Promoting Bike Share Through Ride Leadership and Community Events

Tuesday, March 27th, 2018 - 2:00 PM EST
Starting Questions

Before we start the Webinar, please answer the following questions in the chat box:

❖ What city are you from?
❖ What are your pre-webinar questions?
❖ If NYC resident, have you participated in one of our rides?
❖ Have you led a bike ride?

Please Note: This webinar is being recorded
Agenda

1. About Restoration
2. Better Bike Share Partnership
3. Why Community Bike Rides and Biking Events?
4. Why Large Events?
5. Resources
6. What’s Next?
Bedford Stuyvesant Restoration Corporation

Bedford Stuyvesant Restoration Corporation (Restoration), the nation's first community development corporation started in 1967, partners with residents and business to improve the quality of life of Central Brooklyn by fostering economic self-sufficiency; creating healthy, stable families; promoting the arts and culture; and transforming the neighborhood into a safe, vibrant place to live, work and visit.

Restoration serves 50,000 annually across the borough and has brought over $500 million in investments to the community and has placed over 20,000 individuals in jobs and internships.
NYC Better Bike Share Partnership

Our Mission:

The New York City (NYC) Better Bike Share Partnership aims to develop inclusive programs and policies to promote equity through bike share and increase the diversity of bike share riders to improve health and financial outcomes of NYC neighborhoods.

Our Vision:

The Partnership is a community-driven collaboration of diverse stakeholders who influence transportation, health, and economic opportunities by leveraging the NYC bike share program.
Why Bike Rides and Biking Events?

❖ Campaign for awareness

➢ Disseminate that people of color do bike
➢ Enrollment of new audiences
➢ Creation of enthusiasm towards bike share
➢ Establishing a familiarity with bike share and biking

❖ Improve comfort of those new to biking
❖ Foster community health
Methods & Approach

- Engaging ride leaders & partners
- Orientation
- Branding
- Promoting Rides
- Hosting Rides
- Fostering Safety
COMMUNITY BIKE SAFETY CLASSES

LEARN BIKE SAFETY SKILLS!

Join Restoration and Bike New York from May-October for FREE bike safety classes open to all ages.

Streets Skills Class (indoors)
August 9th, 6:00pm - 7:00pm
Location: Woodhill Medical Center
560 Broadway
Brooklyn, NY 11206
Topics: Helmet and bike fitting, Bike inspection, Riding techniques, Road hazards

Bicycling Basics Class (outdoors)
August 13th, 10:00am - 1:00pm
Location: Red Star YMCA
1121 Bedford Avenue
Brooklyn, NY 11216
Topics: Bike infrastructure, Rules of the road, Common road hazards, Traffic principles

Register here: http://www.RestorationPlaza.org/calendar/weekly_bike_rides2017

*Bikes available for rent (first come, first served)

COMMUNITY BIKE RIDES

COME RIDE THE CITY!

Join Council Member Cornegy on August 9th for a FREE group ride around Brooklyn.

No bike? No problem. We've got a Citi Bike just for you!

Want to add a little exercise and a lot of fun to your evening? It’s time to head on over to Restoration Plaza

WHEN
Wednesday, August 9th
Arrive at 6pm; we roll out at 6:15pm sharp!

WHERE
Restoration Plaza, 1368 Fulton St.
(Meet in front of Applebees)
Meet the Ride Leaders

Kweli Campbell:

HEYY!

❖ Citi Bike member since: 2015
❖ Ride leader since: 2016
❖ Kweli grew up in Bed Stuy
❖ Led over a dozen rides as a Volunteer with Restoration
❖ Kweli’s efforts has been featured in several blogs, including NextCity and Citi Bike

➢ https://nextcity.org/daily/entry/bike-share-growth-new-york-city-bed-stuy-ridership
➢ http://citibikeblog.tumblr.com/post/144513950567/member-profile-kweli
Meet the Ride Leaders

Dave Allen:

What’s Up!

- **Transitional Skills Coordinator (CORE)**
- Citi Bike rider since: June of 2017
- Ride leader since: July 2017
- CORE institutionalized a bike share wellness program for their employees and clients with about 60 individuals receiving subsidies.
Snapshot of Successes

- Leading community rides over the past three years
- Over 112 Community Rides
- 75 Ride leaders
- Over 1,022 ride participants
- Other Communities are using a similar model
  - Harlem preparing for community rides through El Barrio Bikes
Snapshots of Success

Participating: Fraternity-Phi Beta Sigma, BSRC Jobs, Woodhull Hospital
Snapshots of Success

Biking to neighborhood community garden
Snapshots of Success

Fun trips to the ice-cream parlor & donut shop
Snapshots of Success

...and to the pizza parlor
Snapshots of Success
Snapshots of Success
Snapshots of Success

Councilmember Robert Cornegy led ride
Snapshot of success: Bed Stuy Bikes
Snapshot of Success: Harlem Community Events
Party On the Park
Why Community Events

- Engaging ride leaders & partners, promoting & hosting rides
- Foster community health and wellness
- Offer family centered programming
- Provide and offer community services
- Promoting Safety
Resources for Communities | Citi Bike Partner Keys

**What:** Program to provide free Citi Bike keys that do not incur usage fees to select organizations

**Why:** Provide opportunities to learn and experience Citi Bike without a financial commitment and facilitate programming
Citi Bike Partner Keys | Roles and Responsibilities

Citi Bike:
● Free keys (average 15/partner)
● Liability waivers

Partners:
● Programming ideas
● Staff
● Helmet policy
● Finding bikes
Citi Bike Partner Keys | Supporting Larger Rides

- Citi Bike can advise best start/end location for rides
- Bikes can be delivered in a case by case basis
- Need advance notice to coordinate, on-site contact
Other Available Resources

Bike New York:

- Robust curriculum of bike skills and safety classes
- bike.nyc

NYC DOT:

- Helmet Fittings
- Bike light and bell giveaways
- Street Ambassadors
What’s Next: How You Can Get Involved

❖ Participate in rides
❖ Become a ride leader
❖ Attend a ride
❖ Host rides in your community
❖ Incorporate biking in your events with partners
Webinars

Past and Upcoming webinar information can be found at: restorationplaza.org/center_healthy_neighborhoods/

Upcoming webinars:

❖ April 24th, 2018, 2PM - Promoting Bike Share Through Youth Involvement

❖ May 22nd, 2018, 2PM - Biking and Building Your Way to a Bigger Bank Account

Past webinars

Building Subsidized Bike Share Programs to Improve Community Health - Part 1 & 2
Upcoming Bike Rides and Events

COMMITTY BIKE RIDES

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Join KWELI C. for a FREE group ride around Brooklyn.

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Want to add a little exercise and a lot of fun to your evening? It’s time to head on over to a surprise destination!

Register Here:
https://goo.gl/formapd59/HNRCbyzCs27Z

WHEN
Saturday, March 31st
Arrive at 10:45 am
we roll out at 11:15 am sharp!
Other Dates:
4/21, 5/12, 6/2, 7/28 & 8/18

WHERE
Citi Bike Dock Station at Marcy and Lafayette Avenues
Brooklyn, NY

SPONSORED BY
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Contact us:

- Check out Restoration’s work at: www.restorationplaza.org
- Reach us at: citibike@restorationplaza.org
- Anne Krassner: annekrassner@citibikenyc.com
- Sign up for NYC Better Bike Share events in Harlem:
  - Caitlin Falvey: Elbarriobikes@gmail.com
  - Carey King: info@uptowngrandcentral.org
Acknowledgements

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❖ People for Bikes / Better Bike Share Partnership
❖ New York State Health Foundation
Thank You!
Questions & Answers