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Challenge stages
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Stage 2: Scaling up interventions

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Timeline

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Evaluation criteria & jury

Guidance for cities

Questions & clarifications

Location: Pune
The need for personalised forms of transport is expected to increase as a response to the COVID-19 pandemic. A recent survey by the ITDP India Programme shows that cycling would increase by 50-65% as cities come out of lockdown. This is corroborated by the actual response on the ground with a sudden spike in the usage of cycles.

Cycling can be a sustainable alternative to private motor vehicles. Cycling provides equal access to jobs, education, recreation, and other everyday activities for all sections of society – rich, poor, children, women, and others. By making streets safe for cycling, cities can dramatically increase the share of this green and healthy form of transport and recreation.

Cities around the world are leveraging the opportunity to expand their cycling networks and Public Bicycle Sharing (PBS) systems. Paris is creating 650km of pop-up cycleways. Bogota and New York have expanded their bicycle-sharing systems and have offered subsidies to frontline workers. Bicycle-sharing systems around the world have also seen an increase in bike-use and trip lengths. For example, PBS systems in Beijing alone saw users rise by roughly 150%.

Increasing cycling can help cities in a green economic recovery. Investments in cycling infrastructure have economic benefits of up to 5.5 times the initial investment. Cycling for short distances can result in an annual benefit of INR 1.8 trillion to the Indian economy. It also has the potential of increasing personal fuel savings by over INR 27 billion.

Cities must prioritise urban resilience through sustainable and equitable transportation to overcome this current crisis and to be better poised to face the future. It is now imperative, that Indian cities start creating a cycling-friendly environment to encourage people to use this eco-friendly and healthy mode of transport and ensure that people can access jobs, education, and essential services safely.
Location: Pune
Mr. Hardeep Singh Puri  
Minister of State (Independent Charge),  
Ministry of Housing and Urban Affairs

The Ministry of Housing and Urban Affairs is committed to helping cities develop high quality transport systems that offer sustainable mobility options to their residents. I urge all the cities to work towards achieving a vision of safe and fun cycling for everyone.

Mr. Kunal Kumar IAS  
Joint Secretary, Smart Cities Mission,  
Ministry of Housing and Urban Affairs

The COVID-19 pandemic is an opportunity for cities to reinvent themselves. Cycling offers us a healthy, affordable, and COVID-safe solution for a green recovery. The Challenge offers cities an opportunity to transform themselves into cycling-friendly cities for everyone.

Mr. Durga Shanker Mishra IAS  
Secretary,  
Ministry of Housing and Urban Affairs

We are proud to launch the India Cycles4Change Challenge with the ambitious goal of creating cycling-friendly cities across the country. Cycling can aid a green recovery from COVID-19 for the transport sector and create a golden age for active, sustainable, and efficient travel in our cities.

Ms. Shreya Gadepalli  
South Asia Programme Lead,  
Institute for Transportation and Development Policy (ITDP)

The India Cycles4Change Challenge aims to kickstart a cycling revolution across the country. Through this Challenge, cities, citizens, and experts come together to transform our cities into havens for cycling!
The India Cycles4Change Challenge will have two stages:

A) Pilot intervention and conceptual scale-up plan
B) Scaling up pilot interventions

The challenge is open to cities under the Smart Cities Mission, capital cities of states / UTs, and cities with a population of over 5 lakh people. The list of eligible cities is provided in the Annexure.

For cities under the Smart Cities Mission, the interventions will be a pan-city initiative and not limited to the ABD area only.

Stage 1
Cities to initiate and implement quick interventions and promotional activities to encourage cycling and develop a conceptual scale-up strategy

Stage 2
Shortlisted cities to further develop and commence the implementation of the conceptual scale-up plan submitted in stage 1, with inputs from national and international experts

The aim of stage 1 is to encourage cities to initiate and implement quick interventions and promotional activities to encourage cycling and further develop a conceptual scale-up strategy.

The outputs expected from the cities at the end of stage 1 are:
- Implementation and documentation of at least one pilot intervention
- Concept plan to scale-up cycling interventions across the city
- Community engagement and communication plan
- Financial plan of action for scale-up

Cycling interventions implemented prior to July will not be considered for the challenge. The cities can, however, build on the existing cycling interventions in their cities as part of the challenge.

The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and implementing pilots as well as to develop their scale-up strategy. The support will include:
- A series of online workshops with national and international experts to assist cities in developing and implementing their proposals
- Connect cities with local CSOs and design experts for assistance in implementation
- Facilitate brainstorming and peer-to-peer learning between cities
- Share case studies of how such initiatives have been planned and implemented in Indian and global cities
- Share other relevant knowledge materials to the cities
- Assist cities with communication and outreach
Cities are encouraged to collaborate with CSOs and local practitioners as they develop and implement their plans. Citizen collaboration will be a key metric in the evaluation of proposals submitted by the cities.

The cities should identify a nodal officer and other members of the team who are expected to coordinate on the planning, design and implementation of the challenge. The cities are also encouraged to hire interns through the ‘TULIP’ programme to support them for the two stages.

Cities under the Smart Cities Mission are encouraged to use the existing Mission funds for the interventions.

The Smart Cities Mission through a reputed panel of experts will review the submissions and shortlist 11 cities which will move into stage 2.

The cities will receive the following:

1. Award money of Rs. 1 Crore each and Citation
2. Guidance from National and International experts for scaling up the pilot interventions and for implementation

The cities that do not clear stage 1 are encouraged to revise their proposal and re-submit for selection to stage 2. The timelines for the submission of the revised proposal will be shared with the cities at a later date.

The ‘India Cycles4Change Festival’ will be launched in October ‘20 to showcase the entries of the shortlisted cities as a virtual exhibition.

Location: Chennai
Stage 2
Scaling up pilot interventions
(October ’20 – May ’21)

The aim of stage 2 is for the shortlisted cities to further develop and commence the implementation of the concept scale-up plan submitted in stage 1 with inputs from National and International experts.

The output expected from the cities at the end of stage 2 is:
- Implementation and documentation of interventions planned in scale-up strategy
- Online workshops to review designs
- Peer-to-peer workshops to share learnings
- Guidance on evaluating the impact of interventions
- Share other relevant knowledge materials to the cities
- Assist cities with communication and outreach

The ITDP India Programme will provide ongoing remote assistance to the cities as they implement their plans. The support will include:

Going forward, the Smart Cities Mission and the ITDP India programme will support the cities to use the success of their temporary interventions and transform them into permanent infrastructure as a catalyst for other cities to follow their lead.

Future Rounds of the Challenge

Cities that do not qualify in stage 1 will be eligible to re-apply for selection to stage 2 with additional assistance from experts to revise their proposal. The timelines for the submission of the revised proposal will be shared with the cities at a later date.

The process will repeat multiple times to encourage cities to embrace a cycling transformation.
Interested citizens, CSOs as well as urban designers, planners and other experts who wish to collaborate with their cities can express their interest by filling in the details here. The cities will decide on whom to collaborate with for the challenge. It is subject to the cities if to offer remunerations for the support extended.

The potential ways in which they can support the city:
- Encourage and support your city to register for the challenge
- Help your city plan & design cycling initiatives
- Help your city coordinate with citizens and other organizations in programme rollout
- Ensure participatory planning through community engagement
- Mobilise volunteers for surveys and implementing cycling initiatives
- Be a volunteer for surveys and implementing cycling initiatives
- Spread the word through Social Media and local newspapers
- Document through photos, videos, and blogs
- Monitor and evaluate the impact of the intervention
- Bring sponsors or be a sponsor
Any changes to the above timeline will be intimated to the cities.
05 Submission requirements

The list of submission requirements will be announced later on: https://smartnet.niua.org/indiacyclechallenge/

06 Evaluation criteria and jury

The stage wise submissions of the cities would be reviewed on the basis of the quality of:
1. Pilot Intervention
2. Participatory processes
3. Scale-up plan &
4. Innovative methods for funding scale-up plan

The list of the jury and the performance indicators for evaluation will be announced later on:
https://smartnet.niua.org/indiacyclechallenge/
Guidance for cities

The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and implementing pilots as well as their scale-up strategy through a series of online workshops with National and International experts to assist cities in developing and implementing their proposals.

### Stage 1
**Implementing pilot interventions**

Online workshops 1 to 4 will provide necessary technical guidance to implement quick interventions, promotional activities and further develop a conceptual scale-up strategy.

<table>
<thead>
<tr>
<th>22nd July '20 Online Workshop 1</th>
<th>5th August '20 Online Workshop 2</th>
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<tbody>
<tr>
<td>Planning &amp; Implementation of Safe Cycling Infrastructure</td>
<td>Participatory decision-making processes</td>
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<tr>
<td>How to identify locations, strategies &amp; tools for implementation; design standards; do’s and don’ts</td>
<td>Effective communication and outreach strategies</td>
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<tr>
<td>Monitoring &amp; Evaluation</td>
<td>Peer city discussions to share learnings</td>
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<td>Question &amp; Answer session</td>
<td>Question &amp; Answer Session</td>
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<tr>
<th>19th August '20 Online Workshop 2</th>
<th>2nd September '20 Online Workshop 4</th>
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<tr>
<td>Schemes to facilitate access to cycles &amp; to promote cycling</td>
<td>Strategies to scale-up cycling initiatives</td>
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<td>Peer city discussions to share pilot intervention progress &amp; learnings</td>
<td>Peer city discussions to share pilot intervention progress &amp; learnings</td>
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<td>Question &amp; Answer Session</td>
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Online workshops 5 & 6 will facilitate brainstorming & peer to peer learnings between cities.

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<tr>
<th>16th September '20 Online Workshop 5</th>
<th>30th September '20 Online Workshop 6</th>
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<tbody>
<tr>
<td>Presentation of draft proposals by cities for peer and expert review</td>
<td>Presentation of draft proposals/improved proposals by cities</td>
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<td>Peer city discussions to share pilot intervention progress &amp; learnings</td>
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### Stage 2
**Scaling up pilot interventions**

Online workshops 7 to 10 are aimed to assist cities to further develop and commence the implementation of the concept scale-up plan with inputs from National and International experts.

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<tr>
<th>4th November '20 Online Workshop 7</th>
<th>18th November '20 Online Workshop 8</th>
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<tr>
<td>Conducting Effective Public Consultations</td>
<td>Peer city discussions to share feedbacks from public consultations</td>
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<td>Question &amp; Answer session</td>
<td>Discussion with experts to resolve challenges</td>
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<td>Budgeting, Phasing, Monitoring &amp; Evaluation of projects</td>
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<th>9th December '20 Online Workshop 9</th>
<th>23rd December '20 Online Workshop 10</th>
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<td>Discussion with experts to resolve challenges</td>
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<td>Peer city discussions to share learnings</td>
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Peer city discussions from January ’21 will be conducted monthly and the dates will be informed to the cities.
### Questions & clarifications

In case of any questions, the nodal officer from the city can write to:
contact@cycles4change.org

The common questions received will be answered on the Frequently Asked Questions (FAQ) page of the competition website.

### Annexure: List of cities eligible to participate in the challenge

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