



Code of Conduct

Bicycle Mayor and Leaders Program

1. Term & Input

The term for a Bicycle Mayor is two years, but there is an opportunity to be re-elected or re-appointed after this term.

The time which a Bicycle Mayor dedicates to their activities may vary week to week. In general, it is suggested that Bicycle Mayors dedicate a minimum of 4-8 hours per week to Bicycle Mayor activities. This time may be taken up conducting media interviews, organising or attending events, developing plans and partnerships, or securing support, among other activities.

Additionally, Bicycle Mayors are expected to allocate time for online communication within the network and to regularly share their stories, insights, experiences, and achievements with the network and with BYCS.

2. Vision & Role

Bicycle Mayors act on local needs but harness the ideas, energy and shared vision of a global movement. Everything we do at BYCS is driven by a clear and powerful mission. We call this 50by30: half of all city trips by bike by 2030. Bicycle Mayors share this vision and agree that cycling is much more than just transportation, it is transformation.

3. Focus Points & Reporting

Each Bicycle Mayor is responsible for developing local goals and a vision to guide their work for the duration of their term as Bicycle Mayor. All Bicycle Mayors are asked to determine 3 central focus points for his/her term which is documented in a written work plan. This documents must also include the following points:

- Planned events, programs, and/or activities
- Potential organising partners
- Funding Strategy (if necessary)
- Communication Strategy

Bicycle Mayors are required to regularly provide feedback and updates to BYCS and the network regarding their activities through online platforms, email, and social media. This

includes summarizing events they have organized or attended, updates on significant local news and breakthroughs, and sharing photo and video content where possible.

All Bicycle Mayors are required to have a check-in call with BYCS after they have been in their role for 1 month. The purpose of the call is to discuss preliminary events or actions, potential blockers and required changes in the strategy (if any have been identified).

4. Guidance & Neutrality

The role of Bicycle Mayor is an independent position. By not representing any single organisation or political group, Bicycle Mayors are able to truly act on behalf of all city stakeholders, listening to and uniting them to improve the state of cycling in their city.

Bicycle Mayors can get guidance from a local organisation or institution in performing their role. It is permitted for a Bicycle Mayor to be a part of other (cycling) or societal organisations, however it is the responsibility of the Bicycle Mayor to be transparent about these roles and functions, including when communicating on social media. It is not permitted to use the role of Bicycle Mayor to directly benefit a businesses.

5. Role of BYCS

BYCS is the global initiator and coordinator of the Bicycle Mayor and Leaders Program. They are coordinating and hosting the online website and community and guiding individual Bicycle Mayors and interested institutions in crafting their plans.

BYCS is:

- Searching and screening new Bicycle Mayors and partner organisations.
- Guiding local institutions and organisations in setting up a local Bicycle Mayor.
- Branding the global network.
- Hosting the online communication of the network.
- Bringing Bicycle Mayors in contact with local or global institutions for local partnerships and funding.
- Organising global online and offline events to encourage the exchange of knowledge within the network.
- Evaluating impacts and advising on strategic actions to support Bicycle Mayors and partner organisations.
- Encouraging innovation within the network, so we can go collectively as far as the bicycle can take us!

BYCS is not:

- Providing funding for local Bicycle Mayors.
- Guiding Bicycle Mayors in private projects other than for their role as a Bicycle Mayor.
- Telling Bicycle Mayors what actions to take. It is only advising where support is required.

6. Financial

The Bicycle Mayor is a voluntary role. Bicycle Mayors are responsible for identifying and securing their own funding. Where possible BYCS may assist in seeking out local sponsors or give additional support in applying for funding opportunities.

7. Communications & Branding

The role of Bicycle Mayor is to act as a social bridge that is able to find ways of working with and establishing relationships between all types of urban stakeholders. It is anticipated that Bicycle Mayors are positive figures in the public eye who are able to inspire and encourage others. For this reason, it is important that Bicycle Mayors remain mindful of how they are representing the global network and the 50by30 vision when communicating online, writing articles or conducting interviews.

All logos and other branded materials are property of BYCS. Bicycle Mayors may use them for communication purposes in the role of Bicycle Mayor. The use of branded material for commercial endeavors, or endeavors outside of the role of Bicycle Mayor, without consulting BYCS, is strictly prohibited.

**Want a Bicycle Mayor
for your City?
Visit
bicyclemayor.org**

