



**OUR  
COMMUNITY  
BIKES**

Building Bikes, Building Community



# **3 YEAR STRATEGIC DIRECTION**

Empowering people with tools  
and knowledge

April 2025

# A MESSAGE FROM OCB'S EXECUTIVE DIRECTOR



It's been a time of new growth here at Our Community Bikes. Re-stabilizing post-COVID, we have officially brought back day-time DIY, re-visioned Women Trans Queer nights as Equity Seeking Gender Access nights, and launched a Future Mechanics Program to complement Bike Club and Gear Up. Pedals for the People is going strong with 72 bikes given out so far this year (Jan-April 2025) and 428 critical repairs completed at the Oppenheimer Repair Clinics. Furthermore, we're expanding our engagement across Metro Vancouver hosting bike repair cafes in schools giving youth from Vancouver to Coquitlam to Surrey mechanic education and access to bikes so they can independently get where they need to go.

As Our Community Bikes embarks on its 33rd year of providing **education in the form of mechanical skills training and workplace learning to empower people and enable access to community services and opportunities**, we raise our hands to the hundreds of people who have contributed to this work. From staff, volunteers, and board members to community partners and donors, your contributions over the years have afforded transportation justice and access to bikes for thousands of people facing financial hardship and social or cultural barriers to access.

Planning for the future we look forward to continuing to foster inclusive community space, make bikes available to those who need them, and empower people for the next decade and beyond.

Building Bikes, Building Community. Thanks for being part of it!

With Gratitude,



**Sarah Thomas**  
Executive Director

**BUILDING BIKES,  
BUILDING COMMUNITY  
SINCE 1993.**





# Why we're here...

## Core Values

- Empowerment
- Sustainability
- Inclusive Community
- Access
- Integrity

**Community connection is more important than ever in this time of climate chaos, social isolation, and division.** More and more people are isolated and need connection to get through hard times. A lack of access to transportation exacerbates the problem. Meanwhile, resources are increasingly constrained and landfills are out of control.

We're here to address this. We use the bicycle as our tool for social and environmental change to help people access reliable transportation, shared spaces, and learning opportunities.

We provide refurbished bicycles to those who need them, and mechanical education to anyone interested in learning more about their bike. We help people develop transferable work-place and life skills, in a safer, inclusive, environment. The ripple of positive outcomes that follow include a greater sense of community, confidence, and independence, while reducing climate emissions, and waste.



# ENVISIONING A COMMUNITY WITHOUT OPPRESSION...

## Our Vision

Our Community Bikes envisions a community without oppression, where equal access to mobility supports self determination for everyone, regardless of perceived ability, employment status, income, race, gender, or sexual orientation.



## Our Mission

Our Community Bikes promotes the use of bicycles as a healthy, affordable and environmentally sound form of transportation. We offer education in the form of mechanical skills training and workplace learning to empower people and enable access to community services and opportunities. Equity, environmental sustainability, and waste reduction are central to how we work.



# HOW WE DO IT

## Environmental Action



Environmental sustainability and waste reduction are central. Optimize operations, purchasing, and decision making to reduce environmental impact. Divert waste through recycling and refurbishing bikes. Enable people to use bicycles as low impact transportation and cultivate a community that values reused materials.

## Educate



Equip people with mechanical skills and cycling safety knowledge so people can feel confident with their bicycles. Promote the use of bicycles and pedal-powered technologies to improve our common environment, and mitigate the effects of climate change.

## Empower

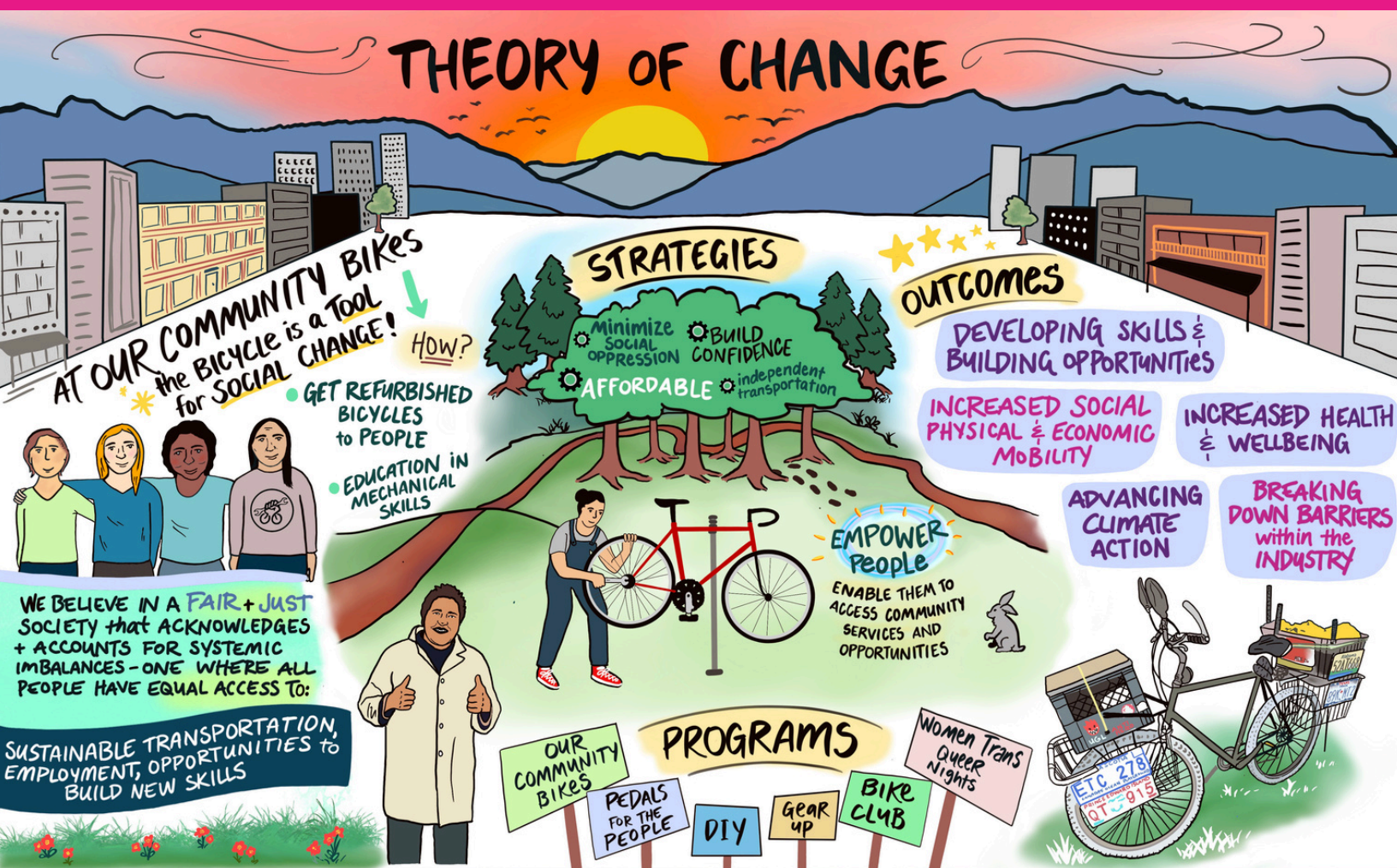


Minimize barriers to mobility and increase access to bicycles. Create opportunities for experience by teaching people to fix their own bikes. Provide an affirming environment to learn about bike mechanics to people with disabilities, and work experience for those who face barriers to employment.

## Enable



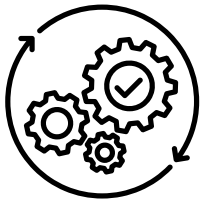
Provide bikes to low-income individuals to facilitate participation in community enabling people to join in, fit in, get jobs, get to appointments and to participate in their lives, on their terms. Develop and distribute pedal-powered technologies within our communities.



# STRATEGIC DIRECTION

We will help ensure this better future by strengthening our core and expanding our community partnerships and reach so we can further our impact and be around for the long term.

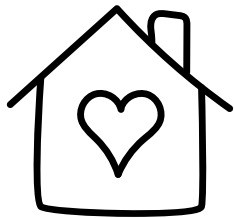
## GOALS BY 2028



**1. Develop an enduring Sustainable Operations Plan for the organization**



**3. Clarify our identity and voice**



**2. Settle in a long term space**



**4. Secure predictable funding**

## ACTIONS TO SUPPORT THESE GOALS

### **1. Develop a 10 year Organizational Plan for the organization**

In order to ensure long term organizational stability do a program review to understand needs, value, and costs, of all our initiatives to inform space management & business planning.

- Conduct a SWOT analysis, and review current and potential programming to evaluate effectiveness, impact, feasibility and budget implications of each program at present and over the next decade.
- Review program plans and structures to identify current and future spatial and logistical needs of programming over the next decade.
- Review findings with key thought partners (e.g., Community engagement, program partners).
- Synthesize findings in a way that can be shared with others, and to inform next steps.

**Success looks like: Having a plan that informs future directions.**



# ACTIONS TO SUPPORT THESE GOALS CONTINUED...


## 2. Settle in a long term space

Secure a new lease so we have tenure certainty and can grow our programs and services accordingly.

- Refine our space needs based on Program Review and 10 year Organizational Plan.
- Secure a new space that balances size, cost, and location and fits with our 10 year Organizational Plan.
- Complete Capital Campaign to ensure move expenses are funded and don't hamper organizational operations.
- Develop a Relocation Plan that includes detailed move timeline, communications plan for staff, customers, program participants, and vendors, and physical move logistics.

**Success looks like: We're settled in a long term space.**

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## 3. Clarify our identity and voice

Streamline what and how we want to communicate in order to strengthen our message.

- With staff, develop a communications strategy that includes guidance on when to speak out on wider community issues.
- Focus on building brand recognition;
  - Adjust the brand guide to increase buy-in and use,
  - Establish clear and consistent name use, and
  - Establish logo consistency.
- Effectively spread the word about OCB to core supporters and new audiences;
- Lean in to building awareness and momentum

**Success looks like: Everyone knows us and what we do.**

## 4. Secure predictable funding

Being able to anticipate our revenue streams a year or more out will reduce fundraising pressure and facilitate better planning.

- Accounting for learnings in Goals 1 and 2 develop a fundraising plan to address sustainable, flexible, funding targets;
  - Establish funding that lets us determine programming and organizational priorities based on our goals, not on available resources,
  - Develop clear revenue streams for all ongoing programs, and
  - Map out considerations including: Multi-year grants, regular donors, etc

**Success looks like: Clear understanding of financial needs, and potential strategies to meet financial goals. (Ideally, annual budgeted 'unknown revenues' reduced to zero!)**



# WITH THANKS!

Work of this magnitude takes many people to ensure diverse perspectives are included and maximize the value we can provide to the community. Thanks to the 9 staff, 5 board members, and 4 core volunteers who participated in our strategic planning meeting and to the 14 people who provided further comments and feedback on the revised text to ensure direction alignment. We are immensely grateful to SVP Vancouver for funding support and the strategic clarity offered by Karen Gelb throughout the process.



## Come and join us!

We always welcome new volunteers, program participants, and supporters, so come down to our shop and find out how you can get involved!

Drop in @ 2429 Main Street, Vancouver, BC  
11am - 6pm Wed-Sun Sept-April  
10am-7pm Wed-Sat; 11-6 Sun May-Aug

