



**CYCLING
ACTION
NETWORK**
PAI TE HAERE MĀ PAHIKARA



CAN Strategy and work plan 2017/18



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ACTION
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VISION

More people on bikes more often.

MISSION

Enhance communities by nationally advocating for cycling.



CAN's GOALS

1. Promote the benefits of cycling.
2. Improve safety for cyclists.
3. Encourage the creation of a good cycling environment.
4. Develop cycle advocacy and cycle action.
5. Promote integrated cycle planning.

WORK PLAN

Safety

Kids on bikes

Infrastructure

Political Influence

	Tactic	Workforce	Funding required	Success looks like
Safety	(1) Aid the behaviour change required to give cyclists respect on the road. <ul style="list-style-type: none"> - Canvas other projects for connections e.g AT or NZTA or AA. - Look for a partnership project(s) with other agencies. 	Project Lead Support other agencies CAN lead?	Grant application	Normalisation of cycling continues.
	(2) Push the Government to revisit the 2014 Safety Panel <ul style="list-style-type: none"> - - Request that the panel reconvenes - - CAN to advocate for truck safety improvements 	Patrick	CAN funded	2018 -2019 Safety panel. New safety truck laws are in place. 0% cycling death toll.
	(3) Vision Zero Campaign support <ul style="list-style-type: none"> - CAN to publicly support Vision Zero /BRAKE - engage other stakeholders: mayoral forum 	Patrick Local groups <i>CAN Regional support officer</i>	CAN funded	More Cities/regions adopt Vision Zero. 0% cycling death toll.
	(4) Delivery and support the success of the Share The Road (STR) Campaign <ul style="list-style-type: none"> • Execute for trucks • Execute for buses/coaches 	Richard, Will and Steve	NZTA funded	See "Case for Expansion of the Share the Road Campaign Submitted to NZTA.pdf"
Kids on bikes	(5) Advance nationwide support for kids on bikes via stakeholder engagement and relationship building. <ul style="list-style-type: none"> - Engage with ACC/NZTA work programme - Work with other stakeholders 	Patrick	STR funded	6% of kids of ride their bikes by 2020.

	<p>(6) Build up parent's confidence to allow their kids to ride bikes.</p> <ul style="list-style-type: none"> Support development of Safe Ways to School programme. A programme that supports schools to develop a transport work plan for getting kids to school using active transport. 8 years old and up. CAN to publicly support Safe Ways to School programme Engage other stakeholders: Police, education, health 	<p>Kellie Pearson and Aidan Boswell from CCASM</p> <p>Patrick to promote.</p>	<p>Self-funded at the moment</p> <p>Needs funding</p>	<p>Safe Ways to School has funding.</p> <p>Safe Ways to School project is underway in 10 schools.</p> <p>Safe ways and Bike to school are working together as a package.</p>
	<p>(7) Bikes in schools programme support</p> <ul style="list-style-type: none"> Ask Paul to give a progress report at next CanDo 2018/Walk to Cycle conference CAN to publicly support Bike in Schools programme Engage other stakeholders: Police, Education, health 	<p>Patrick to promote.</p>	<p>As a funding model already</p>	<p>Safe ways and Bike to school are working together as a package.</p>
Infrastructure	<p>(8) Be a central point of expertise on cycle infrastructure.</p> <ul style="list-style-type: none"> Support submissions for infrastructure plans. We provide advice to local Councils/local groups. 	<p>Will</p> <p>Technical design lead/team</p>	<p>CAN funded</p>	<p>Have a process in place for giving advice on infrastructure submissions.</p> <p>Completing X infrastructure enquires.</p>
	<p>(9) Identify local groups/Council "Pain Points"</p> <p>Create a list of common pain points, be a conduit looking for answers/solutions.</p>	<p><i>Project Lead</i></p> <p>Local groups volunteers</p> <p><i>CAN Regional Support officer</i></p>	<p>CAN funded</p> <p>Grant application/ NZTA funded</p>	<p>Common list of pain points.</p> <p>Lobbying for action on common issues.</p> <p>Sharing solutions between regions.</p>
	<p>(10) Create a badge of CAN approved consultants with cycle expertise.</p>	<p>Seek advice on design approach.</p>	<p>CAN funded</p>	<p>List of CAN endorsed cycle consultants.</p>
	<p>(11) Make the problem bigger.</p> <p>Work on building relationships with other organisations.</p> <ul style="list-style-type: none"> Beginning with the health sector, then Education and DOC Acquire and define relationships with like minded groups/events e.g Trail Fund, Ride Good. 	<p>Patrick</p> <p><i>Relationship Stakeholder officer</i></p>	<p>CAN funded</p> <p>Grant application</p>	<p>MOU among our key partners/sister groups.</p> <p>Joint submissions with key partners.</p>

Build Political Influence	<ul style="list-style-type: none"> - Ignite/retain relationships from the Bike Expo participants - Acquire new relationships from the Bike Expo attendees details. 			
	<p>(12) Celebrate success!</p> <p>Be apart of awards, conferences, meetings, articles events at regional and main centre levels.</p> <p>Amplify good news stories in media.</p>	<p>Patrick</p> <p>Local groups</p> <p><i>Content editor/coordinator</i></p> <p><i>Regional support officer</i></p>	<p>CAN funded</p>	<p>Bike to future awards.</p> <p>Regionals awards applications.</p> <p>Walk2Cycle Conference.</p> <p>Present at suitable infrastructure/safety conferences.</p>
	<p>(13) Encourage regions to pick up on CAN's 3 election campaign messages to visit their new MP/Councillors.</p>	<p>Patrick</p> <p>Local groups</p> <p><i>Regional support officer</i></p>	<p>CAN funded</p>	<p>50% of the local groups have contacted their MP/Councillors.</p>
	<p>(14) Grow membership and volunteers network via a Membership drive.</p> <ul style="list-style-type: none"> - Fundraiser pitch - Membership drive project 	<p>William Ho</p> <p><i>Project Lead</i></p> <p><i>Membership acquisition officer/team</i></p>	<p>CAN funded</p> <p>Grant application</p>	<p>30% increase in membership.</p> <p>Add 2 new/renew regional groups.</p> <p>Add 10 corporate partners.</p> <p>Activate 5 to 10 more volunteers.</p>
	<p>(15) Bike Expo</p> <p>Oct 2018</p>	<p><i>Board Champion</i></p> <p><i>Bike Expo Manager (chch)</i></p>	<p>CAN funded</p> <p>Partners</p> <p>Grant application</p>	<p>10% increase in door sales.</p> <p>Make a small profit.</p>

Suggested new roles:

Regional Support Officer

Membership Acquisition Officer/team/group

Relationship Stakeholder Officer

Content editor/coordinator