

Template - Project plan

Driver	@Michael Johns
Approver	Club President
Contributors	Club President, Trails Officer
Informed	QPW Events, Parklands Ranger, Club Membership
Objective	<ul style="list-style-type: none">• Increase the use of the underutilised 'Beehive' and 'Upper NZ' trails in the Parklands Mountain Bike Trail network by 20% within 3 months after the Parklands Dash Experiment, as measured by a post-event survey showing 80% of participants reporting increased confidence in tackling new trails.• Achieve a net positive response rate in social media responses and post-event survey regarding satisfaction of the event.
Due date	24/09/2017
Key outcomes	<ol style="list-style-type: none">1. Increased rider participation in underutilised trails2. Enhanced rider confidence and skill development3. Positive community engagement and feedback4. Increased awareness of the Parklands mountain bike trail network5. Valuable insights for future events
Status	COMPLETE

Problem Statement

The southernmost section of the Parklands Mountain Bike Trail network, encompassing the "Beehive" and "Upper NZ" trails, remains significantly underutilised compared to other areas. This uneven usage leads to:

- Overuse and potential damage to popular trails: Excessive traffic can cause erosion, degrade trail quality, and negatively impact the overall riding experience.
- Inexperienced riders missing out on diverse trails: Underutilised trails offer unique challenges and landscapes, potentially limiting the experience for riders who are unaware of these hidden gems.
- Reduced enjoyment of the full Parklands network: Riders miss out on the complete experience and potential of the network by not exploring the underutilised southern section.

Furthermore, these underutilised southern trails offer:

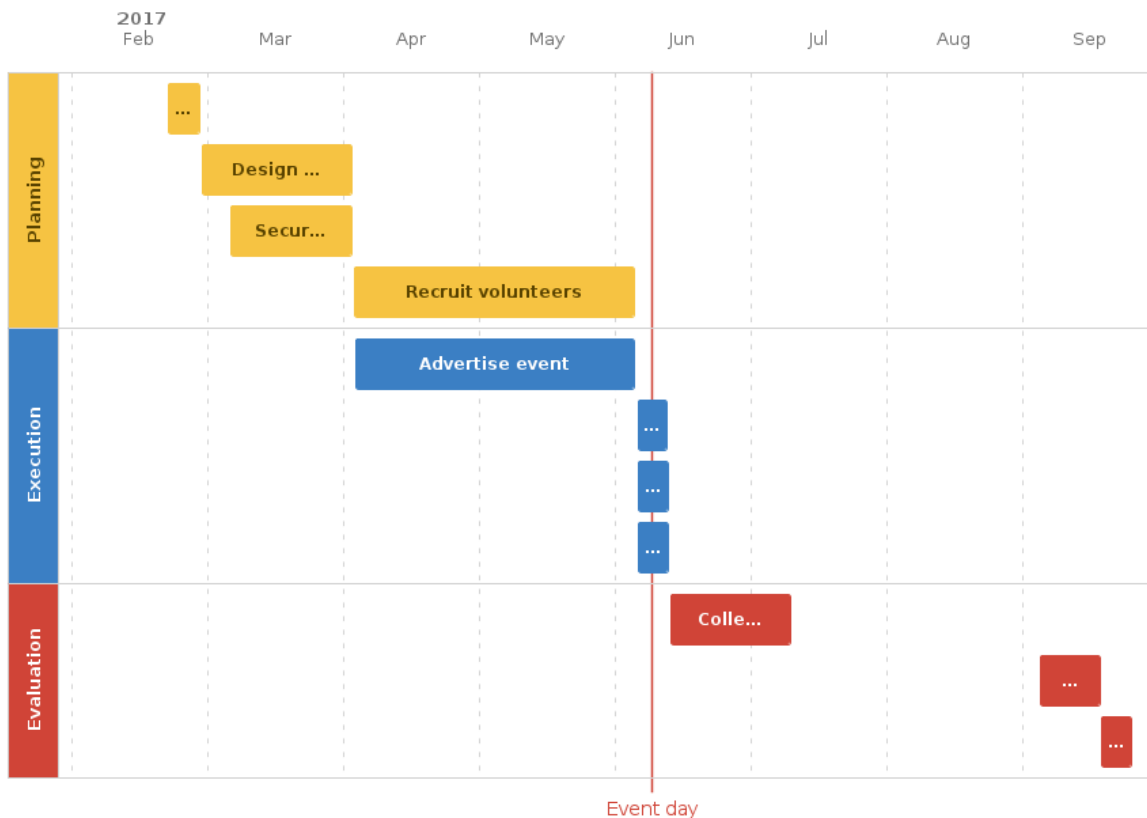
- Improved drainage and resilience in wet weather: This makes them a more sustainable option and reduces the risk of damage during wet periods compared to overused trails.

This problem calls for a solution that encourages riders to explore and utilise the "Beehive" and "Upper NZ" trails, promoting a more balanced distribution of usage across the entire network while showcasing the hidden potential and benefits of the southernmost section.

Scope

Must have:	<ul style="list-style-type: none"> • Choose your own adventure style activity where they choose their own way through the map. • Develop maps showing checkpoints, each with a special challenge. • Get QPWS permission to hold event. • Recruit volunteers to help at the checkpoints and take photos. • Safety measures, including pre-ride checks and sweepers. • Post-ride BBQ • Social media engagement • Collect pre- and post-event train use data on Beehive and Upper NZ trails. • Collect feedback
Nice to have:	<ul style="list-style-type: none"> • Partner with local bike shops for event promotion and prizes • Offer activities at event like skills clinics • Provide refreshments and snacks • Merchandise sales
Not in scope:	<ul style="list-style-type: none"> • Portable toilet hire • Financial incentives • Trailwork or bike repair • Shuttle or transportation

Timeline



► Milestones and deadlines

Milestone	Owner	Deadline	Status
Site survey and install trail counters	@Michael Johns	18 Feb 2017	
Obtain QPWS permission	@Michael Johns	1 Apr 2017	
Finish map and activity design	@Michael Johns	8 Apr 2017	
Event execution	@Michael Johns	3 Jun 2017	
Check trail counters	@Michael Johns	4 Jun 2017	
Event summary for social media	@Michael Johns	5 Jun 2017	
Participant survey released	@Michael Johns	10 Jun 2017	
Check and remove trail counters	@Michael Johns	9 Sept 2017	

🔗 Reference materials