

## HOW TO ENGAGE DIVERSE COMMUNITIES WITH BIKESHARE: BUILD EMPLOYMENT OPPORTUNITIES

Lack of quality jobs is a big issue in many low-income communities of color, and it is important to make sure that you address that need in your outreach. Here are three different approaches to creating meaningful financial opportunities through bike share.

### **Philadelphia, PA: Community ambassadors positions.**

The Indego bike share system has a strong partnership with the workforce development organization PowerCorpsPHL. Graduates of PowerCorpsPHL are often seeking employment, and bike share has stepped in by offering positions as community ambassadors promoting bike sharing.

*Advice:* Listen to what the community ambassadors have to say. They will likely give you a really different perspective than you hear about while tabling an event.

### **Milwaukee, WI: Bike mechanic training programs.**

The Bublr bike share system, in partnership with Dreambikes and the Boys and Girls Club, created a bike mechanic training program. Interested teenagers can try out being a mechanic and see how they like it. The teens have also done canvassing and data collection work for the company. In the future, Bublr is hoping to also be able to offer other kinds of employment to teens who decide not to continue as a mechanic.

*Advice:* Take the time to figure out what everybody's strengths are; it will help you accomplish your goals and keep them engaged in the long-term.

### **Brooklyn, NY: Partnering with job readiness programs.**

CitiBike partners with the New York City Housing Authority's Jobs Plus program, which provides job training and job skills courses to public housing residents. Getting those clients on bikes helps them get to daily appointments, interviews, and their places of employment.

*Advice:* Partner with existing programming whenever possible. That way you won't be recreating the wheel.

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