



Ministry of Housing and Urban Affairs
Government of India



INDIA
CYCLES 4 CHANGE
CHALLENGE

We will start the
session at **3PM IST**





Ministry of Housing and Urban Affairs
Government of India



INDIA
CYCLES 4 CHANGE
CHALLENGE

STAGE 2
ONLINE WORKSHOP 1

**Pedalling
ahead into
Stage 2**

2nd Dec '21, Thursday
3.00PM - 4.30PM IST



INTRODUCTION

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

PRESENTATION + PANEL DISCUSSION

Moderated by ITDP India Programme

**CYCLING JOURNEYS OF ADDIS ABABA,
BOGOTA, PUNE, SEVILLE**

PRESENTATION + Q&A SERIES

Moderated by ITDP India Programme

SCALING UP CYCLING ACROSS THE CITY

CLOSING REMARKS

by Mr. Rahul Kapoor,
Director, Smart Cities Mission,
Ministry of Housing and Urban Affairs

WELCOME TO STAGE 2!

Each one of you have done fantastic work over the past year in beginning to make your cities cycling friendly.

Let's gear up to go to the next level!

INDIA'S CYCLING PIONEERS

TOP 11 AWARDEES

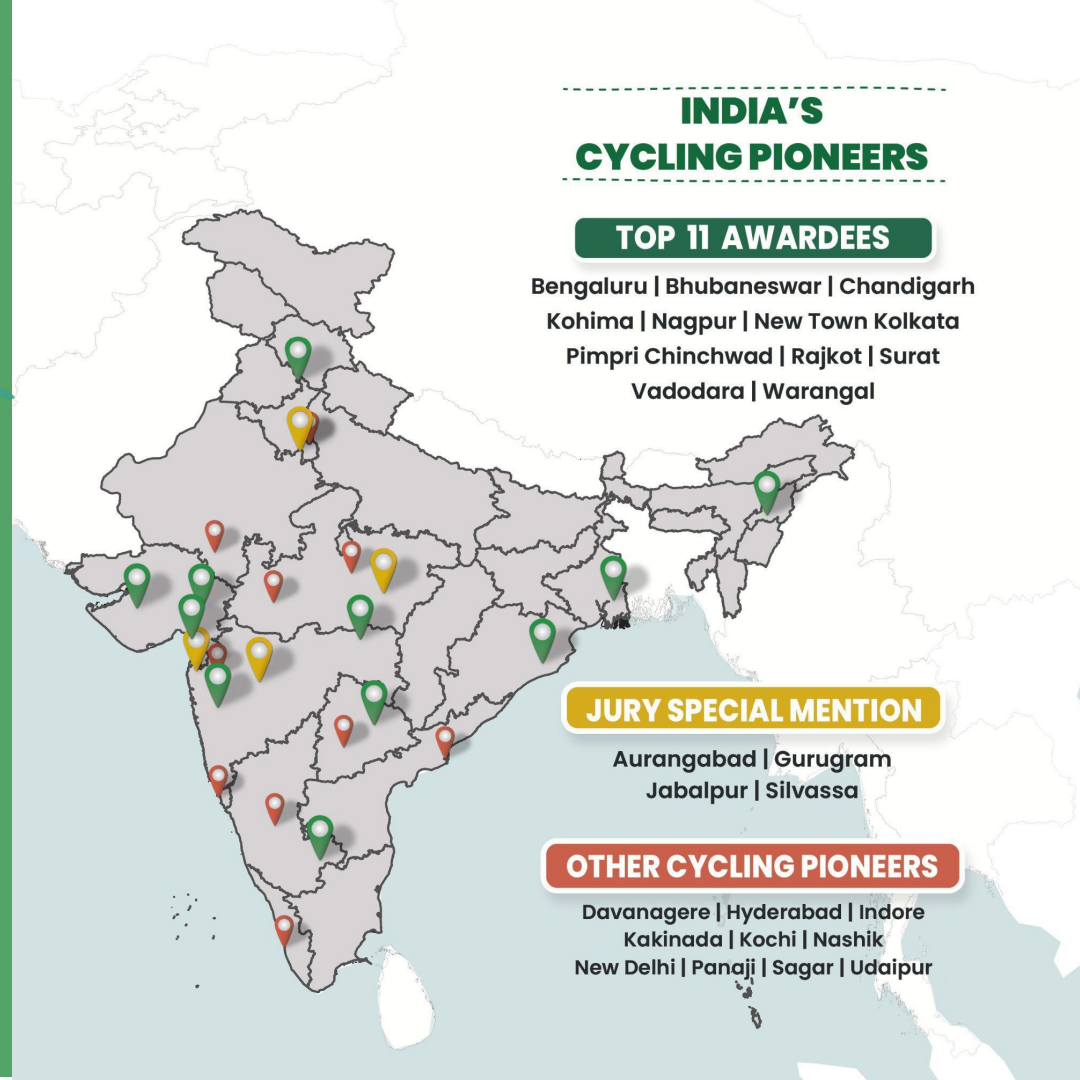
Bengaluru | Bhubaneswar | Chandigarh
Kohima | Nagpur | New Town Kolkata
Pimpri Chinchwad | Rajkot | Surat
Vadodara | Warangal

JURY SPECIAL MENTION

Aurangabad | Gurugram
Jabalpur | Silvassa

OTHER CYCLING PIONEERS

Davanagere | Hyderabad | Indore
Kakinada | Kochi | Nashik
New Delhi | Panaji | Sagar | Udaipur



First, let's take a quick look at **what we did over the last year...**

THE PATH TO CREATING A CYCLING CITY

LISTENING TO CITIZENS

Perception surveys and focus group discussions gave cities a clear picture of the barriers they must remove to make cycling safe and convenient for everyone.



BUILDING MOMENTUM

Through campaigns and events, on-ground and online, cities built widespread support and encouraged more people to cycle.



MAKING CYCLING SAFE AND FUN

Cities tested quick and inexpensive solutions to make streets and junctions safe to cycle. They also experimented with various other ideas like cycle rental schemes, training workshops, and repair clinics.



SCALING UP FOR LONG-TERM IMPACT

Cities are embedding the vision of a cycling-friendly city by adopting policies, setting up dedicated departments and creating city-wide plans.



... And this is **what we initiated!**

Physical interventions



400+ km

of corridors selected
for transformation!

3500+

km of neighbourhood
streets selected for transformation!

Citizen engagement



50+ cities

Conducted events to build
community support!

Citizen surveys



60,000+

Responded to surveys rolled out
by the cities!

CSO partnerships



600+

CSOs signed up to support their
cities!

We embarked on a mission to create a city-wide network of **Healthy Streets!**



IT'S NOW TIME TO GO BIG !

As we move into Stage 2, let's take large and bold strides towards making our cities cycling friendly!

Let's hear from some of these inspiring cities from around the globe
about their journey to **make their cities cycling-friendly!**



Seville

Source: Flickr



Bogota

Source: Flickr



Addis Ababa

Source: Women for Climate



Pune

Source: The bridge Chronicle

The measure of a good city is one where a child on a tricycle or bicycle can safely go anywhere. **If a city is good for children, it will be good for everybody else.**

- Enrique Penalosa, Former Mayor of Bogotá



Qualities of a meaningful & practical physical cycling interventions

Successful cycling networks are as good as planning metro systems

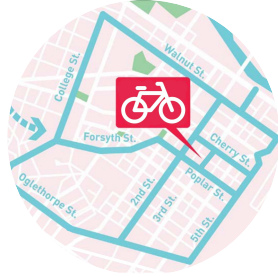
SAFETY



Source: PennDOT

Safety from motor vehicles

CONNECTIVITY



Source: Macon Connects

Seamless connectivity without obstructions

COMFORT



Source: downtownseattle.com

Elements that make cycling enjoyable

SECURITY



Source: Barry Rueger

Elements that increase personal security

ACCESSIBILITY



Source: P. Sainath

Easy access to cycles

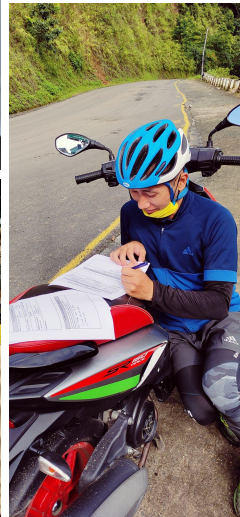
There is no cycling, without providing for walking



Measuring the impact is equally important...



[Click here to download the guide for measuring the impact](#)



Before we proceed, let's pause and **reflect on Stage 1**

- **Document** your process on **what worked & what did not**
- **Compile learnings** to inform your **scale-up strategy & its implementation**



**We will share
the guide for
Stage 1
reflections**

Let's get started with Stage 2!

We will begin with the 3 verticals of the Healthy Streets Policy

3 verticals of Healthy Streets Programme

FOUNDATION

Scale up strategy

Developing a **3-year Cycling Action Plan**

Setting up the **HS Department / Cell**

Adopting the **Healthy Streets Policy**

Setting up the **Apex Committee**

Adopting the **Parking Policy**

ACTION

Physical interventions

Testing new **tactical cycling solutions and making it permanent**

Preparing **area-level parking management plan**

COMMUNICATION

Building momentum

Using the **content calendar**

Updating your **activities**

Rolling out the **Pledge Campaign**

Undertaking communications **activities from Stage 1**

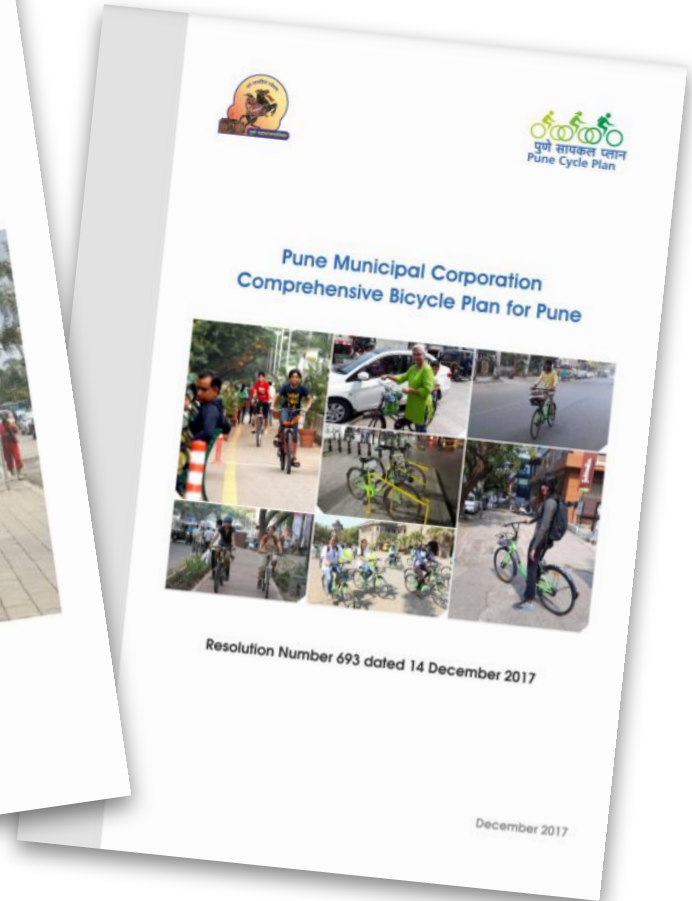
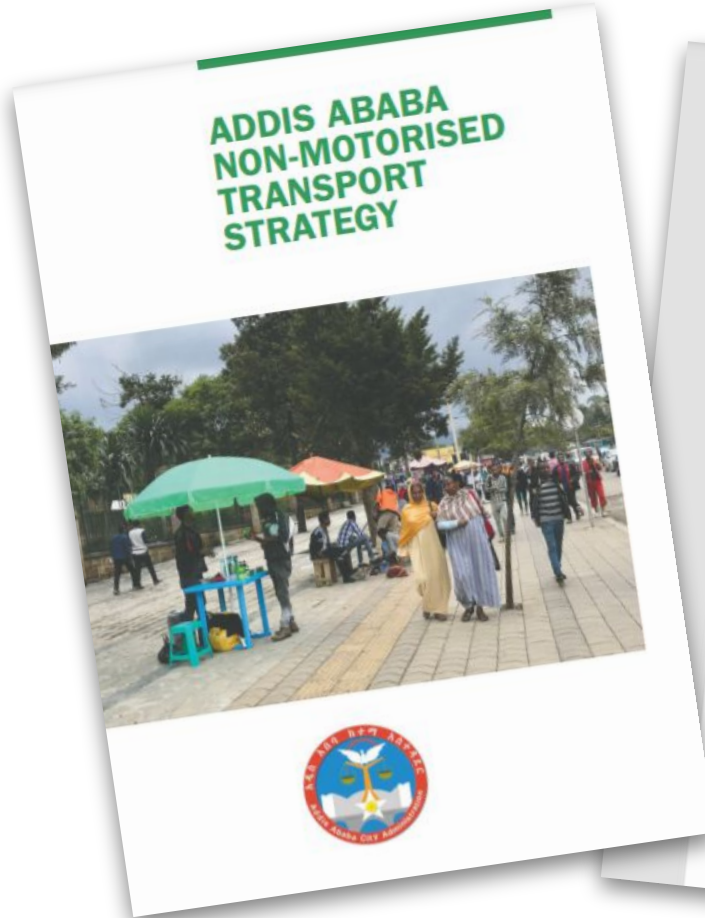
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3-year Cycling Action Plan

A 3-Year Cycling Action Plan lays out a long-term **road map for your city to become a cycling friendly city.**

It comprises of:

- Vision
- Goals
- Strategies/Initiatives
- Bicycle Network Plan
- Implementation roadmap
- Funding & Financing
- Evaluation Indicators



Vision

Vision defines the future that the city wants to attain.

Examples:

Paris wants to be 100-percent bikeable city by 2024.

Helsinki is a year-round cycling city for people of all ages – the modal share of cycling will be at least 20% by 2035. - Helsinki Bicycle Action Plan 2020-2025

Think Big, Time it!

100%

des rues cyclables en 2024



Goals

Outcomes that cities will ensure as they work to achieve the vision. They are measurable.

For eg., City will achieve:

- Increase in the bicycle mode share
- Increase in proportion of women and children cyclists
- Increase in percentage of adults preferring to cycle over using personal motor vehicles
- Decrease in bicyclists deaths & injuries due to road crash



Strategies/initiatives

Concrete steps that will help achieve goals.

- **Infrastructure:** 'x' km of cycle lanes, # bicycle parking spaces, etc.
- **Institutional:** Reforms in policy, departmental responsibilities, building regulations etc.
- **Communication:** Campaigns, Car-free days, bicycle information platforms etc.

Identify strategies in all categories, & set targets!



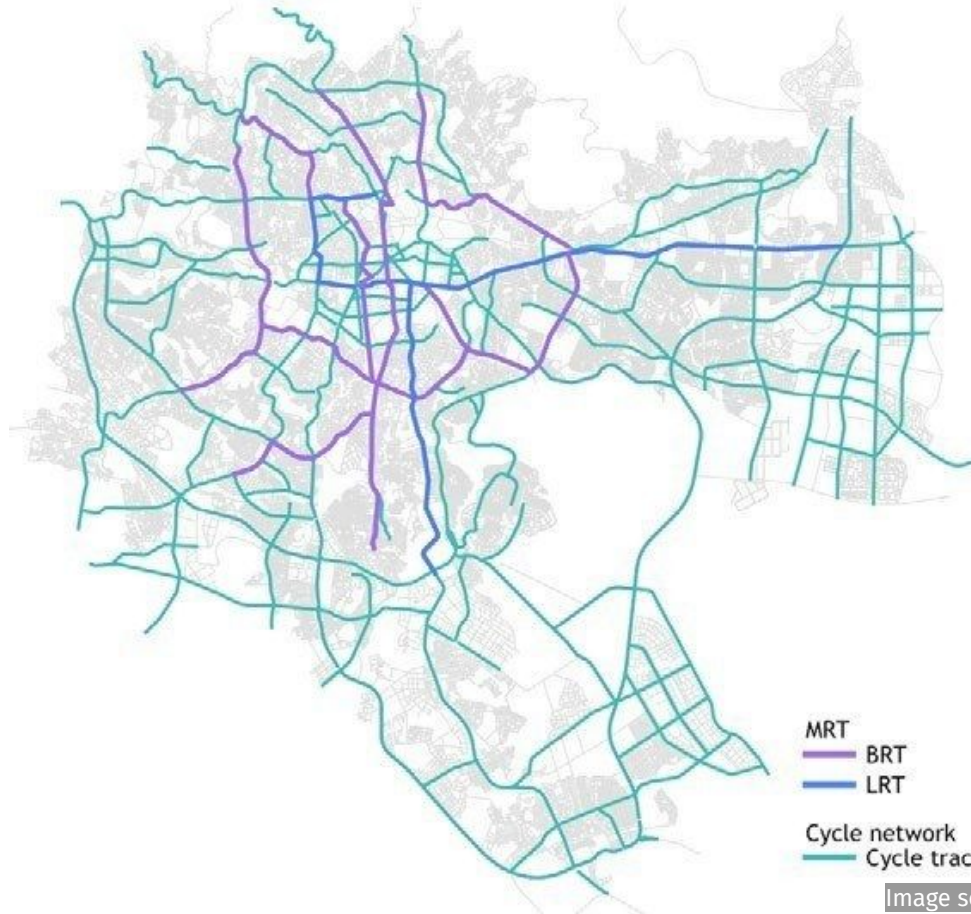
Bicycle Network Plan

Identifies cycling routes across the entire city.

Points to note

- Create a network where one can use it for commute
- Create networks that connect major destinations: job centers, transit stations etc

The network grows over the time!



We will share the method for identifying the network!

MRT
BRT
LRT
Cycle network
Cycle track

Cycle network in Addis Ababa
Image source: transformative-mobility.org

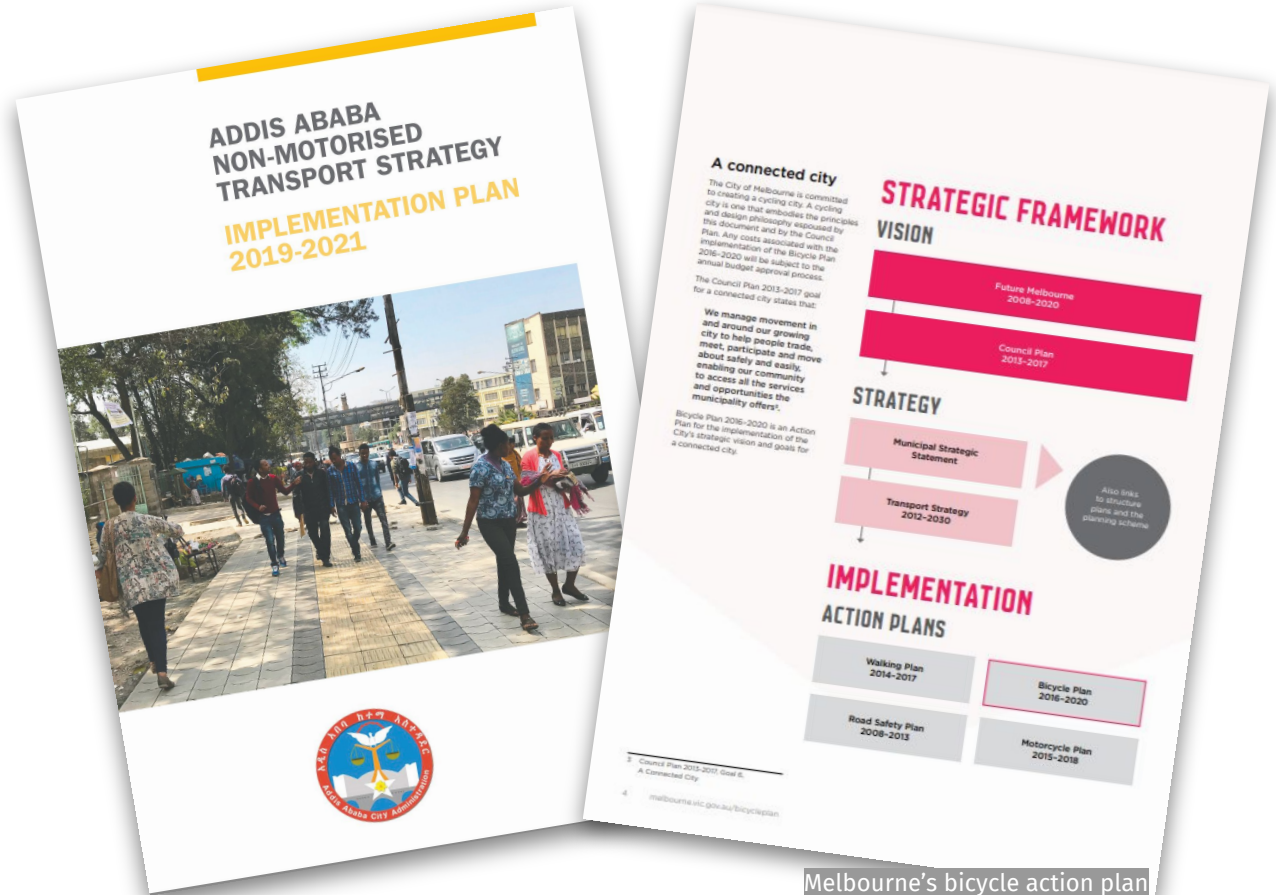
Implementation roadmap

Mentions when, who & how the strategies will be implemented.

Points to note:

- Identify horizon period: 3-5 years plan is recommended.
- Identify yearly action plan
- Map various responsible public agencies for each strategy.

**Be flexible:
Tweak the plan if
required!**



Melbourne's bicycle action plan

Funding & financing

Mentions budget required for implementation & maintenance, and funding source.

Points to note:

- Explore various funding sources - City budget, Clean Air, Climate Change, Road safety, Nirbhaya fund etc.
- Explore other sources such as parking, etc. For eg. Barcelona funds its public bike sharing system using parking charges.

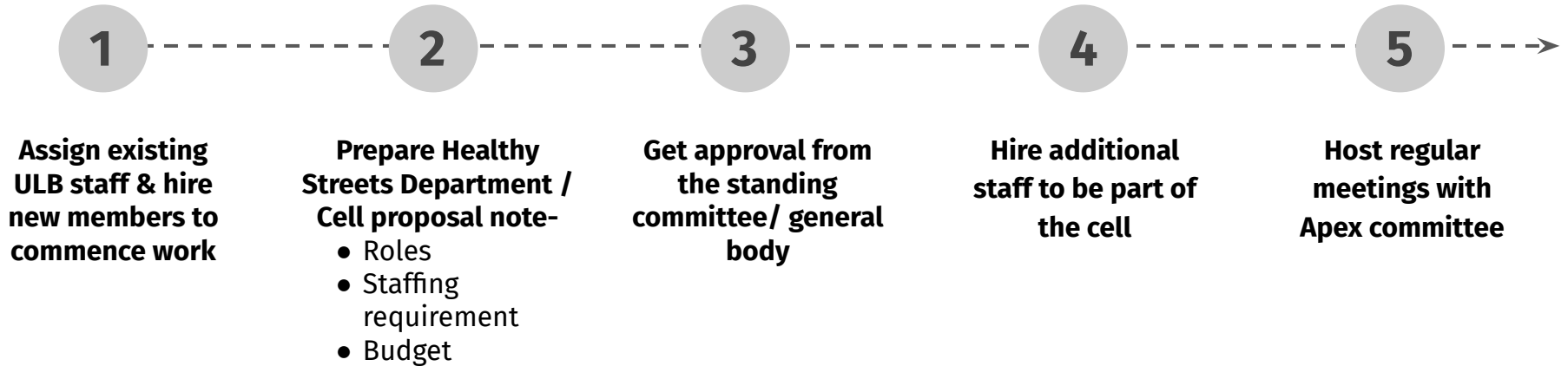


B

Set up your **Healthy Streets Department / Cell**

Click here for **Healthy Streets Department / cell proposal note**

It is important to have a strong team to get things done!



3 verticals of Healthy Streets Programme

FOUNDATION

Scale up strategy

Developing **3-year Cycling Action Plan**

Setting up the **HS Department / Cell**

Adopt the policy by 26th Jan!
Setting up the **Healthy Streets Policy**

Setting up the **Apex Committee**

Adopting the **Parking Policy**

ACTION

Physical interventions

Testing new **tactical cycling solutions** and making it permanent

Preparing **area-level parking management plan**

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**As we focus on setting up a strong
foundation, we need to show
visible transformations on ground**

3 verticals of Healthy Streets Programme

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Let's aim high. What will we achieve in 2022?



15 km*

cycling corridors
with segregated cycle
lanes and footpaths
(for RoW>18m)



35 km*

of traffic-calmed network
in neighbourhood



All

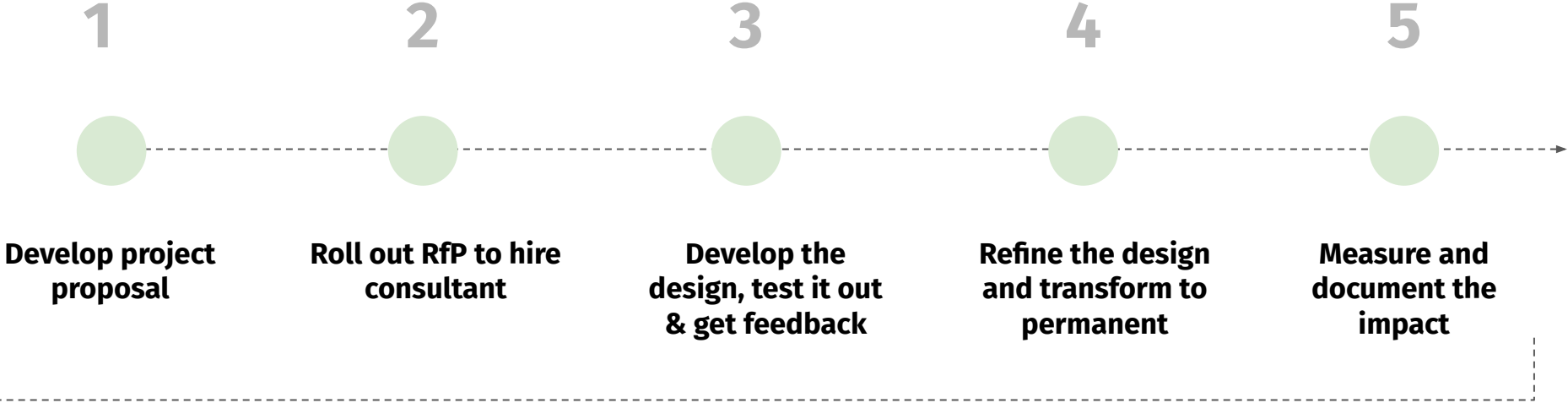
intersections & crossing
are safe for cycling,



Cycle parking, rentals
and repair clinics along
the network

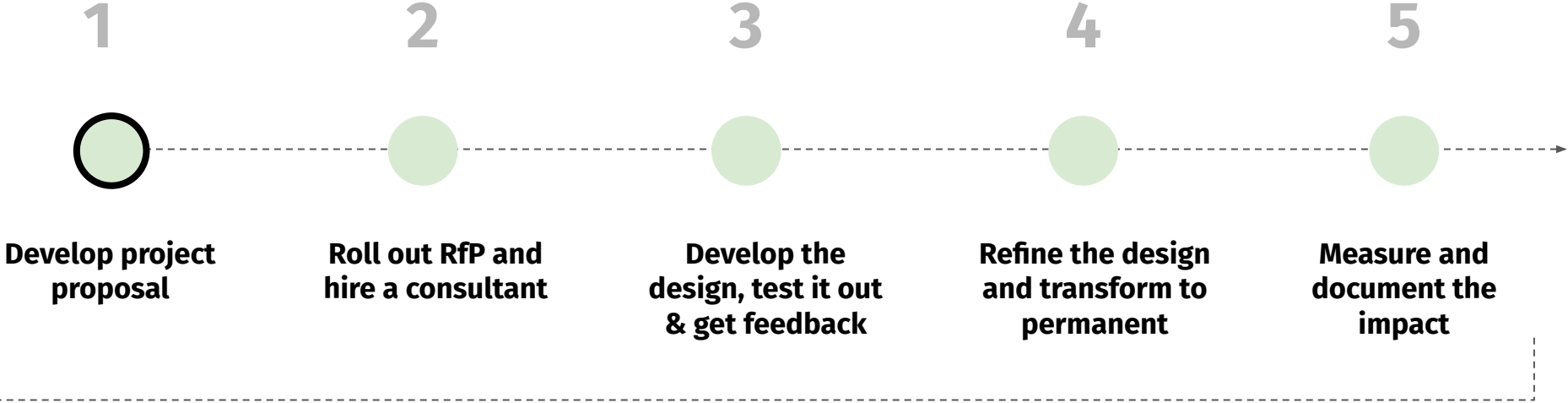
**Ensure that the network is connected and continuous*

Process of implementing Healthy Streets



Embrace the participatory approach throughout the process

Process of implementing Healthy Streets



Embrace the participatory approach throughout the process

Develop project proposal

1

Develop project proposal

Identify corridors & neighbourhood network

Conduct detailed handlebar surveys & walking audits

Compile the findings to create the project proposal for RfP

Ensure you project proposal includes:

Why this site?

- Issues, opportunities, benefits

Site Images & findings

- Points from handlebar survey, walking audit, stakeholder interviews

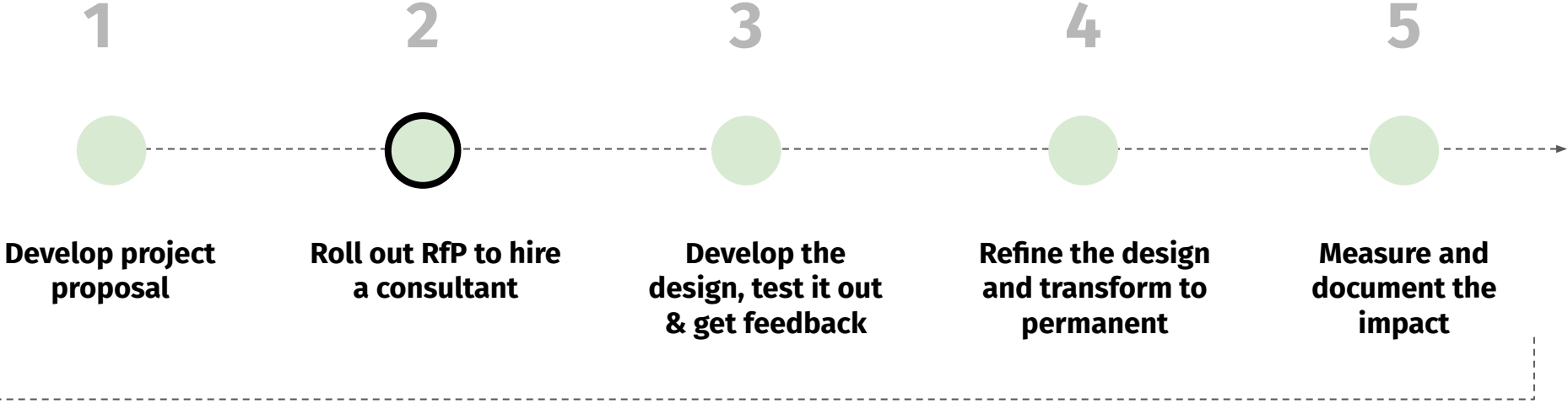
Mention site specifications

- Location & length of the identified network

Put these points together in a **presentation or document format** in the RfP.



Process of implementing Healthy Streets



Embrace the participatory approach throughout the process

Hire a consultant for developing detailed designs

Roll out an RfP

Points to note:

- The **city can hire more than 1 consultant** depending on the network
- Consultants will support the city with **testing the designs first**
- Continue working with **CSOs and cycling groups** to build support



An RfP template for hiring a consultant will be shared soon!

As you create policies & implement solutions, it is important to inspire citizens to cycle on the streets — through regular communication strategies.

3 verticals of Healthy Streets Programme

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A

The content calendar



SAMPLE MONTH

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Overall Monthly Tasks 1. Host FGDs and workshops to reflect and document Stage 1 Journey 2. Get your pledge signed 3. Set up your Apex Committee 4. Set up your Healthy Streets Department/Cell 5. Identify sites (corridors, intersections, neighborhoods) your city will undertake in Stage 2 6. Conduct FGDs/Handlebar Surveys to identify pain points on site 7. Roll out the RFP to hire a design consultant 8. Edit the HS Policy Template 9. Initiate conversations/events on Healthy Streets and build support with commissioner and other elected representatives on the Healthy Streets policy 10. Present to the Apex committee on the Healthy streets and HS Policy draft 11. Get the checklist items for the Bicycle Network Plan 12. Identify other potential sites (corridors and neighborhoods) for the city-level Bicycle Network Plan 12. Roll out the monthly bulletin 13. Take up the steps mentioned in the content calendar	29	30	1	2 ! Update your citizens on SOCIAL MEDIA about your journey so far!	3	4	5
	6 > Initiate steps to get your pledge signed	7	8	9 ! Update your citizens on SOCIAL MEDIA about the Open Street Event and invite them!	10	11	12 * Host an open streets event to demonstrate Healthy Streets and get support for the HS Policy!
	13	14	15	16 ! Update your citizens on SOCIAL MEDIA about your Apex Committee and share the HS poster!	17	18	19
	20 > Set up a meeting with the Apex Committee to present the HS presentation & the HS Policy	21	22	23 ! Update your citizens on SOCIAL MEDIA about the Christmas cycling event and invite them!	24	25	26 * It's Christmas! Host a cycling event and gift cycles to empower citizens to cycle and take over streets!
	27 > Is your HS Policy on track for adoption on Jan 28th?	28	29 > Review and update the content calendar for January!	30 ! Update your citizens on SOCIAL MEDIA about your bulletin and get them to subscribe to it	31 > Has your pledge been signed? * Update your bulletin and send it out!		

Legend

> Monthly Reminders

! Social Media updates

+ Special Days

* Bulletin updates

* Monthly events for citizens/stakeholders

An exciting management tool is coming your way!



B Update your activities regularly

Who?

- Citizens
- City leaders
- City officials
- Other interested stakeholders & partners
- Coordinating team at ITDP & Smart cities Mission

How?

- **Weekly** social media updates
- **Monthly** bulletin updates

The **content calendar**, nudges you to take each of the above steps on a regular basis!

KOHIMA SMART CITY Retweeted
MyGov Nagaland @MyGovNagaland

In an effort towards making #Kohima a “Litter Free City”, the @smartcitykohima and Kohima Municipal Council have started intensive cleaning of the main highway from the 4th of June 2021.
Daytime hours from 6 am to 6 pm is to be strictly observed as “No Litter, No Garbage” hours.

9:34 PM · Jun 12, 2021 · Twitter for Android
8 Retweets 3 Quote Tweets 47 Likes

Monthly Tasks

	Monday	Tuesday	Wednesday	Thursday	Friday
1		29	30	1	2
2		6	7	8	9
3		13	14	15	16
4		20	21	22	23
5		27	28	29	30
6					31

Legend

- Monthly Reminders
- Social Media updates
- Special Days
- Bulletin updates
- Monthly events for citizens/stakeholders

We will share the content calendar guide!

Guide to roll out the bulletin will be shared soon!

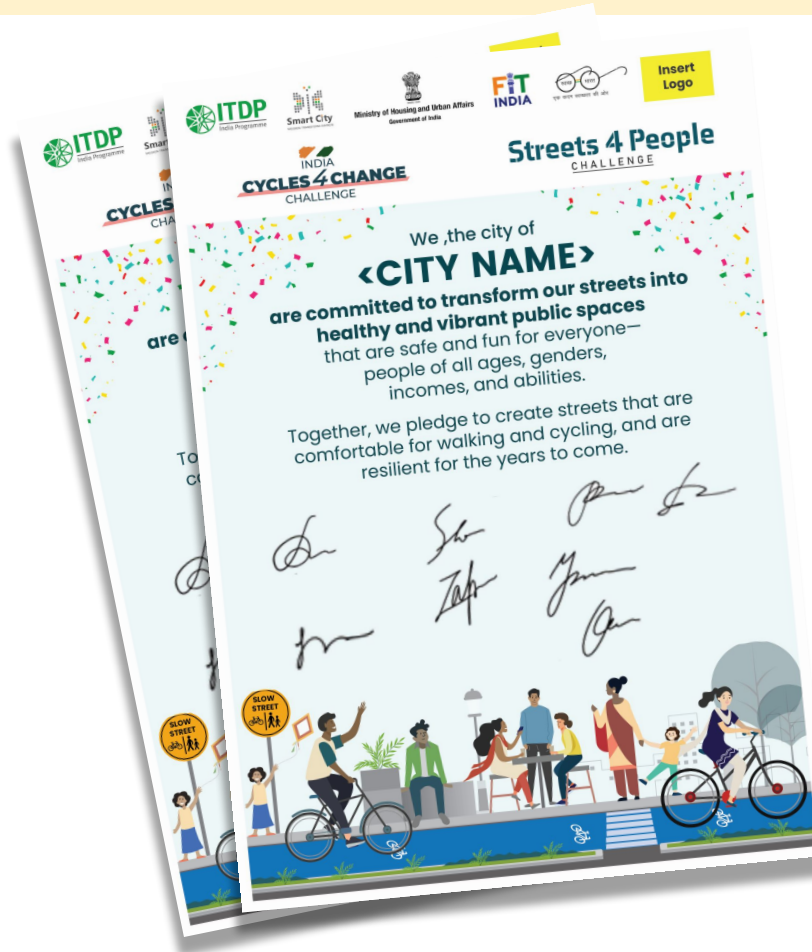
C Roll out the Pledge Campaign

WHY?

As you move into Stage 2, support from various city and state departments and political leaders is critical.

WHAT'S THE AIM?

The aim of the campaign is to get maximum city officials to sign a pledge poster to support Healthy Streets in your city!



Click here to download the Pledge Campaign guide

C Pledge: How to conduct the Campaign?

1. Reach out to your **city's commissioner** to endorse the pledge
2. Request other city leaders such as the **city Mayor, Standing committee members** to endorse the pledge
3. **Host on ground events** to build support for the pledge
4. Request maximum **department leaders and other city officials** to endorse the pledge
5. **Spread the word!**



All cities must get signatures from city leaders by 26th January!

D Continue the awesome rallies and campaigns from Stage 1!



Next steps

What will cities do?

Learn from Stage 1 - Reflections

Foundation:

- Initiate developing the cycle network plan
- Set up HS Department / Cell
- Adopt the HS Policy, set up Apex Committee by **26th Jan!**

Action:

- Develop project proposal
- Roll out RfP to hire design consultant

Comms

- Use the content calendar
- Update your audiences
- Initiate Pledge campaign
- Continue to build the momentum

What will ITDP share?

Questionnaire for reflections

Foundation:

- Method to create the cycle network plan
- Concept note to set up HS Department / Cell, Apex Committee
- Guide to adopt HS Policy

Action:

- RfP to hire design consultant
- Guidelines to identify locations, conduct handlebar survey, design, test and measure impact of the test

Comms

- Content calendar and guide
- Monthly bulletin guide and template
- Pledge campaign guide

What's more? In Stage 2, we will host regional workshops!

Gear up for some **hands on training sessions and discussions** as we arrive to your city (or a city near you)!

We're extremely excited to transform the entire nation to one that's safe for cycling!



Thank you

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

Facebook - India Cycles4Change

A programme of



Conducted by



www.itdp.in