

peopleforbikes

CREATING ENGAGING SOCIAL MEDIA CONTENT FOR BIKE SHARING SYSTEMS



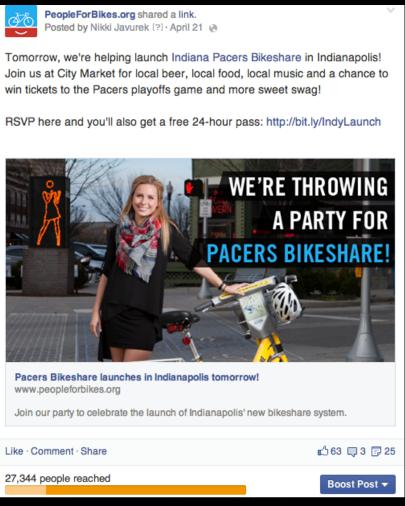




SOCIAL MEDIA CAMPAIGNS + PROMOTIONS



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



Campaign Reach: 27,344
Post Engagements: 619



RAPID RESPONSE





PeopleForBikes.org

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/158wOAM. 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

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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39 shares

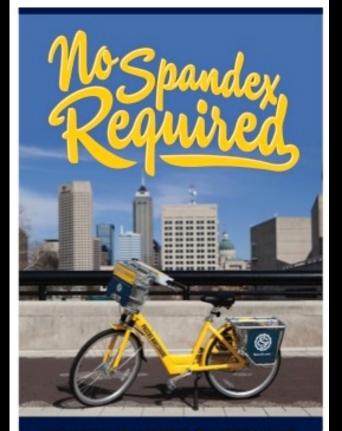
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Marie J Miczak I grew up in the city and rode my bike with NO helmet in full traffic. I was

CREATIVE ASSETS





INDIANA PACERS BIKESHARE AVAILABLE TO YOU NOW!

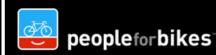
Buy a 24-Hour Pass at any station kiosk and check out www.pacersbikeshare.org for all of the details!







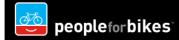
LOCAL EMAILS





Bike sharing is coming to Austin! On December 21, <u>Austin B-cycle</u> will launch downtown with 11 stations and 110 bikes available for short-term use. An additional 30 stations with 300 bikes will open by <u>March 1</u>, 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 <u>announced that a bikeshare program</u> 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



