Guidelines for Scheduling Group Rides, Test Rides, and Tabling

In partnership with the Bicycle Coalition of Greater Philadelphia, Indego can offer outreach opportunities for your organization.

Group Rides
If you’d like to go on a ride with a group ride, here are some things to keep in mind when submitting requests:

- It is helpful to give us at least four week’s notice when scheduling a group ride
- Rides require a minimum of two staff people, and scheduling is based on availability
- Weekends fill up fast! Weekdays and weeknights are usually more open.
- We can offer up to 10 bikes for community partners who are interested in hosting a ride
- Participants in the group ride receive helmets and must sign a waiver (10 is the max)
- Riders must be 16 and up
- Ride must start and end at an Indego station
- Ride shouldn’t be longer than an hour
- In the event a ride is cancelled, organizers must send a 24 hour cancellation notice to waffiyah@bicyclecoalition.org and to csetubal@bicycletransit.com

Test Rides & Tabling
Would you like Indego to have a presence at your event? Our events team can come out and host a table with information about bike share. Some things to keep in mind:

- We can schedule our street team in shifts of up to four hours
- If you’d like to have a bike on site to test ride, please let us know three weeks in advance
- If we are doing test rides, please make sure there is enough space for 1-2 bicycles to navigate. This space should be flat, paved/tiled/hardwood, and at a minimum 15x15 yards (about half of a basketball court).
- It is always most helpful when tables can be provided for our staff
- Weekends fill up fast! Weekdays and weeknights are usually more open.
- Please provide an estimate of how many people will be in attendance at this event
- If the event is cancelled, organizers must send a 24-hour cancellation notice to efernandez@bicycletransit.com and ksmalls@bicycletransit.com.

Please note that these opportunities are at no cost to your organization and will be dependent on staff availability.
Guidelines for promoting Indego’s involvement for your events:

I. Appropriate logos (attached to this email)
II. Indego tagline

Indego is an initiative of the City of Philadelphia and sponsored by Independence Blue Cross

III. BBSP tagline BCGP/BBSP tagline
   A. The Bicycle Coalition of Greater Philadelphia is a nonprofit advocacy and education organization working as part of the Better Bike Share Partnership to support bike share and biking education.

IV. Approval process for using Indego logos and language
   A. Must get approval from marketing / BCGP BEFORE promoting
      1. If you would like to partner with Indego/Bicycle Coalition for your event please:
         a) Give us at least four week’s notice prior to the event
         b) Wait for our approve before distributing any promotional materials using our logo

V. Pictures: No pics of riders w/o helmets - photo credit?

Opportunities for Indego to promote your upcoming events:

I. Social media (Twitter, Instagram, Facebook)
II. Flyers in community
III. Indego newsletter
IV. Targeted Facebook Ad
V. Flyering at events!
VI. BCGP social media channels
VII. oTIS social media channels
VIII. City of Philadelphia social media channels
IX. BCGP to send a heads up to key partners