



Building Better Communities in the Valley

ENGAGE · EMPOWER · BUILD · RIDE



A bicycle coalition with a vision for building better communities in the valley.

When we envision enhancing the places that we live, we imagine **healthier, freer, more connected, stronger, more vibrant communities**. We see smiles on the horizon, sharing the joy of motion, fueled by the power of friendship.

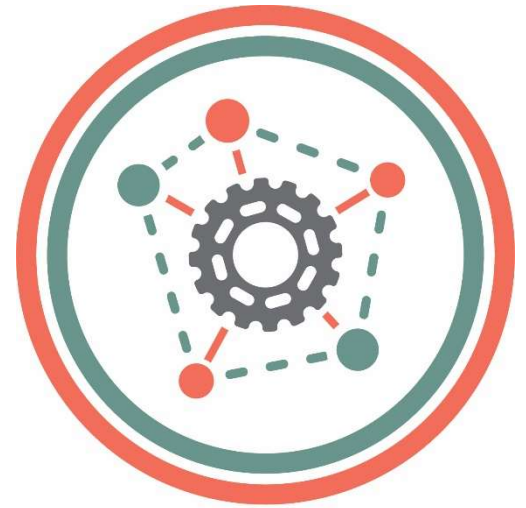
We are a coalition of people who believe that the bicycle is a tool to help us build these places.



Looking ever forward, and with a deep appreciation for the history and geography that defines both our home in the Shenandoah Valley and the evolution of the Bicycle Coalition, this is our Road Map.

ENGAGE

Through **advocacy** and **outreach** we build connections between prospective riders, current bicyclists, and civic leaders to create more vibrant and welcoming communities.



- Advocate for better bicycle, pedestrian, and transportation infrastructure.
- Produce an annual Bicycle and Walking Summit to inspire the community and public officials with motivating examples of what is possible.
- Connect decision makers to community members through activities like engaging in local and regional planning efforts, hosting Candidate Forums, and campaigning for specific infrastructure needs like greenways.
- Build and cultivate partnerships with local towns, cities, and counties, along with state and federal agencies. Specifically, working with the US Forest Service and Shenandoah National Park to create long-term relationships resulting in access to better places to live, work, or play.



connect our
SCHOOLS

EMPOWER

We develop tools, skills, and resources for **everyone** to be able to choose whether, where, and how to ride. We elevate the voices of local residents so that **everyone** can shape the community in which they live, work, ride, and play.



- Support and foster Safe Routes to School programs in our region to help students and families experience a happier, healthier, and friendlier world of biking and walking.
- Teach skills classes for all levels of experience, equipping riders with the knowledge and confidence they need to harness the freedom of riding.
- Support Youth Bicycle programs, building in-school opportunities and lifelong passions through interscholastic riding opportunities like the SHEN-ROCK team.
- Expand the Bikes for Refugees program, recruiting donated and gently used bikes for local refugee families.



BUILD

We build exceptional riding opportunities – new mountain biking trails, greenways, safe routes to school, welcoming road riding routes, and a supportive bicycling community.



- Build on our history of 30+ miles of new mountain bike trails over the past 20 years, with 15,000+ volunteer hours leveraging \$500,000 in federal grant dollars. Complete additional trail improvements in Hillendale Park, Massanutten’s Western Slope and the George Washington National Forest.



- Help incubate and hatch greenways like the Bluestone Trail and the future projects that will comprise the Connect Our Schools initiative.

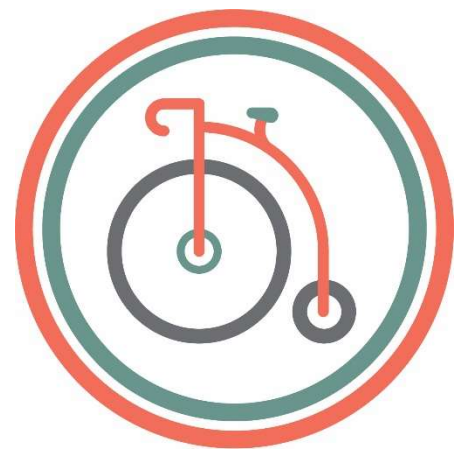
- Ensure proper planning and smart design for sidewalks, bike lanes, and roads so our transportation network and built world work for everyone, making riding and walking more comfortable, safer, and accessible.





RIDE

We ride with joy, with play, and with purpose. We ride to spread smiles, the surest sign of the better communities we envision.



- Host regular social rides, at all skill and speed levels, introducing new riders and building long-term friendships. From “Tuesday Fast Rides” to ice cream socials, children’s greenway adventures, and even costume rides, we invite new populations into the joy of riding bicycles.
- Support commuters who use bikes as transportation to work, school, church, and more. Celebrate commuters through events like Bike to Work and Bike to School Days.
- Organize events like the Shenandoah Mountain Bike Festival, the Shenandoah Valley Century, Bike Month, and other adventure-fueled expeditions as annual celebrations.





A love of place, a history of action

Working as a coalition, building connections and change in the places we live, requires us to be clear about our own values and culture.

We have a 35-year history in the Shenandoah Valley. We live in the most beautiful geography in the world, as both life-time residents and newcomers. We share hopes for our communities that include our families, our neighbors, and the natural world.

We bring a can-do, cooperative spirit to our work. We give our time, energy, and passion to our trails, roads, and friendships.

We believe that biking should be fun. We believe that change can be playful. We believe in stewardship and generosity. We believe that inclusion and a welcoming attitude will make us stronger and better.

We believe in the power of the bicycle to transform ourselves and our world. Together, we are the Shenandoah Valley Bicycle Coalition.



Rolling Forward - Finding Strength in Balance

A good wheel is more than the hub, spoke, or rim. All three must work together in constructive tension to create something smarter, stronger, and more balanced than they could achieve alone.

We look forward to growing the Shenandoah Valley Bicycle Coalition, with a planned addition of an Executive Director in 2018. We see this addition as building on our long-term strengths of volunteer leadership, autonomous teamwork, and self-organized events and initiatives.

We invite you to review how we see our organizational structure emerging in the coming years, and to join us at any level where you feel inspired.

The Hub: Holding the Center

The Board of Directors and the new Executive Director will be charged with “holding the center,” coordinating communications and outreach activities. Building capacity, operational fundraising, growing membership, and financial stewardship are all part of their mission. So is giving voice to the broader community, communicating our vision of better communities through bicycling.

The Spokes: Strength and Structure

Strong volunteerism and bottom-up direction have defined the spirit of the Coalition for decades. As an organization, the Coalition provides backbone support such as publicity and recognition to the many grassroots initiatives of our members. Volunteers provide the vision and energy to lead rides, organize festivals, build trails, and launch new initiatives. We believe in giving people the space and support to be amazing. Good change follows their passions.



The Rim: Where Rubber Meets the Road

The circle of our Coalition is defined by our members and supporters. Our members provide the numbers, momentum, and impetus to foster change. In turn, we include our members in everything that we do, from bike rides to public advocacy. Our members are parents, students, commuters, single professionals, babies in bike trailers, politicians, nonprofit partners, athletes, retirees, community caretakers, and more. We work to create programming as diverse as the communities that we serve, and we encourage you to add your voice to the Shenandoah Valley Bicycle Coalition.





Become a Member – Join group rides, get the latest coalition news, and help build a better community.

Volunteer – Build and maintain dirt trails, support coalition events, or lend your voice to community-based bicycle advocacy.

Donate – Your dollars power positive change for our trails, roads, schools, and neighborhoods.



SVBCoalition.org