

# Calgary tour de nuit Society



## Interns

is one of Canada's most innovative active and sustainable transportation organizations (ASTO) promoting urban bicycle commuting. In an eight-month period following the incorporation of the Society we launched six major projects including: the 'Ride the Road' Tour and the first Calgary Bicycle Festival. Since 2009 we have been driving the commuter cycling agenda in Calgary. The ['Ride the Road' tour](#) is the genesis of our 2010 legislative initiative at City Hall, which is designed to be the initial step in building separated bike lanes (dedicated bicycle infrastructure) in downtown Calgary.

Dedicated bicycle infrastructure has been proven to be an effective technique to reduce the risk to experienced and potential bicycle commuters. Reducing risk generates demand for active transportation. In November 2009, CtdnS proposed to the City Transportation Department the 5<sup>th</sup> and 6<sup>th</sup> Ave south 'Road Diet' that would also ameliorate potential car-bike conflict over scarce resources. 2012 is also the fortieth anniversary of a five million dollar Council decision to fund on-street bike infrastructure. (The money was never spent.)

A number of internship opportunities exist that will be tailored to the skill set of qualified applicants. Undergraduate and graduate students in the Humanities, Business, Law, Social Work and Communications, with an interest in sustainability and/or applied government relations should apply. Interns must work with minimal supervision.

If you are passionate about bringing about a revolutionary change in attitudes towards active and sustainable transportation in the Calgary we want to hear from you.

An 'Intern's' role is to:

- Assess the demand for the Road Diet
- Recommend targeted marketing strategies
- Provide research for policy initiatives
- Participate in the development of marketing collateral and editorial content
- Provide input in a multimedia advertising campaign
- Contribute to staff meetings and internal educational objectives
- Assist at an organizational level and other duties as assigned.

Qualifications:

- Excellent research skills and enrolment in a relevant post-secondary discipline
- Computer skills (Microsoft Office Suite)
- Excellent verbal and presentation skills
- Ability to function 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. Position involves 4 to 8 hours per week and expires on Sept 1, 2012. A modest honorarium is available. Apply to: [staffing@morepeoplecycling.ca](mailto:staffing@morepeoplecycling.ca)



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