

Walkers' Caucus Strategic Plan

Strategies

- **Political advocacy**
 - ✓ Monitor and act on opportunities to advocate for our vision
 - ✓ Maintain presence on and connections with relevant City Advisory Committees
- **Membership growth and engagement**
 - ✓ Represent local pedestrians at appropriate events
 - ✓ Provide “brand support” enabling active members to take on projects
- **Communication**
 - ✓ Twitter, Facebook and blog kept current and relevant
 - ✓ Monthly newsletter informs membership on activities and achievements
 - ✓ letter-writing campaigns
 - ✓ Staffing our booth at events
- **Partnerships**
 - ✓ Establish and maintain partnerships with active transportation and environmental groups (HUB, NWEF, walking groups)
 - ✓ Reach out to educational institutions to foster awareness and advocacy
 - ✓ Engage the business community to promote economic benefits of walking

Vision

“New Westminster is a compact, livable community that is a safe and attractive place for everyone to walk.”

Mission

To be the “one stop shop” for walking in New Westminster by advocating for pedestrian safety and better infrastructure, providing information on recreational walking, and promoting walking as an urban transportation mode.



Projects and Events (2020)

- **Advocate for excellent pedestrian accessibility at major long-term developments** (NWSS, Sapperton Green, 22nd Street Station)
- **Provide feedback on quick “spot improvements”**
- **Support Jane’s Walks** by website hosting, promotion, and recruiting walk leaders
- **Support Walk30 Challenge** through website hosting, development, and promotion
- **Attend 2 public events per year** (Uptown Live, Innovation Week – Transportation)
- **Provide input on City policies and procedures**