

# Indego & Equity

## Reflections on Efforts to Develop an Inclusive Bike Share Program in Philadelphia



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# Agenda

1. Context: Indego Basics & Who We Are
2. The Challenge of Inclusivity
3. Building the Program
4. Stories and Stats (First 6 Months)
5. What's Next



# 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% Mixed race or other



# Context: Indego Basics

- Launched April 23, 2015;
- System owned by City of Philadelphia, operated by Bicycle Transit Systems;
- 73 stations, 700 bikes;
- 19 stations located in Census blocks where majority of households live at or below poverty line;
- Expansion in spring 2016



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# Context: City Goals for Program

1. Provide a new, affordable, convenient option for moving around the city for transportation, fitness, and fun.
2. Improve access to transit and access community resources, such as libraries, schools, parks, grocery stores, and rec centers.
3. Ensure that major public investment in a new transportation system is set up to benefit as many Philadelphians as possible, particularly underserved communities.
4. Ensure that bike share represents the diversity of Philadelphia; all Philadelphians (over the age of 16) think **“bike share is for people like me”**



# A few challenges....

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## **ACCESS**

Are there stations in my neighborhood?

Can I afford a membership?

Can I pay for a membership?

Do I know how to ride a bike?

Is the program described in my language or in plain English  
(~6<sup>th</sup> grade reading level)

## **CONVENIENCE**

Can bike share take me where I need to go?

Is my commute a bike-able distance?

## **DESIRABILITY**

Do I feel safe at stations and riding bikes?

Do I see my peers and role models using the system?

Did I feel included in the bike share outreach process?

Is biking a respected activity in my community?

# Better Bike Share Partnership



**Basics:** 3 year grant funded by JPB Foundation, managed by Mayor's Fund for Philadelphia

**Goal:** develop replicable, socially-equitable bike sharing model

## National Efforts:

1. Assessment and dissemination of best practices (NACTO);
2. Challenge grant program, awarding \$900,000 over three years (People for Bikes);

*Letters of intent for Year 2 Funding due November 13; informational webinar and more at [betterbikeshare.org](http://betterbikeshare.org)*



# Better Bike Share Partnership, cont.

## Philadelphia Efforts:

1. Station Planning
2. Research & Evaluation
3. Applying Research to Program Policies
4. Cash Payment Option
5. Education & Outreach



# Site Planning & Engagement

20 stations funded specifically for lower-income neighborhoods... 19 in currently...

1. Presentations at as many public meetings as would have us;
2. Online, text-based, paper surveys, with efforts to bridge digital divide;
3. **Site visits with community leaders.**

**Lessons learned...** Be persistent, maximize face time, and capitalize on existing knowledge.



# Pre-Launch Focus Groups

Participants were low-income Philadelphians living in the expected spring 2015 bike share service area. Key findings:

- Marketing materials must show economic, racial, gender, and body-type diversity;
- Value of bike share for exercise and for spending time with family and friends, not “just” for transportation;
- 1 hour trips;
- Participants willing to pay \$15- \$20 per month for bike share – main preference was “cheaper than SEPTA” (transit pass - \$91/month);

# Marketing Materials

BETTER BIKE SHARE **Indego** SPONSORED BY Independence [www.rideindegogo.com](http://www.rideindegogo.com)

**WE'RE FAMILY. WE RIDE TOGETHER.**

**KIM & KHAYLA**  
SOUTH PHILADELPHIA RESIDENTS

**UNLIMITED 1-HOUR RIDES** FOR **\$15/MONTH**  
CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
JOIN THE FAMILY. JOIN INDEGO.

BETTER BIKE SHARE **Indego** SPONSORED BY Independence [www.rideindegogo.com](http://www.rideindegogo.com)

**INDEGO IS HEALTHY, FAST, AND CHEAP. I LOVE IT!**

**KEOLA**  
PERSONAL FINANCE GURU

**UNLIMITED 1-HOUR RIDES** FOR **\$15/MONTH**  
CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
RIDE HEALTHY. RIDE INDEGO.

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

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

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**ESTA ES MI CIUDAD. ESTE ES MI TRANSPORTE.**

**JASMINE**  
ORGANIZADORA COMUNITARIA

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

ENSCRÍBESE POR LA RED EN [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
**SU CIUDAD. SU INDEGO.**

# Marketing Materials – Promo Video

Hop on and ride Indego! Here's how it works:



# Timing & Pricing

<p><b>Indego30 and Indego30 Cash</b></p>	<p><b>\$15</b> PER MONTH</p>	<p>First hour of every trip is FREE. \$4 per hour for each trip lasting longer than 1 hour.</p>
<p><b>IndegoFlex</b></p>	<p><b>\$10</b> PER YEAR</p>	<p><b>\$4</b> PER HOUR</p>
<p><b>Walk-up Trip Purchase (non-membership)</b></p>	<p>NONE</p>	<p><b>\$4</b> PER 30 MINUTES</p>



PAY AT STATION KIOSK

# Cash Payment Option

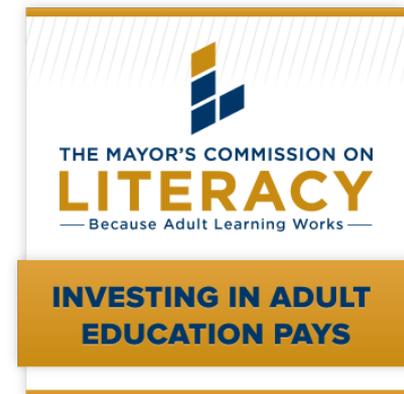
Critical component of Bicycle Transit System's efforts as a grant sub-recipient;

Indego has partnered with PayNearMe to use 7-Eleven and Family Dollar as cash payment locations;

## Bridging the Digital Divide

- Partnerships with The Mayor's Commission on Literacy and the KEYSLOT networks (public computer resources) to combine digital literacy and bike share learning;

**Remaining challenge:** how much more can we do without a storefront to sell passes directly?



# Bike Share & Biking Education

Partnership with the Bicycle Coalition of Greater Philadelphia (BCGP) as Grant Sub-Recipient

## People Power!

- 1 outreach manager
- 2 community liaisons
- 5 street team members
- 20 community ambassadors

## Education Since Launch

6 classes  
10+ group rides  
40+ tabling events  
And more...



# Community Ambassadors Program



Erasto Perez Sandoval

When I've been speaking with members of the Mexican community about bike share....

"...they say that it's **not expensive**. You can **try a month** and if you don't like it you can cancel. They also think the bike is very **comfortable**. They like the baskets and the lights. \$.50 a day is nothing. A lot of people think it's **cheap**."

Most of the people in my community use it to **get to work**. I always say: you can use the bikes in many ways: exercise, going to Center City, to work.... **Whatever you want**. Just take a bike and ride.

We did a ride with a **family**. The kids had their own bikes but the parents didn't, so they used Indego."

# Outreach Partnerships



## City of Philadelphia Mural Arts Program

Bike wraps designed by middle school students, with community bike share murals forthcoming



## PowerCorpPHL

Workforce development

# Partnerships

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Unity in the Community, South Philadelphia  
(non-profit community organization)

- Group bike rides
- Leader is a bike share ambassador
- Better Bike Share Partnership sponsors events

# Program Stats (April 23- September 30, 2015)



## System-Wide

- 362,000+ rides (75% taken by members)

## Users

- 4,800 30-day members (including cash)
- 2500 Flex members
- 40,000+ unique walk-up users (half from Philadelphia)

## Cash (Indego30)

- 52 active cash users
- 287 months of cash membership sold in 5 months.... many have switched to credit



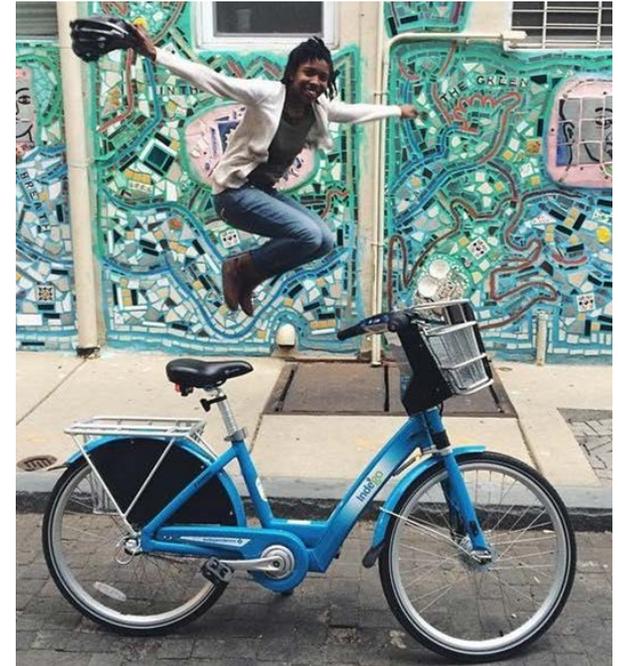
# Demographics

\*warning\* incomplete data – optional at member sign-up

	<b>Indego30 – All</b>	<b>Indego30 - Cash</b>
% Members With Household Incomes Less than \$35,000	37%	65%
White	68%	44%
Asian	13%	13%
African American/Black	7%	28%
Latino	5%	5%
Mixed Race	3%	5%
Other	4%	5%

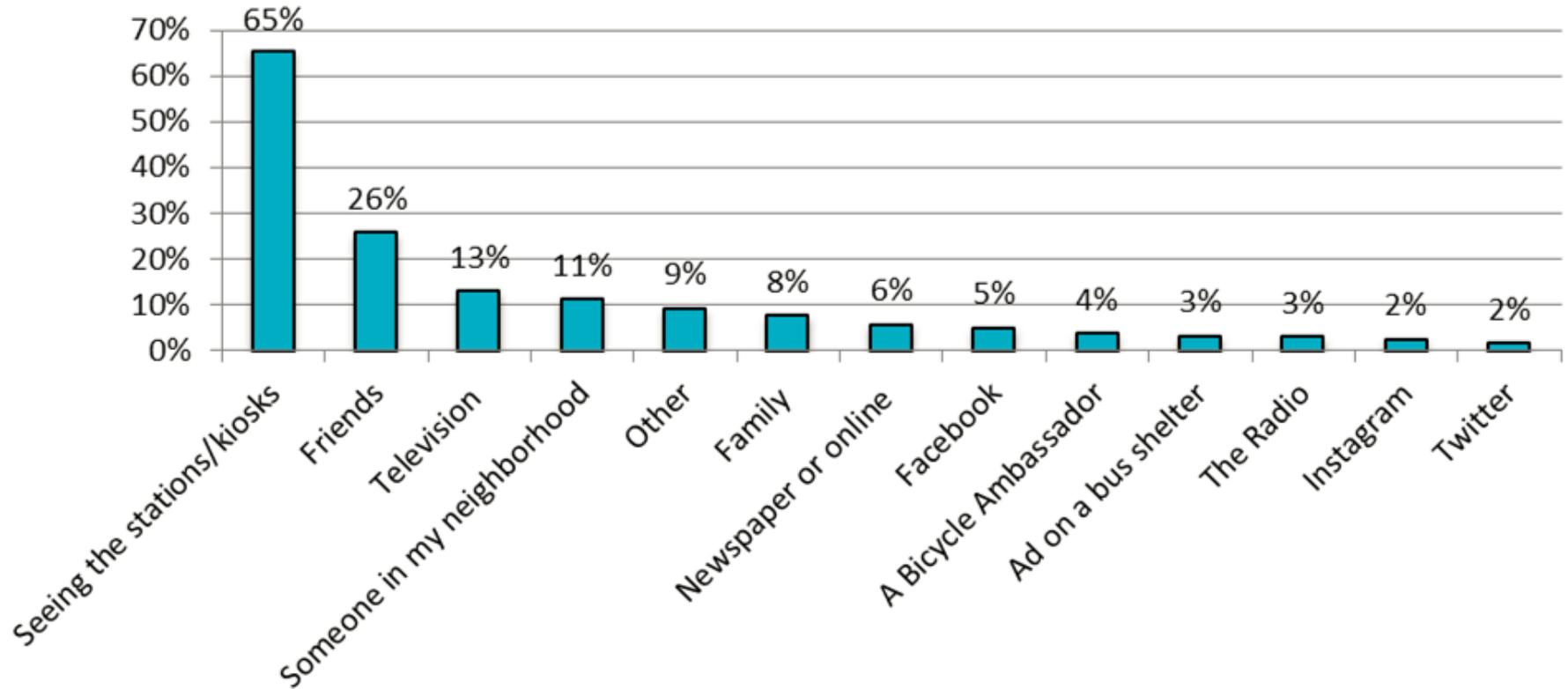
# Demographics and Perceptions

- Surveys of individuals walking by bike share stations located in lower income neighborhoods to evaluate perceptions and use;
- 65% of **walk-up users** surveyed were black/African American, and 55% had incomes less than \$35,000;
- Positive associations with Indego;
- Those who had not tried Indego did not know costs or about cash membership.



*Full report available at [betterbikeshare.org](http://betterbikeshare.org)*

# Survey– Baseline Channels for Indego Info



# Some Next Steps

## Addressing Misinformation

- Revamping program materials;
- Investigating mass media (esp. radio) for information;

## Station Expansion

- 24 stations to improve accessibility of parks to lower income neighborhoods;
- **Serving “Very Low”- and “No”-Income Residents**



# Early reflections...

1. Grant-funded grant manager integral to success
2. Have partners do what they do best
3. Patience and preparation key to site planning efforts – avoiding the avoidable missteps
4. Need to continually document outcomes when testing new strategies
5. Keep learning and refining

