



CREATING SUSTAINABILITY THROUGH STAKEHOLDER ENGAGEMENT FOR BIKEMAPS.ORG



BikeMaps.org



WHY IS SUSTAINABILITY IMPORTANT?

Creating sustainability is essential to the successful implementation of BikeMaps.org in your city. It takes time and continued efforts to build momentum and collect robust cycling data through BikeMaps.org, and ultimately use this data to improve cycling safety in your community. Therefore, it is essential to secure buy-in from a variety of stakeholders at the beginning of the project in order generate project sustainability and longevity to support the implementation of BikeMaps.org in your city.

WHICH KEY STAKEHOLDERS SHOULD I ENGAGE TO ACHIEVE PROJECT SUSTAINABILITY?

Identifying stakeholders that have a natural connection to the project and share an interest in bike safety can make it easier to develop a relationship, secure a commitment, and ultimately achieve project sustainability. The composition of stakeholders may vary in every community, however, potential partners to consider include local municipal governments, specifically transportation management departments or sustainable/active transportation divisions, local cycling advocacy groups, university professors and researchers,

bike clubs and cycle repair shops, local law enforcement, injury prevention groups, and insurance companies.

HOW DO I SECURE SHORT OR LONG-TERM COMMITMENT FROM KEY STAKEHOLDERS?

Both short-term and long-term stakeholder commitments are important to achieve project sustainability. In order to secure any length of commitment, it is important to learn about the stakeholder and understand their mission, goals and priorities in order to formulate an effective request for collaboration that will compliment or benefit the organization in a meaningful way. Developing a business case that demonstrates the value of the potential collaboration to the stakeholder can help provide insight into how the partnership can benefit their organization. This may include the opportunity to co-brand, connect with their key audiences, promote their organization, or receive increased visibility in media, at events, or throughout the community.

It is important to learn about the stakeholder and understand their mission, goals, and priorities.





Biking is a great way to get around Ottawa.

Help us make it as safe as possible!

Map any near misses, collisions, thefts, or hazards on www.BikeMaps.org.



SPARLab



Safer Roads
Ottawa



Sécurité des
routes Ottawa

Proposals for short-term funding should describe objectives that are attainable within a brief timeline and can offer an immediate benefit to the stakeholder. An example of this is the funding that was provided by Safer Roads Ottawa to conduct outreach and promotion of BikeMaps.org at various events around Ottawa. Funds were used to co-brand promotional material and circulate them at local cycling events throughout the year. Long-term funding proposals are best suited to include larger objectives that are achievable over an extended period. Examples include published peer-reviewed research articles¹, and cycling hotspot maps generated with robust amounts of data².

WHAT ARE SOME OF THE LESSONS LEARNED FROM STAKEHOLDER ENGAGEMENT THAT HAVE HELPED ACHIEVE PROJECT SUSTAINABILITY IN OTHER BIKEMAPS.ORG CITIES?

Illustrating the value proposition of BikeMaps.org is an important part of the initial stakeholder engagement and can ultimately lead to greater project sustainability because it helps the stakeholder quantify the benefit of the partnership to their organization. Learning to present the value of BikeMaps.org in a manner tailored to each potential stakeholder will help them visualize the benefit of the partnership and how the partnership can help them achieve their primary objectives as an organization.



An important part of the initial stakeholder engagement is illustrating the value proposition of BikeMaps.org.

Once the partnership is established, it is important for all stakeholders to have a consistent understanding of BikeMaps.org, the main objectives of the technology and how it can be used to improve cycling safety. To ensure that stakeholders are well-equipped, it is beneficial to provide a standardized set of key messages, main talking points, and a list of the most frequently asked questions about the technology so that stakeholders can disseminate this knowledge in a consistent manner using standardized messages to inform their audience. For example, videos have been created by several stakeholders summarizing the main purpose of BikeMaps.org and including step-by-step explanation of how to use the technology. These videos were circulated through the social media network of each respective stakeholder, and provided their audiences with consistent and accurate messaging about BikeMaps.org.



About

At BikeMaps we love biking as much as we love maps! Our goal is to map your cycling experience to make biking safer. You know your local cycling trouble spots and we want you to map them. Your knowledge of cycling safety, hazards, and even bike thefts will be analyzed using GIS and statistics to identify hot spots of cycling safety, risk, and crime. We are constantly updating our maps and technology, so send us feedback. And stay tuned for updated safety maps generated from YOUR biking experience.

Acknowledgements

Production of this fact sheet was made possible through a partnership between the Traffic Injury Research Foundation and the University of Victoria, with funding from the Public Health Agency of Canada.

¹ <https://www.frontiersin.org/articles/10.3389/fpubh.2015.00053/full>

² <https://bikemaps.org/blog/post/10th-avenue-corridor-vancouver-bc-cycling-safety-trouble-spots>

http://www.mountviewcolquitz.ca/uploads/2/7/3/6/27368743/moving_saanich_forward_-_active_transportation_plan_draft_-_v2__rfs_.pdf

<https://www.timescolonist.com/news/local/saanich-using-bike-hot-spots-to-map-out-transportation-plan-1.6959346#sthash.THEUBxiw.gbpl>



University
of Victoria



Agence de la santé
publique du Canada

Public Health
Agency of Canada

BikeMaps.org
@BikeMapsTeam