

# Calgary tour de nuit Society



## Part-time Education Intern

promotes urban bicycle commuting and is one of Canada's most innovative cycling promotion non-profit organizations. The Tour de Nuit Society is the event planner of the 'Tour of Alberta Ride the Road' Tour and the Calgary Bicycle Festival. Our on-street, closed-road urban bike tour is the genesis of our legislative initiative at City Hall, which has led to the building of separated bike lanes.

Much of the public debate about the role of bicycle in our urban environment has been limited to the role of dedicated bicycle infrastructure, which has been proven to effectively reduce the risk for experienced and new bicycle commuters. Yet little has been done to address public education or safety education of current and potential cyclists.

As commuter cycling becomes an increasingly viable source of transportation, the risk of cyclist on cyclist accidents rises. Currently there is no safety education program that addresses this issue. The Education Intern will be the driver in the Tour de Nuit's program to raise safety awareness as we achieve **'more people cycling more often'**.

If you are passionate about bringing about revolutionary change in attitudes towards active and sustainable transportation in the City of Calgary then we want to hear from you. You will be working with a diverse group of stakeholders (without sparking the car/bike war).

### The Safety Education Intern's Roles:

- Undertake a literature review of current bicycle safety campaigns
- Conduct a commuter cyclists' focus group on current safety concerns
- Provide a preliminary assessment of gender safety issues
- Develop an educational program to enhance likelihood of cyclist safety
- Provide input in a multimedia marketing and advertising campaign
- Assist at an organizational level and other duties as assigned

### Qualifications:

- Excellent research skills and enrolment in a relevant post-secondary discipline
- Understanding of behavioural responses induced by risk
- Strong verbal and presentation skills
- Cooperative in a team environment with multi-disciplinary members
- Creative thinker prepared to articulate and sell new concepts

This position is available under the [Serving Communities Internship Program](#) and certain eligibility conditions apply. The position involves 80 to 90 hours and expires on August 30, 2015. A modest honorarium is available. Apply to: [staffing@morepeoplecycling.ca](mailto:staffing@morepeoplecycling.ca)



315A 39th Ave SE, Calgary AB T2G 1X5