

VeloCittà seeks bid proposals for Third VeloCittà Conference

0. INTRODUCTION

VeloCittà are now inviting bid proposals from cities which wish to host the Third VeloCittà Conference for Cities & Bike Share. We do not select a host city ourselves, but instead wish to hear from cities who believe they have something to show. This event should be planned to take place in the **second half of 2018 or first half of 2019**. The bid is open to all cities to participate. This document should provide all the information required to make a bid. However, this is not a closed process and if any further information is required, please contact [Team VeloCittà](#). Details are at the end of this document. The final decision on the location will be made by **February 2018**.

This document is divided into three main sections as follows:

1. Sets out information about VeloCittà and the series. This section is designed to give you the background information on the previous events, and other considerations.
2. Contains the VeloCittà conditions and questions that are the heart of this document. The conditions detail certain set quality assurances that we expect bidders to comply with. The questions are designed to see your good ideas, innovation and imagination on the aspects of the event planning that are flexible. Team VeloCittà will be looking for your answers in order to assess your plans and ideas for the conference. Your responses to this section will therefore be a major part of your bid material, and it is from this material that the Team VeloCittà will choose the city best suited to host the Third VeloCittà Conference.
3. This has the Terms of Reference (TOR) for the bid. This section includes the requirements for a bid and the criteria on which a bid will be judged. It also sets out the timetable which will be followed for the bid process.

All contact regarding your bid, as well as requests for additional information that you wish to know should be through Team VeloCittà that will notify your nominated lead person at all stages of any developments.

1. INFORMATION

1.1 WHAT IS VELOCITÀ

The [VeloCittà project](#), supported by the European Commission, brought together urban Bike Sharing Schemes (BSS) from six major European cities and ran for three years 2014 - 2017. VeloCittà also attracted 32 “follower cities” from EU and USA interested in using and sharing the project outcomes, exchanging bike share knowledge and in continuation of a bike share platform. Two specific objectives as agreed with the European Commission at the beginning of the project state that VeloCittà was to: 1) provide a permanent ‘home’ - during the project and beyond - for information on and advice to cities on ‘Bike Sharing Systems’ and 2) support other BSSs across Europe to increase their user-numbers and efficiency by providing a knowledge and experience base on communications and operational approaches.

A consortium of project partners is now taking VeloCittà forwards on these lines and a set of conferences and position papers are part of this ongoing work.

VeloCittà seeks to bring together all those who are involved in the policy, promotion and provision for bike share schemes. The direct participation of the host City Council in this event series is important and gives delegates an insight into the city and its policies. Once the bid has been won, the VeloCittà event is planned in partnership by the host organisers and Team

VeloCittà. They will be involved on an ongoing basis with the chosen host city in the conference planning. It is felt that this combination of local interest and skills, matched with our international experience is the best guarantee of success.

1.2 ORGANISATION

Team VeloCittà will take the decision on the host city based on the bids received. It is the combination of local interest and skills, matched with our international experience, in order to provide the best guarantee of success for everyone.

1.3 PAST AND FUTURE LOCATIONS

VeloCittà started in 2016 with the first conference also being the final event of the research project. The list of previous VeloCittà events with dates and delegate numbers is listed below:

Date	VeloCittà Location	Registered Delegates	Countries
30 November 2016	Rotterdam, Netherlands	150	15
16 November 2017	Rome, Italy	155	20

1.4 COSTS AND FINANCES

The host city/organisation has financial responsibility for the conference. Please see section 3.5 of this document for further details.

2. THE CONDITIONS AND QUESTIONS

This is the focal point of the bid document. The conditions and questions that follow seek both to offer you the opportunity to make the best bid, and also provide us with the information that we need to ensure event quality. VeloCittà is a series that can bring great benefits to both sides, benefit cycling, and also provide memorable events. Accordingly, we need to know how you will deal with us, and what will be provided for the event to ensure the quality and prestige of the series. Overall, we want to get an idea of how you see VeloCittà in your city, and what place it would have in your city ambitions for the future.

The next section is in two parts. First are the questions. These are the areas where we are looking for your imagination, ideas and vision. There are notes attached to each point to guide you as to what we are looking for in each case. Second are the conditions. These are the minimum requirements that we want to see in any city bid, and we ask that you provide us with information to show how these can be met. Before you set out your answers, please do refer to sections 3.1 and 3.2. Section 3.1 details the requirements for the written material to be submitted. Section 3.2 sets out the criteria against which the bids will be judged. Both are obviously important in framing the ideas you submit and the way that they are presented.

2.1 THE VELOCITTÀ QUESTIONS

Bidders for the Third VeloCittà Conference are invited to reply to the questions below. You should show how your event can be really special, and not only add value to the VeloCittà series, but also play an important part in raising the profile of your city for its work on sustainable transport and cycling.



Basics

Q1. Why do you want to hold the conference?

This may sound an unimportant question, but in some ways, it is the most important of all. In our experience the cities where there has been a strong reason to hold the conference, have turned out to be the memorable events. There can be many different reasons, but we

would like to know what the ambition is that will keep you going through all the hard work required.

Q2. What special reasons are there for us to choose your location for the next VeloCittà conference?

We would like to know why you feel that your location and plans represent the best option for this important event. This should include all aspects that you think are important. This question is designed to allow you to tell us why you are the best. We wait to be amazed.

Q3. What are the main aims and objectives of your conference?

VeloCittà is an event that not only seeks to provide information, but also wants to push forward the boundaries in bringing people together to promoting the greater use of bike share. What aims and objectives do you have for this event, and how can they be furthered by their inclusion in the VeloCittà programme?

Q4. What side visits are planned for around the conference date?

Side visits are those made to see facilities and to try city bike share systems that could also be included in the programme as part of a post-conference option for delegates.



City context

Q5. What bike share and commuter cycle facilities currently exist in the city that would be interesting for delegates to see?

Many of the VeloCittà delegates have a professional interest in the cycle provision that the host city makes. Delegates not only want to hear about bike share, but also want to use the conference to see practical examples on guided technical visits. In that respect, it is important to us that there are, or will be, facilities to see in your city. The conference can therefore act as a spur to installing more cycling provision in time for the delegates and press to see when the event starts. This also will be of long-term benefit for city residents who use a cycle.

Q6. What strategies exist in your city to increase the use of bicycles?

This question is designed to allow you to include the wider policies and strategies that exist in your city, region and nationally that are designed to increase cycle use that we should know about in considering your bid. These may well include transport and environmental topics as well as those involving health, land-use, children, tourism and other issues.

Q7. Are there any special factors such as local and/or regional elections before and during the conference period that could affect the support from any public bodies involved and therefore the conference planning process?

Political support for your bid is obviously vital, and we should know what support your bid has from the current administration, and whether there are any local or regional elections during the time from now in 2018 that could meaningfully affect that support for the project.

2.2 THE VELOCITTÀ CONDITIONS

Bids for the 2018 VeloCittà should provide full answers to the following conditions.



Basics

C1. When is it proposed to hold the conference?

We would like to hold the Third VeloCittà Conference in the second half of 2018 or first half of 2019. The date should be outside public holidays and the main holiday periods. The date will depend on location, and we are open to negotiation.

C2. Where is it proposed to hold the conference?

We would like to know not only the city location, but also where in the city you propose the event will be held. It is seen as valuable that there is one conference site, as close to the city centre, transport services and accommodation as possible. Details of the location should be given, such as total numbers that can be catered for. At this stage, you can propose more than one location, if you feel that further discussions with us on this matter would be useful before proposing a final choice of venue.

C3. Over how long would the conference run?

VeloCittà should ideally last one full day with plenary and maybe break-out sessions. If you want to propose something different that is acceptable but we would want to know how everything can be fitted into this timescale.

C4. Who are the main partners in your bid?

In bidding, strong and widespread local and regional involvement and support for the conference is useful. We wish to see the host organisers putting together a bidding team.

C5. Who would be the lead body responsible for the project?

In the bid, it should be made clear who would be responsible for the overall and detailed planning at the host city - would it be done from within the city council or from outside? What resources and authority will they have to oversee and complete the task?

C6. Who is foreseen to be the lead organiser at city level?

We will want to see your ideas about choosing a lead person or event Director.

C7. Can you provide us with a draft budget for your bid and will you seek sponsorship?

Although we recognise that this will be an estimate at this stage, we wish to see that there is sound financial planning for this event. The budget should show what costs will be allowed i.e. travel and accommodation for key speakers. Sponsoring bodies can be important partners in the project, helping to add value and keep the cost to the city limited. What are the possibilities for sponsoring in your city?

C8. What strategies will you adopt to ensure good attendance at Third VeloCittà Conference?

VeloCittà events have been successful in attracting good attendance. However, we cannot take the continued support for granted, and we want to grow. The event programme should be interesting, creative and innovative so that target groups are attracted to participate. What strategies will you put in place to ensure that this conference has a widespread appeal both in the host country and outside? In particular, what publicity and promotion would you plan?

C9. What arrangements would you make to ensure the full participation of Team VeloCittà in all major decisions as co-organisers of the conference?

As part of the contract agreed with the winning city, Team VeloCittà will be involved in all major decisions regarding the event. How do you plan to organise the planning for your event that ensures this happens efficiently and effectively?

C10. An exhibition could be an important part of our events - would you plan for this to take place alongside the conference?

Will you plan an exhibition at the same time as the conference? If so, we would like to know your ideas.



Event quality

C11. What translation facilities will be made available for the plenary and break-out sessions, and into which languages?

The VeloCittà conference language is English, but simultaneous translation should be provided at least into the host language during plenary sessions. Ideally, this should usefully be extended to at least the break-out session as well. Does your chosen conference location cater for all these needs?

C12. How will you provide bicycles for delegates and will there be a social programme?

Will you plan to provide delegates with a bicycle at little or no cost and/or a local travel pass for the duration of the event? Adequate and secure bicycle parking and bicycle maintenance should be provided at the venue. Have you considered planning social events? These are not only important to provide time for people to network and meet others attending the event, but also should give delegates a lasting impression of your city and its heritage. What are your ideas?

C20. How long would you need, after learning that your bid had been successful, before you could start work (see section 3.6)?

Event planning is all about managing time and people. Given the relatively short time between awarding the contract and the event itself, we would like to know that a planning team with the necessary resources to do the job effectively can be in place immediately after the final choice. There will not be time to wait for long decision-making after the choice of city. We also wish to see an outline timetable of the planning stages of the conference.

3. TERMS OF REFERENCE

3.1 WRITTEN BID MATERIAL

In preparing the proposals, bidders are free to determine the format and presentation of their bid. However, your bid should include:

- **Responses to the questions and conditions.** You should answer all the questions and conditions (sections 2.1 and 2.2 above) so that your bid can be appraised. Please also bear in mind the selection criteria set out in point 3.2 below.
- **Language.** All written material should be in English
- **Prices.** All prices must be quoted in €
- **Summary.** In order that all the bids are easily comparable, we ask that a two-page summary of responses to the conditions and questions is provided in the bid document. This should be set out with:
 - Bidding city name at the top of each page.
 - Condition/question numbers running down the left of the page and the answers inset.
 - Indication on which page number/s the full response to that point can be found.

Applicants should include all relevant information to allow us to judge the bids. The quality of answers will weigh more heavily than quantity of pages. Supplementary information can be useful, but should be kept modest in size. Please bear in mind that the provisional bid material will have to be submitted electronically, and should not include extensive use of graphics or photographs. For full information on requirements for the bid presentation, see section 3.6 on timetabling below.

3.2 CRITERIA FOR THE CHOICE OF VENUE

The bids will be judged on the basis of the following criteria to determine the most attractive bid taken as a whole.

- Overall quality of the bid
- Creative and attractive ideas
- Bids that further our aims and objectives
- Involvement of partners who add value to the bid
- Sound financial planning giving good value

3.3 DECISION MAKING

Please send the documentation to [Team VeloCittà](#). They will lead the overall direction of the VeloCittà series, and the selection of host cities. Team VeloCittà will take the decision on the location for the next VeloCittà event. All decisions of Team VeloCittà will be final.

3.4 CONTRACT

Once the decision on the next host city is made, a contract is then signed by the chosen city (or the relevant constituted body). This will set out the responsibilities, and the financial arrangements.

3.5 FINANCIAL, INCLUDING THE VELOCITTÀ FEE

One element of the costs to the organisation chosen to host the conference is a fee payable to VeloCittà. This fee is for the following benefits and services that the chosen host city receives;

- Use of the name VeloCittà for the conference planning period.
- Expertise and experience built up over many years.
- The conference database of names and addresses we supply.
- Our work with your team during the whole planning period, based on an agreed estimate of the number of meetings. This includes the direct costs of the time, travel and accommodation required for the VeloCittà Council Director once the city is chosen, and covering the whole planning period.
- Our work at an international level to both promote the conference and gain international sponsorship.
- The right for a Third VeloCittà Conference host city representative to be part of Team VeloCittà for the selection of the city to host Fourth VeloCittà Conference event.

Team VeloCittà be involved in the event planning throughout the project, and expect to attend meetings to help plan the event. All costs of bidding will be borne by the bidding cities.

Accordingly, the bidding city will provide an offer for Team VeloCittà fee. This sum will be payable in two stages: 1) at the signing of the contract and 2) a week before the Third VeloCittà Conference.

3.6 TIMETABLE FOR PROPOSALS

The timescale for the selection of the next event is set out below.

17 November 2017 → Publication of Request for proposals document

At this point, the selection process starts. From this time, interested cities should begin to make plans, formulating provisional answers to the VeloCittà conditions and questions, and by talking to possible partners. Informal discussions can, and should, take place between interested cities and the VeloCittà office, and we will offer help and assistance equally to all bidders.

26 January 2018 → Deadline for presentations

Your answers to the VeloCittà conditions and questions are to be supplied to [Team VeloCittà](#) by this date. These submissions must be sent in electronic (e-mail) form, with the answers supplied in English as an attached word file/s. All cities wishing to be part of the selection procedure should confirm their interest by this date. We also need the name, address and contact numbers of the main contact person for the bid should also be supplied at this point. Please note that this your provisional answers do not commit the city to be involved, and the bidding city can retire from the process, but must do so as early as possible in the selection process and must immediately inform the London office.

Please provide as much as you can on the questions in the time available, while remembering quality is better than quantity. Please keep the use of graphics to a minimum at this stage as it

adds greatly to the file size and distribution time. While we do appreciate that time may not allow a full answer at this stage, this material will primarily be used to decide on the shortlist.

This material will be sent to all members of Team VeloCittà, and they will decide.

28 February, 2018 → Final decision

The final decision will take place by Team VeloCittà on this date. The final selection will be made on the day and notified to all those bidding cities.

3.7 FINAL REMARKS

The bid process is designed to find the city best suited to host Third VeloCittà Conference. Team VeloCittà hopes that the enclosed information helps you to appreciate the great potential of such a project. You are hereby invited to consider this invitation, and so perhaps join the increasing list of cities where a VeloCittà has been held. We look forward to receiving your bid.