

DUBLIN CYCLING CAMPAIGN STRATEGY: TO BE ADOPTED AT AGM ON MONDAY 20TH JUNE 2011																
	Vision	Our vision of Dublin is a vibrant Living City where people can safely enjoy cycling and walking	National Cycle Policy Framework (NCPF) Objective / Policy No?	Dublin City Council Cycling Action Plan (DCCCAP) 2010-2015	[1] Strategy & Governance	[2] Membership / Funding / Communication	[3] Events / Actions	[4.1] Research & Lobbying [Cyclist.ie] Construction	[4.2] Research & Lobbying [Cyclist.ie] Behaviour	[4.3] Research & Lobbying [Cyclist.ie] Bike & Rail	[4.4] Research & Lobbying - Dublin City Group	[4.5] Research & Lobbying - Dun Laoghaire Rathdown Group	[4.6] Research & Lobbying - South Dublin County Group	[4.7] Research & Lobbying - Fingal		
	Mission	Our mission is to affect and support change for Dublin as a better city by: • Promoting cycling as an activity with significant health, social, environmental, cultural and economic benefits • Being a Champion (The Voice) for cycling and cyclists in Dublin														
	Aims and Objectives	We have four Aims listed 1 to 4 below. Under each Aim, there are a number of Sub-Aims (totalling 26 Sub-Aims)														
					Open Atrium	Open Atrium	Open Atrium				Open Atrium					Tasks to be Completed Under Each Objective - Ideally by End 2011 / General Comments
	Aim #1: To change public perceptions of cycling and cycling's role within a Living City															
1.1	Annual Lectures	Continue Annual Lecture Series	Cf. Policy 18.5	n/a											Damien Ó T	Two talks (at least) to take place in 2011
1.2	Media Events per Year (3)	Ensure at least 3 Media events per year drawing public attention to cycling issues	n/a	n/a											Mike Mc K, Cian C	Suggestions: LUAS bike 'rush'! + Helmets issue??
1.3	Public Group Cycles	Organise regular large public cycles, initially during spring-summer period	Cf. Policy 10.2	n/a											Colm R, Jonivar S, Dawid M.	Meet Critical Mass group & other cycling outfits
1.4	Businesses viewing cycling positively	Expand work to encourage businesses to recognise the (economic) benefits of cycling - e.g. through Golden Pedal award	Cf. Policy 10.5	n/a											Chris C.	Ties in (possibly) with corporate membership and existing Bicycle User Groups (BUG's) of companies -
1.5	Support of Bikeweek	Actively support National Bikeweek	Cf. Policy 10.2	S1											Colm R & Damien Ó T.	To be a critical part of DCC activities
1.6*	Social Events	Continue to run social events (Eg. Garden Cycles, Christmas Party, etc.)	n/a	n/a											Sophie N, Jonivar S, Miren M.	X No of events this year (including a "Dating on bikes" event??!)
	Aim #2: To change policies and regulations for the benefit of cyclists and pedestrians															
2.1	National Cycle Policy Framework	Review the National Cycling Policy Framework and prioritise issues outlined on a regular basis	All	n/a											James & Damien	Continue to monitor implementation and publicise (lackof) progress
2.2	Representation on Committees	Continue representation on National Committees (via Cyclist.ie) - e.g. NTA - and Local Authority committees (Dub City, SDCC, FCC, KCC, MCC, KCC)	n/a	n/a											Campaign reps on (Local) Authorities	Need SDCC representation (- seek possible people through FB?). Ensure Development Plans being
2.3	Legislation Review	Campaign for review of Traffic Legislation in favour of more sustainable modes such as cycling	Chap 05; Obj 15	n/a											n/a: Cyclist.ie task	
2.4	Enforcement*	Implement action on Traffic Law enforcement issues and promote reduction of speed limits in urban areas.	Chap 05; Obj 16	n/a											n/a: Cyclist.ie task	
2.5	Cyclist Training*	Lobby for specific cycle training	Chap 03; Obj 11	check											n/a: Cyclist.ie task	
2.6	Driver Training*	Lobby for improved driver training	Chap 03; Obj 12	n/a											n/a: Cyclist.ie task	
	Aim #3: To work to change the physical infrastructure on our city's roads and public spaces for the particular benefit of cyclists and pedestrians															
3.1	Cycling Friendly Infrastructure	Continue to actively promote the creation of a cycle friendly infrastructure	Chap 02; Obj 01,02	S4, S5, H2, H3, H4, H5,											Campaign reps on (Local) Authorities	
3.2	Bike / PT Integration	Continue campaign for Bikes on Buses/Luas/Trains	Chap 02; Obj 08	S7											Colm M & James	Colm Moore - James Leahy
3.3	Dublin Bikes	Promote/support the expansion of Dublin Bikes in Dublin (and to other cities in Ireland)	Chap 02; Obj 09	H1											Derek P, Ronan Gallagher, Will	Seek Champion!
	Aim #4: To become a more effective organisation (by periodically reviewing structures and methods of working)															
4.1	Membership	Develop a clear Membership Strategy (including revisiting the "Membership Pack")	n/a	n/a											Chris C, Stephen, Conor C.	
4.2	5-Year Plan	Set out a 5 year Strategy Plan with Annual Reviews	n/a	n/a											Colm R, Damien	Finalise before AGM (June). Do a media launch?
4.3	Alliances	Strengthen ALLIANCES with like-minded organisations here & abroad	n/a	n/a											Will, Muireann, Colm R	E.g. National Heart Alliance
4.4	Research	Ensure our level & quality of RESEARCH is maintained and grows & continue to be respected as an authoritative voice on cycling, and broader issues related to 'Living Cities'	Cf. Chap 06; Obj 18	n/a											Damien	Create a space on dublincycling.ie for "Research topics to be investigated" (possibly by engineering /
4.5*	Governance	Review how the organisation runs - GOVERNANCE issues – Company/Charity status – Constitution – AGM – Board – Meetings	n/a	n/a											Will	Part of strategy perhaps (but not prioritised from Strategy day). Will to prepare some ideas
4.6*	Funding	Develop clear FUNDING strategy to support work of DCC	n/a	n/a											Chris & Paschal	Prepare a one-page doc by end 2011
4.7*	Full time Officer / Office	Consider appointment of full time officer & establishment of a city centre office	n/a	n/a											Chris & Paschal	Maybe part of Strategy...but not prioritised from
4.8*	Structure	Review activity areas and STRUCTURE – reference Organogram Chart	n/a	n/a											Colm R & Will	
4.9*	Using Our Resources	Use our RESOURCES strategically, possibly by doing less!?	n/a	n/a											Colm R & Will	
4.10*	Communication: Internal & External	Continue work on internal and external communication strategies	n/a	n/a											Conor & Paddy	Website critical: revisit structure post strategy
4.11*	Name change	Consider a name change to reflect broad church of activities - "Dublin Cycling"!!	n/a	n/a											Conor & Paddy	
	* Not within top 3 or 4 prioritized at Strategy Development Day															