

*Whenever I see an adult on a bicycle, I have hope for the human race.*

~ H. G. Wells

### **2008 WCB City Internship Program - In Brief**

Based on the body of materials and leads brought together over the last year in the World City Bike Collaborative website at <http://www.worldcitybike.org>, and the information that appears there on the members and qualification of the WCB Task Force, the 2008 Internship Program works like this:

It is executed as a three-way partnership between the host city, the intern, and the World City Bike Collaborative. The goal is to put the combined experience and resources of the Collaborative at the service of cities considering the creation of public bicycle projects, working in a short period of time and at low cost in order to prepare a well thought-out, authoritative platform for decision in moving ahead on the topic.

#### **1. The program works as follows**

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1. Each intern prepares a draft work plan drawing on their own experience and collaboration with WCB program, which is reviewed and fine-tuned by the collaborating members of the Task Force, so as to provide a preliminary outline for discussion with the host city.
2. The host city names an appropriate high level liaison to coordinate the program from their end. And in parallel provides the WCB team with an initial set of background information to provide an informed context for this first phase of the work program.
3. In parallel two members of the Task Force are named to ensure support from this end for the duration of the project. One of them will serve as project director.
4. The candidate's initial work statement is then revised and extend to take into account the specific furnished by the host city, and is then subject to three-way review and discussion in order to provide a solid basis for the two-month work program.
5. The project is then engaged and executed as per this work plan, with biweekly presentations by the intern to the host city team, enhanced and supported through a continual flow of dialogue, questions, and materials between the intern and the members of the WorldCityBike task force assigned to the project.
6. A complete working draft of the final report to be submitted to the city and to the task force one week prior to completion of the assignment, giving all three partners that last week for the necessary fine-tuning.

#### **Key program elements**

- Full participation and support by host city
- Full time of intern during two months, with collaborative prep before landing and starting work
- Effective daily interaction with [Task Force](#) and acceptance of responsibility for report quality
- Local outreach – networking ([For example.](#))
- Benchmarking city/project – first level screen for appropriate responses ([For example.](#))
- Supplier contacts and first stage dialogue ([For example](#))
- Additional outreach
- Report and recommendations to the city.

## 2. Laying the base for your city bike project

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It's 2008 and the news has got out. Cities around the world are showing interest in the possibility of creating their own shared public bicycle networks.

After the high profile successes of a growing number of projects since 2005 (Lyon, Paris, Barcelona, etc.), there is a feeling in the air that high profile, high performing shared public bike systems can be developed cheaply, even possibly at no cost, and in a relatively short period of time (less than two years, cradle to running). And while there is a fair amount of truth in these claims, the actual complexity of getting the projects right is in fact quite daunting, and requires real expertise, and a strong strategy, to make this happen as it should.

As of this date we are seeing a certain number of projects forming up or coming online that are missing the mark in a number of ways. This does not need to be the case. The World City Bike Collaborative, its high level International Task Force, and the Internship Program have been developed to provide help to ensure that these known mistakes are not needlessly repeated.

Similarly we are witnessing a pattern whereby a given city, once bitten by this interest, then sets out earnestly to rediscover the wheel. They then initiate an extensive research program which, since we have seen a number of them, invariably pretty much repeat the groundwork that is already well known, and much of which can be had on the WCB website immediately and for nothing. The reports coming out of these exercises resemble each other, other than in the signature line.

Likewise there is an inevitable tendency to want to travel to Mecca to see these things for themselves. The only problem there is that this is very costly and once again that with just a few days in each place they risk to do little more than rediscover known truths.

The entire WCB program has been created to streamline this learning process, and cut the time and public funds needed to prepare a well thought-out program for your city. Once you have your planning frame right you are going to have plenty to do to make your project succeed. So better save those resources in this first exploratory phase so as to be able to put them to work where they will do the most good – the detailed implementation plan, RFP, screening and selection, and then the implantation and management process that follows.



**An intermodal street scene with Vélo'v in Lyons**

*“Very quickly, we have moved from being a curiosity to a genuine new urban transport mode. We invented the public/individual transport system.”*

- Gilles Vesco, Vice-president, Grand Lyon, speaking about his city's experience with their path-breaking Vélo'v city bike project

### 3. Program Goal

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The collaborative project team have two months to move the host city in their thinking from a general interest in knowing more about what it would take to make a public cycle project work in their city, to an informed first stage program with defined benchmarks for decision-making for next steps.<sup>1</sup>

The final product at the end of these first two months is not going to be a detailed implementation plan, nor detailed technical outline for an RFP. But rather an informed strategic overview and a, let's call it, "pre-RFP guide and checklist" showing the way for these next important steps. It is based on a strategic review and collaboration with the full range of local, regional and international partners.

#### Outreach:

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A fundamental task will be the creation of an outreach network which identifies and invites participation of the widest range of concerned local and regional organizations and interests. This critical task reflects the importance of local understanding and support of what will be needed to make this project succeed fully. A high quality city bike project cannot simply be overlaid by a competent supplier on an otherwise passive city – it is above all a city-led initiative requiring deep, many-sided commitment to success.

The first job of the intern is thus to identify all the key players in the city and its region that need to be contacted, learned from, and brought into the information and discussion network. This will include:

- The city sponsor
- The key city agencies (including police)
- Transporters – all of them, with PT on the top line
- Bike and transport user groups (including walking)
- Environmental groups, local consultants, researchers, etc.<sup>2</sup>

The second key outreach building block is to interact creatively with the main suppliers, a list which includes not only firms capable of supplying full systems (see <http://suppliers.worldcitybike.org>) but also firms and groups qualified to provide supporting equipment and services, including local groups to the extent possible. It is not the task of this phase to provide detailed guidelines for eventual suppliers for your project, but rather to open up discussions and bring on board their extensive hands-on expertise in what it takes to make these projects work.

The third key outreach task: Creating active working links and sharing with other cities

#### On Reinventing Transport in Cities:

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This is not a project about bicycles per se, but rather a key element of the New Mobility Agenda program Reinventing Transport in Cities (see <http://invent.newmobility.org>). What is in our view most important about these projects is that by their very nature they literally force a major rethinking of the transportation arrangements of the city and highlight short-comings and reform possibilities.

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<sup>1</sup> Or perhaps alternatively the team will decide not exactly a PBS but something else to move zero-carbon transport up a notch or two in that place's mobility spectrum. There are of course lots of places on this planet that are not ready for city bikes as we understand them, but there is still a lot that can be done to advance the new mobility agenda there.)

<sup>2</sup> Click to <http://ecoplan.org/briefs/general/local-actors.htm> for more on this.

## A. Working papers in this series

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The working papers in this series are being prepared to provide support on practical issues and specific implementation challenges for our subscribing cities and groups. They present in concise format some of the significant findings and recommendations that are coming out over the course of the work of our task force team, both through our on-going focused research in specific technical and policy matters, and as a result of active advisory and support work in specific city projects and associated programs.

*The following listing is as per 23 April 2008. (Hot links to follow)*

- WP 1. Introduction and list of Working Papers
- WP 2. List of cities (Links? Also integrate into Cities pages on site)
- WP 3. Should Vancouver require helmets for planned new city bike system
- WP 4. Outreach Strategies
- WP 5. A truly bad city bike project
- WP 6. City bikes and the autumn of old mobility
- WP 7. Bicycle: A thing so slight
- WP 8. Price –Independent perspectives on Vélib' (also show photo links)
- WP 9. Benefits Analysis for the Sovereign City of “Not-Vancouver”
- WP 10. Benefits-qualitative
- WP 11. Benefits-cars (where to put calculator?)
- WP 12. Phylogenetic table
- WP 13. Vandalism/Social aspects and strategies
- WP 14. Benchmarking
- WP 15. Accelerated Learning
- WP 16. What you learn about bikes in cities, when you look at citybikes
- WP 17. WCB City Internship Program – working notes for foundation

Other supporting papers and publications:

- World City Bike Revolution
- Price tags article
- Gordon Price pictures of Paris/Vélib' -