



NEW AMSTERDAM

BIKE SLAM

SEPTEMBER 10-13, 2009 NEW YORK CITY

DESIGN BRIEF

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amsterdam *cycling* to sustainability

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1 INTRODUCTION

On the evening of September 12, 2009 – in honor of the 400th anniversary of the Dutch arrival in Manhattan – an audience of hundreds will convene at the Cielo nightclub to witness and judge the New Amsterdam Bike Slam .

The New Amsterdam Bike Slam (www.newamsterdambikeslam.org) is a live debate “battle” between two teams with competing visions for how to dramatically increase bicycling in New York City in the years to come, and how to plan the New York Harbor District as part of this achievement.

1.1 THE CONCEPT OF A SLAM

The New Amsterdam Bike Slam will be part performance art and part moderated debate inspired by the concept of a “poetry slam,” a form of performance art that pits poets against one another in a competitive event. Judges decide whose performance was the best, and one performer is chosen as the winner. American in origin, poetry slams have spread all over the world. The Bike Slam will combine the creativity and inventiveness of a poetry slam with the logic and reason of a debate to reveal the best vision for bicycling in New York City, and more specifically in the New York Harbor District.

Two teams will participate in the New Amsterdam Bike Slam. The teams will prepare for three days, then “battle” each other on the evening of September 12 to defend their plans outlining how to employ “best practice” examples to surmount the barriers to increased bicycling in New York.

At the end of the New Amsterdam Bike Slam, one team will emerge the winner for having the most creative – and practical – vision for making New York Harbor a bicycle friendly area with good quality public spaces. The winning team will present convincing solutions combining a host of disciplines, including but not limited to urban design, marketing and traffic safety. On September 13 (the day after the battle), Mr. Job Cohen, Mayor of Amsterdam, will award a prize to the winning team on the waterfront in Manhattan.

1.2 NEW YORK HARBOR DISTRICT

The battle will focus on one region of New York City, enabling the teams' visions to be detailed and site-specific. The New York Harbor District, or NYHarborWay, refers to the waterfront of Lower Manhattan, Governors Island, the Statue of Liberty, Ellis Island, Battery Park City, the Western Brooklyn waterfront and Liberty State Park. The region is not only rich with history, but also with the potential for sustainable development and infrastructure. In recent years, the city has made efforts to integrate and reclaim the area.

Transportation between the disparate and disconnected parts will be the key to revitalizing the New York Harbor. The two battling teams will compete to find the most viable and visionary bicycling solutions for this area.



1.3 AMSTERDAM CYCLING TO SUSTAINABILITY / PLANYC 2030

The New Amsterdam Bike Slam is jointly organized by Transportation Alternatives, New York City's leading advocacy organization for walking, biking and public transit, and Velo Mondial 'Amsterdam Cycling to Sustainability' (a partnership with Amsterdam Innovation Motor, the Nicis Institute, Velo Mondia and funded by the municipality of Amsterdam and the TRANSUMO, a national Dutch research program).

During the days leading up to the battle and award ceremony, different activities will be organized. Some of these activities are organized particularly for the team members of the Bike Slam (e.g. a bicycle tour to visit the different sites in the New York Harbor District), while other activities have a more public character (like the Symposium on Global Trends on Sustainable Transport). These activities will be led by experts from the Netherlands, the United States and other countries. The ideas generated by the battle, the Symposium and other activities will be heralded as strategies to achieve Mayor Bloomberg's stated PlaNYC goals to increase bicycling and achieve a "greater, greener NYC" in 2030.

1.4 ABOUT THIS DESIGN BRIEF

The Design Brief gives the description of the assignment for the two teams. In chapters two and three, a description of the teams and the jury will be given.

Chapter four is the heart of the Design Brief and describes the design assignment. It consists of three parts (Vision, Designs and Social Change). Chapters five and six give more information about the terms of competition and the competition timeline. The Design Brief concludes with chapter seven which contains a detailed overview of web resources.



2 THE TEAMS

Each of the two teams will have six members. To encourage information sharing, relationship building, holistic problem solving and a spirit of cooperation, each of the teams will be “mixed,” comprised of both Dutch and American members.

The twelve total Dutch and American team members will represent a diverse range fields, from City agencies to business, urban planning, and design. The members have in common that they share a passion for urban life and that they are excited about employing their unique talents, experience and perspective to inform a successful plan for increasing bicycling in New York.

Beginning on September 2, 2009, team members are encouraged to discuss the challenges and concepts with the other members of their team.

The two teams will convene in New York City on September 10, 2009. Upon arrival, each team will receive a background information packet that includes all pertinent research, plans, media clippings and other material related to the current status of bicycle planning, bicycle culture and bicycle/traffic law in New York City. A supplement to this packet will include summaries of Dutch best practices related to bicycling.

The teams will then have three days to work on formulating and finalizing their plans. The teams are free to tap the knowledge of other New Yorkers, including those attending the competition, students from academies from the disciplines mentioned, professionals, academics, civil servants and consultants. In addition, experts from the Symposium on Global Sustainable Transport on September 11 will be a resource to the teams. The final designs can be communicated in whatever form the team wishes (drawings, computer models, physical models, etc.).

THE TEAMS



3 JUDGES, JUDGING AND MODERATOR

The final round of judging will occur on the evening of September 12. A group of five judges will select the winners and one Master of Ceremonies will moderate the debate and discussion.

The judges will assign points based on the teams' strength in each field. In addition to points earned in specific areas, teams' plans for expanding bicycling will also be judged on overall cohesiveness: how each of the fields is woven together into a plan for increased bicycling in the New York Harbor District. Finally, the judges will consider the enthusiasm of the audience for each team, measured by the volume of applause.

JURY

Renaud Dutreil

Renaud Dutreil is the Chairman of LVMH Inc., based in New York. He represents the group in North America, notably to public authorities and business community. Mr. Dutreil is a graduate of the Ecole Normale Supérieure and the Ecole Nationale d'Administration (1987/89) is member of the Council of State. Most recently, from 2005 to 2007, he was Minister for small & medium-sized businesses, commerce, crafts and liberal professions.

David Lewis

David J. Lewis is a founding partner of LTL Architects, a firm which received the 2007 National Design Award for Interior Architecture from the Cooper-Hewitt, National Design Museum and was selected as one of six American architectural firms featured in the U.S. Pavilion at the 2004 Venice Architecture Biennale. Lewis is currently associate professor at Parsons The New School for Design, where he directed the Master of Architecture Program from 2002-2007. In addition to his work at LTL, David has taught at Cornell University, the University of Pennsylvania, and Ohio State University (Richard Trott Visiting Professor).

Deborah Marton

Ms. Marton has dedicated her career to the development of public space in New York City, with a specific focus on land reclamation, natural systems, and urban ecology. She began her association with the Design Trust in 2002, as a fellow on Thresholds of Eib's Pond Park 2, and joined as Executive Director in 2004. Previously, Ms. Marton was Program Manager of New York City Parks Natural Resources Group and later associated with the landscape architecture firm Field Operations, where she served as Project Manager for the Fresh Kills Master Plan. She received a Masters in Landscape Architecture from the Harvard University Design School and also holds a J.D. from New York University School of Law.

JUDGING

Sergio Palleroni

Sergio Palleroni, Co-founder and Director of the BaSiC Initiative, is a Professor and Fellow of the new Center for Sustainable Processes and Practices at Portland State University. He has been a Professor at the University of Texas, Austin and University of Washington, where in 1995 he co-founded the BaSiC Initiative with Professor David Riley to support the service learning work they had been doing with students since the late 1980s in Mexico and Central America. He has received numerous awards for his teaching and design work for underserved communities, including the National Education Awards from the ACSA/AIA (1997), NCARB (2003 and 2006), and the National Design Award from the Smithsonian Institution and the White House in 2005.

Alexandros Washburn

Alexandros Washburn is Director of Urban Design for the NYC government's Department of City Planning. He leads a team of urban designers in working on large-scale planning and development initiatives, as well as advising on key urban design and public open space issues citywide. Using his expertise in architecture, landscape architecture and planning, he has participated in the design of the new West Harlem waterfront park and overseen the planning, financing and approvals of Pennsylvania (now Moynihan) Station redevelopment in New York.

4 THE DESIGN ASSIGNMENT

The design challenge for the teams consists of three parts. In the first part, teams are asked to present an overarching vision for New York City. In the second part, teams are asked to give detailed designs for four specific areas. The third part is about social change and the creation of a more dominant bike culture in New York.

The three parts of the design challenge will be assessed by the Jury on September 12 as follows:

- Part 1 (vision): 25 percent of the points;**
- Part 2 (designs): 50 percent of the points;**
- Part 3 (social change): 25 percent of the points.**

Teams have a limited time to present their results during the battle on September 12. Each team will have exactly 7.5 minutes for part one, 15 minutes for part two and 7.5 minutes for part three. During the presentations, a count-down clock will tick away the minutes and after the given time the Master of Ceremonies will pass the mic to the other team.

4.1 VISION FOR NEW YORK CITY

In this first part of the design challenge, the specific task for the teams is to increase cycling to five percent of all trips made by New Yorkers in 2010 and to 10 percent in 2015. Teams are asked to present an overarching vision for New York City to reach this goal.

New York City is on its way to increasing cycling in a dramatic manner. In 2001, only 0.4 percent of New Yorkers' trips were made by bike. In the past 3 years, the NYC DOT has nearly doubled the on-street bike network, including 4.9 miles of physically separated bike lanes. The same period saw an unprecedented 45% increase in commuter cycling. Today, the current bike mode share for all trips is one percent. The 5 percent bicycle mode by 2010 is an ambitious but realistic goal. In Paris for example, the public bike share program, Velib, increased bike mode share from 1.6 percent to 4.4 percent in just one year.

What does New York City stand to learn from other cities, specifically Amsterdam, the cycling capital of the world? The necessarily sharp increase in the bicycle mode share (reaching five percent by 2010) can only be attained when these ideas are high-impact measures which can be realized quickly. Teams are asked to think about measures which are easy and fast to implement and to test out proven strategies from Amsterdam.

The goals (five percent bicycle mode share in 2010 and 10 percent share in 2015) are set for all trips by inhabitants of New York City. Many of these trips already have a destination in southern Manhattan (the financial center) or the Harbor District. Teams are asked to focus on the so called 'planning area' which is a limited geographic area within the boundaries of the New York Harbor District. Central locations in this area are Governor's Island and the three major commuter links between Manhattan and Brooklyn: the Brooklyn Bridge, Manhattan Bridge and Williamsburg Bridge. It is a little known fact that the number of cyclists in Brooklyn outnumber those of the entire city of Portland, Oregon, known as the most bike-friendly city in the United States; thus, each bridge is a crucial link for existing and future commuters.

THE ASSIGNMENT

The map below shows the exact demarcation of the planning area. The northern most line in Manhattan is Houston Street which spans the entire width of Manhattan. The planning area includes Lower Manhattan, the Hudson Greenway (the busiest greenway in North America), and the three commuter bridges from Brooklyn to Lower Manhattan (the Brooklyn Bridge, Manhattan Bridge and Williamsburg Bridge). On the Brooklyn Side of the river, it includes the approach to the Williamsburg Bridge, but not the Greenpoint neighborhood (which is the most northern part of Brooklyn). The planning area also includes Flushing Ave, the route of the future Brooklyn Greenway, as well as Downtown Brooklyn, but excludes the Red Hook neighborhood. Last but not least, the planning area includes Governors Island, a planned, bike-friendly destination for New Yorkers to recreate, especially during the summer months.

Below are issues which team members may consider as they develop their overall vision for New York City and the planning area.

1. What type of transportation hierarchy would be appropriate for New York City?

New York City has a wide diversity of transport modes, roughly defined into nine groups: subway (metro), other rail systems, bus, ferry, taxi, walking, cycling, private car and other modes. The New York City Subway is the largest rapid transit system in the world, when measured by track mileage, and the fourth-largest when measured by annual ridership. It carries a large share of commuter trips and is already a realistic competing transportation alternative to the private car (about 48 percent of New Yorkers own cars, yet fewer than 30 percent use them to commute to work). The promotion of cycling has recently become a strong part of New York's transport policy through the launch of New York City's Sustainability plan, PlaNYC, and the efforts of the NYC Department of Transportation, which very recently completed the City's ambitious goal of building 200 bike-lane miles in all five boroughs in just three years, nearly doubling the citywide, on-street bike network in New York City.

2. Engineering and built environment

Streets and sidewalks in New York City comprise 80% of the City's public space. Their design is incredibly important in supporting a multitude of uses: travel, commerce and social. Though policy mandates support greater cycling and pedestrian use, the majority of New York City streets prioritize cars.



Map of Planning Area

At a minimum, the design and treatment of this precious space regulates conflicting use and provides a level of basic safety for all street users; at its highest performing level, it can encourage positive uses. Cycling itself is an incredibly efficient mode of transport. For trips of less than three miles, it is an ideal mode. In NYC, 50% of automobile trips are 5 miles or less, and 28% are 1 mile or less, many of which could reasonably be made by bicycle. Different pieces of the bicycling infrastructure must be integrated to support the needs of cyclists and to encourage new people to ride – much as the streets currently support the needs of drivers with ample (and cheap) parking, wide lanes and separation from more vulnerable users. The built environment must have key pieces of bicycle infrastructure in place to support cycling.

3. Law and enforcement

Each year, more than 150 pedestrians and cyclists are killed by automobiles in New York City traffic and thousands more are injured. Unlike much of the rest of the world, the most vulnerable users on the street are not given the level of protection that would be necessary to deter reckless driving. Drivers who severely injure or kill a pedestrian or cyclist are generally not charged. New York City has a speed limit of 30 miles per hour, yet it is rarely enforced. Equal safety, respect and treatment of all users on the street is necessary to encourage more cycling. What types of legislation, enforcement and policy changes would hold drivers accountable for the consequences of their actions and make NYC's public right of ways safe for all users?

4. Public health

The greatest threat to public health today is the epidemic rise of chronic diseases. Obesity is now the second largest killer in the United States after tobacco use. Obesity is caused by the consumption of too many calories and not enough caloric expenditure. Throughout history, public health officials have applied environmental design strategies to combat infectious diseases; there is an opportunity now to address chronic diseases through the built environment.

Cycling has been shown to make a strong impact on improving public health for the following reasons:

- Low impact on joints extends the adoption of cycling for the young and the old.
- Heart rate goes up.
- Integrates activity into daily life (rather than needing to make time for recreational activity).
- Happiness, stress-release.

5. Culture, art and style

Cycling in New York City has traditionally been dominated by niche identities; people are familiar with the bike messenger weaving in and out of traffic to make a delivery, or the “weekend warrior” outfitted in spandex to race around the loop in Central Park. Yet in Amsterdam, the bike is just a standard household tool, like the stove or refrigerator. Everyone has one learns to use one, and the tool is integrated into everyday life. What would it take to push cycling culture into the mainstream, so that people of all types feel comfortable hopping on a bike and consider it just another household tool?

4.2. PART 2: SPECIFIC DESIGNS IN FOUR AREAS

In the second part of the assignment, the task for the design teams is to develop specific solutions and designs for four areas. These designs have to connect to the first part of the competition, the overall vision for the growth of bicycling in New York. **The four areas are:**

A. Williamsburg Bridge

The Brooklyn Bridge and the Manhattan Bridge have received improvements for bicyclists in recent years. The Williamsburg Bridge, however, has yet to be upgraded for non-motorized transport despite the fact that it is the most popular bridge for bicyclists. On both sides of the bridge there is space for improvements (more than for the other two bridges). Teams are asked to come up with an innovative design to improve the bridge approaches to the Williamsburg Bridge and to enhance the bicycle infrastructure on the bridge itself.



B. Bicycle network in the East Village and the Lower East Side

The East Village and the Lower East Side are two adjacent neighborhoods. Though there is significant interest in cycling in these neighborhoods, their streets have received considerably fewer improvements compared to the West Village or even parts of Brooklyn. What kind of facilities (e.g. cycling infrastructure, parking) would be part of a bicycle network for these two neighborhoods?



THE ASSIGNMENT

C. Greenway for connectivity

New York City has invested in greenways in recent years, yet the idea of using greenways as connective links in the bicycle network is still new. How can we use existing greenways as important links in the citywide bicycle network and how can we design these greenways in such a way that it is pleasant for bicyclists to use them? Teams are asked to make a design for an East River Greenway, Hudson Greenway or a Brooklyn Greenway.



THE ASSIGNMENT



D. Municipal Building

The Municipal Building designed by McKim, Mead and White at One Centre Street is the first public building to incorporate a subway station at its base. It is immediately adjacent to the Brooklyn Bridge and very close to the Manhattan Bridge. One of the largest Municipal Buildings in the world, it houses 13 municipal agencies. There are 25 floors of work space served by 33 elevators, and an additional 13 floors in the tower. In 2008, 16,000 people were married in the building. Over 2,000 municipal employees work in the building and represent the following agencies: Department of Citywide Administrative Services, Department of Finance, Civil Service Commission, Manhattan Borough President, Public Advocate, Comptroller, County Clerk, Landmarks

Preservation Commission, Office of Payroll Administration, Tax Commission, and field offices for the Department of Information Technology and Telecommunications (DoITT), Department of Buildings, Inspector General, and Department of Environmental Protection.

Taking the five percent modal share into account, a capacity of at least 100 bicycle parking places would be necessary here. How are we going to realize this, taking into account the recently passed Bike Access to Buildings bill? What else would motivate a five percent mode share for employees in their building?

4.3. PART 3: SOCIAL CHANGE

In the third part of the assignment, the specific task for the teams is to develop a visionary plan to achieve social change among the people of New York: its inhabitants, visitors and urban planners. Shifting from car-dependency to bike-dependency requires more than changes in the built environment, a solid legal framework and sufficient enforcement. A change in culture is also necessary to provide direction. Furthermore public media campaigns and cycling education programs are necessary to get people interested in making the shift. How can we influence the image of bicycling in New York? Teams are asked to develop innovative solutions to catalyze this social change.

THE ASSIGNMENT



**Car doors
only open
when cyclists
are around.**

looknyc.org

LOOK
NYC Bicycle Safety Coalition

5. TERMS OF COMPETITION

The three parts will be assessed by the Jury on September 12 as follows:

- Part 1 (vision): 25 percent of the points;
- Part 2 (designs): 50 percent of the points;
- Part 3 (social change): 25 percent of the points.

Team presentations will be will be judged based on the following criteria. **Each presentation must:**

1. Improve mobility

It must improve New York City's sustainable mobility across rivers and between islands, addressing bridge crossings and approaches to the bridges, as well as boat/ferry crossings.

2. Build on existing initiatives and progress

3. Include strategies to integrate bicycling into the public transit network

4. Offer innovation

It must be innovative and be able to be implemented. Innovation will win marks, but a design that is innovative and grounded in practicalities will win more points than innovation alone. As a guideline, the design should aim to be a real possibility by 2015, the target year for which we would like to achieve 10 percent bicycle mode share in New York City.

5. Increase bike mode share

It must reach a minimum of 5 percent of all trips made by New Yorkers by 2010 and 10 percent by 2015.

6. Longevity

It must have longevity and facilitate ongoing growth in bicycling (not a one-time transportation solution).

7. Equal opportunity

Everyone must have access to it (like streets or public transit).

8. Social impact

How well does the design-solution serve its users and local populations?

9. Design resolution

How compelling and convincing is the design solution?

10. Presentation

How clear and persuasive is the visual, video and written submission?



6. REQUIREMENTS AND TIMELINE

Participants must work in assigned teams and comply with the time schedule as defined by Velo Mondial and Transportation Alternatives.

Participants will be working at the work site with their team. Every team has a separate room at New York University (NYU) with its own facilities (like whiteboard, projector, etc). Team members are asked to bring their own laptops (if possible). The teams have access to experts who will be presenting to the general public at the Symposium of Global Trends in Sustainable Transport on Friday, September 11.

Participants may present their final proposal in any manner they wish – whether it is hand drawings, computer renderings (like AutoCAD), models or other forms of media. The requirement is that the presentation must be able to be viewed by the jury as well as by audience members. Materials required for developing the ideas and plans will be provided. Multi-media requirements will be fulfilled, within reason.

COMPETITION TIMELINE

Starting on September 1, 2009, the Design Brief will be available to the team members as a PDF-file. Team members are encouraged to discuss the challenges and the (possible) concepts with the other members of their team via any type of communications.

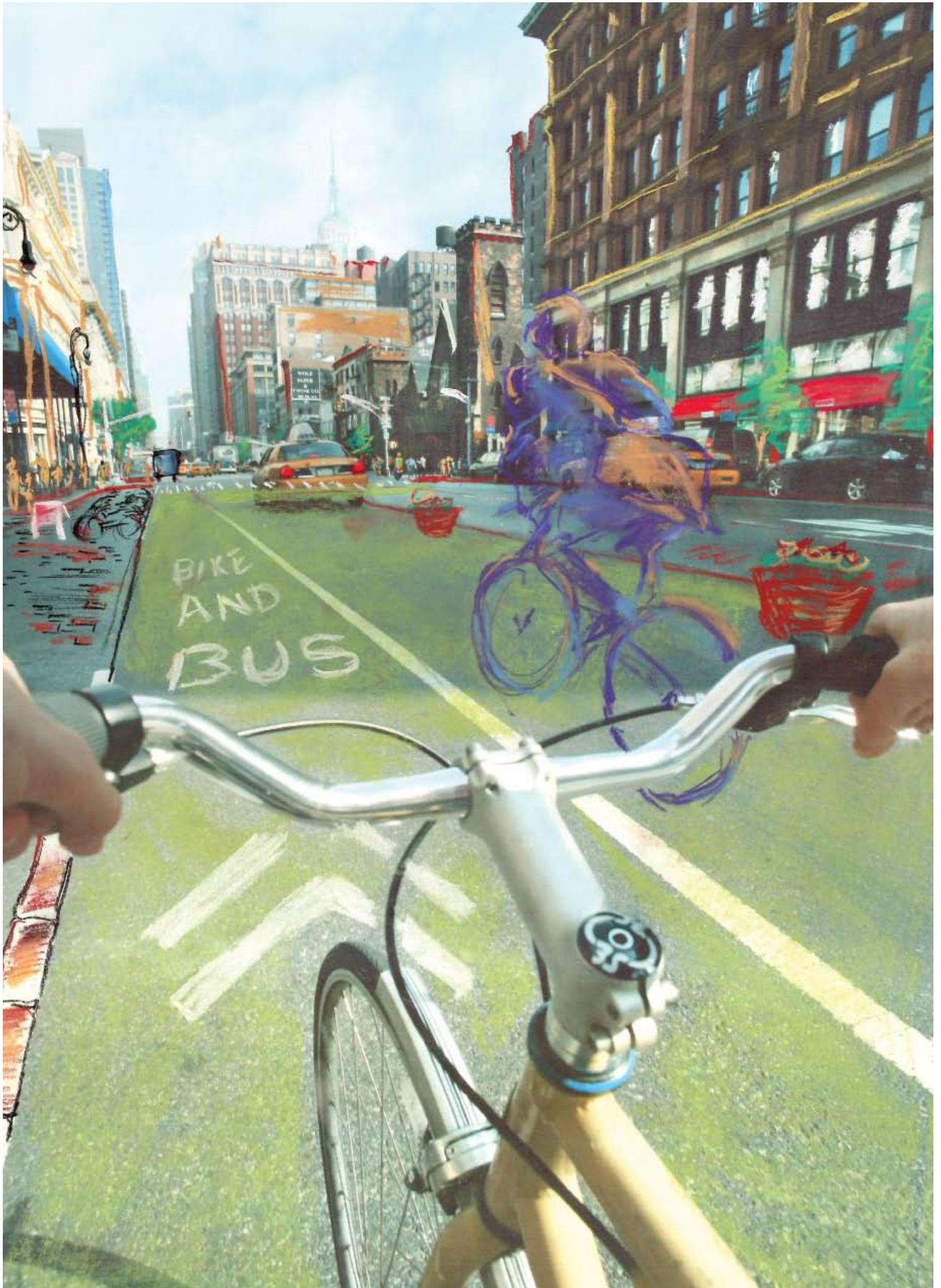
On Thursday, September 10, the New Amsterdam Bike Slam will start with a kick-off breakfast organized for the two teams. During the morning of September 10, a bike tour will be organized for the teams to visit the planning design areas.

The teams will work in their NYU rooms on Thursday afternoon and during Friday, September 11 and Saturday, September 12.

On the evening of Saturday, September 12, the actual Bike Slam will take place at the Cielo nightclub (www.cieloclub.com). During three rounds (vision, designs, social change), the teams will present their results. After every round, points will be given. After the third round, the winning New Amsterdam Bike Slam team will be revealed, and celebrated with music, drinks and good cheer.

The next day (Sunday, September 13), Mayor Cohen from Amsterdam will award a prize to the winning team on the waterfront in Manhattan.

REQUIREMENTS & TIMELINE



7 RESOURCES

This chapter contains a detailed overview of web resources which can be used by the teams for preparation purposes.

7.1. CYCLING IN THE NETHERLANDS

Amsterdam, and indeed all Dutch cities, have many qualities that make bicycling – and its attendant health, environmental and economic benefits – so prevalent. Safe bicycle path networks that connect to rail and other transportation options; a vibrant bicycle culture; and laws and enforcement policies that promote and protect bicycling are all hallmarks of leading Dutch metropolises. Thirty-eight percent of commuter trips made by people living in Amsterdam are made by bicycle. If one looks at shorter distance trips (up to 7.5 kilometers), around one third of all the trips in the Netherlands are made by bicycle, with the Dutch cities of Groningen and Zwolle having some of the highest cycling rates.

The following resources are related to cycling in the Netherlands:

- **Brochure “Cycling in the Netherlands” (2009)**
<http://www.fietsberaad.nl/library/repository/bestanden/CyclingintheNetherlands2009.pdf>
- **Page about transportation in Amsterdam on official Amsterdam website**
(with info about bikes)
<http://www.iamsterdam.com/en/living/transportation>
- **Amsterdam Bicycles (82 pictures)**
http://www.ski-epic.com/amsterdam_bicycles/
- **Video “Amsterdam: The Bicycling Capitol of Europe”**
<http://www.youtube.com/watch?v=qk6YxhKH590>
- **Video from the same video maker**
<http://www.iplayerhd.com/player/14e44386-276f-4739-be92-2f6e057ef2e9.aspx#player>
- **Bicycle Council** (governmental expertise center on bicycle planning)
<http://www.fietsberaad.nl/index.cfm?lang=en>

7.2 CYCLING IN NEW YORK

Unsafe streets, an underdeveloped bicycle culture, car-centric laws and lax traffic enforcement all make bicycling in New York a challenge for all but the bravest of commuters. But change is in the air and high ambitions were set some years ago. In June 2009, the NYC Department of Transportation completed the City’s ambitious goal of building 200 bike-lane miles across the five boroughs in just three years, nearly doubling the citywide on-street bike network while reshaping the city’s streets to make them safer for everyone who uses them. The same period also saw unprecedented expansion and innovation of the overall network, including the installation of 4.9 miles of bike paths physically separated from car traffic lanes, 20 sheltered

bike parking structures and 3,100 bike racks. Yet much more needs to be accomplished to make cycling and other sustainable modes of transport regular modes of transportation for all New Yorkers. Currently, 1 percent of New York City trips are made by bike; Amsterdam boasts 38 percent. **The following resources are related to cycling in New York City:**

- **Wikipedia about transportation in New York**
http://en.wikipedia.org/wiki/Transportation_in_new_york_city
- **The website of the New York City Department of Transportation**
<http://www.nyc.gov/dot>
- **The ambitious PlaNYC 2030 plan for New York**
<http://www.nyc.gov/html/planyc2030/html/home/home.shtml>
- **A site about the New York Harbor District**
<http://nyharborparks.org>
- **New York City Street Design Manual**
<http://www.nyc.gov/html/dot/html/about/streetdesignmanual.shtml>
- **Sustainable Streets, NYC DOT Strategic Plan**
<http://www.nyc.gov/html/dot/html/about/stratplan.shtml>
- **2009 Bicycle Route Installation Schedule**
<http://www.nyc.gov/html/dot/html/bicyclists/installsched.shtml>
- **1997 NYC Bicycle Master Plan**
<http://www.nyc.gov/html/dcp/html/bike/mp.shtml>
- **1999 Transportation Alternatives Bicycle Blueprint**
<http://www.transalt.org/files/resources/blueprint/>

7.3 TRANSPORT

Bicycling is a sustainable transport mode. Measures to promote cycling can be considered as part of a world-wide change from transport policies with the fossil-fuel car as the major player, to policies focusing on more sustainable transport modes. Mobility management (or TDM: Transportation Demand Management) is an important concept in this transformation. **The following resources are related to transport:**

- **Wikipedia about sustainable mobility**
http://en.wikipedia.org/wiki/Sustainable_mobility
- **Wikipedia about mobility (utility) cycling**
http://en.wikipedia.org/wiki/Utility_cycling
- **A definition of mobility management**
<http://www.ecomm2009.eu/index.phtml?id=1545>

7.4 CULTURE AND SOCIAL CHANGE

Bicycling is not only about transport. Bicycling, together with other sustainable transport modes, can play an important role in shaping a different culture in cities: a culture in which people meet on the streets (instead of being in a car); where moving and health is an important aspect of urban life; where enjoying city life in parks, on greenways and in the open air is important; and where people are proud on their bicycle. A vibrant bicycle culture can contribute to a higher quality of life and a healthy urban economy. Still, much remains to be achieved. Why is it that so many movies, music videos, etc. show us a “perfect world” where everybody is driving a car? Or is the status of the car losing ground among youngsters and is the status of the bicycle growing? **The following resources are related to culture:**

- **An interesting German campaign to make cycling hip and cool**
<http://www.radlust.info/en/>
- **Biking Rules!**
<http://www.bikingrules.org>
- **Cycle Chic from Copenhagen**
<http://www.copenhagencyclechic.com/>
- **Website from an Amsterdam bicyclist to inspire others**
<http://amsterdamize.com/>

7.5 DEBATES AND POETRY SLAMS

Competitions in pop culture, whether on reality shows, parodies like celebrity death matches, or live face-offs in front of an audience, have become ubiquitous. The skill of debate has a strong foundation in the classics as a technique to test ideas, hone logic and persuade. Debates are a time-tested method of distilling differences between politicians, ideologies and issues. More recently, they have been transformed into a type of performance art through poetry slams where audience members judge the skills of poets. Today, it's not such a stretch to utilize one-on-one “face-offs” as a means of generating ideas – and ample drama. **Below are some resources that offer insight into the inspiration behind the New Amsterdam Bike Slam:**

- **Debates** – a formal method of logical persuasion
<http://en.wikipedia.org/wiki/Debate>
- **Cut and Paste** – a live graphic design challenge
<http://www.cutandpaste.com/>
- **Iron Chef** – a stylized cooking competition featuring a rising star chef challenging a resident “iron” chef in a timed cooking battle built around a specific ingredient
http://en.wikipedia.org/wiki/Iron_Chef
- **Celebrity Death Match**
http://en.wikipedia.org/wiki/Celebrity_Deathmatch
- **Radiolab's Audio Visual Smack-down** – a battle between video versus radio
<http://blogs.wnyc.org/radiolab/2009/05/18/av-smackdown-the-podcast/>

NOTES

A series of horizontal dotted lines for writing notes.





Vélo Mondial



brains travel on bikes
I amsterdam.



AIANY



WORKINGBIKES.COM