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## IDEAS TO GET YOU STARTED

TheCityFix works best when it features human-interested, relatable content – something you don't have to be an urban planning professional to understand, but something an expert can appreciate. With that in mind, here are some ideas to help you take your expertise and communicate it to TheCityFix readers.

**Start a regular series** to help readers follow the issue as it evolves. See Heshuang Zeng's popular series on sustainable transport in China: <http://thecityfix.com/blog/taq/china-transportation-briefing/>

**Analyze a map, graphic, or video** and explain its significance to readers. Luisa Zottis based a post around a "before and after" video of Rio de Janeiro's TransCarioca BRT corridor: <http://thecityfix.com/blog/before-after-video-advances-transcarioca-rio-de-janeiro-brazil-world-cup-2014-olympics-2016-bus-rapid-transit-luisa-zottis/>

**Describe a new product or service** and why it's important for urban sustainability. Anjali Mahendra introduces here a new BRT system in Lahore, Pakistan: <http://thecityfix.com/blog/mbs-metro-bus-system-lahore-pakistan-anjali-mahendra/>

**React to recent speeches or events** that you found intriguing or insightful. For example, Luis Gutierrez reacts to a strong statement from Jaime Lerner here: <http://thecityfix.com/blog/car-cigarette-future-luis-gutierrez-jaime-lerner-sibr-car-culture/>

**Interview leading experts** and share their opinions in Q&A format. Gisela Mendez sat down with cycling experts in Mexico to discuss Ecobici: <http://thecityfix.com/blog/biking-culture-mexico-city-ecobici-bike-sharing-julie-clerc-gisela-mendez-awen-southern/>

**Make a list** of top takeaways, events, or happenings in sustainable transport. See Holger Dalkmann's thoughts on the 5 keys to sustainable development in Indian cities: <http://thecityfix.com/blog/5-keys-sustainable-development-indian-cities-urban-transport-mumbai-india-connectkaro-holger-dalkmann-ashwin-prabhu/>

**Most importantly, be original** – all content you submit for publication on TheCityFix must be your own, or properly referenced. Plagiarism is not acceptable and would risk your reputation and maybe more. Statistics, quotes, or ideas that are not your own can be referenced in text, through hyperlinks, or using both. For examples of proper citation, and more writing tips and style guidelines from TheCityFix editors, please see our Editorial Guidelines at: <http://thecityfix.com/files/2015/04/TheCityFix-Editorial-Guide.pdf>