

Engaging Communities in Bike Share as a Pathway to Better Health Request for Proposals 2017

Summary

Grant opportunity for organizations in East Harlem and Two Bridges to use Citi Bike to improve public health and access to affordable transportation within their communities and organizations.

Background

Citi Bike is New York City's bike share program. Citi Bike launched in May 2013 with 6,000 bikes. By the end of 2017 it will have expanded to 12,000 bikes. The program currently has over 120,000 Annual Members and nearly 500,000 additional individuals accessed the program last year through short-term passes.

Citi Bike has proven to save its members time, money and improve their physical and mental health. But so far membership adoption has lagged in neighborhoods outside the Manhattan Central Business District and Downtown Brooklyn.

Citi Bike is committed to bike share equity and increasing membership among lower income residents and people of color.

This grant opportunity hopes to engage organizations that work with these populations to increase participation and work towards a future where more New Yorkers take advantage of this convenient, affordable and healthy form of transportation.

The following organizations will play a role in selecting grantees and working with grantees to support their projects:

Bedford Stuyvesant Restoration ("Restoration")

Restoration is the nation's first community development corporation and partners with residents and business to improve the quality of life of Central Brooklyn by fostering economic self sufficiency, enhancing family stability and growth, promoting the arts and culture and transforming the neighborhood into a safe, vibrant place to live, work and visit. Restoration brings this experience, along with their experience spearheading a nationally recognized coalition between Citi Bike, the Department of Transportation, and the Department of Health that promotes bike share among low income populations and people of color in New York City.

Motivate, operators of Citi Bike

Motivate is the company that runs Citi Bike as well as 9 other bike share programs across North America. Motivate brings expertise marketing bike share as well as the bikes themselves to help

with programming and promotional efforts. Motivate's involvement in this program is part of a national effort to build equitable and replicable bike share systems.

NYS Health Foundation

NYS Health Foundation is a private, statewide foundation dedicated to improving the health of all New Yorkers. Two Bridges and East Harlem are two of their focus areas under their Healthy Neighborhoods Fund. NYS Health Foundation's funding supports Citi Bike's outreach efforts in these neighborhoods in 2017 as well as this mini-grant program.

Goals and Eligibility

The purpose of the mini-grant program is to encourage equitable use of Citi Bike among low income residents in Two Bridges and East Harlem, which are areas with populations that are disproportionately impacted by chronic diseases that can be mitigated through physical activity. We want to build a strong base of Citi Bike members in these areas and work with these members to help spread information and excitement about the program to their peers.

Funded organizations will be responsible for:

- 1) Enrolling clients and/or staff into Citi Bike membership; and
- 2) developing and implementing complementary bike-related programming such as bike safety classes, bike rides, or other bike-related activities (Restoration and Citi Bike will provide support and coordination of relevant organizations).

Prospective applicants should have a track record engaging diverse stakeholders in East Harlem and Two Bridges. These stakeholders may be businesses or nonprofits that employ or serve a diverse clientele. Grant awardees will determine how to best promote Citi Bike to their clients, employees or youth within their communities. Once individual membership enrollment in Citi Bike is underway, the awardee will also be responsible for developing and implementing complementary programming such as bike safety classes, bike rides, or other bike-related activities.

Sample Grant Activities

Restoration has previously funded similar efforts in Brooklyn. Here are some efforts that were funded in 2016:

- Grant recipients provided partial and full subsidized memberships to their low-wage staff through a lottery system, supported by bike safety education classes and monthly neighborhood bike rides.
- Grant recipients signed up local businesses into Citi Bike's corporate membership discount program as incentive for employers to provide cost and time savings for their employees.

Funding Availability

Restoration anticipates making 3-5 grants. The maximum grant will be \$6,000, while average

grant size will be \$2,000. Grant size will vary depending on the applicant's projected plan and reach. Grant package will be supplemented with in-kind items like Citi Bike memberships and access to Citi Bike partner keys, an additional value of up to \$3,000.

Attribution and Disclaimer Statement

This project is (100%) funded with funds from the NYS Health Foundation.

Timeline:

April 19, 2017	RFP Released
May 18, 2017*	Grant Q & A Conference Call (tbd)
June 2, 2017	Grant applications DUE
June 15, 2017	Selection and notification of grant awardees

Grant Term: July-December 2017

*Interested organizations are invited to take part in the Conference Call or submit an LOI by May 18, 2017. The conference call will discuss the RFP in detail and answer any remaining questions.

Once awarded grantees will be expected to participate in monthly calls or meetings with Bedford Stuyvesant Restoration Corporation and Citi Bike to review progress. During the course of the grant term, Restoration will provide technical assistance and will work as a liaison between the organization and Citi Bike to facilitate a smooth rollout of programming.

Contact Information:

If you have any questions please email citibike@restorationplaza.org. For updates, check out www.restorationplaza.org/health.

Funding Application

Section 1: General Information

Name of Organization/Group:

Is your organization/group a 501(c) (3)?: Yes No

(If No, the following section below. If Yes, attach a 501(c)3 documentation to the application.)

Project Leader/Main Contact:

Street Address:

City:

Zip Code:

Phone:

Fax:

Best time to call:

E-mail Address:

Website (if available):

To be completed only if Applicant is NOT a 501(c)(3) organization/group.

Fiscal Agent:

Contact Person:

Street Address:

City:

Zip Code:

Phone:

Fax:

Best time to call:

E-mail Address:

Website (if available):

Organization Information:

What is your organization's mission? What population(s) does your organization serve?

What community/communities are you proposing to work in? Please describe how your organization is rooted in your community?

Section 2: Project Description and Sustainability Plan

(1000 words max)

Project Description:

Please provide a detailed description of your project. In doing so, please address the following:

Engagement Plan:

Please detail types and number of individuals that you will engage and why you have selected these individuals. Describe your understanding of the demographics of the population your organization(s) will target. How will you promote the bike share subsidy to your target population?

Citi Bike Member Recruitment

How will the opportunity be announced? What sort of strategies will you use to encourage adoption of Citi Bike's subsidized membership? What type of complementary services do you

anticipate offering enrolled employers/employees/youth?

Project Sustainability

What is your plan for sustaining the project with your target population(s) after the grant term?

Budget

Please provide an itemized budget. Grant funds cannot be used for: rent, utilities, web-hosting and development, 501(c)3 incorporation fees, speaker honorariums, luxury items, audio/visual equipment, subscriptions, capital improvements, back-to-school items, furniture, major construction, and equipment.