

HOW TO ENGAGE DIVERSE COMMUNITIES WITH BIKESHARE: LEARN ABOUT YOUR RIDERS

Misunderstandings of who lives in your target community can decrease your effectiveness. Instead of operating blindly, take the time to learn about the people you are trying to engage.

Conduct surveys.

One of the most obvious ways to learn about the community you are trying to engage with is to survey its members. NACTO's Intercept Survey Toolkit is a great resource for conducting a sound survey on a small budget. With information gathered from surveys you can tailor other outreach activities to local interests, cultures, and mobility needs.

Lead classes.

Sometimes the people you want to learn about might be too busy to take a survey when there's no foreseeable benefit to them. Consider conducting learn-to-ride or bicycling safety classes, which provide an instant takeaway for attendees. Talk to the participants and find out what's important to them. See which classes are most popular. Are there requests for a type of class that you are not yet offering? Paying attention can help you figure out how to best use bike share as a community resource.

Host informal gatherings.

Consider holding breakout sessions or focus groups with one of your target rider populations at a regular interval, such as once a week or once a month. Participants often enjoy having a specific space and time to connect with others with similar interests, and in the relaxed environment you might get frank answers about what they like and dislike most about the bike share system.

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