



peopleforbikes™

**CREATING ENGAGING SOCIAL MEDIA
CONTENT FOR BIKE SHARING SYSTEMS**



ICYMI:

BIKE SHARE IS A BIG DEAL



PRETTY DARN ATTRACTIVE



PHOTO SHOOTS



SOCIAL MEDIA CAMPAIGNS + PROMOTIONS

 **PeopleForBikes.org** · 43,319 like this
December 18, 2013 at 10:09am · 🌐

Some kids get a bike for Christmas. This December, Austin gets 110.


Bike sharing is coming to town! Learn more here: <http://peopleforbikes.org/saddleupaustin>



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👍 Jen Ohlson, Ashley McLain, Miguel Loureiro and 368 others like this.

Campaign Reach: 59,740
Post Engagements: 1,220

 **PeopleForBikes.org** shared a link.
Posted by Nikki Javurek [?] · April 21 🌐

Tomorrow, we're helping launch [Indiana Pacers Bikeshare](#) in Indianapolis! Join us at City Market for local beer, local food, local music and a chance to win tickets to the Pacers playoffs game and more sweet swag!

RSVP here and you'll also get a free 24-hour pass: <http://bit.ly/IndyLaunch>



Pacers Bikeshare launches in Indianapolis tomorrow!
www.peopleforbikes.org

Join our party to celebrate the launch of Indianapolis' new bikeshare system.

Like · Comment · Share

👍 63 💬 3 📄 25

27,344 people reached

Boost Post ▼

Campaign Reach: 27,344
Post Engagements: 619



RAPID RESPONSE

**"IT IS SHOCKING TO WALK AROUND THE CITY
TO SEE HOW MUCH OF THIS THEY HAVE
SNEAKED UNDER
THE RADAR."**

- Dorothy Rabinowitz



PeopleForBikes.org

Liked · June 5

One more bone we gotta pick with ya, Ms. Rabinowitz. The city worked long and hard to consult residents and businesses before implementing CitiBike, holding 159 public meetings, 230 private meetings, and taking more than 10,000 online suggestions <http://read.bi/15BwOAM>. Like any other major public transportation project, it's hard to satisfy everyone. But it hardly flew under the radar. Shocking? Only in how fantastic and welcoming it is.

Pictured is Werner. Werner is a retired sociology professor living in Cobble Hill. He signed up for bike-share to help him get around the neighborhood (his nearest Citi Bike station is a couple of blocks away in Brooklyn Heights).

At age 87, Werner finally gave up driving about a month ago. The bikes increase his range and riding a few blocks is physically easier than walking. Even with painted bike lanes like the one on Henry Street, though, he does not feel completely comfortable riding with traffic. "You're still too close to the cars. They should build more of the two-way ones, like the one by Prospect Park."

On the day Citi Bike launched, Werner was out testing out the system. "A reporter interviewed me, a nice woman from the New York Post. She kept asking me if I was having any problems using the bikes, I kept telling her, no, I've had no problems. The next day I opened the paper, and the story said there was nothing but problems!"

Thanks to Bikenyc: New York Bike Portraits for the image and story.

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149 people like this.

39 shares

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Marie J Miczak I grew up in the city and rode my bike with NO helmet in full traffic. I was

CREATIVE ASSETS



Austin B *cycle*

SOME KIDS GET A BIKE FOR CHRISTMAS.
THIS WINTER, AUSTIN GETS 100.

Bike sharing is coming to town!
Saddle up at Austin.Bcycle.com

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JOIN THE MOVEMENT. PeopleForBikes.org



No Spandex
Required

INDIANA PACERS BIKESHARE
AVAILABLE TO YOU NOW!

Buy a 24-Hour Pass at any station kiosk
and check out www.pacersbikeshare.org
for all of the details!

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LOCAL EMAILS



Bike sharing is coming to Austin! On December 21, [Austin B-cycle](#) will launch downtown with 11 stations and 110 bikes available for short-term use. An additional 30 stations with 300 bikes will open by March 1, serving Austin from the Drag to Barton Springs.

PeopleForBikes is working with Austin B-cycle to support the launch and help spread the good word about bike sharing. [We've seen bike sharing improve bicycling](#) in other cities like New York and Chicago, especially when combined with safe places to ride like protected bike lanes. Now, it's Austin's turn to get the good stuff.



Local non-profit Indianapolis Cultural Trail, Inc. just [announced that a bikeshare program](#) will launch on April 22! The system includes 250 public bikes at 25 stations that you can rent for short trips around downtown.

The bikes will be Pacers gold and the system will be called Pacers Bikeshare—thanks to a significant philanthropic contribution from the Herbert Simon Family Foundation.

[Sign up to volunteer](#) for the system launch and to get exclusive information about exciting events related to Pacers Bikeshare.

PeopleForBikes is honored to be part of bikeshare coming to Indy. See you on the Trail!

-- The PeopleForBikes team

AUSTIN EMAILS: 6,388

INDIANAPOLIS EMAILS: 3,523

AUSTIN BIKE SHARING: OFF TO A GREAT START

11 stations

110 bikes

1,950 casual members

309 annual members

70 founding members

Trips to date: 3,880

Most trips in one day: 272

Average daily trips: 115

Register to volunteer at peopleforbikes.org/austin



peopleforbikes

**LET YOUR BIKES
TELL YOUR STORY**

