

INDIA
CYCLES 4 CHANGE
CHALLENGE

**Closed for traffic,
Open for life!**

CITY NAME

aims to create a safe environment
for Women and Children to learn and
practice cycling!

On Sunday, 20th Sep' 20,
join us for an
"OPEN STREET" event
at ABC Nagar

Location: 16th Avenue Road,
Near Super
Supermarket

Timings: 09.00am-1.00pm

For more details,
contact: +91- 123456789

Masks and physical distancing
to be followed strictly.



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We know that the top-most barrier that women, children and other vulnerable sections face is the fear of speeding vehicles.

Open Streets is a concept of closing down streets to motor vehicles, so that people of all ages can get out on the streets and enjoy them as public places!

These are some simple steps to conduct OPEN STREETS, do tweak the steps as per the context of the city.



CITY LOGO

Why do OPEN STREETS?

We all share a unified vision of making cities cycling-friendly for all. Extra efforts must be taken to make cycling for women and children barrier free, empowering them to ride fearlessly and independently.

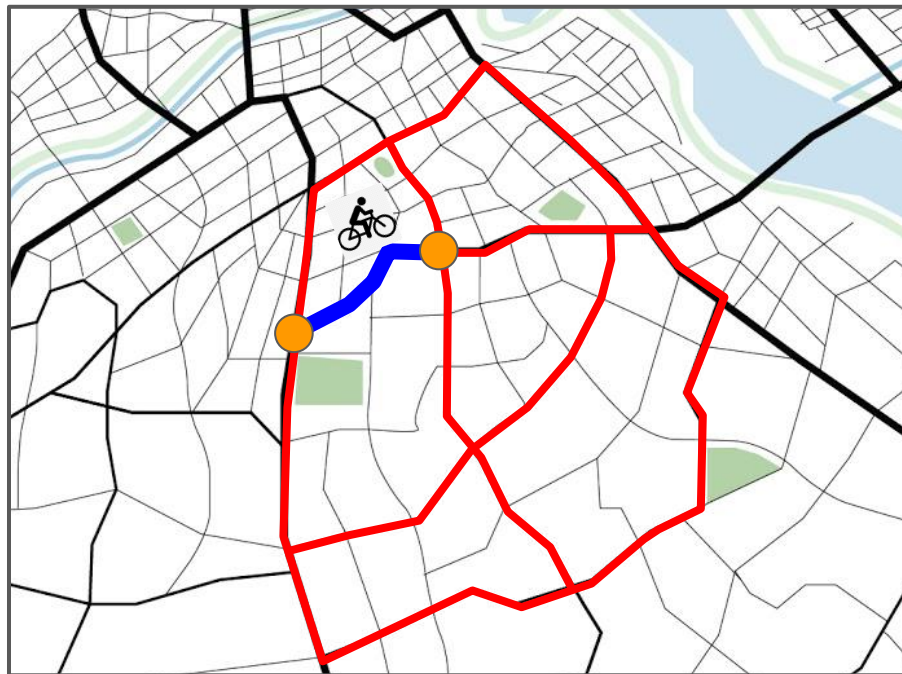
- Open streets help citizens understand the impact of **slowing down motorised traffic** and **prioritising walking and cycling** on streets.
- They **build more support** for initiatives in the area
- They **encourage more participation from all groups**, especially women and children



Location: Mumbai, India
Source: Equal Streets

STEP 1: Identify a prime location near pilot stretch

- Find a street that is **in the pilot neighbourhood or close to the corridor**.
- Ensure that it is **easily accessible**, so that people can get to the street without needing too much guidance.
- As traffic needs to be rerouted, ensure that **alternate routes are available**, especially for emergency services.
- Open Street Day is best done on weekends during the **morning hours**, before it gets sunny.



- Selected pilot routes
- Open street campaign
- Temporary barriers

STEP 2: Release an official circular and inform the neighbourhood

- Seek support from the **Traffic Police**. They are an important stakeholder for Open Streets and all pilots going forward.
- Write a **letter seeking permission (or to inform) the local authorities**, such as the traffic police, and other concerned agencies.
- Specify the details such as **date, place and time** for official record.
- After the necessary permissions are received, **inform the residents of the street that movement will be restricted** during the Open Street hours.

To,
Concerned Authority

Sir/Ma'am,

Sub: Reg. India Cycles4Change Open Street at _____ on _____

As part of India Cycles4Change Challenge launched by the Smart Cities Mission, Ministry of Housing and Urban Affairs, Govt. of India, we the core team of [City Name] Cycles4Change would like to host an OPEN STREET day on _____ at _____.

The OPEN STREET day is a 3 hour event that temporarily closes the movement of vehicles on the street. This creates a safe environment for women and children to learn and practice cycling, enabling them to become confident riders, so that they can cover short and medium-length trips on their cycles. Empowering women and children is essential to create an inclusive, cycling-friendly city in which people of ages and genders can cycle comfortably without any fear.

We would therefore request you to give us the necessary permissions and support us with conducting the OPEN STREET Day, and supporting [CITY NAME] to become a cycling haven for all.

STEP 3: Spread the word about Open Streets Day

- **Spread the word** a few days in advance through **neighbourhood and city newspapers, and social media**- use the editable poster [here](#).
- **Invite journalists** to participate and cover the event.
- To prevent crowding, **consider a slot system** so that a lot of people do not gather.

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COME ON!
YOU CAN
DO IT!

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ITDP India Programme
Smart City Mission through Open Streets
Ministry of Housing and Urban Affairs
Government of India
FIT INDIA
एक कदम स्वच्छता की ओर
CITY LOGO

STEP 4: Include cycling groups and experts to teach cycling

- To ensure that the right training is given to women and children who have no experience with cycling, **collaborate with cycling experts and invite them to the Open Street day.** You can refer the 2000+ CSO database for cycling experts and volunteers.
- Consider keeping **few cycles on stand-by** (with adjustable seat height), if some participants do not bring along a cycle.



*Location: Berlin, Germany
Source: Deutsche
Fernsehlotterie/Jan Ehlers*

STEP 5: Use pots/ planters/ cones/barricades to close the street!

- Use **simple items such as pots, planters, tyres, cones etc.** to indicate that the street is closed for vehicular movement.
- **Display a notice about Open Street Day** to inform motorists about the street closing, and to spread awareness about the India Cycles4Change Challenge.



STEP 6: Document the event through and through!

- **Document** the event in progress through **photos and videos**. Hire freelance photographers and videographers for this.
- **Capture the emotions of the women and children** as they learn how to cycle and become confident riders.
- Conduct **short interviews** with participants to find out about their experience at the event.
- Put the photos and videos on your social media handles post the event as **highlights of the Open Streets Day**.



Location: Buellton, California
Source: Santa Maria Times

After testing and learning from your first Open Street Day, you can improve and scale it to other parts of the neighbourhood! You can engage volunteers to help you with managing the event. You can even make it more regular, by conducting it once or twice every month.

The possibilities are endless. Let's do this!