

2026 CYCLING ALBERTA

STRATEGIC PLAN REFRESH

Executive Summary

The January 31 strategic planning session gave us the chance to step back and look honestly at where Cycling Alberta is today, what's working well, and where we need to focus next. As we continue working to grow participation and strengthen cycling across the province, it was clear that our overall direction still makes sense, but we also need to keep evolving in how we show up as a partner, leader, and advocate within the community.

Board and staff discussions reinforced a few consistent themes: we need to keep investing in grassroots participation, continue delivering high-quality events, strengthen athlete and coach pathways, and ensure our organizational foundations are solid. There was also strong agreement that leadership and advocacy only have impact when they're built on real relationships, which is why those elements remain embedded within the Community & Connection pillar.

This refresh isn't about changing course. It's about sharpening our focus and making sure our strategy reflects today's realities, the opportunities in front of us, and the shared ambitions of Alberta's cycling community.

Key Themes Emerging from the Session

- A clear priority on strengthening relationships and really listening to our community
- Ongoing focus on growing participation and making cycling more accessible
- A shared belief that quality sport experiences matter - from grassroots to performance
- The need to better support coaches and clarify athlete pathways
- A growing expectation that Cycling Alberta step forward as a leader in the sector
- Recognition that strong systems and adequate staff capacity are essential to sustain growth
- A commitment to inclusion as something we live out across all disciplines and in the way we engage our community

Organization Overview

Cycling Alberta is the provincial governing body for cycling, supporting BMX Racing, Mountain Bike, Road, Track, Cyclo-cross, Gravel, Para-cycling, recreation, and transportation initiatives.

Working in partnership with Cycling Canada, affiliated clubs, coaches, commissaires, volunteers, municipalities, and community organizations, Cycling Alberta provides safe, inclusive opportunities for participants – from first-time riders to international competitors.

Name

Name Change (Approved): Alberta Bicycle Association IS NOW Cycling Alberta

Mission, Vision & Values

MISSION

To grow cycling across Alberta at every level, encouraging lifelong involvement.

VISION

A thriving Alberta cycling community where everyone has the opportunity to participate and excel - from first pedal strokes to international podiums.

VALUES

Athlete Centered Development - Prioritize the physical, mental, and emotional wellbeing of athletes at every stage.

Inclusion & Accessibility - Ensure cycling is welcoming and accessible to all - across disciplines, abilities, and communities.

Safety, Respect & Integrity - Uphold Safe Sport principles and ethical leadership in everything we do.

Collaboration & Community - Work in partnership with clubs, volunteers, officials, national and international partners.

Excellence & Accountability - Pursue high standards in governance, programming, and performance.

Lifelong Participation - Support Long Term Athlete Development pathways that encourage continued involvement in cycling for life.

These values guide every initiative described in this Plan.

Connection to Strategic Priorities

Cycling Alberta will continue to focus on five interconnected priorities that guide decision-making, resource allocation, and program delivery. These pillars reflect both our operational responsibilities and our broader role in fostering a thriving cycling community. Inclusion is embedded across all priorities.

1. Community, Connection & Advocacy
2. Grassroots, Participation Development
3. Event Excellence
4. Gracious Champions (Athlete and Coaching Pathways)
5. Operational Excellence & Sustainability

STRATEGIC PRIORITY 1: COMMUNITY, CONNECTION & ADVOCACY

Objective: *Strengthen relationships, amplify community voice and advance cycling through collaboration and leadership.*

Cycling Alberta will continue to serve as a trusted convenor, building meaningful connections with clubs, participants, volunteers, partners and governments.

MEMBER AND STAKEHOLDER ENGAGEMENT

2026 Actions

- Increase Cycling Alberta's presence at cycling events in the province.
- Improved Community Communication and Storytelling
- Conduct Webinars and Engagement Sessions (President, Race Organizer, Track Operator Meetings)
- Expand school outreach through HopOn and CanBike type initiatives (community-based programming)

Success Indicators

- Increased membership
- Positive club satisfaction metrics
- New partnerships established
- Improved communication between Cycling Alberta and clubs
- Support clubs to adopt Safe Sport, and Cycling Alberta policies

GOVERNMENT RELATIONS AND ADVOCACY

2026 Actions

- Increase visibility of Advocacy Work (updates to membership on advocacy efforts via newsletter & website)
- Strengthen relationships with advocacy partners and coalitions
- Collaborate with municipalities and provincial agencies on:
 - Cycling safety
 - Infrastructure
 - Active transportation strategy

Success Indicators

- Documented advocacy outcomes
- Increased government engagement
- Recognition of Cycling Alberta as a trusted industry stakeholder

INCLUSION AND ACCESS FOR EQUITY DESERVING GROUPS

2025 Actions

- Build partnerships with organizations supporting diverse communities
- Expand collaboration with community organizations (schools, Indigenous communities, para & adaptive cycling groups)
- Increase access to coaching training for underrepresented groups
- Review barriers to discipline transfer and adjust licensing pathways

Success Indicators

- Growth in participation among equity-seeking groups
- Expanded coach pool
- Increased cross-discipline participation

STRATEGIC PRIORITY 2: GRASSROOTS, PARTICIPATION & DEVELOPMENT

Objective: Expand entry points, reduce barriers, and grow participation across all ages and abilities. The Power to Pedal framework will guide youth development and pathway progression across disciplines.

CREATING WELCOMING, ACCESSIBLE ENTRY POINTS, YOUTH AND INTRODUCTORY PROGRAMMING

2026 Actions

- Introduce discipline guides on website to provide clear direction on entry into the sport.
- Promote Club programming including mid-week and district racing in communities

- *Implement consistent youth-friendly event standards*
- *Expand entry-level programming leveraging Power to Pedal programming as a developmental reference*
- *Support clubs to deliver Hop On, Kids of Mud, CanBike and other introductory cycling programs*
- *Provide discipline guides and clear entry pathways*
- *Recruit, train, and mentor new grassroots coaches*
- *Track participation and retention data*
- *Increase the number of "Try-it" events and introductory programming*
- *Expand the Youth Series and community outreach*

Success Indicators

- *Increased youth participation in all disciplines*
- *Improved retention rates*
- *Growth in membership*
- *Clubs adopting youth-friendly and structured youth development programs*
- *Expanded coach capacity at the grassroots level*
- *Increased Access across communities*

STRATEGIC PRIORITY 3: EVENT EXCELLENCE

Objective: Deliver safe, consistent, high-quality events across all disciplines. Cycling Alberta will support organizers, volunteers, and officials through resources, training, and infrastructure.

EVENT ORGANIZER SUPPORT

2026 Actions

- *Update the Event Organizer Handbook*
- *Support with tech guide preparation, at-event support, event promotion and registration, calendar placement*
- *Review equipment resources & technical support (radios, commissaire tools, timing, etc.)*
- *Collect participant feedback*
- *Maintain safety monitoring*

Success Indicators

- *Increased event quality & consistency*
- *Stronger volunteer engagement*
- *Positive participant feedback*
- *Improved participant satisfaction*
- *Increased participation at events across all disciplines*

COMMISSAIRE DEVELOPMENT

2026 Actions

- *Provide mentorship for new officials*
- *Deliver professional development workshops*
- *Expand soft-skill training (communication, conflict management)*
- *Increase provincial certification opportunities (C, B, A)*

Success Indicators

- *Larger pool of certified commissaires across all disciplines*
- *Stronger officiating experience at events*
- *Higher retention of officials*

COMPETITION AND CATEGORY DEVELOPMENT

2026 Actions

- *Expand race opportunities for para-athletes*
- *Conduct participation reviews for category adjustments*
- *Engage female cyclists to inform competition improvements*
- *Support onboarding of new disciplines (gravel, pump track)*
- *Train staff and to properly support emerging disciplines*
- *Commercial Event Organizers*

Success Indicators

- *Increased para participation*
- *Category structures that reflect participation*
- *New discipline integration success*

STRATEGIC PRIORITY 4: GRACIOUS CHAMPIONS

Objective: Provide clear development pathways supporting athletes and coaches from grassroots to high performance. Cycling Alberta emphasizes long-term development, positive sport culture, and collaboration across disciplines.

COACH DEVELOPMENT

2026 Actions

- *Support NCCP advancement (Community Coach -> Comp Intro -> Comp Dev)*
- *Provide discipline-specific mentorship*
- *Support coaches in achieving PD credits*

Success Indicators

- More certified coaches
- Strengthened club coaching capacity
- Improved consistency in training delivery

CLUB COLLABORATION AND YOUTH DEVELOPMENT

2026 Actions

- Deliver best-practice sessions for club coaches – Coaching community
- Promote the Power to Pedal Long Term Athlete Development guidance to support rider development
- Power to Pedal will guide skill progression, Long Term Athlete Development alignment, and early-stage athlete development, ensuring consistency across multi-discipline programming
- Facilitate mentorship between provincial High-Performance coaches and club coaches

Success Indicators

- Stronger club alignment with provincial development principles
- Increased developmental readiness among youth athletes
- More clubs participating in development programs

PROVINCIAL TEAM PROGRAMS

2026 Actions

- Support provincial team projects in MTB, Road, BMX, Track, and CX
- Maintain clear selection criteria – Coaches, Committees
- Expand development camps and identification opportunities
- Support athletes attending national & international events

Success Indicators

- Athlete podiums/results at national and Canada Cup events
- Progression from provincial to national teams

STRATEGIC PRIORITY 5: OPERATIONAL EXCELLENCE & SUSTAINABILITY

Objective: Ensure sustainable operations, good governance, safe sport compliance, and financial stability.

ORGANIZATIONAL STRUCTURE AND STAFFING

2026 Actions

- Apply annually for summer student funding
- Clarify governance vs. operations in committees
- Provide PD opportunities for staff

- *Ensure safe, inclusive workplace conditions*

Success Indicators

- *Improved staff satisfaction*
- *Efficient committee functioning*
- *High-quality administrative delivery*

GOVERNANCE AND POLICY

2026 Actions

- *Update Bylaws and selected policies with assistance from Sport Law and internal ad-hoc review committee*
- *Continue updating all organizational policies*
- *Maintain 3rd-party Independent Safe Sport case management*
- *Ensure alignment with Cycling Canada & Coaching Association of Canada requirements*
- *Offer governance training for Board and volunteers*

Success Indicators

- *Updated policy suite*
- *Compliance with all Safe Sport standards*
- *Fewer procedural or disciplinary issues*

MARKETING

- *Rebrand*
- *Build marketing campaigns promoting all disciplines*
- *Clothing – Staff, Commissaires & Merch*

SPONSORSHIP

2026 Actions

- *Launch new Sponsorship Package (Partnership Opp)*
- *Establish Sponsorship Committee)*
- *Increase partnerships with corporate and community groups*
- *Build marketing campaigns promoting all disciplines*

Success Indicators

- *Increased sponsorship revenue*
- *More diversified funding*
- *Increased visibility for Cycling Alberta and its programs*

COMMUNICATIONS AND MEMBER ENGAGEMENT

2026 Actions

- *Monthly newsletter*
- *Expand social media content across all disciplines*
- *Improve website navigation & resource hubs*
- *Highlight athletes, coaches, clubs, and volunteers*
- *Provide timely updates on policy, programs, and events*

Success Indicators

- *Increased communication engagement*
- *More consistent brand presence*
- *Member feedback showing improved understanding of our organization*

TECHNOLOGY, EQUIPMENT & INFRASTRUCTURE

2026 Actions

- *Maintain and upgrade race trailer and technical equipment for all disciplines*
- *Expand rentable equipment for clubs and organizers*
- *Enhance timing & results technology*

Success Indicators

- *Clubs reporting improved event support*
- *Better race-day execution*

EVALUATION & REPORTING

Reporting to the Board:

- *Membership & participation*
- *Event delivery summary*
- *Financial tracking*
- *Provincial Team & Sector updates*
- *Youth and development programming updates*

CONCLUSION

The 2026 Cycling Alberta Strategic Plan outlines a clear path for strengthening cycling across Alberta. It focuses on building strong connections with the community, growing grassroots participation, delivering quality events, supporting athlete development, and maintaining solid governance.

By focusing on these priorities, Cycling Alberta aims to continue moving the sport forward while remaining accountable, sustainable, and responsive to the needs of cyclists, partners, and communities throughout the province.

