



INDIA CYCLES 4 CHANGE CHALLENGE

**Expression of Interest
Form for
Neighbourhoods**



The scale up strategy includes the following:



Here are the steps to create a Scale-up Cycling Plan

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graph LR; A["Draft the Scale-Up Cycling Plan for 2021-'22"] --> B["Gather feedback from different stakeholders"]; B --> C["Identify funding sources and investments for the Cycling Plan"]; C --> D[">"]; style A stroke:#000,stroke-width:2px; style B stroke:#006400,stroke-width:1px; style C stroke:#006400,stroke-width:1px;
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Draft the **Scale-Up Cycling Plan** for 2021-'22

Gather feedback from different stakeholders

Identify **funding sources and investments** for the Cycling Plan

While drafting the scale-up cycling plan,

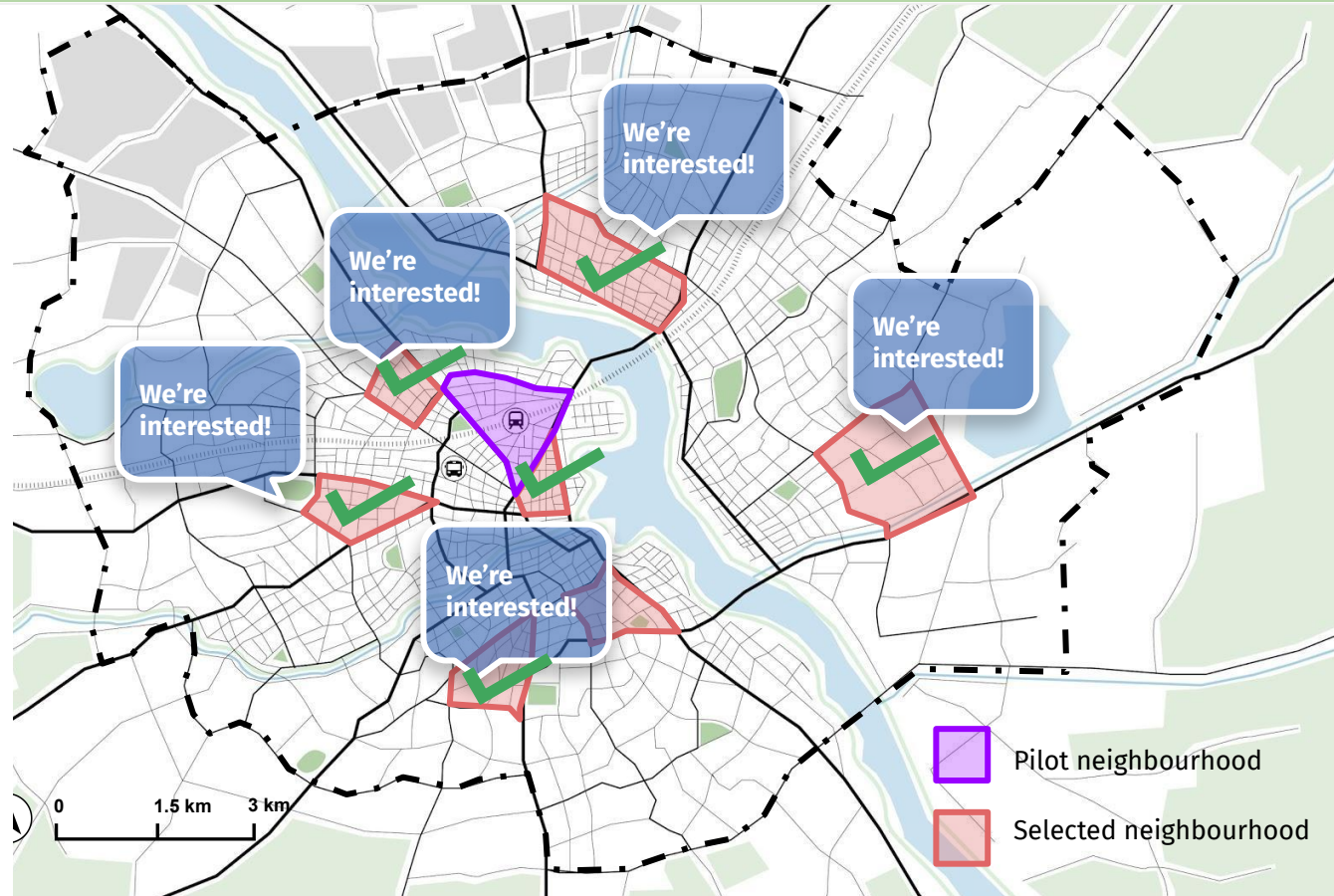
- 1. Bring in the learnings from your tests**
- 2. Establish your scale up strategy**
 - a. Corridor strategy
 - b. Neighbourhood strategy**
- 3. Create the scale up plan**
- 4. Prepare the parking management plan**

For more information on the scale-up strategy, refer to the C4C Workshop 6 [Presentation](#) and [Video](#)

Select diverse neighbourhoods across the city

Cities could crowdsource the neighbourhoods to include in the scale up strategy:

- Roll out the **'Expression of interest'** form across the city
- Reach out to **Resident Welfare Associations (RWAs)** across the city to register their interest
- **Select neighbourhoods based on:**
 - Expression of interest
 - Feasibility of interventions
 - Connections with corridors
 - Visibility



To develop your scale up strategy for neighbourhoods...

Roll out a form for Resident Welfare Associations (RWAs) across the city, so they can nominate their neighbourhoods

Get a copy of the 'expression of interest' form here!

Nominate your neighbourhood in [CITY NAME] to become cycling-friendly!

[CITY NAME] has taken part in the India Cycles4Change Challenge, an initiative by the Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India. In order to expand cycling-friendly interventions across the city, [CITY NAME] is calling for an expression of interest from all neighbourhoods. By filling in this form, you are informing the city that the residents in your neighbourhood are interested in making it safe for cycling.

Note that the final decision to select neighbourhoods for the scale-up cycling plan lies under the city authorities.

* Required

Email address *

Your email _____

What is the name and address of your neighborhood? *

Your answer _____

What is the name of your Resident Welfare Association?

Your answer _____

Step 1 - **Make a copy** of 'Expression of Interest' form

Make a copy

Once you click on the **link**, a new window will open.

Here you will be prompted to make a copy of the form.

Click on '**Make a copy**'

Google Drive

Copy document

Would you like to make a copy of [Your City] C4C Scale up plan - Expression of Interest Form ?

Make a copy



Step 2 - Prepare the 'Expression of Interest' form

Update CITY NAME

1. In the form title
2. In the form introduction section

In case your city wishes to make edits in the form, kindly reach out to our team at contact@cycles4change.org

Nominate your neighbourhood in [CITY NAME] to become cycling-friendly ☆ All changes saved in Drive

1

Questions Responses 2

Nominate your neighbourhood in [CITY NAME] to become cycling-friendly!

[CITY NAME] has taken part in the India Cycles4Change Challenge, an initiative of the Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India. In order to expand cycling-friendly interventions across the city, [CITY NAME] is calling for an expression of interest from all neighbourhoods. By filling in this form, you are informing the city that the residents in your neighbourhood are interested in making it safe for cycling.

Note that the final decision to select neighbourhoods for the scale-up cycling plan lies under the city authorities.

Email address*

Valid email address

This form is collecting email addresses. [Change settings](#)

What is the name and address of your neighborhood? *

Short answer text

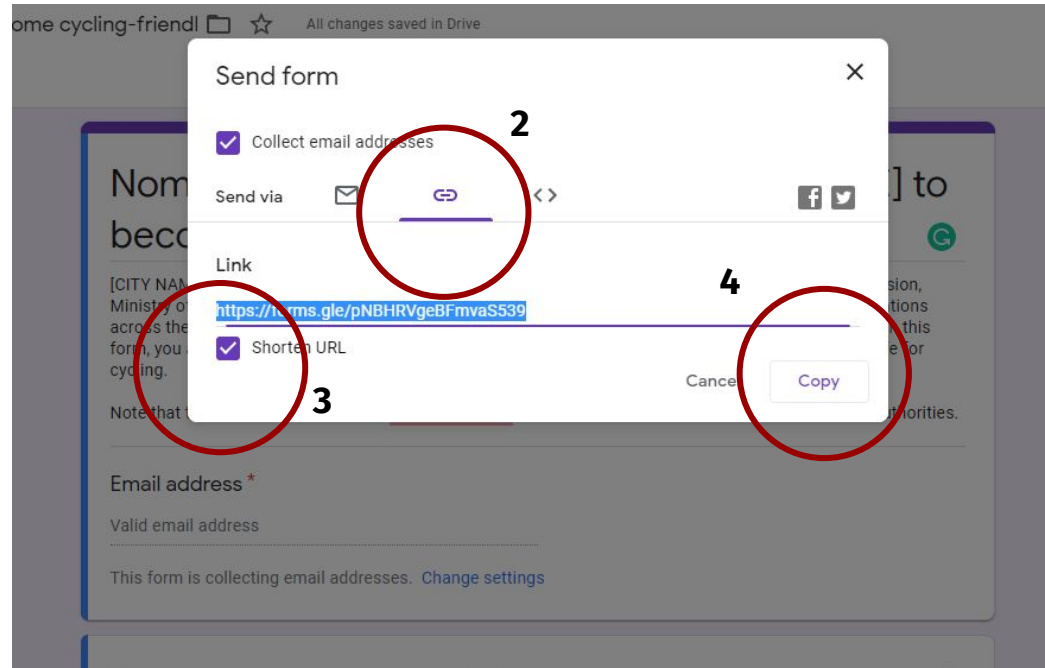
What is the name of your Resident Welfare Association?

Step 3 - **Get a link** to share the form

Get the LINK to collect responses

1. Click on **send** in the top right corner of the form
2. Click on the **'link icon'** in the pop up box
3. Check the box that says **'shorten URL'**
4. Click on **'copy link'**

You are now ready to understand which neighbourhoods are interested in becoming cycling-friendly!



Step 4 - Reach out to Resident Welfare Associations

To get maximum neighbourhoods to sign up, use **both OFFLINE AND ONLINE** modes to reach out to RWAs.

*Note: **This is an online Expression of Interest form.** Citizens are encouraged to fill the survey forms for those who do not have smartphones / access to internet. **Outreach methods should be offline and online** to reach maximum RWAs.*



Step 4a: Use **online platforms** to share the form

Share the form link on your **social media pages**



Share the through **Whatsapp or E-mail** to RWA databases



Collaborate with CSOs to maximise responses **from RWAs**



Step 4b: Use **offline methods** to share the form

Publish **newspaper article** with link/QR code to the form calling out to RWAs

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में पब्लिक बाइक शेयरिंग ताने के बाद अब स्मार्ट सिटी केंद्र सरकार के साइकिल फॉर पटीशन में हिस्सा लिया है। सहित 95 शहर शामिल हो पटीशन का मकसद शहरों बढ़ावा देने के साथ ही की राइड सुरक्षित सिटी कंपनी के साथ ही नागरिकों की भागीदारी साइकिल का अधिक इस्तेमाल शहर जीरो कार्बन उत्सर्जन मोडि और बढ़ेगा। पैडल योर बाइ राइड टू वर्क्स योर गुड आवास एवं शहरी



Put up posters in **pharmacies, supermarkets, and local stores in neighbourhoods** with QR code

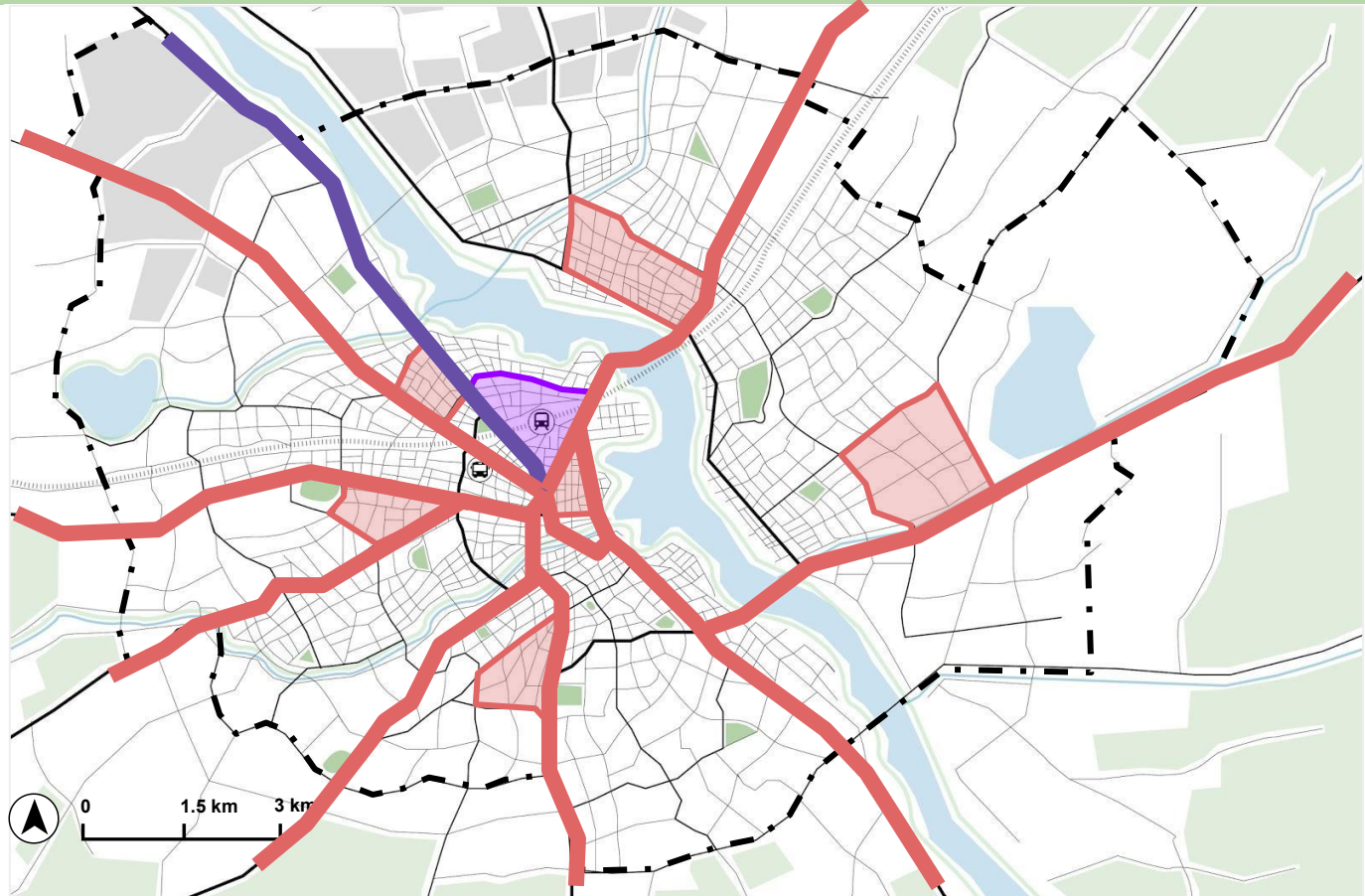


[Click here to generate a QR code to your form!](#)

Finally, create the **scale up** plan

Cities are expected to create a scale up plan for 1 YEAR.

- Finalise the scale up plan by **putting together the corridors, neighbourhoods** and other desirable interventions that align with the selected strategy
- Ensure the **plan is well connected**
- Cities can phase the plan keeping in mind the 1 year timeline



Thank you

Website - <https://bit.ly/3ju3ZCY>

Facebook - India Cycles4Change

A programme of



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