

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 the 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 nationwide, 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 the 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 smartphones 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: <ul style="list-style-type: none">- 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	\$8000 Initial set up for Yr1 (\$3,000 annual licence Yrs2+)

	<ul style="list-style-type: none"> - 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 <p>CCASM would provide ongoing support as follows:</p> <ul style="list-style-type: none"> - Monthly App sub (\$50) - Monthly dashboard report - Monthly customer contact - Ongoing technical support via tele/email as required <p>Note CCASM can provide engagement consultation, daily operations, GIS reporting and data analysis if required. Costs TBA.</p>	<p>\$160 monthly subscription and support</p>
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