



Better Bike Share Partnership Challenge Grants Frequently Asked Questions

Are projects in Canada eligible for the Challenge Grants?

No, unfortunately our funding restricts us from granting to organizations outside the U.S.

What if our bike share is launching in May or June 2018? Can we apply for funding?

While we have funded pre-launch activities in the past, for this round we are focused on embedding and institutionalizing equity policies and practices in bike share and the partnerships surrounding successful bike share systems. We gave the April 30, 2018 deadline for launch because we are concerned that launches planned for much later than this (based on plans when the proposal is submitted in January) could easily be delayed. A delay into late summer or fall could make implementation and assessment of the grant-funded activities in the relatively short grant cycle really difficult (final reports will be due by May 2019). That said, we will consider programs in cities with a launch later in spring 2018 on a case-by-case basis. Please contact Zoe to discuss your city's situation.

How many partners should we have?

We are less concerned with the number of partners than with the types of partner(s) and their level of engagement. A partnership between one strong community organization, the city (department of health, transportation, housing, or other relevant agency), and the bike share system could be great. We will look favorably upon partnerships where the local non-profit partner is taking the lead on the program proposed for funding.

Will you fund a program that we've already started?

Maybe. We would ask questions like, "what will our funding help you do that you are not already doing? What have you seen so far and what, if anything, are you changing as a result of the response to your efforts? Have we already funded an effort similar to yours? What does your program add to our understanding of what works and what doesn't? Do you have a different type of community or geography or culture that your program uniquely addresses?" You are welcome to call and we can discuss your program and plans and give you the best guidance we can about our funding interests.

How do you define equity?

Equity has many meanings. It's probably more accurate to say we want to support programs that help everyone in a community access bike share and see bike share as a realistic, affordable, available option for them. We want the users of bike share to reflect the demographics of the community where it is located. We want to break down the image of bike share as something that is only for rich people or white people or young people or skinny people or men. We are very interested in how you and your partners define equity, and that you recognize the goals informed by this definition as those which take time, energy and commitment to reach. We encourage you to consider your definition and share it with us.

Please direct additional questions about the Challenge Grant Program to Zoe Kircos, Director of Grants and Partnerships, PeopleForBikes, zoe@peopleforbikes.org, 303.449.4893 x106