Promoting Bike Share through Youth Engagement
Tuesday, April 24th, 2018 - 2:00 PM EST

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

1. What city are you from?

2. What are your pre-webinar questions?

3. If NYC resident, have you participated in one of our rides?

4. Have you led a bike ride?
Promoting Bike Share through Youth Engagement

Lower East Side Girls Club, Citi Bike for Youth 2017
NYC Better Bike Share Partnership

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.

The Partnership is a **community-driven collaboration** of diverse stakeholders who influence transportation, health, and economic opportunities by leveraging the NYC bike share program.

**2017/2018 New Partners:** NYCHA, Urban Upbound, LES Girls Club, Core Services Group, Per Scholas
Agenda

- Citi Bike for Youth
- Importance of Youth Engagement
- Successes & Challenges
- How do I bring these programs to my site?
- Other Youth Programs
Citi Bike for Youth
Citi Bike for Youth

Who?
Young adults aged 16-24 years old who live, work, or go to school in the Citi Bike service area. Bike NY instructs the class.

What?
Attendees receive 1-year free Citi Bike membership and a free helmet. Includes a bike safety class with on-bike training.

When?
Began in 2016. Spring-Fall.

Where?
Program Participants: Bedford-Stuyvesant Restoration, Goddard Riverside Options Center, Red Hook Initiative, Harlem Grown,
Importance of Youth Engagement
Citi Bike for Youth builds Ambassadors!

- More Riders, Better Cities!
- Storytelling
- Early adopters of bike share
- Economic transportation alternative
- Tech-savvy riders and trendsetters
Citi Bike for Youth supports my organization’s goals!

- **FREE!**
- Increase program participation at CBO.
- Strengthen health & wellness programs
- New way to get to site
- Opportunity to promote bike education

Harlem Grown, Citi Bike for Youth 2017
Successes of Program
Over 120 Participants

Average age of participants is 20 years old.

56% of program participants are women.

Participants have taken 7,994 rides since program began.

Average participant took 68 trips during the course of their 1-year membership.

88% of participants have taken at least 1 ride.

19% of participants took more than 120 trips during the course of their 1-year membership. [Average for Citi Bike members is 120 trips/subscription.]

Highest number of rides for one participant is 976 trips total.
Wider Population Reached

Tech-savvy riders help to spread benefits of Citi Bike to their networks via social media.

Partners are located in Bed-Stuy, Red Hook, Harlem, Two Bridges.

Eighty percent of participants have had conversations with their families and friends about Citi Bike.

From the original 2016 cohort, 24% renewed their memberships.
Reveal Barriers to Biking

When asked about what kept these students from riding before Citi Bike for Youth, affordability and safety were among the top reasons.

Other barriers to biking include limited access to information and seeing people relatable riding.

“Last time I had a bike I was a kid. My mom had to throw my bike away because we did not have enough space in our apartment for it. If we had the space in our apartment, I would have my own bike. Citi Bike made it possible for me to ride again!”

-Anabel Batista, Citi Bike for Youth 2017
Challenges of Program
Participants may be Unbanked

Students may not have access to credit or debit card.

Place unbanked students on company card.

Use this as opportunity to connect students to financial counseling options they may use to get banked; like Bedford-Stuyvesant Restoration economic solutions.

Incentivise students to seek financial counseling by extending Citi Bike memberships.

“Citi Bike is fun, but some people may not have the money for it. Some may see the bikes and say, ‘Yeah, I want to ride, but I don’t have a credit card.’

Before I got the membership, I didn’t really see people my age riding. Everyone looked in their 30s. I’d like to see more students riding because that would encourage even more young people to ride. That’s why Citi Bike for Youth is great.”

-Semariamis Marte, Citi Bike for Youth 2017
Manually Monitor Overages

Students are not charged overage fees.

Citi Bike staff manually check participant accounts to ensure rides remain within 45-minute limit.

Students generally stay within 45-minute limit.

Allow students 5 rides over the time limit.

If student passes the 5 ride limit, their membership is suspended.
Low Ridership

From the 2016 cohort, 37% took less than 12 rides within the year of their membership.

When students were asked, reasons for low ridership included not having stations by their homes, friends not having memberships, and going away to college.

Ways to promote riding can include follow-up emails to participants and sending Citi Bike swag.
How do I bring this program to my site?
How do I bring this program to my site?

**Bike Share Buy-In:**
- New members
- New population
- Sense of community

**Internal Buy-in:**
- Clear Goals
- Engaged staff
- Communication

**Student Buy-In:**
- Incentivise
- Why bike?
- Make it fun!
 Goals for 2018

Grow program by 100% (120 participants).

Further develop and innovate the class.

Engage more with participants via email follow-up and social media.

Connect more participants to financial resources like Bed-Stuy Restoration.
Partner Keys
## Partner Keys

### Who?
Non-profit organizations and community-based organizations that serve low-income populations.

### What?
Organization receives 15 Citi Bike keys to use to lead group rides with their program participants.

### When?
Year round.

### Where?
Program Participants: Uptown Boogie & Bicycle Advocacy, WE Bike, Bedford-Restoration Corporation, NYC Lab School, Transportation Alternatives, University Neighborhood HS
Who?
High schools in Bed-Stuy.

What?
Student receives free Citi Bike memberships to be used to get to and from school everyday. Bike safety class and ride incorporated. Personal membership.

When?
Spring-Summer.

Where?
Program Participants: Transition High School
Alternative Ways to Ride Citi Bike

1. Citi Bike for Business
2. Citi Bike Unlocked
3. Employment Opportunities
4. Community Led Rides
5. Bike New York Adult Classes
Questions?
Contact Info

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Learn how bike share can be used by both organizations and individuals as a valuable tool to increase savings. This webinar addresses how various membership options can support your clients, staff, and broader community.

Hear from financial counseling professionals on how to translate transportation savings into other areas of one’s financial plan. The session also addresses how bike share can be used as an entry point for the unbanked, encouraging them to open a bank account and address credit issues impeding their financial health.
Appendix
time I had a bike I was a kid. My mom had to throw my bike away because we did not have enough space in our apartment for it. My little brother has his own bike because it’s small enough to fit in the apartment. If we had the space in our apartment, I would have my own bike.”

- Anabel Bautista, Citi Bike for Youth 2017

For me, Citi Bike is fun, but some people may not have the money for it. Some may see the bikes and say, ‘Yeah, I want to ride it, but I don’t have a credit card’ Before I got the membership, I didn’t really see people my age riding. Everyone looked in their 30s. I’d like to see more students riding because that would encourage even more young people to ride. It’d also be a great way to keep them off their phones for a while.”

- Semariamis Marte, Citi Bike for Youth 2017

I think Citi Bike is available for everyone. Everyone should use it. It changes people. People have different experiences doing different things during the day. While being on the bike, they might have gotten something done for themselves. Most people live for the moment and think for the future. So within that moment, if I’m on the bike, I try to stay productive. Citi Bike helps me do that.”

- Jahmal Johnson, Citi Bike for Youth 2016
The Better Bike Share Partnership

Partners:
- Bed-Stuy Restoration
- Citi Bike - Motivate
- DOT
- DOHMH
- Interfaith Medical Center
- People for Bikes

Bedford-Stuyvesant Restoration, 2016