**CAN WORKPLAN OUTLINE**

|  |  |  |
| --- | --- | --- |
| **No** | **2017 CAN Goals** | **2018-19 CAN Goals** |
| 1 | Kids on Bikes | TBC |
| 2 | Infrastructure | 3 Encourage the creation of a good cycling environment  5 Promote integrated cycle planning |
| 3 | Safety | 2 Improve safety for cyclists |
| 4 | Political Influence | 1 Promote the benefits of cycling  1 Develop cycle advocacy and action |

Matters to be discussed with the board:

* Is kids on bikes still a priority for CAN into 2019?
* Define priorities, what they mean and which initiatives deliver on them
* Define the role of the regions and capability to support delivery of them
* Identify areas where initiatives align with central/local govt for funding
* Stakeholder mapping/relationship owner exercise
* Other considerations (see below) like membership growth/funding etc

**CAN Workplan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Priority** | **Strategic** | **Tactical initiatives** | **Funding** | **Delivery** |
| 1 Kids on Bikes | CAN support for Bikes in Schools and Bike Ready to set foundation for kids.  Next steps to support parents and transition kids from in-school-skills to out-of-school practice (age 10 up) | Political influence  PR/events/petitions  Lobby kids (under 10) OK on footpaths  SW2S rollout with toolkit (inc iWays) for schools/gov and parents road practice | Database growth for member fees  SW2S grants or govt funds  Govt pay for CAN service SW2S reports | National CAN support with regional delivery model ? |
| 2 Cycling Planning | CAN support for govt work on cycling infrastructure to great good cycling environment for all (healthy streets).  Next steps to gather voice of cyclists to identify cycle path connection gaps and educate engineers & planners on good road design for cyclists. | Political influence  PR/events/petitions  CAN expert panel for submissions/reviews  CAN workshop for planners/engineers design for cyclists & sharing of best practice overseas  CAN Gap Map App cycle connections, identify pain points, consult with members on proposed designs  CAN we are “cyclist’s voice” campaign | Database growth for member fees  Engineers pay for workshops to share expertise?  CAN Gap Map App apply grant or govt funds  Govt pay for CAN service to consult with cyclists? | National CAN support with regional delivery model? |
| 3 Cyclist Safety | CAN support for govt work on Vision Zero, Speed, and building safer roads for cycling  Next steps to build on Share the Road success, embed Vision Zero across all local govt, raise awareness for driver behaviour and lobby safer road designs for cycling | Political influence  PR/events/petitions  Build on CAN campaigns for Share the Road (expand on truck campaign), Speed, Driver Behaviour, Give Space, 2 a breast etc.  Identify CAN partners to work with on behalf of member cyclists eg AT, AA, NZTA, ACC etc  CAN Gap Map App of cycling unreported near-misses & accidents, mapping hotspots with CAS data for safer roads | Database growth for  member fees  CAN apply grants or govt funds to campaign  CAN Gap Map App apply grants or govt funds  Govt pay for CAN service to report on CAS/near miss data | National CAN lead campaigns with regional delivery model? |
| 4 Promote cycling benefits | CAN support for govt work to promote benefits of cycling in children, tourism, economy and health  Next steps to help promote cycling “good news stories” from all govt initiatives in all sectors, interview parents, children, profile small towns and cycling events to join. | Political influence  PR/events/petitions  Build profile of benefits via Bike Expo, CAN-Do, conferences, awards (all sectors) and political elections  Create a CRM funnel to build CAN member and volunteer databases, convert supporters to donors or paid members  Promote CAN messages via merchandise  Build on CAN campaigns for cycling benefits, celebrate successes etc. Profile in Chainlinks, social media, TV show etc  CAN stakeholder mapping to identify relationships to promote the benefits of others work too eg AT, AA, NZTA, ACC  CAN Gap Map App to push notifications to members on PR, good news, Chainlinks, local cycling events and sponsor competitions | Database growth for  member fees  Align CAN sponsors for funding  CAN apply grants or govt funds for events, campaigns, awards and merchandise  CAN Gap Map App apply grants or govt funds  Govt and event organisers to pay for CAN service to push notifications to members on events or deals for cyclists? | National CAN lead campaigns with regional delivery model? |

Other considerations – CAN brand hierarchy, national vs regional role, regional delivery capability, national appointment of roles to support. Develop CRM funnel for database growth and conversion from supporters to paid members/donors. Fundraising strategy.

**CAN Gap Map App - Proposal**

**Purpose**

To provide an efficient, time saving and cost-effective notification and feedback service between CAN, its members and the general cycling community for the purposes of data collection that will inform CAN in its advocacy work with local and central government.

**Context**

Data from cyclists is difficult to get. NZTA and local govt bodies struggle with decision making around infrastructure improvements as data on cycling is sparse compared to vehicles. CAN is the only advocacy group that represents the voice of cyclists nation wide, much like the AA does for vehicle drivers, or HHA for truck drivers. CAN has a membership base of around 400 cyclists and recently recruited 11,000 cyclist voices to a petition.

CCASM propose an innovative use of existing, tried and proven technologies for CAN to engage with its membership and gather voices for future CAN advocacy activities, which complement the existing CAN website and eNewsletter service.

The benefits of the proposed CAN Gap Map App will be as follows:

* Showing innovation and strong advocacy engagement with the membership
* Providing cyclists with direct access to CAN information, offers and events
* Providing a platform for govt bodies to notify cyclists of upcoming consultation
* Improving engagement by providing a way to reach hard to reach segments
* Collecting data for reporting and an ability to analyse engagement efforts
* Identifying areas where cyclists have issues with connectivity/near misses etc
* Giving the cycling community a fast/easy way to provide feedback via smartphone

The success of the CAN Gap Map App will be in the cross promotion of it across every channel – CAN and its regional bodies will need to promote a ‘download our CAN App here’ message to get as many cyclists as possible engaged via their smart phones or iPads.

**Proposal**

CCASM proposes to set up a CAN Gap Map App as follows, and provide training and ongoing support for CAN staff to conduct the day to day operational tasks for it:

|  |  |  |
| --- | --- | --- |
| Description | CCASM proposal | Estimated time/cost + GST |
| CAN App and feedback map. | CCASM would supply and customise a CAN App with the following:   * 1 x scoping custom set up meeting to suit CAN * Branded CAN App set up * Contacts directory set up * Links to CAN website set up * Set up of subscriber alerts to self-selected categories for push notifications (eg regions, PR, local roads, petitions, sponsors, event promotion) * Set up of CAN event diary * Set up of CAN feedback map (comments likes/dislikes, gaps, near misses to be reported) * Set up link to feedback map and map layers as required * Set up reporting mechanisms * 1 x CAN App and map site training workshop handover of daily operations staff   CCASM would provide ongoing support as follows:   * Monthly App sub ($50) * Monthly dashboard report * Monthly customer contact * Ongoing technical support via tele/email as required   Note CCASM can provide engagement consultation, daily operations, GIS reporting and data analysis if required. Costs TBA. | $8000 Initial set up for Yr1  ($3,000 annual licence Yrs2+)  $160 monthly subscription and support |
| **Total cost for Year 1** | **Fully interactive CAN App set up and operating with CCASM support** | **$9,920 + GST** |
| **Total cost ongoing pr year** | **Operating fully interactive CAN App** | **4,920 + GST** |

**CAN Safe Ways to School – Proposal**

**Purpose**

CAN support Govt initiatives such as Bikes in School and Bike Ready but also acknowledge once kids have gained bike/road safety skills (in school) they will need a safe environment and parental support to practice bike/road safety skills (out of school). The CAN Safe Ways to School toolkit provides a way to harness parental input for the purpose of data collection that will inform CAN in its advocacy work with local and central government.

**Context**

Statistics show kids biking and walking to school on the decline. NZTA and local govt bodies are investing in change through initiatives such as Bikes in School and Bike Ready, to provide children with the foundation skills they need in school grounds before they go out onto the road. Once they have the skills parents will need support to practice their new road skills

**Proposal**

The intention of the proposal is for CAN to support parents who want to see their kids transition from in-school skills to the daily practice of walking and cycling to school safely.

CCASM propose an innovative use of existing, tried and proven technologies for CAN to engage with schools/local govt and parents to gather voices for future CAN advocacy activities, which complement the existing CAN website and eNewsletter service. Safe Ways to School has been delivered with 10 schools to date, supported by CAN and local councils. The projects have informed infrastructure planning of both Hamilton and Cambridge.

CCASM propose national rollout of Safe Ways to School survey/mapping and reporting in conjunction with the following proposed CAN school/parent toolkit:

1. CCASM survey with SPP map for data collection and benchmarking
2. CCASM report to inform Safe Travel Plan and implementation for each school
3. CCASM report to inform infrastructure planning priorities/investment for Councils
4. Councils to implement infrastructure safety plans and designate shared cycleways
5. CAN regional to use report to lobby councils/central govt to fund priority changes
6. CAN campaign toolkit to support parents/kids to walk or cycle to school:
   1. Parent workshop via schools on “how to” support kids with daily practice
   2. Parent/kid incentive reward programme (a bit like iWays, Soverign Insurance Healthy Schools Challenge or the On Ya Bike campaign?)
   3. School provided with campaign materials to distribute to parents
   4. School provided with “walk/cycle to school/wheels day” event ideas
   5. Classroom incentive for most action with data collated to reward top school?
   6. Follow up parent survey to measure behaviour change/record experience
7. CAN regional to share successes and celebrate small changes in each region

The proposal would be to start by working in partnership with Bikes in Schools/Bike Ready, to approach schools that are already underway with these initiatives and spread regionally.

CCASM proposes to set up a CAN SW2S survey and map for each school as follows:

|  |  |  |
| --- | --- | --- |
| Description | CCASM proposal | Estimated time/cost + GST |
| TBA |  |  |
|  |  |  |
|  |  |  |

Kellie Ellis Aidan Boswell

[kellie@ccasm.com](mailto:kellie@ccasm.com) [Aidanb@ccasm.com](mailto:Aidanb@ccasm.com)

0212716450 021827833