

Reinventing Transport in Cities: 2008 – 2012

# World City Bike Implementation Strategies

A New Mobility Advisory Brief

February 2008

**Eric Britton & Associates**

COLLABORATIVE PROBLEM SOLVING ON THE COMMONS  
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## A New Mobility Advisory Brief (Vol. 1., No. 1)

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The first New Mobility Advisory Brief and Support Program in our 2008-2012 Reinventing Transport in Cities series is now available for subscription. The 2008 program can be accessed either as (a) a print report available for separate subscription, or via (b) an integrated program consisting of the report and a package of supporting services.

**The Report:** The carefully researched print Brief (an on-going project) informs considering cities, public authorities and agencies as to how best to go about scouting, planning and implementing a city bike (or public bicycle) system of their own. It opens with an in-depth overview of the broader strategic process that the city of Paris has engaged as a leading example, and from there moves on to provide in-depth background on and analysis of the history and fast-breaking process of city bike developments worldwide (of which there are many with almost as many variations). Against this firm background the report then goes on to consider how such a transformative project can be made to fit into the larger new mobility and sustainability framework of your city. Closing annexes identify the principal suppliers and eventual implementation partners, offering updates and contact details on each, while listing a number of individual consultants and groups with strong credentials whom you may wish to consult.

**The Program:** Program subscription provides a solid toolkit of background, strategic counsel and support services for mayors, city leaders and agencies, suppliers and consultants interested in looking more closely into these innovative systems for their cities. It has been prepared as an important next step in a broader phased process of laying the base for a strong city bike project in your city. Subscribers benefit from regular updates over 2008, hot line consultancy services, a private expert forum, a cycle of working papers on key issues and problems; and privileged access to key sources and focused news items on projects and new developments. Over 2008 the project team and associates are organizing *Accelerate Learning* workshops: tightly focused invitational events bringing together leading experts and groups with hands-on experience in city bike implementations, with city and public agency representatives. If your city or agency might be interested in sponsoring such a workshop you are invited to get in touch.

The following links will take you to the key information you will need to have in hand to make an informed decision about the usefulness of this program for your city and group:

- ✓ World City Bike website - <http://www.worldcitybike.org>
- ✓ Click here for more on the report - <http://report.worldcitybike.org/>
- ✓ Click here for more on the program - <http://program.worldcitybike.org/>
- ✓ Benchmarking plans/projects - <http://benchmark.worldcitybike.org/>

If you have questions or need further information, here is how to get in touch.

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