It will be a place where everyone bikes everywhere, everyday – where bicycling is a normal part of life and the first choice for transportation, and the strengths and benefits of the bicycling movement are understood and embraced by all.

## VALUES

As we do our work and collaborate with others, we strive to be:

Catalysts

Bold

Collaborative

Inclusive

Determined

Fun

Effective

Inspiring

# BIKE MARIN



## Goal #1: Create a Bicycle-centric Marin

Promote bicycling as the best way to get around. Steward the emergence of e-bikes to encourage more people to ride more often.

***Triple the number of trips made by bike.***

Advocate for a world-class system of bike routes that make bicycling safe and convenient for people of all ages and abilities.

***Build 10 new miles of protected/separated bikeways  
suitable for people of all ages and abilities.***

Advocate for a world-class system of trails and unpaved roads for off-road biking.

***Add 15 new miles of trails designated for mountain biking.***

# BIKE MARIN





## Goal #1: Create a Bicycle-centric Marin

Share the joy and benefits of bicycling for transportation and recreation with new and emerging riders, including pedal-assisted e-bikes.

***Add several new programs targeting women, children, and new/emerging riders.***

Create a culture of shared safety, respect, and responsibility between all road and trail users.

***Implement campaigns that humanize and celebrate people who bike, targeting those who don't.***

# BIKE MARIN



## Goal #2: Build the power and influence of MCBC

Increase and diversify membership.

***Grow MCBC membership by five times.***

Promote civic engagement on issues that impact bicycling in Marin.

***Mobilize 1,000 people annually to speak up for better bicycling.***

Secure MCBC's long-term financial sustainability.

***Sustain an operating reserve with a minimum of three months' operating expenses.***

BIKE MARIN