

# 10TH UTC SPOTLIGHT CONFERENCE: CYCLING AND EQUITY

CARNIESHA KWASHIE, BETTER BIKE SHARE PARTNERSHIP GRANT MANAGER

THE MAYOR'S FUND FOR PHILADELPHIA, CITY OF PHILADELPHIA

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RESPECT  
THOSE  
YOU  
SERVE!



# BETTER BIKE SHARE PARTNERSHIP-OVERVIEW

- **Better Bike Share Partnership is a 3 year grant funded by The JPB Foundation.**
- **Overall Goal:** *To enable bike sharing to become an effective tool for fostering **equitable access to transportation** nationwide*
- **Objective 1:** **To make bike sharing financially accessible, convenient, and spatially relevant to low-income Philadelphians**
- **Objective 2:** **To Foster Awareness of and support for bike sharing as a means of transportation among low-income Philadelphians**
- **Objective 3:** **To investigate, develop, promote, and facilitate best practices in bike share implementation nationally, with a specific focus on equitable access**



peopleforbikes™



# WORDS TO LIVE BY WHEN DOING EQUITY WORK!

***When worlds meet, progress can follow. – Amma Asante, Writer/Director***

***The best time to plant a tree was 20 years ago. The second best time is now. – Chinese Proverb***



Indego Community Ambassador Alan Lomax leads Waffiyah Murray and community on a bike ride during Strawberry Mansion Day.



Waffiyah Murray, BBSP Outreach Manager, provides bike education and safety resources to youth.

# Context: Philadelphia Basics

## Quick Stats

- Population: 1.5 million
- Median household income: \$37,000
- Percentage of households at or below poverty line: 27%

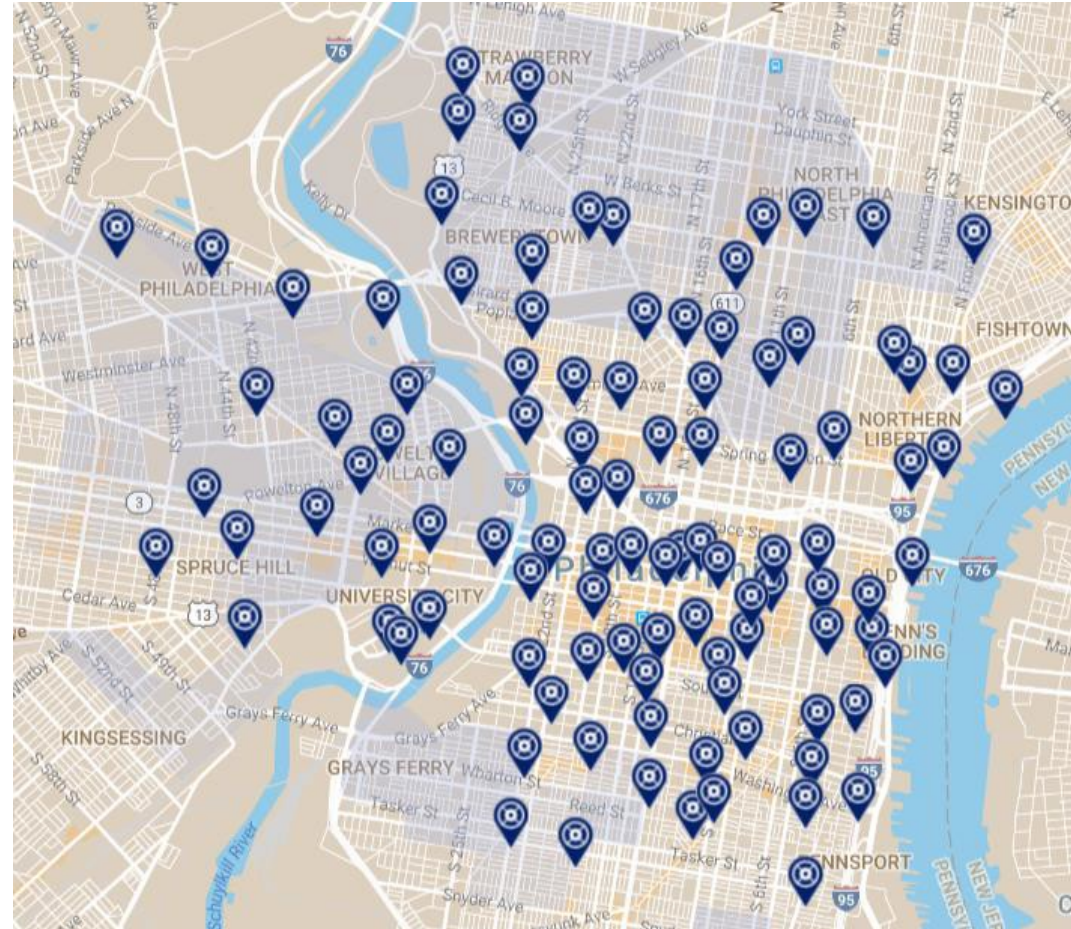
## Demographics:

- 44% African American / Black
- 33% White
- 13% Latino / Hispanic
- 7% Asian
- 3% Multi-racial race or other



## Indego Bike Share Program

- New public transportation option;
- Launched April 23, 2015 with 60 Stations, 500 bikes
- Currently 105 Stations, 1000 bikes
- Approx. 33% of stations are located in Equity zones
- City's goal is 185 stations in next several years.



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# ENGAGEMENT + EVALUATION + EVOLUTION = LESSONS LEARNED

- Understand that Race matters and impacts how you define your equity efforts
- Diversity and Inclusion are key
- **Define Social Equity** on various partnership levels- not everyone defines it the same, acknowledge that!
- Build effective relationships; trust is important
- Need to continually document outcomes when testing new strategies
- Keep learning and refining



# COMMUNITY OUTREACH AND ENGAGEMENT

- Indego- 104 stations, 1,000 bikes
- Currently working with 43 community groups
- Between 2-5 meetings per organization



# BETTER BIKE SHARE PARTNERSHIP

If we truly want to achieve social equity in the bike share industry, it's ineffective to keep the table, room, decision making space and process the same.—Carniesha Kwashie

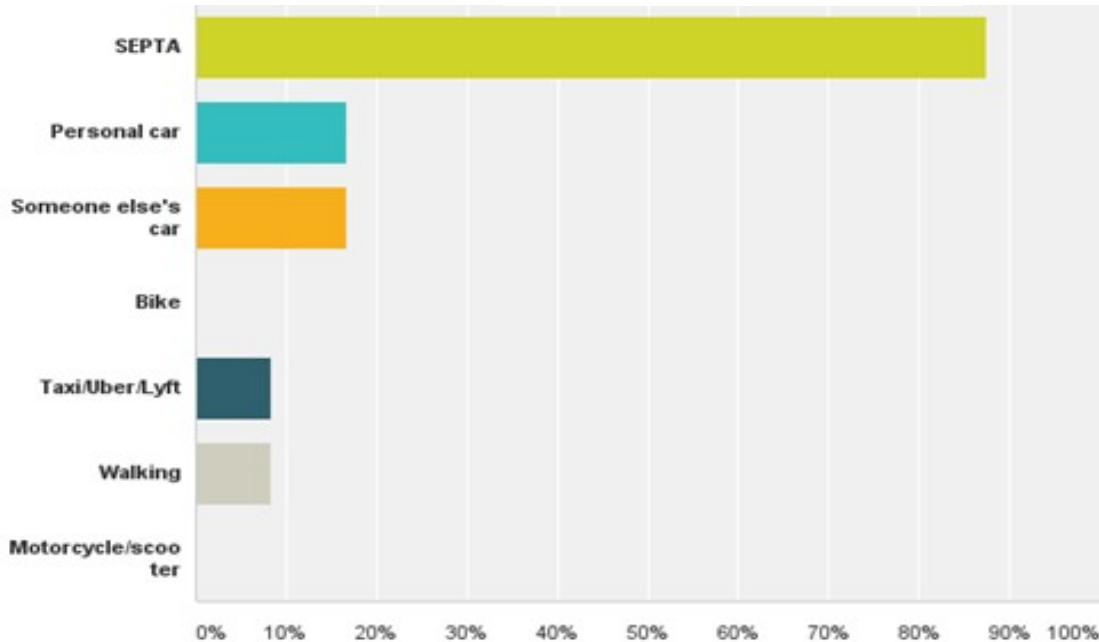




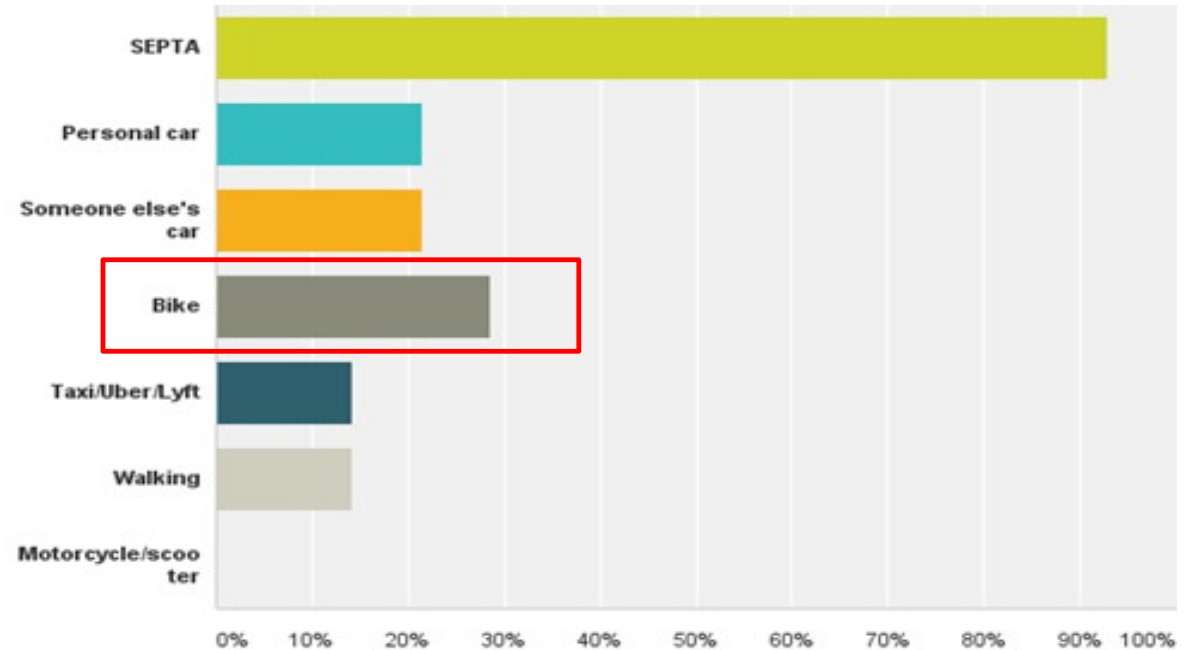
# POWERCORPS PHL PILOT PROGRAM

How do you usually get to your worksite? (check all that apply)

Pre Survey



Post Survey



# DIGITAL SKILLS & BICYCLE THRILLS PILOT PROGRAM

## I. % course completion rate across three cohorts

Cohort 1: Dornsife Center for Neighborhood Partnerships  
KEYSPOT

- Orientation April 14 2016, Final Celebration May 19 2016
  - 24 participants with 14 graduates

Cohort 2: Diversified Community Services - Dixon House  
KEYSPOT

- Orientation June 14 2016, Final Celebration July 19 2016
- 22 participants with 14 graduates

Cohort 3: Lutheran Settlement House  
KEYSPOT

- Orientation September 27 2016, Final Celebration November 3 2016
- 26 participants with 16 graduates



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## COMMENTS FROM THE COMMENTS FROM THE COURSE: DIGITAL SKILLS COURSE: DIGITAL SKILLS

I just recently downloaded the Facebook app ,I've had a smartphone for at least 6 years.I was not interested in being on Facebook or any other social media app.Now I love it – I found a sister that I ...hadn't seen or talk[ed] to in 6 years.

*Tanya Winston, DSBT Graduate*

Google Maps is incredible.The fact that you can swipe the phone screen across the Atlantic\ Ocean and zoom in on the left bank of Paris,then swipe south to Tangiers,swipe east to India,...and then swipe all the way back to Philly is...Magic

*Edward Berry, DSBT Graduate*

I learn something new on [the computer] each time I use it!

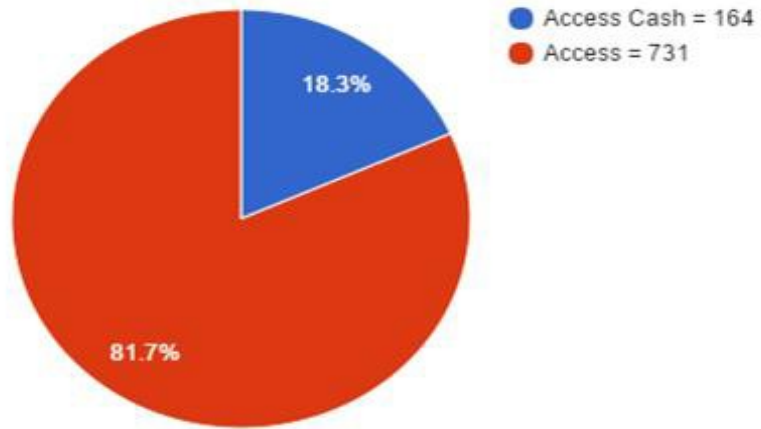
*Kathryn Galloway, DSBT Graduate*

## What worked for Pilot Programs...

- High-impact partnerships
- Indego + resource (job training, digital skills)
- Directly addressing barriers (cost, literacy, in-person support) and opportunities (workforce tool)
- CAPACITY

# Does it Work?

Total Access Sign-ups As of Oct 24 = 895

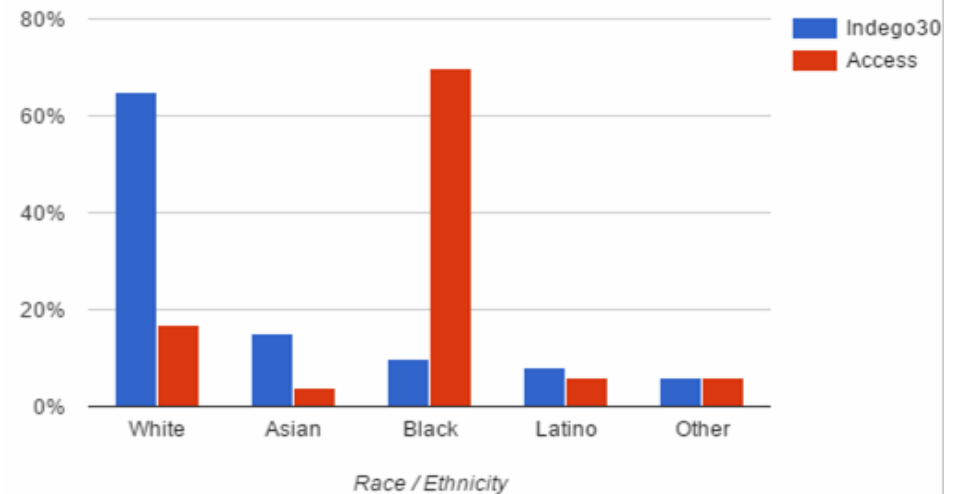


Income for Indego30 and Access YTD Sept 30 2016



	Cumulative sign-ups 2015	Signed up 2016 YTD
% of monthly Passholders who are Black	8%	19%
% of monthly Passholders who are Latino	6%	8%
% of monthly Passholders who are low income (household below \$35,000)	27%	38%
% of monthly Passholders with income below 200% of Federal Poverty level	19%	39%

Race by Indego30 and Access YTD Sep 30 2016



# LESSONS LEARNED

- Diversity and Inclusion are KEY

- Huge benefit to having stations from Day 1 in “neighborhoods where we didn’t think bike share would go”;

- Relationship building requires high staff capacity, and takes time to establish trust – ongoing process!

- Strong station planning sets up future partnerships and future marketing and engagement opportunities;

- Foundation partners been critical to ensuring financial sustainability of these efforts.



# STAY ENCOURAGED AND.....

- Shared ownership is important!
- Listen!** You don't know more than people do about what their community needs
- Ask them what their priorities are
- Redefine decision makers and the decision making process
- Respect** those you serve!



# NATIONAL IMPACT- RESOURCES AND TOOLS

-Materials are housed on main our website [www.Betterbikeshare.org](http://www.Betterbikeshare.org)

-Resources developed by the City of Philadelphia, NACTO and People for Bikes include:

[CASE STUDIES](#)

[ONE-PAGERS](#)

[PRACTITIONERS' PAPERS](#)

[REPORTS](#)

[RESEARCH](#)

[TOOLKITS](#)





# Thank you!

  
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**KIM & KHATLA**  
SOUTH PHILADELPHIA RESIDENTS

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**KEOLA**  
PERSONAL FINANCE GURU

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**INDEGO HELPS US CONNECT WITH OUR COMMUNITY.**



**ANTON AND THE UNITY IN THE COMMUNITY LEADERSHIP TEAM**

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**JASMINE**  
ORGANIZADORA COMITARIA

**ILIMITADO PASEOS DE 1 HORAS** PARA **\$15 / MES**  
OPCIÓN DE PAGAR EN EFECTIVO O TRANSFERENCIA DE CRÉDITO

ENSCRÍBESE POR LA RED EN [RIDEINDEGO.COM](https://rideindegocom)  
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