GO BRONZEVILLE
FINDINGS, FACTS, AND STORIES FROM OUR FIRST YEAR

HOW PARTICIPANTS FIRST HEARD ABOUT THE GO BRONZEVILLE PROGRAM:

64% DIRECT MAIL
23% WORD OF MOUTH

ACCORDING TO POST-CAMPAIGN SURVEY RESPONSES, THE TOP THREE REASONS FOR PARTICIPATING IN GO BRONZEVILLE WERE THE DESIRE TO:

EXPLORE THE NEIGHBORHOOD
IMPROVE PERSONAL HEALTH
MEET NEIGHBORS

The Go Bronzeville team reached out to the public at more than 25 community events with over 2,000 community members in attendance. Go Bronzeville Ambassadors spoke directly to more than 800 community members.

18,442 Number of times Go Bronzeville Facebook posts appeared on subscribers’ newsfeeds.

Ambassador Ronnie Matthew Harris’ continued leadership of Go Bronzeville—after the program’s conclusion as a City of Chicago program—attracted the most clicks and “likes” out of the program’s Facebook posts.

258 Facebook followers in April 2014 as the program transitioned to a community-led organization

543 Facebook followers as of November 2015

“When it comes to walking and biking, a lot of people need to be pushed, because sometimes they’ll say, ‘Oh I can’t do it...’ We became coaches and mentors, saying, ‘Yes you can, let’s try this out.’”

—AMBASSADOR LAKEISHA HAMILTON, STREETSBLOG CHICAGO INTERVIEW

GO KITS: CUSTOMIZED RESOURCE PACKETS

767 Bronzeville residents participated in Go Bronzeville by ordering a Go Kit.

GO BRONZEVILLE MAP
566 ordered

GO BRONZEVILLE COUPONS
529 ordered

DIVVY BIKES INFORMATION+ FREE 24-HOUR PASS
477 ordered

CTA FARES + PASSES GUIDE
473 ordered

WALKING FOR HEALTH GUIDE
458 ordered

6,038 printed walking, biking, and transit resources were requested and delivered to program participants.

Go Bronzeville Ambassadors delivered Go Kits to a diverse mix of homes including senior centers, public housing complexes, and condos with lakefront views.
**POPULAR BIKING & WALKING EVENTS**

- **CARGO BIKE & POP-UP REPAIR SHOP**
  Collaboration with Bronzeville Bikes, Cargo Bike Roll Call, Blackstone Bicycle Works

- **KING DRIVE WOMEN’S WELLNESS WALK**
  Led by Sandra Washington, Girl Trek

- **BRONZEVILLE LEGENDS BIKE TOUR**
  Led by Chris Devins, The Bronzeville Alliance

- **HISTORIC CHURCH WALK**
  Led by Mell Monroe, B&B owner

- **DIVVY & DOGS**
  Collaboration with Sacred Keepers and H-DOGS

**FUTURE EFFORTS: DIVVY FOR EVERYONE**

The Go Bronzeville program continues today as a community-led organization, headed by former Ambassador Ronnie Matthew Harris.

Beginning in 2016, Go Bronzeville will help lead direct outreach in Bronzeville as part of Divvy for Everyone (D4E), a program designed to increase Divvy membership and ridership within Bronzeville and other Chicago neighborhoods.

**PROGRAM IMPACT**

“Love the bike rides. Plan to start riding my bike to the store.”

—GO BRONZEVILLE PARTICIPANT

As a result of the program, participants reported feeling that transportation options—other than driving alone—were possible for their everyday trips.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>70%</td>
<td>Said that public transit is a realistic option for reaching work</td>
</tr>
<tr>
<td>60%</td>
<td>Said that public transit is a realistic option for trips to the grocery store or school</td>
</tr>
<tr>
<td>70%</td>
<td>Said that walking is a realistic option to reach local parks</td>
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**IN THE POST-CAMPAIGN SURVEY, PARTICIPANTS TOLD US THE FOLLOWING:**

**COMMUNITY SUPPORT**

Community groups who helped support the Go Bronzeville program:

- Alderman Pat Dowell, 3rd Ward
- Alderman William Burns, 4th Ward
- Blacks in Green (BIG)
- Blackstone Bicycle Works
- Bronzeville Alliance
- Bronzeville Area Residents and Commerce Council (BARCC)
- Bronzeville Bikes
- Bronzeville Community Garden
- Bronzeville Legends Identity Project
- Bronzeville Neighborhood Collaboration (BNC)
- Bronzeville Retail Initiative (BRI)
- Bronzeville Visitor Information Center (BVIC)
- Center for New Horizons (CNH)
- Consortium to Lower Obesity in Chicago Children (CLOCC)
- Gallery Guichard
- Girl Trek Chicago
- Local business and communities of faith
- Oakwood Boulevard Neighborhood Association
- Quad Communities Development Corporation (QCDC)
- Sacred Keepers Sustainability Lab
- Senior Talk with Clara Hubbard
- TAG Foundation
- Urban Juncture, Inc.
- Welcome Inn Manor