

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Tacoma On the Go Community,

I'm thrilled to be sharing our first strategic plan as Tacoma On the Go (TOTG). This plan represents our commitment to safe mobility for all across the city of Tacoma.

Like most cities, Tacoma faces significant barriers to safe, affordable, and accessible transportation for all. The majority of our infrastructure was designed with cars in mind, leading to a transportation system that prioritizes drivers while leaving those who walk, roll, bike, and take transit to deal with missing sidewalks, dangerous intersections, and not feeling like valued members of our communities.

Though some progress has been made to slow the epidemic of traffic violence, the number of serious or fatal crashes in Tacoma is still too high. Projects that make our streets safer, such as roadway redesigns that prioritize pedestrian and cyclist safety, are jeopardized by uncertain local funding and budget shortfalls. Critical projects are further threatened by the anticipated loss of future federal funds. Pierce Transit remains constrained in the level of local bus service they can provide, operating with half the local funding of peer agencies across the state.

These are significant barriers and there are no easy solutions. We must work together if we want to achieve a Tacoma where all people can get around safely.

Despite these challenges, Tacoma On the Go has achieved some big wins in recent years. In our work we strive to be **a resource, a convener, and an advocate** for safe mobility.

To highlight just a few recent achievements:

- **As a resource**, we expanded our Commute Trip Reduction program to provide support to employers across Tacoma, making it easier for hundreds more workers to commute by transit, cycling, rideshare, and more.
- **As a convener**, we brought Walk Tacoma to new neighborhoods, highlighting the histories and communities of the Lincoln District, Old Town, and South Tacoma, with more than 100 attendees at each walk in 2025, making it our highest attended series since 2019.
- **As an advocate**, we pushed for strong policies for safe mobility at the City of Tacoma, including restoring Vision Zero funding and the adoption of a new Transportation & Mobility Plan prioritizing connectivity and safety; supported the development and passage of Pierce County's Vision Zero Action Plan; saw the completion of new safe crossings on SR-7 in Parkland/Spanaway after years of advocacy; and engaged elected leaders and candidates to experience walking, biking, and transit in Tacoma and Pierce County.

Through collaboration and commitment we've built great momentum toward our goals, but there's still a long way to go. This strategic plan will serve as a roadmap for how we continue to work toward safe, affordable, and accessible transportation for all.

In partnership,

Laura Svancarek,
Tacoma On the Go Executive Director



VISION: A Tacoma where everyone can walk, ride, bike, and roll with dignity.

MISSION: We are Tacoma’s resource, convener, and advocate for safe mobility for all.

ABOUT TACOMA ON THE GO

Tacoma On the Go was created in 2009 to provide resources for employers, commuters, and residents in downtown Tacoma. Originally called Downtown On the Go, our nonprofit organization started as a program of the Tacoma-Pierce County Chamber of Commerce. In 2025, we changed our name to Tacoma On the Go reflecting our commitment to safe, affordable, and accessible transportation across greater Tacoma.

Tacoma On the Go’s three main areas of work:

- 1 Being a resource** - We share information, experience, and materials about transit, ridesharing, biking, walking, and flexible work arrangements, including safety materials.
- 2 Being a convener** - We bring people together to foster connections, learn from each other, and celebrate walking, rolling, biking, and transit.
- 3 Being an advocate** – We champion transportation choices and policies that promote community livability and safe mobility for all.



OUR COMMITMENT

Safe, connected infrastructure is not spread evenly throughout our city. South, South End, and East Tacoma are especially overburdened by traffic violence, lack of resources, and the many impacts of high traffic roadways.

We strive to be responsive to the urgent transportation needs in our city with a focus on areas of historic disinvestment. We will build relationships and partnerships where people face barriers to safe mobility. This strategic plan will guide our work towards achieving a connected, safe, multimodal Tacoma.



OUR GOALS

GOAL #1

Be a resource

- **Expand support** to businesses promoting commute trip reduction.
- **Provide safety equipment** and resources for walking, cycling, and transit use.
- **Expand event locations** to continue to bring resources and opportunities outside of downtown Tacoma.



GOAL #2

Be a convener

- **Serve as a bridge** between public agencies, communities and community-based organizations.
- **Deepen connections** with people and organizations working on transportation issues to support their priorities, with a focus on historically underserved neighborhoods in **South, South End, and East Tacoma.**
- **Hire an additional staff member** to focus on community engagement.

GOAL #3

Be an advocate

- **Identify and communicate community priorities** for walk, bike, and transit projects and policies.
- Host Speak Up events to help inform and **encourage community members to engage** with local government and advocate for their priorities.
- Develop an **annual advocacy agenda** of local, regional, and state priorities.

GOAL #4

Be a sustainable organization

- Achieve **broader neighborhood and community representation** on our Board of Directors.
- Develop a **3-year sustainable funding plan** that includes additional staff capacity.
- Determine needed updates to organization structure and bylaws to **better position TOTG to address community needs and priorities.**



ABOUT THIS STRATEGIC PLAN

Through the summer and fall of 2025, the staff and Board of TOTG collaborated to create this three-year plan. A cornerstone of the process was a series of interviews with community leaders who served as project advisors. TOTG would like to thank the project advisors for their time and contributions to this planning process:

- **Clara Cantor**, Community Organizer, Seattle Neighborhood Greenways
- **Max Hepp-Buchanan**, King County Regional Trails Coordinator
- **Krystal Monteros**, Disability Advocate, Urban Design Board
- **Leon Nettels**, Executive Director, Second Cycle
- **Yixuan Pan**, Assistant Professor, Culture, Arts and Communication Dept of School of Interdisciplinary Arts and Sciences, UW Tacoma
- **Andrew Strobel**, Strategic Advisor of Tribal and Regional Affairs, Pierce County
- **Lowell Wyse**, Executive Director, Tacoma Tree Foundation



TACOMA ON THE GO BOARD OF DIRECTORS

Tacoma On the Go 2026 Board of Directors:

Casey Gifford	Anneka Olson
Terry Jungman	Ted Richardson
Kevin Jussel	Cam Solomon
Matt Mauer	Ryan Spence
Kim McGilvery	Ansley Zora

Former board members who contributed to this plan:

Anita Gallagher
 Mark Gary
 Hunter George
 Austin Neilson
 Grace Roberts

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This strategic planning process was facilitated by Karen Hirsch of Next Day Hill Consulting.

LET'S CONNECT

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