



# THE STREET TRUST

## STRATEGIC ACTION PLAN 2021-2023

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### #MISSION

The Street Trust advocates for multimodal transportation options that prioritize safety, accessibility, equity, and climate justice in the Portland Metro Region.



### #VISION

The Street Trust envisions a complete, safe, low-carbon, multimodal transportation system that contributes to equity in access, opportunity, health, and prosperity for people and communities across the Portland Metro Region and beyond.



### #VALUES

**We're all in this together.**

#### Collaborative

We know that we are most likely to reach our goals when we partner with communities and include diverse perspectives, organizations, and initiatives in our work.

#### Courageous

Bold, visionary leadership means we are better equipped to adapt and respond to the future.

#### Sustainable

We understand that a sustainable place means actively supporting the health of people, communities, economy, and environment simultaneously.

#### Equitable

We are a community-driven organization that demonstrates its commitment to diversity and equity in mobility as a vital part of social justice work.

#### Innovative

Urban mobility is constantly changing and our involvement must keep pace and stay future-ready with openness to new solutions and investments.

# #PRIORITIES



Policy



Partnerships



Membership



Impact

# #ACTIVITIES



We win campaigns to achieve our vision. We are at the table with policy makers, agency staff, and community members.



We lead & participate in diverse coalitions and initiatives that drive equity in transportation as a vital part of climate justice.



We recruit street users as members, who look to us to represent their interests.



We increase the number of people choosing multimodal options to improve lives and livelihoods of everyone who uses the streets.



We utilize nonprofit and political action tools and strategies to achieve our vision.



We research and create policy for our members and partners, informed by our own rigorous analysis and policy development.



We prepare candidates and educate decision-makers, including communicating directly with voters about ballot initiatives.

We're all in this together.



We develop leaders, giving members, partners and decision-makers the information they need to advocate for themselves.



We identify benchmarks to define what we measure, where we're starting, and how we will determine success.



We consistently track outcomes to ensure our efforts and those of partners and decision-makers are impactful.



We report progress and opportunities to stakeholders, to be accountable for successes and failures.



We quantify our programs' value in human terms, and use this information to support and expand what's working.



We prioritize goals based on capacity, resources and timing to thoughtfully grow our presence where strategic.



We train & listen, building advocacy skills in our members as they build our understanding of their lived experiences.



We gather & build by holding events that connect street users, members and advocates and grow our collective power.



We activate members to exert influence when there's an opportunity to impact policy.



We direct members to share capacity with smaller community and geographic groups, partners and allies.





We bridge differences across organizations, socioeconomic status, economic sector, geography, and interest.



We grow ownership among a broad array of stakeholders by providing opportunities for partners to guide our work.



We expand our services to partners, listening to their needs and meeting them where they are.



We connect leaders by breaking down barriers to communication and facilitating meaningful dialogue.



We build coalitions and participate meaningfully in joint advocacy efforts to improve our chance of a positive impact.

## BY 2023 THE STREET TRUST...



...runs a candidate school, issues impactful endorsements, and grades legislator performance



...welcomes business, labor and institutional members to build influence over policy victories



...involves record numbers across geography, mode, race, gender & class in advocacy



...provides data and reports on systemic shifts, and measures progress on equity, climate, safety & access

