

# ***The Lightfoot Initiative Vision...Sparking smart changes to how Queenstown moves.***

**Safe, Healthy, Sustainable transport connecting the community.**

## ***Our Values***

*Equity* - Everyone should be able to access active travel options

*Kaitiakitanga* - Kaitiaki of this district should ensure it is healthy for future generations

*Global responsibility* - Local actions protect the global environment

*Community* - Connected people live, work and play better together

*Cumulative action* - Many small steps create big change

	<i>Connect new people to the Lightfoot movement (telling our story)</i>	<i>Engage our local community in using active travel (activities/projects/things to do)</i>	<i>Lead &amp; collaborate to ensure active travel is embedded into urban development</i>	<i>Grow our organisation by maintaining a strong foundation</i>
<b><i>What have we done in 2022?</i></b>	<p>Delivered Test the Network 2.0 with NZ social media influencer/ Shortland Street actor Nicole Whippy. With the support of Destination Queenstown and Queenstown Airport</p> <p>Engaged with community groups, community associations, schools and other organisations (20+) presenting the Lightfoot vision for a better-connected community</p> <p>Delivered Green Light - Transport Mayoral Forum with approximately 50 attendees</p> <p>Participated in Biketober and Green Drinks events in collaboration with Sustainable Queenstown and Wao</p> <p>Delivered QLDC Lunch and Learn event</p> <p>Regular opinion pieces &amp; commentary in print media</p> <p>Regular radio segments in local media</p>	<p>Gogo Electro e-Cargo bike library: launch and on-going delivery into 2023</p> <p>OneBike bike rescue scheme: launch and on-going delivery into 2023</p> <p>Active8 commuter travel programme: Phase One launched and delivered with three businesses</p> <p>Dynamo: design and development of programme</p> <p>Easter Express: bus based, Easter themed Queenstown wide Treasure hunt with approx. 300 participants.</p> <p>Paihikara: bike based Matariki celebration for the community.</p> <p>Ways to Lightfoot: launch of active travel initiatives with NZSKI winter employees</p> <p>Aotearoa Bike Challenge: led Queenstown involvement</p> <p>Worked with IronMan NZ on refining</p>	<p>Continued to work closely with key stakeholders such as Queenstown Trails Trust and other aligned organisations</p> <p>Advocated for various upgrades eg: traffic lights at Hawthorne Drive, additional bus stops etc</p> <p>Connected business to local and regional government eg: NZSKI and ORC (skis on buses, new bus stops)</p> <p>Developed video content to influence urban planning decisions and inform the wider community of local opportunities</p> <p>Formal submissions to Ministry of Transport, QLDC, Waka Kotahi and others</p> <p>Member of the Transport Research Network (TRN)</p> <p>Member of the Climate Reference Group (CRG)</p> <p>Co-Lead 'State Highway 6 / Jim's Way</p>	<p>Appointed a new trustee: Matt Wong</p> <p>Developed stage one fundraising strategy, completed Funding applications and sought private donations</p> <p>Appointed Executive Officer</p> <p>Recruited and trained employees, contractors and volunteers</p> <p>Developed contracts for employees, volunteers, H&amp;S and training/induction documents</p> <p>Developed contracts for sponsorship agreements</p> <p>Website re-developed</p> <p>Completed our first financial year-end</p> <p>Further refinement of financial systems and reporting processes (eg: Xero)</p>

	Website & Social Media engagement exceeding 50k Reach and 5k Engagement	copy/content and processes for bus use during Marathon weekend  Develop and maintain FB afterschool carpooling groups for Queenstown Primary School	bridge crossing' project with Queenstown Trails Trust  Maintaining relationships with QLDC Mayor, councillors and wider QLDC management and staff  Reading / keeping up to date on research, developments and trends	Developed brand strategy to better align existing projects with the Lightfoot parent brand
<b><i>What are we doing for the next three months?</i></b>	Development of Social Media strategy to grow audience by 30% across multiple platforms  Targeted communications of key projects via local print and radio media  Development of collateral for Carpooling campaign  Development of materials to supply developers	OneBike: ongoing delivery of service and development of a strategy of OneBike Hub  OneBike: stage one of OneBike Hub delivered  GoGo Electro: ongoing delivery of service  Active8: development of Phase Two  Dynamo: launch  Develop and promote afterschool carpooling groups for all local primary schools	Ongoing communications, consultation and meetings with managers/senior leads at QLDC, ORC and Waka Kotahi for infrastructure projects eg: Frankton/SH6, A7 route, SH6 safe crossing, Wayfinding  Communication and consultation with developers  Contribute to the Queenstown Public Transport business case	Amanda Robinson to continue in General Manager (Acting) role until a new permanent appointment can be made  Applying for Operational Funding (DiA, CTS, QLDC, ORC and other)  Applying for Project Funding (DiA, CLT, CTS, EECA, MFEC, HF, WC, THT, other)  Engagement with fundraising specialist to maximise the commercial potential of Lightfoot's projects and initiatives  Development of stage two of fundraising strategy to assure sustainable funding model
<b><i>Where to in the next 12 months?</i></b>	Expand communication strategy to engage new people to the Lightfoot movement  Collaborate and participate in shared events with new organisations and groups to promote active travel to a more diverse audience  Maintain our current schedule of events with existing groups and organisations  Deliver Test the Network 3.0 focusing on a 65 years+ audience	Active8: deliver Phase 2 starting summer 2023  GoGo Electro: expand e-bike library and continue delivery to a wider audience  OneBike: open Hub for summer 2023. Begin Phase 3 (national bicycle tyre and tube recycling scheme)  Dynamo: implementation August 2023  Develop two new initiatives for planning and implementation in 2024	Develop online content (video/podcast) relating to NZ urban design, infrastructure and services and climate challenges  Continue to work closely with QLDC and Way to Go partners to support delivery of the <i>Wakatipu Active Travel Network</i> strategy, <i>Better Ways to Go</i> mode shift plan, <i>Queenstown Lakes Climate and Biodiversity Plan</i> and <i>Waste Minimisation and Management Plan</i>  Ongoing work with key stakeholders to shape and influence local and regional urban design decisions (Destination Queenstown, QAC, Porter Group etc)	Appoint a Māori trustee to give effect to Te Tiriti of Waitangi. Engage in a governance review post-appointment  Appoint a Youth trustee  Appoint General Manager (part-time)  Appoint Social Media and Communications role (part-time)  Ongoing work implementing a sustainable funding model through engagement with high value donors and partners