



IBPI Strategic Plan June 2008

MISSION

IBPI leads innovation in research, education and knowledge that promotes change to make our communities safe, convenient and accessible places to walk and bicycle.

GOALS, OBJECTIVES AND ACTIONS

RESEARCH

Actively shape and conduct innovative research that tests new ideas and formalizes best practices on bicycle and pedestrian planning, design, education and policy.

Objective 1: Develop a prioritized research agenda

Actions

- a. Identify knowledge and research gaps
- b. Identify audience(s) for research
- c. Prioritize research needs and topics
- d. Draft and prioritize a five-year research agenda

Objective 2: Expand research capacity

Actions

- a. Explore models and funding opportunities for additional research staff (graduate research assistants and post-doctorate model)
- b. Develop a proposal to add research staff capacity
- c. Identify strategic partners to leverage research capacity

Objective 3: Identify research sponsors

Actions

- a. Identify agencies that sponsor research on bicycle and pedestrian topics
- b. Identify private and public partners with interest and capacity to collaborate on research projects

EDUCATION

Create a top-tier, multi-disciplinary learning environment that advances the skills and knowledge in bicycle and pedestrian planning and design. Portland State's program promotes interest in the field and attracts the best students and faculty to study at PSU and its partner institutions.

Objective 1: Expand and integrate curriculum on bicycle and pedestrian topics at Portland State and partner institutions

Actions

- a. Document existing courses at PSU, U of O and OSU that include bicycle, pedestrian and related topics (such as intersection and signal design, transit access, trails, etc.)
- b. Conduct national survey of university courses that cover bicycle and pedestrian topics, summarize results
- c. Identify gaps, needs and opportunities for new course development
- d. Identify disciplines outside planning and engineering with the potential to include course modules on aspects of bicycle and pedestrian topics
- e. Develop proposal to expand and deepen multi-disciplinary curriculum on bicycle and pedestrian topics
- f. Develop proposal to develop course modules on identified bicycle and pedestrian subtopics for implementation within other disciplines' curricula

Objective 2: Develop a certificate program for bicycle and pedestrian transportation

Actions

- a. Conduct an assessment of the existing transportation certificate program
- b. Research options for professional development and graduate certificate programs at PSU
- c. Obtain information on creating or revising a certificate program
- d. Conduct a feasibility of study for creating a certificate program for bicycle and pedestrian transportation
- e. Based on results of feasibility study, move forward to establish the certificate program

Objective 3: Create a faculty development center for bicycle and pedestrian education and teaching

Actions

- a. Conduct a needs assessment for faculty development on bicycle and pedestrian topics including existing resources (academic, practice and other), interest and need
- b. Develop a proposal to create and fund a faculty development center for bicycle and pedestrian education

PROFESSIONAL DEVELOPMENT

Change practice by enhancing professional capacity, skills and knowledge in planning, design, and policy that promotes bicycling and walking. Become the leading resource for information that practitioners need to better plan and integrate cycling and walking facilities into our communities.

Objective 1: Conduct needs assessment for professional development opportunities, including topics, audiences and locations

Actions

- a. Identify professions and potential audiences for professional development
- b. Identify practitioners' knowledge gaps, training needs (topics & subjects) through focus groups and/or survey
- c. Identify opportunities for professional development courses (stand-alone, pre-conference sessions, other partnership opportunities)
- d. Produce needs assessment report highlighting priority topics, target audiences and locations for expanded and new professional development course offerings

Objective 2: Expand professional development offerings by profession, topic and geographic location

Actions

- a. Use results of needs assessment to develop a proposal for an expanded professional development program
- b. Use the IBPI web site to promote the professional development program
- c. Identify and seek partners to co-sponsor programs
- d. Seek opportunities to offer courses as pre-conference sessions for priority target audiences
- e. Develop and host a best practices tour (American or European) with funding from sponsors and fees

Objective 3: Establish a Professional Development Center for Bicycling and Walking, Building on the Reputation and Knowledge of Portland and PSU

Actions

- a. Institutionalize course offerings as a regular set of course offerings sponsored or co-sponsored by IBPI
- b. Promote the Center and course offerings through IBPI and other websites
- c. Develop course packages that can be offered in other cities
- d. Host a conference (perhaps in connection with the Oregon Bike Summit) for information, discussion and networking
- e. Explore the feasibility of creating and funding a Center to coordinate professional tours of local bicycle and pedestrian planning, facilities design, education and policy work.

KNOWLEDGE & UNDERSTANDING

Promote better knowledge and understanding of bicycle and pedestrian travel by making information from research and practice accessible to everyone.

Objective 1: Develop IBPI's website to be a primary and trusted resource on bicycle and pedestrian topics

Actions

- a. Identify information needs, audiences and sources
- b. Expand research on resources available on existing web sites
- c. Revise website to add information and
- b. Actively seek and disseminate results of research and best practices that is not available elsewhere (such as presentations from APBP, ITE and others)

Objective 2: Provide a forum to bring national and international experts to a wider audience

Actions

- a. Seek funding to sponsor guest lectures at Friday seminars and other open public events
- b. Research and develop a proposal to sponsor a lecture series

Objective 3: Bring innovative research and practice to professionals in a wide array of disciplines

Actions

- a. Identify target disciplines and venues (journals, conferences)
- b. Research, compile and prioritize a list of potential venues, requirements for submittal, topic areas covered, etc.
- c. Identify potential topics, authors, speakers
- d. Submit abstracts and paper proposals

ORGANIZATIONAL DEVELOPMENT

IBPI is a nationally-known and respected leader in the field of bicycle and pedestrian travel that builds on its location at Portland State University to provide academic and community credibility.

Objective 1: Make IBPI a viable and sustainable organization

Actions

- a. Develop a five-year strategic plan and budget
- b. Identify base level of financial support needed
- c. Work with the Dean's and University's development offices to develop a fundraising plan and partnership opportunities