Parklands Dash Experiment
Project Charter
February 15th 2017

Document Status: Draft | In Review | **Approved**

Executive Summary:

The Parklands Dash Experiment is to address the under use of trails in the Parklands Mountain Bike Trail network. Through a playful event encouraging exploration and confidence building, the project hopes to see a 20% increase in trail usage and positive participant feedback.

Project Goal
SMART: Specific, ***M***easurable, ***A***ttainable, ***R***elevant, and ***T***ime-bound • 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.

Deliverables
1. Event advertising and execution 2. Installation, monitoring and removal of trail counters on Beehive and Upper NZ trails 3. Participant survey

Business Case / Background

Why are we doing this?
The problem was that 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 use 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.

Benefits, Costs, and Budget

Benefits:
- **Increased use of neglected trails:** This is the primary benefit, leading to a more balanced distribution of usage across the network, reduced wear and tear on popular trails, and improved sustainability.
- **Enhanced rider confidence and skill:** The event's challenges and exploration focus can help riders overcome their inhibitions and develop new skills, fostering a more engaged and adventurous riding community.
- **Positive promotion of the Parklands network:** The event showcases the "hidden gems" within the network, attracting new visitors and raising public

awareness of the network's diverse offerings.

Costs:
- **Direct expenses**: This includes materials e.g. printing maps, challenge supplies, permits and insurance, BBQ and drinks..
- **Volunteer time:** 24 hours (3 hours x 8 volunteers).
- **Club Committee time:** 65 hours

Budget needed:
- $450 (reimbursed from club budget)

Scope and Exclusion

In-Scope:
- Approval permit from QPWS
- Placement of trail counters
- Social media advertising
- Site survey and map creation
- Event execution
- Post-event BBQ
- Post-event survey
- Checking baseline and post-event trail counter data

Out-of-Scope:
- Portable toilets
- Trail adjustments
- Financial incentives
- Equipment loan and maintenance (bikes, helmets, tyres)

Project Team

Project Sponsor: Club Committee

Project Lead: Michael Johns – Club Secretary

Project Team: Club Volunteers

Additional Stakeholders: QPWS Ranger, QPWS Events Coordinator, Club members, Other park users (riders, hikers)

Measuring Success

What is acceptable:
1. 20% increase in trail use between the three months of trial counter data before the event with the three months after.
2. High satisfaction ratings and positive comments about the event experience through survey and open-ended questions. As well as social media comments.