

COMMUNITY TRANSPORTATION NOVA SCOTIA 2016–17 WORK PLAN

FEB 3, 2016

CTNS: 2016-17 Work Plan				
Strategic Direction 1:		Build a stable and sustainable organization		
Goal:		To acquire necessary funding and human resources to achieve our mission and vision		
No.	Initiative	Key Results	Tasks/Activities	Resp/Date
1	Ensure optimal Board structure, membership and governance	<ul style="list-style-type: none"> Board membership reflects the diversity of regions and sectors in Nova Scotia and contains the skills necessary to support the work of the organization The Board is strong and both drives and facilitates the work of the organization Increased capacity to fulfill CTNS Vision 	<ol style="list-style-type: none"> Review Board composition and fill gaps 	<ol style="list-style-type: none"> Nominations Comm/Apr 1 Chair/at AGM/June 1
2	Ensure optimal organizational structure and operations	<ul style="list-style-type: none"> Defined regional response teams Defined 'rules of engagement' and standardized Board responsibilities Clarified roles, responsibilities and strengths Increased capacity to fulfill CTNS Vision 		
3	Increase number and engagement of members	<ul style="list-style-type: none"> Increased membership numbers Members more engaged in the work of the organization 	<ol style="list-style-type: none"> Identify and rank strategic possibilities and set priorities Assign BMs to do the "ask" BMs do the ask 	<ol style="list-style-type: none"> LCE/Mar 1 Chair/Apr Chair/Apr-June and July-Jan
4	Diversify our funding base	<ul style="list-style-type: none"> A targeted approach to fund raising Funders recognize that CTNS provides considerable value for money Funders recognize the importance of CTNS to building healthy communities Stable, sustained funding 	<ol style="list-style-type: none"> Achieve charitable status Facilitate collection of payments Increase membership Research on "funding pots"/Community Foundation Fed govt infrastructure fund Identify corporate sector prospects/develop package Approach top prospects Pursue the interdepartmental funding "ask" Other proposals to government (Projects, New Horizons, etc.) Pursue a MSV Coop Student 	<ol style="list-style-type: none"> DG to follow up/Apr 1 DG/Apr 1 (see 1.3 above) Chair/BM/Jan 1 DG/Oct 1 LCE/Mar 1 Chair/BMs/July 1 Chair/Apr 1 Chair/BM/Oct 1 DG/May 1

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Strategic Direction 2:		Demonstrate the value & benefits of community transportation		
Goal:		To raise stakeholder awareness as to how CTNS can assist in meeting community transportation needs		
No.	Initiative	Key Results	Tasks/Activities	Resp/Date
1	Generate evidence of the value and benefits of community transportation in building healthy communities	<ul style="list-style-type: none"> Transportation seen in a wider perspective – as a key element to building healthy communities Documented evidence of the benefits of having, and the costs of not having, community transportation 	<ol style="list-style-type: none"> Reach out to Nursing Program (SFX) for compiling case studies Share CBRM Health Impact Study Build on CTNS-impact case studies (one page) Build on RTA-impact case studies Bi-annual meetings and co-promotion with RTA Approach Universities for support in this area 	<ol style="list-style-type: none"> JM/Mar 1 Chair/Apr 1 LT/DGillis/DG/May 1 CR/DM/Apr 1 Chair Chair/Jan 1
2	Communicate the accomplishments and potentialities of community transportation and CTNS	<ul style="list-style-type: none"> Illustrated achievements and a documented history Community transportation gaps identified and indications on how CTNS can fill them CTNS' human and organizational resources are highlighted. 	<ol style="list-style-type: none"> Compile and summarize accomplishments to-date (One-page fact sheet) Update service map 	<ol style="list-style-type: none"> DG/May1 Mana/Mar1 (involve Wayne)
3	Promote and communicate the value of community transportation and CTNS	<ul style="list-style-type: none"> Changing perception of transportation to being part of the “solution” (independence/accessibility) Showing the benefit of community transportation and CTNS as the steward of community transportation A renewed, forceful communications plan Better use of social media 	<ol style="list-style-type: none"> Finalize Communications Plan Update digital communication tools Produce hardcopy tools Actively seek meetings with key stakeholders 	<ol style="list-style-type: none"> LCE/Mar 15 LCE/Mar 1 Chair, BMs/Sept 1 Chair, BMs/Jan 1

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Strategic Direction 3:		Expand our capability to mobilize & support communities		
Goal:		To increase community leadership capacity to determine their own transportation solutions		
No.	Initiative	Key Results	Tasks/Activities	Resp/Date
1	Refine our community development and support approach	<ul style="list-style-type: none"> • CTNS regions defined • Board and staff trained in facilitation that serves community organizations • Members mentored for leadership capability • Mentorship toolkit 	<ol style="list-style-type: none"> 1. Identify regions 2. Increase regional membership 3. Develop a mentorship process 	<ol style="list-style-type: none"> 1. DG/Mar 1 2. (see 1.3 above) 3. RJ/LT/Oct 1
2	Engage the community using a solutions oriented community led model	<ul style="list-style-type: none"> • Increased community leadership capacity • Solutions meet community defined needs • Community sessions conducted and roundtables held • Action-oriented task groups (community leadership/ for solutions) 	<ol style="list-style-type: none"> 1. Identity local success stories and share them on the web site 	<ol style="list-style-type: none"> 1. BM eNews/Monthly
3	Co-produce a compilation of RTA services (financing, org structures, infrastructure)	<ul style="list-style-type: none"> • A contribution to demonstrating value • Documentation of the models • Useful planning and learning information • Useful marketing information 	<ol style="list-style-type: none"> 1. Establish a joint task group with RTA 2. Agree on process, schedule and outputs 3. Draft compilation 	<ol style="list-style-type: none"> 1. Chair/Mar 1 2. May 1 3. Jan 1
4	Develop a database/ inventory of all service providers and transportation options in NS	<ul style="list-style-type: none"> • A useful planning and communication tool • A service to our members and the province • Allows us to identify efficiencies and cost saving opportunities • Facilitate access to federal and provincial program information 	<ol style="list-style-type: none"> 1. Co-optimize Service Map(s) 	<ol style="list-style-type: none"> 1. (see 2.2 above)

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Strategic Direction 4:		Enhance relationships with government and business		
Goal:		To be a trusted source for advice		
No.	Initiative	Key Results	Tasks/Activities	Resp/Date
1	Become an active partner to the interdepartmental committee	<ul style="list-style-type: none"> An MOU with the province Greater provincial attention to community transportation CTNS seen as the active champion of community transportation Extended awareness of community transportation and CTNS in the province 	1. Actively seek bi-annual meetings	2. Chair/Jan 1
2	Develop working partnerships and projects with govt departments where we are best positioned to have success (Energy, DCS, TIR, Seniors, MA, H&W, Energy)	<ul style="list-style-type: none"> Affordable, accessible community transportation a priority for all levels of government Projects being undertaken identifying problems and possible solutions to show the possibilities of community transportation 	<ol style="list-style-type: none"> Approach several departments with respect to developing a project Prepare at least two proposals for projects Foster community-based transportation project initiatives 	1. Chair, BMs/Jan 1
3	Actively grow partnerships with stakeholders	<ul style="list-style-type: none"> More community, Municipality and business engagement A business oriented 'pitch' package with 2-3 firms are approached each year. Higher profile of community transportation and CTNS More community transportation activities overall 	<ol style="list-style-type: none"> Finalize/update database of members, stakeholders Develop membership package Piggy-back on community events Invite stakeholders to AGM 	<ol style="list-style-type: none"> LCE/Mar 1/(see 1 above) LCE/Mar 1,BMs/May1 BMs/Jan 1 BMs/May1
4	Partner with stakeholders in the implementation of the sustainable transportation strategy for Nova Scotia	<ul style="list-style-type: none"> Community transportation recognized and embedded in provincial policy Communities with greater access to and resources for community transportation Community transportation and CTNS seen as part of building healthy communities 	1. Maintain Ex-Officio Member from Dept of Energy	1. Chair