



## Strategic Plan 2022-2025

The following document outlines RCR's Strategic Plan for the next three years. The RCR Board and Executive Director will check the progress of these strategies at future board meetings, and RCR intends to perform a deep-dive analysis of strategic outcomes achieved once per year. In addition to this broad overview, RCR has a more detailed work plan for each section of the strategic plan.

**MISSION:** Routt County Riders advocates to implement positive change for all types of cyclists in Northwest Colorado.

**VISION:** We envision a community where every resident has access to a bicycle; trails and roads are built and maintained for every level and discipline of rider; and cyclists, pedestrians and motorists safely enjoy our beautiful Yampa Valley for transportation and recreation.

**APPROACH:** We accomplish our mission through community outreach programs, safety initiatives, trail maintenance efforts and coordinated volunteer projects. We engage civically and advocate for trail diversity, public land access, and road infrastructure improvements throughout the Yampa Valley and beyond.



## RCR PRIORITIES:

### ADVOCACY/ADVISORY

#### Goals:

- **Work** with decision-makers to increase infrastructure to support mountain, gravel and road cycling
- **Increase** the number of community members cycling in Routt County
- **Provide** support for individuals to have access to cycling

#### Strategies:

- **Track and participate** on local and statewide committees and boards that have an impact on cycling, *such as:*
  - Maintain presence at 2A Trails Committees and advocate for the successful completion of the Mad Rabbit Trails Project
  - Serve and advocate for cycling on the Routt Recreation and Conservation Roundtable (RRCR)
  - Continue to serve on the Routt County Multi-Modal Advisory Committee (*in its current or future forms*)
- **Count and interpret** data on number of recreationalists on Steamboat Springs trails (Trail Counter Program) through continued partnership with the City of Steamboat Springs
- **Increase** RCR membership base to create a more impactful voice in collective bargaining



## EVENTS

### Goal:

- **Support and manage** events that create a sense of community amongst cyclists and trail users

### Strategies:

- **Partner** with and support the Emerald Mountain Epic as RCR's annual fundraiser
- **Continue to support** mountain, road and gravel race events

## BIKING INFRASTRUCTURE

### Goal:

- **Create and maintain** trails year-round to encourage cycling and trail use in Routt County using volunteer labor and partnerships

### Strategies:

- **Expand** Volunteer Trail Work Days to build and maintain a diverse network
- **Provide** Winter Fat Bike Grooming to promote all season cycling
- **Advocate** for Core Trail extension for commuting and recreation
- **Implement** Porta-Potty program to encourage health and hygiene to improve rural road riding experience and private landowner relationships



## BIKING ACCESS

### Goal:

- **Remove** barriers to cycling by providing free or low-cost bikes and maintenance education to community members in need

### Strategies:

- **Build and expand** Bike Match program - a bike in every household

## EDUCATION AND COMMUNITY ENGAGEMENT

### Goal:

- **Provide** continual education to make cycling safer and more supported by the community

### Strategies:

- **Pilot** Street Smarts 6th grade program in Routt County to encourage safety
- **Promote** Bicycle Friendly Driver Initiative in Routt County to decrease driver/cyclist accidents
- **Revive** the Bike Rodeo (or similar) in Routt County elementary schools to teach more kids about cycling safety
- **Continue** Trail Ambassadors Program with the City of Steamboat Springs to promote excellent behavior on trails
- **Continue** Adopt-a-Highway program to keep popular road riding corridors clean
- **Increase** RCR Communications (traditional media, social media) to educate the community

## FUNDRAISING

### Goal:

- **Increase and maintain** funding support for RCR to offer programming that will increase and improve cycling in Routt County.

### Strategies:

- **Increase** impact of Yampa Valley Gives Day to raise more local funds
- **Organize** film events, membership drives, etc. to increase membership
- **Update** website and members page to better illustrate the benefits of joining RCR

