

PEDAL STRATEGIC SAFE ROA PLAN

JULY 2025 - JUNE 2028



MISSION

PedalSafe ROA promotes Roanoke as a livable community by improving the safety and convenience of cycling and advocating for its greater acceptance.

GOALS

1

Infrastructure & Advocacy

Advocate for bicycle infrastructure development that enables low stress, connected travel to everyday destinations.

Objectives

1. Identify, assess, and communicate strategic advocacy priorities.
2. Make progress on top advocacy priorities.
3. Implement traffic calming demonstration project(s).

2

Outreach & Engagement

Engage, educate, and mobilize the Roanoke community to increase understanding and support of PedalSafe ROA's mission.

Objectives

1. Increase communications reach.
2. Increase engagement with Roanokers who are interested in PedalSafe ROA's mission.
3. Increase engagement and collaboration with targeted strategic partners.

3

Internal Operations

Ensure the long-term organizational sustainability and durability of PedalSafe ROA.

Objectives

1. Increase revenue to support advocacy and outreach goals.
2. Improve governance and grant management.
3. Expand organizational capacity.

