

# Bike Walk Golden Isles

## Strategic Planning – November 2024; Updated 2025

Goal	Objective	Ownership	Deadline/Cadence	Updates - Feb 2025
Develop internal processes and systems toward a more sustainable organizational structure	Survey other bike advocacy groups for structure, board, and membership	Board (Van Black)	6 months	
	Develop a membership plan and solicitation strategy	Board member; ED (Van, Orrie, and Tavel)	6 months	
	Convene an advisory board	Advisory (Ben Slade) (Van and Murray to work on task list and roles)	6 months	Ben provided plan draft; board voted for pursuing (02/25)
	Create a formal marketing plan with calendar	ED and EC (Tavel and Eve, Robbie)	2 months	strategy developed
	Continue to cultivate and grow GOHS relationship	ED (Tavel)	Ongoing	ongoing conversations
BWGI will become the trusted advocate recognized by government, quasi-government	Get County-wide trails plan created and adopted	Board and ED (Patti, Murray, Tavel)	2 years	County and City have passed legislation to allow for grant application

agencies, and the public for improving the safety and accessibility of opportunities for biking, walking, rolling, and running	Write Vision Zero and Complete Streets policies for city and county and get adopted	Board members (Patti and Anita to work on policies) (Murray to work on getting policies passed))	1 year	Patti to share Brunswick Complete Streets Policy and share draft options with Anita
	Get our website linked by the city and county websites	ED, EC	3 months	
	Get other bike/ped advocates on BATS and other committees	Board members (Patti to research; Eve supporting)	1 year	Tavel
	Become a resource for funding grants and becoming a Bike Friendly Community	ED, EC (Allan)	2 years (initial application to Bike Friendly Community within 8 months)	Encourage Jekyll to maintain it.
	Become familiar with calendar, processes, and players at city, county, etc. (e.g., understanding government and agency procedures and calendar to better influence action)	ED, Board President (Murray), VP (Anita)	ongoing	
	Foster productive relationships with staff at city, county, state government agencies	ED, Board president, Infrastructure Committee Chair, Anita	Ongoing/2 years	Murray was asked to review ordinance information; board members and Tavel working on MLK Grant for beautification projects

				around MLK-named corridors (possibly \$20k with potential city funds)
	Educate city/county staff and officials on best practices, current conditions, and possible solutions to improve safety and infrastructure	ED, EC, Education Committee Chair, Infrastructure Committee Chair	2 years/ongoing	ongoing
	Advocate for official re-routing of East Coast Greenway with city and county	ED, Advisors (Ben Slade)	6 months	Tavel is attending the East Coast Greenway Advisory Council board meeting (2/11)
Build capacity to enhance our activities to serve the community needs	Expand the board; develop matrix	ED, Chair (Murray, Robbie)	6 months	
	Develop a group of volunteers to support BWGI - Recruit and utilize members	(ED, EC, Board members that can support	6 months	
	Develop a schedule of monthly bike/walk/run/roll events	ED, EC, Special events committee	6 months	Exists on google drive and Eve is updating and creating new events
	Grow and expand Pedal Golden Isles	Pedal Golden Isles Chair (Greg) and Events Committee	12 months	
	Develop an incentive program for membership in BWGI	EC and Membership Committee (Orrie)	12 months	advance notice of events

	Develop a revenue plan and budget	Treasurer and event committee chair, ED, Murray	12 months	Allan to provide 2024 budget spreadsheets to Murray

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