

# CAN WORKPLAN OUTLINE 2019

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 ?

<p>2 Cycling Planning</p>	<p>CAN support for govt work on cycling infrastructure to great good cycling environment for all (healthy streets).</p> <p>Next steps to gather voice of cyclists to identify cycle path connection gaps and educate engineers &amp; planners on good road design for cyclists.</p>	<p>Political influence PR/events/petitions</p> <p>CAN expert panel for submissions/reviews</p> <p>CAN workshop for planners/engineers design for cyclists &amp; sharing of best practice overseas</p> <p>CAN Gap Map App cycle connections, identify pain points, consult with members on proposed designs</p> <p>CAN we are “cyclist’s voice” campaign</p>	<p>Database growth for member fees</p> <p>Engineers pay for workshops to share expertise?</p> <p>CAN Gap Map App apply grant or govt funds</p> <p>Govt pay for CAN service to consult with cyclists?</p>	<p>National CAN support with a regional delivery model?</p>
<p>3 Cyclist Safety</p>	<p>CAN support for govt work on Vision Zero, Speed, and building safer roads for cycling</p> <p>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</p>	<p>Political influence PR/events/petitions</p> <p>Build on CAN campaigns for Share the Road (expand on truck campaign), Speed, Driver Behaviour, Give Space, 2 a breast etc.</p> <p>Identify CAN partners to work with on behalf of member cyclists eg AT, AA, NZTA, ACC etc</p> <p>CAN Gap Map App of cycling unreported near-misses &amp; accidents, mapping hotspots with CAS data for safer roads</p>	<p>Database growth for member fees</p> <p>CAN apply grants or govt funds to campaign</p> <p>CAN Gap Map App apply grants or govt funds</p> <p>Govt pay for CAN service to report on CAS/near miss data</p>	<p>National CAN lead campaigns with regional delivery model?</p>

<p>4 Promote cycling benefits</p>	<p>CAN support for govt work to promote benefits of cycling in children, tourism, economy and health</p> <p>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.</p>	<p>Political influence PR/events/petitions</p> <p>Build profile of benefits via Bike Expo, CAN-Do, conferences, awards (all sectors) and political elections</p> <p>Create a CRM funnel to build CAN member and volunteer databases, convert supporters to donors or paid members</p> <p>Promote CAN messages via merchandise</p> <p>Build on CAN campaigns for cycling benefits, celebrate successes etc. Profile in Chainlinks, social media, TV show etc</p> <p>CAN stakeholder mapping to identify relationships to promote the benefits of others work too eg AT, AA, NZTA, ACC</p> <p>CAN Gap Map App to push notifications to members on PR, good news, Chainlinks, local cycling events and sponsor competitions</p>	<p>Database growth for member fees</p> <p>Align CAN sponsors for funding</p> <p>CAN apply grants or govt funds for events, campaigns, awards and merchandise</p> <p>CAN Gap Map App apply grants or govt funds</p> <p>Govt and event organisers to pay for CAN service to push notifications to members on events or deals for cyclists?</p>	<p>National CAN lead campaigns with regional delivery model?</p>
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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.