



ASSOCIATION OF PEDESTRIAN
& BICYCLE PROFESSIONALS

Expertise for Active Transportation

STRATEGIC PLANNING REPORT



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PHOTO CREDITS

Left to Right: Nancy Winkelman, Ann Pierce, Bob Patten, Jesse Boudart

APBP IS A COMMUNITY OF PRACTITIONERS WORKING TO CREATE MORE WALKABLE, BIKEABLE PLACES. WE FOSTER PEER KNOWLEDGE SHARING, ADVANCE TECHNICAL EXPERTISE, AND SUPPORT THE PROFESSIONAL DEVELOPMENT OF OUR MEMBERS.

From a handful of members in 1995, the organization has grown to include 1,200 members in the United States and Canada, and other countries around the globe. APBP members work at all levels of government, in manufacturing, and as consultants, advocates, researchers, and students in a wide range of disciplines: transportation planning and engineering, urban design, landscape architecture, public health and active living. APBP offers technical training and resources to build capacity for sustainable transportation, including a monthly webinar series and a biennial APBP conference.

STRATEGIC GOALS

Embody operational excellence, sustainability, accountability and transparency.

Provide influential and authoritative leadership to advance active and healthy communities.

Engage, connect, and educate our members to grow and succeed professionally.

GOAL #1

EMBODY OPERATIONAL EXCELLENCE, SUSTAINABILITY, ACCOUNTABILITY AND TRANSPARENCY.

FINANCE

- Evaluate and monitor APBP's current and ongoing financial health
- Benchmark key indicators of APBP's financial health against three peer organizations
- Create a pricing strategy for current and future projects
- Create a five-year financial sustainability (or stability) plan

GOVERNANCE

- Document tasks, timelines, roles and responsibilities across the organization
- Establish communication protocols and practices
- Establish criteria to prioritize existing and future tasks and endeavors
- Regularly evaluate board and staff performance

BRANDING

- Evaluate existing branding materials and external communications (logo, website, social media, newsletters, listserv, etc.)
- Refine APBP's brand through a 24-month branding plan
- Increase APBP's visibility within the active transportation community

CHAPTERS

- Evaluate relationship between chapters and APBP
- Update and refine chapter protocols, establish baseline activities, and create a chapter reporting structure
- Increase board oversight of chapters



GOAL #2

ENGAGE, CONNECT AND EDUCATE OUR MEMBERS TO GROW AND SUCCEED PROFESSIONALLY.

BRAND, TECHNOLOGY, & COMMUNICATION

- Conduct a content and material audit
- Develop a communication strategy
- Create a strong brand identity
- Enhance our members' and board members' experience through technology

MEMBERSHIP

- Survey existing and prospective members on what they want and need from APBP
- Identify and improve services and programs to increase membership value
- Develop strategies for growing and diversifying membership

CHAPTERS

- Develop metrics to evaluate chapter success
- Continue to support the creation of successful chapters
- Connect chapter activities to APBP organizational goals
- Provide access to leadership opportunities

EDUCATION

- Deliver the highest quality educational programs and materials
- Improve and expand our current platforms for knowledge exchange and networking
- Facilitate high quality mentoring experiences to help members grow and succeed professionally
- Explore certificate program



GOAL #3

PROVIDE INFLUENTIAL AND AUTHORITATIVE LEADERSHIP TO ADVANCE ACTIVE AND HEALTHY COMMUNITIES.

POLICY

- Identify and prioritize key policy areas and issues relevant to APBP
- Develop and distribute policy statements on issues relevant and important to our members
- Ensure APBP maintains a leadership role on active transportation policy issues

PARTNERSHIPS

- Identify, evaluate, and prioritize potential strategic partnerships that align with APBP's goals and objectives
- Identify what APBP has to offer potential partners and what we stand to gain in return
- Actively cultivate strategic partnerships



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Multi-year plan drafted in 2016.

PHOTO CREDITS
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