

The World City Bike Collaborative

Strategic Guidelines for Planning & Implementing Public Bicycle Schemes

NEW MOBILITY MEDIA IN ACTION:

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COLLABORATIVE PROBLEM SOLVING ON THE COMMONS
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The vehicle/interface



The station/interface



The electronics/interface



The infrastructure/interface



The public transport/interface

The World City Bike Collaborative program offers . . .

. . . support to teams charged with screening and preparing your city bike projects.¹

1. The WCB Public Interest Knowledge Base (A free resource)

As you enter the [World City Bike program site](#) the top menu item, *Learning Curve*, will take you to an extensive library of documentation, contacts and leads carefully assembled by the Task Force for your free use. Our goal from the beginning of this open collaborative project has been to do what we can to encourage and support projects and start-ups in cities all over the world. The site thus aims to assist planners, researchers, public interest groups and policy makers, putting in their hands a rich array of carefully selected and organized background materials and references in support of their project idea.

With this first round of information in hand you will be on the way to moving up your learning curve for deciding about and then initiating the planning of your first class, world-level city bike system.

➤ [Click here for more](#)

2. The Policy/Planning Report

A second level of assistance is provided by the report, “World City Bike Implementation Strategies: 2008”. This 130 page policy brief has been prepared to advise considering cities, public authorities and agencies around the world as to how best to go about screening, planning and implementing a city/public bike system of their own. As our team has had the occasion to work with and observe projects being planned and implemented in a number of cities in different countries and a wide variety of operating contexts, the creation of this report provided us with an opportunity to bring together in one place all the lessons learned in the process. (It is updated for subscribers at regular intervals.)

This report has been prepared to save you both time and money, thus permitting you to concentrate your energies and resources on the already difficult-enough challenges that need to be faced if you are to come up with a strong plan for the best possible, most appropriate city/bike system for your city.

➤ [Click here for more](#)



¹ Thanks to Ken Coughlin (New York City) & Gordon Price (Vancouver) for these fine on-street photographs.

3. The 2008 WCB Collaborative City Program

While it is important to have that initial free database and then the policy report and its guidelines in hand, the task of laying the base for a properly prepared city bike initiative is a demanding process that requires deep knowledge and competences in what is essentially an uncharted new public policy area -- and one in which we are well-positioned to help you save considerable time and money. The eight part WCB subscription and support package covers the following for the full year.

1. **Report:** *World City Bike Implementation Strategies* (latest version)
2. **Updates:** Regular updates of report over year.
3. **Hotline Support:** Hotline support or direct consultation for subscribers.
4. **Debriefs/News:** Private communications of exception news, updates, and information from projects, cities and suppliers around the world.
5. **World City Bike Forum:** Access to this outstanding resource and its database and discussions. Available on invitation only.
6. **Working Papers** Access to this internal resource, with working papers being prepared and distributed on the average of twice per month. (Click [here](#) for sample Working Paper)
7. **Benchmarking:** Team audits of your plans and on-going projects. (See below for details).
8. **Accelerated Learning:** Invitations to organize and participate in expert workshops.

This broad base of information, materials and insight is based on hands-on work with leading projects around the world, reinforced by ongoing study and collaboration with implementing cities, leading supplying sources and other expert groups world-wide. ** [Click here for more](#)

4. Partnership and consultancy support for your project

Making your project reach its full potential is not only a test of technical and economic competence, but it is also – and this is more demanding yet – a challenge of politics, communications and outreach. And here is where a bit of international experience may prove useful, to avoid repeating the many costly errors that earlier projects have encountered and which we have now carefully flagged.

The best way for us to communicate efficiently as to how our team can be of help will be for you to send an first email or simply pick up the phone and initiate an informal dialogue, best of course if you have first had that good look at the program site. It may help if you take a bit of time to get to know us better, starting with the four useful components that follow.



Benchmarking -- Team audits of problems, plans and on-going projects . Can be particularly useful at the most critical stages of your project: (i) those early phases when you are making initial decisions as to whether or not this approach might well suited to your city; (ii) once you have prepared your strategic planning document and begin preparing your call for tenders, (iii) when it comes to evaluating the tenders and other details of your project implementation plan; and finally (iv) as an independent mid-course look-in and advisory after the project is underway. ** [Click here for more](#)

World City Bike Task Force -- The Task Force brings together a group of talented individuals from different countries and with different and complementary backgrounds who are firmly committed to the challenge of sustainable transport and sustainable cities are prepared to help you with your project, either as individual experts or as a team to be specially organized in terms of your requirements (including language competence as well as specific areas of expertise). ** [Click here for more](#)

Accelerated Learning Sessions offer focused interactive presentations and dialogues, organized over one or several days in a host city. Very useful and both time and cost effective, especially at the front end of your project. Basically a kind of "Master Class" moderated by our Task Force, actively supported by local sponsors, and bringing together participants from across the city with a broad range of interests and competence in the areas that need to be covered to make your project succeed. Sessions are co-organized as appropriate with city sponsors, suppliers or national agencies ready to lend a hand to encourage and support innovation in cities. ** [Click here for more](#)

WCB City Internship Program: This cost-effective program keys on inbedding a young WCB associate in your city for a period of 6-8 weeks, to prepare a first round of action recommendations for the concerned public agencies. All WCB interns have experience with similar projects, and over their weeks in your city work closely with our Task Force to ensure the high quality of the process, the report and counsel to the city. Hosts are asked to commit on their end to ensure full support and city-wide access to the intern for the duration of the assignment. A final report will be issued by the Task Force with detailed recommendations for next steps and follow-up. ** [Click here for more](#)

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These areas of support are among those that cities are finding most useful. However, we can also help you in other ways, whether you are still just considering a project or are already deep into one. Feel free to contact us to discuss how we can help or for more information.

Together let's make your project succeed and you city a better place for you and your children to live and get around in! We have to make our future. We cannot afford to sit around and wait it to happen to us.



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