

2026 – 2029 Strategic Plan



OUR VISION

An engaged community of cyclists thriving with opportunities for all ages and abilities, from the roads to the mountains.

OUR MISSION

Cycling Association of Yukon is more than a sport governing body; we're the territory's hub for cycling – connecting people to opportunities for participation, development, and excellence through advocacy, community-building, programming, and support for our member clubs.

OUR VALUES

- *Inclusion – we believe that cycling is for everyone, regardless of age, ability, gender orientation, or background.*
- *Diversity – we champion cycling in its many different forms.*
- *Collaboration – we listen to and work with our clubs, members, athletes, partners and communities.*
- *Empowerment – we support and empower members, athletes, and Yukoners-at-large to participate in cycling.*
- *Accountability – we strive to be a reliable, stable, and fiscally responsible organization that answers to our members and partners.*

OUR GOALS

- 1) Increase our organizational and financial capacity to lead in the cycling space and provide value to members and partners.
- 2) Increase the number of athletes competing and succeeding in cycling at the local, western Canada, and national levels.
- 3) Foster grassroots programming that caters to a diverse cycling community across the Yukon.
- 4) Improve the comfort, safety, accessibility, and connectivity of the Yukon's road and active commuter cycling network.

STRATEGIES

GOAL AREA #1 – ORGANIZATIONAL CAPACITY

- *Expand our capacity to deliver programming with contractors.*
- *Leverage program participants to build a roster of volunteers for Board governance and program delivery.*
- *Diversify revenue streams through sponsorships.*
- *Expand memberships and CAY's reach and visibility through effective communications.*
- *Improve Board member recruitment, retention, and effectiveness.*
- *Amplify our efforts and reach by converting clubs into affiliates.*

GOAL AREA #2 – COMPETITION & EXCELLENCE

- *Develop and consistently deliver athlete-centered, quality competitive development programs.*
- *Build our roster of coaches (including program alumni) to help deliver programs.*
- *Leverage community champions to expand competitive programs to other cycling disciplines.*
- *Foster more participation in and a positive culture around racing.*
- *Create opportunities for young people to transition from recreational to competitive-level programming.*
- *Grow the pipeline of youth athletes through increased visibility and targeted recruitment.*

GOAL AREA #3 – GRASSROOTS PROGRAMMING

- *Create and sustain broadly accessible entry-level programming.*
- *Leverage community partners and affiliate clubs to deliver events and programming in Whitehorse.*
- *Cultivate and grow our partnerships in Yukon communities to create or expand rural programming.*
- *Provide support to partner/third-party programming that fulfills CAY's mandate.*
- *Create a balance of challenging and fun programming for all ages.*

GOAL AREA #4 – SAFE CYCLING SPACES

- *Leverage CAY's relationships to build a coalition for active transportation advocacy.*
- *Use communications and events to raise public awareness of the cycling network and service gaps.*
- *Create opportunities for citizens to experience safe cycling and transform knowledge to action.*
- *Advocate for improved infrastructure with City of Whitehorse (CoW) and Government of Yukon (YG).*
- *Support communities outside Whitehorse to advocate and act.*

FOUR-YEAR WORKPLAN

Strategic Area	2026 Actions	2027 Actions	2028 Actions	2029 Actions
Organizational Sustainability	• Explore, etc. outsource contractor role to a part-time Operations Manager (funding dependent) • Recruit parent volunteers for road program delivery/Board roles • Bridge key policy gaps for athlete programs and travel • Foster a culture of Board “champions” and task leads for CAY • Explore new media opportunities (e.g., radio, other) • Publish e-newsletter • Strategic review and budgeting/funding task - note	• Revisit/review Operations Manager role or alternative outsourcing measure (subject to funding) • Develop and roll out sponsorship program • Develop Board recruitment tool(s)/promotions • Host Yukon Cycling Summit to deliver “pitch” to clubs (theme: <i>what we can do for you</i>) • Bridge non-critical policy gaps • Publish e-newsletter	• Continue to adapt/support OM role (or alternative) • Review, refine and expand sponsorship program • Host Yukon Cycling Summit 2 (theme: <i>what could/should we do for you?</i>) • Monitor and address policy needs • Publish e-newsletter	• Continue to adapt/support OM role (or alternative) • Review, refine and expand sponsorship program • Undertake a policy audit • Publish e-newsletter
Competition and Excellence	• Execute road training program • Send teams to pathway events Outside (Hayman, Road Nationals and Coupe de l’Avenir) • Pilot a late summer/fall local enduro program • Offer Community Coaching pathway training • Pilot a MTB bridging program • Explore partnership with Biathlon Yukon for enduro/XC programming • Host a spring criterium series and Yukon championship events	• Continue road program delivery • Send teams to pathway events Outside • Launch enduro program with Outside race opportunity • Expand training to the competitive coaching pathway • Offer mentorship opportunities to Yukon athletes • Host championships and spring race series • Continue MTB bridging program • Solicit champion(s) for third discipline • Biathlon partnership development (as applicable)	• Continue road program delivery and coach development • Pivot/expand enduro program for XC preparation • Host championships and spring race series • Initiate athlete selection process for CSG • Launch road bridging program • Launch third discipline program (if there is champion) • Biathlon partnership development (as applicable)	• Continue program delivery and coach development • Complete athlete selection process for CSG • Offer pre-Games Outside race experiences for road and XC • Send full roster to CSG for road and MTB • Conduct CSG performance review and comparison

Strategic Area	2026 Actions	2027 Actions	2028 Actions	2029 Actions
Grassroots Programming	• Deliver HopOn programming in schools, Haines Junction, Dawson • Pilot a HopOn program opportunity with Kwanlin Dün First Nation • Organize the Southern Lakes Yukon Granfondo (SLYG) • Audit territory wide existing events, programs, and facilities for accessibility and inclusion gaps and opportunities • Facilitate expanded Dawson programming • Promote partner events	• Deliver HopOn programming • Review 2026 SLYG and make decision for June 2027 • Explore CAY assistance to/incubation of programming based on audit • Continue/expand successful pilot programs • Promote partner events	• Deliver HopOn programming • Continue 2027 work with partners and expand or refine as needed • Promote partner events	• Deliver HopOn programming • Continue 2028 work with partners and expand or refine as needed • Promote partner events
Safe Cycling Spaces	• Initiate regular meetings with YG (potentially the Minister) and City • Pilot get-togethers/urban rides (i.e., "third spaces") • Create online repository for active transportation information • Promote participation in cycling related public consultation & engagement opportunities in planning projects	• Establish list of territory contacts in communities and do initial outreach for an AT "temperature check" • Continue political advocacy • Pilot a neighbourhood event to highlight gaps in AT infrastructure • Develop a template for a Whitehorse AT report card; identify key gaps • Promote participation in cycling related public consultation & engagement opportunities in planning projects	• Assess state of AT in 2-3 Yukon municipalities • Continue neighbourhood events • Continue political advocacy • Publish first report card for Whitehorse Promote participation in cycling related public consultation & engagement opportunities in planning projects	• Continue to refine and expand on previous years • Expand report card to 2-3 Yukon communities • Identify gaps in CAY AT report card/advocacy work Promote participation in cycling related public consultation & engagement opportunities in planning project