



MISSOURI BICYCLE FEDERATION, INC.

OUR VISION OF BICYCLING AND WALKING IN MISSOURI

Create a world-class bicycle and
pedestrian network in Missouri

Encourage more
walking and bicycling

Build a movement around
bicycling and walking

Improve safety for
all road users





*We are working towards
vibrant neighborhoods, cities,
and streets filled with
safe, healthy
bicyclists and pedestrians
throughout Missouri*



We are working towards a state where **50% of the population is able to use walking or bicycling as a viable transportation choice**. We are working for a **50% reduction in current rates of crashes and fatalities** and a **100% increase in the number of walking and bicycling trips**.

We will work in concert with national groups and programs, support and encourage local and regional groups, and build a movement in support of bicycling and walking in Missouri. We will secure the funding needed to accomplish our vision, to reach our primary 10-year outcome, and to reach the specific 5-year goals that will propel us towards our long-term vision.

We will follow **national best practices** and expect to reach **reasonable, measurable goals** as achieved by cities, metropolitan areas, and states that have followed these practices in recent years. We will issue an **annual report card** to show our progress: MoBikeFed.org/ReportCard.

PRIMARY 10-YEAR OUTCOMES:

- **Double the number of people walking, bicycling, and using mass transit**
- **Cut bicycle and pedestrian crash rates in half**



SPECIFIC GOALS FOR THE NEXT 5 YEARS



Building a movement

In the next 5 years, we will gather thousands of active members from every part of the state of Missouri and work together to create a new movement in support of bicycling and walking. We will build partnerships and coalitions with like-minded organizations to expand our influence.

Select movement building outcomes:

- Over **20,000 members** in clubs and groups affiliated with MoBikeFed, over 2000 direct individual members of MoBikeFed, over 10000 friends and active supporters on MoBikeFed's e-network
- Double the number of Missouri schools participating in **Walk/Bike to School Month** activities and quadruple participants
- Double the number of cities with active **Bike Month and Bike to Work Week** programs and quadruple participants



Encouraging activity

In the next 5 years, we will promote, encourage, and conduct programs and campaigns throughout the state that increase active transportation for all users. We will help communities develop and implement these efforts.



Select encouraging activity outcomes:

- **Increase the percentage of trips by bicycle and walking** (currently less than 5% statewide) to 8% of trips in five years and to the national average of 9.5% of trips within ten years.
- **Increase the amount of tourism** in Missouri involving bicycling or hiking from the 4.5% to 5.0% or more.
- Make a concerted statewide effort to **feature active transportation and active tourism** in the images used to promote our state, cities, and regions.
- Make a **state bicycle map** and bicycle maps of key Missouri cities available as free resources

IMPROVING SAFETY

In the next 5 years, we will reduce the rate of pedestrian and bicycle crashes and injuries per trip around Missouri by one third. We will promote and encourage motorist education programs and activities and work with law enforcement to encourage appropriate enforcement activities to promote safety for all road users.

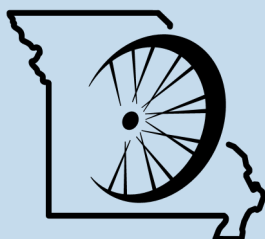


Select increasing safety outcomes:

- Continued movement towards **traffic justice** for nonmotorized users in Missouri traffic laws
- **Annual report on crashes** involving bicyclists and pedestrians that identifies problems and advocates for improvements
- Greatly increase the number of instructors and participants in the national, proven effective **League Cycling Instruction program**
- **Bicycle/pedestrian traffic enforcement weeks** in 10 communities annually

JOIN THE MOVEMENT!

Help us make Missouri a place where more of your friends and neighbors feel safe and comfortable walking and bicycling.



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BUILDING A WORLD CLASS NETWORK

Over the next 5 years, we will support and encourage the development of bicycle and pedestrian planning in communities across Missouri. We will work for better roads, trails, and facilities for walking and bicycling. We will work to create complete, connected networks of walkable, bicycle-able routes throughout our communities and our state.

Select world-class network outcomes:

- 20 cities and 50% of the state's population in communities covered by municipal **pedestrian and bicycle plans**
- A statewide **Missouri Complete Streets policy**; at least 3 metro areas and 5 cities with Complete Streets policies
- **Improve the Katy Trail network:**
 - From its current 225 miles to 300 miles within 5 years
800 miles long term
 - From its current reach of 210,000 Missourians within 2 miles of the trail to 350,000 within 5 years
2.5 million+ long term
- 5 Bronze Level and 1 Silver Level **Bicycle Friendly Communities** in Missouri, and 5 additional communities working towards Bronze Level

