

BENGALURU CYCLE DAY INFORMATION

AND

FREQUENTLY ASKED QUESTIONS

1. What is Bengaluru Cycle Day Initiative?

The Cycle Day initiative was a campaign launched to promote cycling and open street concept. The underlying effort is to raise public awareness for non-motorized transport (NMT) as a sustainable means of transportation and pedestrianisation. The objective is to make the public adapt to cycling for short distance commutes, shopping runs or leisure and thereby reduce pollution and traffic congestion while adopting a healthier lifestyle.

2. Who conducts Bengaluru Cycle Day?

The Cycle Day events are conducted by the Bengaluru Coalition for Open Streets (BCOS) and anchored by Directorate of Urban land Transport (DULT). The BCOS comprises of partners which includes ESAF (NGO), Praja RAAG (non-profit society for advocacy on civic issues) and individual cycling enthusiasts and is supported by Bangalore Police (Traffic and law & order) and BBMP. In other words it is a public-private Initiative to make Bengaluru a bicycle and pedestrian friendly city.

3. When is Bengaluru Cycle Day conducted?

The Cycle Day was initially conducted on every last Sunday of the month and remains in the chosen area for three consecutive months before moving to the next location. Previous events have been conducted in Cubbon Park area, Jayanagar, HSR layout and Indiranagar. However Community Partners¹ can conduct the Cycle Day in their locality on any Sunday as per their convenience.

4. Where and how is Bengaluru Cycle Day conducted?

The Bengaluru Cycle Day event is conducted in different localities in the Bengaluru Metropolitan area and each event is organized in an “open streets” format where

¹ The definition of what makes a Community Partner is provided on Page 6 of this document.

1+ km long stretch of the road is blocked to traffic for 4 hours so as to create a safe space for public to enjoy street activities and games. The event itself starts with a cycle ride of 2.5-6 kms on designated route which is cordoned off and a safe cycling path is created to ensure safety of riders. A nominal number of free bicycles are provided to the public but the idea is to encourage people to bring their own cycles and enjoy the ride in their locality. Street games like hopscotch, are organized and fitness activities like yoga are organized with activity partners.

5. How do we get involved with it?

There are many ways that you can engage with us:

- As participants
- As volunteers
- As activity partner
- As community partners
- As sponsor

As a participant you can attend the event with your family and friends and spread the message to your friends and acquaintances through social networking media or other means available to you. This will help the cause to grow in visibility and outreach and this will pave the way for enabling government initiatives and public policy making that will put the pedestrian first and reduce congestion problems caused by burgeoning motorized vehicle ownership.

As a volunteer you can get involved by registering as volunteer either through the Cycle Day facebook page (www.facebook.com/blrcycleday) or by sending an email to dultcycleday@gmail.com indicating your interest to be a volunteer for this cause. You will need to give us details of yourself - email address and contact number so that we can keep you in the information loop. You will be asked to volunteer your time and briefed with the roles and duties or tasks that you will be assigned before the event.

As an activity partner you can organize the activity in a designated space on the open street that is blocked off for the event. You are also entitled to advertise your company or organization by using a banner or standee as approved by BCOS. The focus of the activity partner should be related to health and fitness themes such as yoga, zumba, tai chi etc.

COMMUNITY PARTNERS

1. Who are Community partners?

Community partners are registered NGO's or Resident Welfare Associations (RWA's) or interest groups that are identified within their local area through their events and programs. These organizations/associations/agencies work with BCOS in taking the Cycle Day initiative to their localities and take responsibility and ownership to conduct the event for **at least three consecutive months**.

2. Who can become a community partners?

Any local body that has a history of working on social and community development initiatives and projects or which is keenly interested in promoting non-motorized transport can become a community partner. However they should meet certain eligibility criteria such as not having any political or religious affiliations and not created to promote any one individual OR a personal cause and be in existence for at least two years. They will be signing a Self Declaration form that states that they are committed to conducting the event for **at least three consecutive months** and take responsibility for conducting the event.

3. What BCOS can do for the Community partners?

- Centralized publicity through all **social media** managed by BCOS.
- Provide **standard templates** of all the print material for publicity like banners, posters, standees, pamphlets etc.

4. What are the general roles and responsibilities of the community partners?

The general roles and responsibilities of the Community partners are as follows:

- Take ownership for getting permissions from Local Police (both Traffic and Law & Order), BBMP and other local municipal agencies.
- Take ownership for getting local sponsors following the BCOS Sponsorship Guidelines.
- Take responsibility of outreach & publicity in their local area.
- Sign up with local businesses to fund or conduct open street activities at the event, to get them involved.
- Take responsibility of event logistics (mike system, stage setup) printing and publicity material as per templates provided by DULT.
- Assignment of spots for activities and booth allocation and other materials like tables, chairs and any material required for participation

- Ensure the safety of the participants by clarifying use of helmets for cyclists, ensuring availability of emergency services like ambulance and ensuring smooth and hassle free ride
5. What are the branding guidelines for logos and banners that Community Partners need to adhere to?

Community partners need to follow the guidelines for maintaining the identity of the cycle day branding and logos as specified below:

- Only the approved commercial partners are allowed to use mention of “official Cycle Day partner” phrase or Cycle Day logo on their promotional material.
- Prior BBMP permissions are required if you want to put up banners at the event venue.
- No personality promotion of any sort will be allowed. No pictures or names of individuals are allowed on the banners or promotional material put up by commercial partners, sponsors or attending civil society groups.
- Any form of ambush messaging (printed t-shirts, handheld banners etc) to push a personality, political parties, or religious groups is not allowed.
- The community partners will not support or promote any political, religious or personal agendas in any form or manner.
- Community partners will not endorse or support products like alcohol, tobacco or motorized transport like car and motorcycle manufacturers
- Community partners will not approve or permit sponsors’ logos or banners that draw attention away from Cycle Day Logo and event identity.

6. Who are commercial partners/sponsors?

Commercial partners or sponsors are third party agencies that would like to be associated with the Cycle Day and contribute in kind preferably and they are guaranteed visibility in terms of their brand being associated with Cycle day. They can come forward to sponsor

- cycle rentals,
- event management costs like stage setup, audio setup
- sponsor printing and publicity material costs for banners, standees, pamphlets etc.
- sponsor activities
- traffic management implements like barricades, cones etc.

All the details about the sponsorship are provided in the **Commercial Sponsorship guidelines**.

7. How does a Community Partner seek Police Permissions for the event?

Step 1: Community Partner along with their local police inspector go for a site visit to the route chosen by the Community Partner and get both the blocked stretch and route for the cycle ride checked by them and verbally approved by the local police.

Step 2: The Community Partner writes to DULT with the route and other details, attaching the route map. DULT will write to the Additional Commissioner of Police (Traffic and Law & Order). A nodal officer has been designated by the Traffic Police for provision of permissions for Cycle Day event.

OR

Step 2.1: Write a letter directly from your Organization (on your letter head) to the Additional Commissioner of Police, Traffic & Additional Commissioner of Police, Law & Order (copying this letter to the Deputy Commissioner of Police of the division you are in; Assistant Commissioner of the Sub-division you belong to; Police inspector of the local police station under which your jurisdiction comes) seeking their permission for the route that has been chosen by the community partner for the cycle ride and blocked street.

Step 3: If you go ahead with *step 2.1* you will need to get an acknowledgement seal/signature from the Police Department on the copy of the letter you have dropped off. (PLEASE NOTE THAT THIS IS NOT THE FINAL PERMISSION, BUT ONLY AN ACKNOWLEDGEMENT OF THE FACT THAT YOUR LETTER HAS BEEN RECEIVED BY THEM. THE **FINAL WRITTEN PERMISSIONS SHOULD BE TAKEN FROM THE LOCAL POLICE.**)

Step 4: Follow up with the local police station since the permission letters written to the central office will be forwarded down to the local police for seeking their opinion.

Step 5: Get the No Objection Certificate letter from the DULT much before the event so as to follow up with the local police and ask them for the right kind of support.

The **NOC will remain good for 3 months** (since in our permissions letters we ask for permissions for the events for 3 consecutive months). Every month a week before the event, the community partner needs to follow up with the local police and remind them about the event so that they are prepared with the necessary man-power for the event. This is to ensure that there is no last minute glitch as a lot of programs/ events (For example: Air show held in Yelahanka recently) keep happening in the city and since the man-power in the police department is limited it is required to remind them a week in advance.

If you have any other questions or need additional information, please call us on our landline at 080-22226627 and ask to be connected to the Cycle Day team member.