

Bedford Stuyvesant Restoration Corporation & Citi Bike



**BETTER
BIKE
SHARE
PARTNERSHIP**



**Leveraging partnerships to improve community relations
and equity in bike share outreach**

About Bed Stuy Restoration

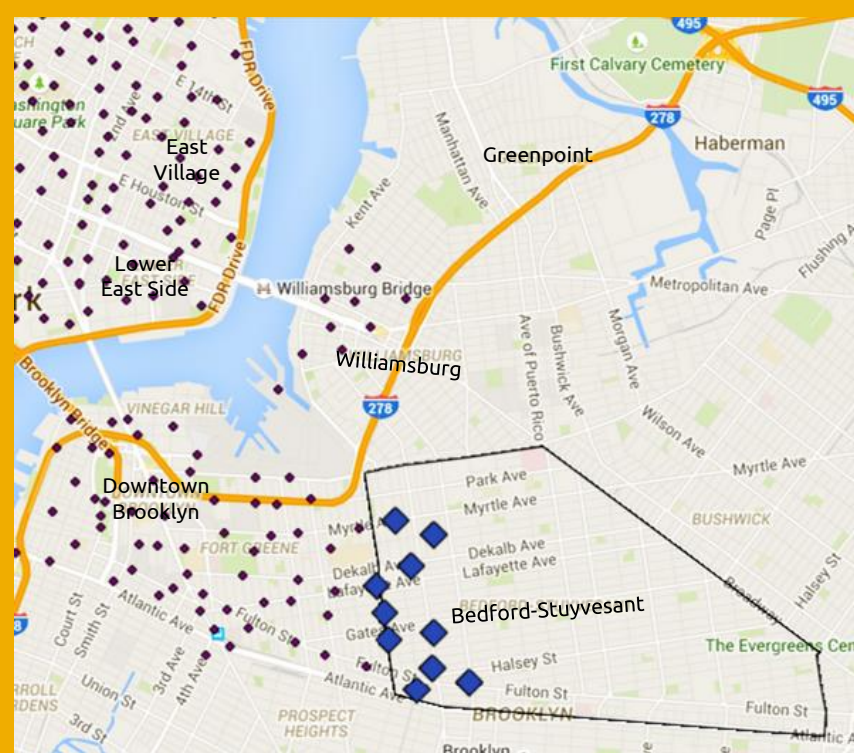
About Bed Stuy

- Population: 157,000+
- 2.7 square miles
- 3 subway lines
- Largely African and Caribbean community
- Close proximity to Manhattan, tremendous gentrification
- Extreme pockets of poverty and high health disparities
- Biking as contentious topic

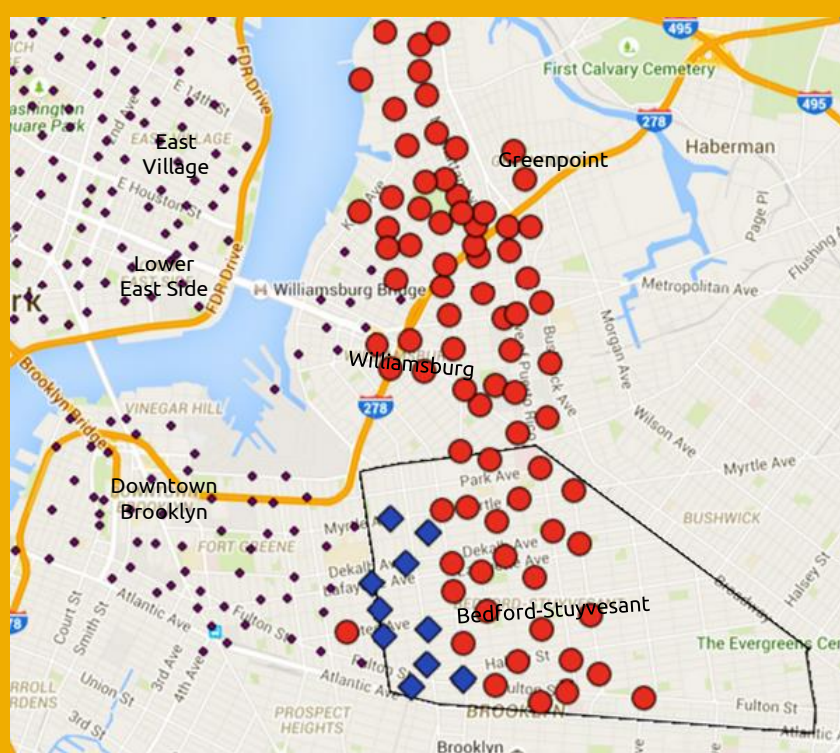
About Restoration

- Nation's first CDC
- Mission is to improve quality of life
- Manages a citywide coalition addressing health disparities
- Partner and funded by NYC Health Department and W.K. Kellogg Foundation
- Work on a range of active design and active living issues





Before: 10 Stations
in Bed Stuy



After: 36 Stations in
Bed Stuy

August 2015:

Citi Bike expansion in Bedford-Stuyvesant

Partnerships

Partners provide opportunities and access, yet also introduce additional, and potentially competing, priorities



Primary Partners	Biking Partners	Other Partners
Citi Bike	Brooklyn Alliance for Safer Streets	Community Board 3
NYC Dept. of Health and Mental Hygiene	Bike New York	Youth Partners: Summer Youth Employment & Bed Stuy YMCA
		Businesses & not for profits
NYC Dept. of Transportation	Transportation Alternatives	Local Media
		Workforce Agencies: Jobs Plus
		NYC Dept. of Consumer Affairs: Financial Empowerment Center

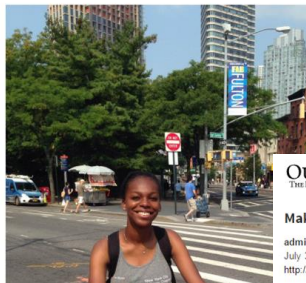
Outreach Work

- ambassadors
- ads
- articles

Real People
Real Messages
Real Experiences

Member Profile: Jemila

Citi Bike is partnering with the Bedford Stuyvesant Restoration Corporation on a bike sharing in Bed Stuy. This initiative is made possible through a grant from the Partnership. The grant strives to develop and implement strategies to increase underserved communities. In Bed Stuy, Restoration hired ambassadors from the neighborhood to build relationships between the neighborhood and Citi Bike, then



OUR TIME PRESS

THE LOCAL PAPER WITH THE GLOBAL VIEW

Making It Work - CITI BIKE Equal Access or Gentrification?

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Enjoying the Ride: Lydia Temple, one of Restoration's Community Ambassadors, is



Bed Stuy Bikes!

Co-hosted by:
Bed Stuy Restoration
& Citi Bike

Sponsored by: Community Board 3

Join us with fun activities, including:



Bikes, Bikes, Bikes!

- DOT Helmet Fitting
- Street Safety Class
- Sign up for Citi Bike at a discounted rate



Children's Activities!

- Bouncy Ride

When:

▶ September
26th, 10-2pm

Where:

▶ Marcy
Playground,
Marcy Ave



COMMUNITY

citi bike RIDES

WITH BROOKLYN ALLIANCE FOR SAFER STREETS



Adika and friends riding the Williamsburg Bridge

COME RIDE THE CITY!

Join Adika Roberts every Monday as he leads 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 into your Monday night? It's time to head on over to Restoration's West Plaza. We'll see you there.

EVERY MONDAY @ 6 PM



Working with our partners

NYC District Public Health Office Evaluation

Helped develop 8-item intercept survey

Provided data cleaning

Will conduct focus groups of Bed Stuy residents to further understand bike share perceptions and barriers



Summer Youth Employment Conversions

Leveraging existing resources provided us with a pool of youth eager to learn about bike share

After the summer ended we hired 2 of the youth to continue bike share outreach through the fall

Brooklyn Federal Cooperative Credit Union Partnership

Existing discounted membership for all CU members

Helped develop a module on the financial benefits of Citi Bike
Worked with BSRC to develop and implement marketing campaign

Ride The City

36 Citi Bike locations in Bed-Stuy

Brooklyn Cooperative members receive a 60% discount on the Citi Bike annual membership

For more information about upcoming events, email citibike@restorationplaza.org

