



Indego

Community Programs & Services Guide



Hi there!

Welcome to the world of Indego Bike Share, where bicycles are easily accessible, affordable, and fun!

Indego provides The City of Philadelphia with a mode of transportation that improves health and recreation opportunities. It has opened the door for many individuals to get to and from work for a minimal cost and has given riders knowledge on how to do so safely.

You might wonder what exactly this thing called bike share is, how it came to Philadelphia, and how organizations, community groups, and you can get involved. This guide provides useful information to answer all of these questions. It also helps illustrate the value of partnering with Indego and provides tools to make using bike share easy and fun.



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What is Indego Bike Share?

In April 2015, the City of Philadelphia launched Indego with 60 stations, 600 bikes, and a goal of creating a bike share system that is used and valued by a diverse cross-section of Philadelphians. Indego is built on the notions that equity should be the cornerstone of any bike share system and that every Philadelphian deserves access to an affordable, safe, and accessible mode of transportation. It has since grown to a size of 1,500 bikes, 140 stations, and is a national leader in equitable transportation.

1,500+ BIKES

140+ STATIONS





A Who's Who of Indego

BETTER BIKE SHARE PARTNERSHIP

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The Better Bike Share Partnership (BBSP) is a collaboration between The City of Philadelphia, the Bicycle Coalition of Greater Philadelphia, the National Association of City Transportation Officials (NACTO), PeopleForBikes, and Bicycle Transit Systems. The goal of the BBSP is to create a socially equitable and replicable bike share model for Philadelphia—and beyond. The Better Bike Share Partnership is made possible by The JPB Foundation.

The City of Philadelphia, Indego Bike Share Program, and the Bicycle Coalition of Greater Philadelphia are working together to address barriers to bike share use among low income communities and communities of color through a variety of strategies. As we do our work locally in Philadelphia, NACTO and People for Bikes are developing best practices to make bike share better and more equitable across the country.

For more info visit betterbikeshare.org



CITY OF PHILADELPHIA – OFFICE OF TRANSPORTATION, INFRASTRUCTURE, AND SUSTAINABILITY

The Office of Transportation, Infrastructure, and Sustainability (oTIS) directs the policies and practices that improve quality of life in all of Philadelphia's communities through safe and sustainable infrastructure. The City of Philadelphia owns the Indego bike share system where oTIS serves as the program's manager.

For more information visit phillyotis.com



A Who's Who of Indego



BICYCLE TRANSIT SYSTEMS

Bicycle Transit Systems is the Philadelphia-based company that oversees Indego's day-to-day operations, marketing, and customer service. Their mission is to help communities become greener, healthier, and more connected by operating highly-utilized, financially sustainable bike share systems. Bike Transit supports a variety of BBSP initiatives by providing support at community events, facilitating operational logistics for group rides, and developing promotional materials geared at removing barriers to entry.

For more information visit bicycletransit.com



BICYCLE COALITION OF GREATER PHILADELPHIA

The Bicycle Coalition of Greater Philadelphia is a non-profit organization that operates in 9 counties in Pennsylvania and New Jersey. Through advocacy and education, the Bicycle Coalition helps lead the movement to make bicycling a safe and fun way to get around for anyone in Greater Philadelphia. As part of the Better Bike Share Partnership, the Coalition provides education and outreach services to support community focused rides, classes, and events.

For more information visit bicyclecoalition.org



7,000+ MEMBERS
AND GROWING



How It Works



WHAT IS BIKE SHARE?

Bike share is a form of public transportation that allows individuals to rent bicycles at various docking stations around a city on a short-term basis. It allows users to travel from one area of the city to another and return those bikes to any other station in the system.



HOW CAN I FIND A BIKE/DOCKING STATION?

The easiest way to find a docking station is by downloading the Indego app or checking out the station map on the Indego website (rideindego.com/stations). Both will give you live updates, not only on where each Indego station is located, but also on how many bikes and docks are available at any of the 140+ Indego stations around Philadelphia.



HOW DOES INDEGO WORK?

Each docking station is equipped with a touchscreen kiosk that can be used to purchase an Indego Day Pass. If you're already a passholder, you can use the touchscreen to look up your account and checkout a bike using your phone number or credit card. Passholders can also checkout a bike directly from a dock, without using the touchscreen, by pushing the silver button on the individual dock and then waving their Indego key fob in front of the card reader.

Available Pass Types



Indego offers several affordable pass types including daily, monthly, and annual options, which can all be purchased with a credit or debit card (monthly passes can also be purchased using cash) at rideindegocom or using the Indego app. Discounted monthly and annual passes are available to Pennsylvania ACCESS Card holders.

Indego Day Pass

Day passes are great for riders who want to try Indego for the first time!

The Day Pass offers an unlimited number of 30-minute trips for 24 hours.

It can be purchased online, using the Indego app, or from any Indego station kiosk. ***Please note, rides longer than 30 minutes taken on an Indego Day Passes will incur additional per minute fees.***

Indego30 & Indego30 Access*

Monthly passes provide the most flexibility and are great for Philadelphia residents who want to use bike share for transportation or just for fun at least a few times per month.

Monthly passes provide an unlimited number of 1-hour trips for 30 days.

In addition to being able to pay using a credit or debit card, Indego offers unbanked users the option to pay for their membership in cash at a number of participating retailers (more info on the next page).

Indego365 & Indego365 Access*

Annual passes are great for Philadelphia residents who love riding Indego and want to save even more on their membership.

Annual passes provide an unlimited number of 1-hour trips for an entire year.

****Please note, rides longer than 60 minutes taken on monthly and annual passes will incur additional per minute fees.***

Indego Electric Bikes

Electric bikes can make navigating hills easier, distances feel shorter, and turn headwinds into tailwinds. Give your commute a boost and discover the ease of riding Indego electric bikes!

ELECTRIC PEDAL-ASSIST MOTOR: The Indego electric bike is powered by a pedal-assist motor that allows you to ride up to 17 mph with an electric boost.

POWER ON! Turn on the electric assist by pressing the power button on the display located on the handlebars. Make sure the bike is at a standstill before you press the power button or else it won't turn on! When you're finished riding, dock at any Indego station and you're good to go!

HOW TO FIND AN INDEGO ELECTRIC BIKE: Indego stations that have electric bikes docked at them will display a green lightning bolt symbol above the station icon on the mobile app or the Indego website. At the station, Indego electric bikes can be distinguished from classic bikes by their white frame.

HOW TO CHECK OUT AN INDEGO ELECTRIC BIKE: You can use your key fob, phone number look-up, or credit card look-up to check out an Indego electric bike the same way you would check out any other Indego bike.

PLEASE NOTE: Upgrading your ride to Indego Electric has an additional associated cost. You can find optional fee pricing located on the bike, station kiosk, or at rideindego.com/passes

WHAT IF I WANT TO PAY IN CASH?

Indego partners with PayNearMe to allow users to purchase a monthly pass using cash at participating retail locations. Making a payment is simple and there are no extra charges. Just select the cash payment option when signing up for an Indego30 or Indego30 ACCESS Pass online or using the Indego app. After completing the sign-up process, you'll be provided with instructions via email on how to make a payment at any 7-Eleven, CVS, or Family Dollar. If you have any questions or need assistance, please call Indego's Customer Service team at **(844) 446-3346**.

WHAT IF I HAVE ACCOUNT ISSUES, DIFFICULTY CHECKING OUT A BIKE, OR FIND A BIKE THAT NEEDS MAINTENANCE?

Indego has a knowledgeable and dedicated Customer Service team that is available to assist you via phone, text, or email 365 days a year, between 7am and 10pm. They can be reached at **(844) 446-3346** or at support@rideindego.com



7 MILLION+ MILES RIDDEN
IN FOUR YEARS



EVERY PHILADELPHIAN DESERVES ACCESS TO
AN AFFORDABLE, SAFE, AND ACCESSIBLE
MODE OF TRANSPORTATION.







**BETTER
BIKE
SHARE
PARTNERSHIP**

**Classes
& Rides**

Educational Classes



Indego offers classes lead by the Bicycle Coalition to help individuals get the skills and knowledge they need to bike safely and confidently in Philadelphia. Classes can be taught in either English or Spanish.

ADULT LEARN TO RIDE*

A two-hour, hands-on course that teaches (or re-teaches) adults the basics of how to ride a bike. Bicycle Coalition staff lead participants through pedaling, balancing, turning, and the general confidence needed to successfully ride. This class is open to anyone who has never ridden a bike or simply needs a refresher.

URBAN RIDING BASICS

A one hour class that teaches anyone about cyclist rights and duties, street infrastructure, bike equipment, and techniques to bike safely in Philadelphia. This class is relevant to bicyclists, pedestrians, and drivers.

SKILL BUILDING COURSE*

A fun and challenging way to build up bicycle skills. Participants will bike through a variety of courses that teach real world skills, such as weaving around obstacles, making tight turns, being able to look around while riding straight, and more.

***NOTE:** *Adult Learn to Rides and Skill Building Courses require a certain amount of open space, such as a parking lot, paved outdoor area, reserved basketball or tennis court, or indoor gymnasium.*

Group Rides



The Bicycle Coalition leads a number of leisurely-paced, 40-60 minute community rides geared at helping beginner cyclists feel more comfortable riding in urban environments. Group rides also help provide opportunities for communities to come together in fun and active ways. Spanish language support is available upon request.

FEATURED GROUP RIDES

Featured Rides are highlighted on the Indego website and open to the public. They take people to local parks, events, and other fun community spaces, exploring a different part of the city each time. Some Featured Rides, have guest speakers that will share stories or resources with the participants. All rides start and end at Indego stations and allow participants to use either their own bike or borrow an Indego bike free of charge.

PARTNER RIDES

The Bicycle Coalition also collaborates with community organizations to host rides similar to their Featured Ride series for anywhere between 5 and 10 community members. These rides are open to anyone in your community that already knows how to ride a bike.

WHERE CAN I FIND A SCHEDULE AND REGISTER FOR CLASSES AND FEATURED RIDES?

A detailed list of all presently scheduled classes and rides can be found at rideindegoc.com/classes. You will also find links there to each registration page.

HOW CAN I ORGANIZE A CLASS OR GROUP RIDE FOR MY COMMUNITY?

You can find a link to the Class/Ride Request Form at rideindegoc.com/about/contact or call (215) 242-9253. Be sure to include as much detailed information as you can. You will find some general guidelines and considerations that are taken into account when requests are evaluated on the next page.

GENERAL GUIDELINES

Be sure to provide as much advance notice as possible. The Bicycle Coalition generally schedules classes and rides at least 3-4 weeks ahead of time.

Rides and classes should take place within the Indego network. The Indego station map can be found at rideindego.com/stations or using the Indego app.

Please arrive on time! There are very important safety instructions given 15 minutes before the start of each ride. Participants must be present for this safety talk in order to participate in the ride.

REQUESTING A RIDE

- Weekends fill up fast! Weekdays and weeknights are usually more open.
- Indego can offer up to 10 bikes for Partner Rides.
- Participants will be required to sign a waiver.
- Riders must be at least 14 years old. Anyone under 18 will require a parent or guardian's signed permission.
- Rides must start and end at an Indego station.
- Rides should not take longer than an hour to complete.

REQUESTING AN URBAN RIDING BASICS CLASS

- This class requires a room where up to 20 people can comfortably sit for an hour.
- A space with access to a projector and/or a wall to project on is preferred but not necessary.

REQUESTING A LEARN TO RIDE CLASS OR SKILL BUILDING COURSE

- These classes require an open space with an even floor that is at least 70ft x 25ft. This can be either indoor or outdoor.
- In order to make bikes available, there must be an Indego station nearby, preferably within one block.
- The space should be reserved exclusively for the class to give riders a comfortable environment to learn in.
- Similar to rides, participants must be at least 14 years old. A parent or guardian's permission is required for anyone under the age of 18.

Digital Skills & Bicycle Thrills



The BBSP team collaborates with the City of Philadelphia's Office of Adult Education to provide a digital skills and bike safety training course for adults. Participants learn digital skills at their own pace while completing assignments related to Indego and bike sharing. They also have the opportunity to participate in a group ride and learn safe cycling skills. Individuals who complete the Digital Skills & Bicycle Thrills (DSBT) program receive a free six-month Indego pass.

HOW CAN I REGISTER AS A PARTICIPANT FOR A DSBT COHORT?

Locations, dates, and times for new cohorts are announced via Indego's website, newsletter, and social media channels as they are confirmed. To stay up to date on these details, please sign up for the Indego newsletter and follow Indego on Facebook, Instagram, and Twitter. To find out more information, sign-up for new cohorts, or be placed on a waitlist for after details are confirmed, please reach out to Indego's Customer Service team at **(844) 446-3346**. You can also learn about upcoming cohorts by visiting a KEYSPOt location near you (several listed on the next page).

HOW CAN MY ORGANIZATION HOST A DSBT COHORT?

Leading a successful Digital Skills & Bicycle Thrills course requires a space to host orientation, classes, and graduation. The BBSP team is invested in providing these opportunities to communities throughout Philadelphia. They are always looking for new venues to host the program to increase access and accessibility to Philadelphians, regardless of what part of the city they reside in. If you are an organization or venue interested in hosting a DSBT cohort, please reach out to the Better Bike Share Partnership Program Manager, via phone at **(215) 686-9003** or email at **otis@phila.gov**



NEED INTERNET ACCESS OR HELP SIGNING UP? VISIT A KEYSLOT LOCATION NEAR YOU.

West Philadelphia

Drexel University Dornsife Center for Neighborhood Partnerships
3509 Spring Garden St.
(215) 571-4013

South Philadelphia

Diversified Community Services (Dixon House)
1920 S. 20th St.
(215) 336-3511 ext. 324

North Philadelphia

Philadelphia OIC, Inc.
1231 N. Broad St., 1st Floor
(215) 236-7700 ext. 311

Center City

Center for Literacy
399 Market St., Suite 201
(215) 474-1235 ext. 207



Champions Program

Make the most of biking season by becoming an Indego Champion! Anyone 14 or older (a parent or guardian's permission is required for anyone under the age of 18) can sign up for this free series of classes and rides that help you get the skill, know-how, and experience to bike like a Champion whether you're a beginner or experienced rider. There are two different curriculums you can choose from.

ARE YOU A BEGINNER STILL LEARNING HOW TO RIDE?

- A Learn to Ride Class (if needed)
- An Urban Riding Basics Class
- A Skill Building Course
- A Group Ride

ALREADY A RIDER LOOKING TO EXPLORE MORE OF THE CITY?

- An Urban Riding Basics Class
- 3 Group Rides

Most classes and rides run March through October and can be found at rideindeg.com/classes. Once a person has completed the required course(s) and group ride(s) (which can be done on any of the scheduled dates within a calendar year), they'll receive a special rewards package in recognition of their participation!





Indego Event Support

Indego has a skilled team of Brand Ambassadors that are dedicated to connecting with people face-to-face to explain how Indego works, what it costs, and all the great reasons to use bike share.

INDEGO OFFERS A VARIETY OF EVENT SERVICES:

- Providing informational material about the service printed in multiple languages
- Offering discounted passes and onsite signup assistance
- General info sessions
- Unique promo codes to supply audiences with discounted transportation to/from events
- Raffles and prize giveaways
- Promoting community events on social media channels
- Allowing audiences opportunities to take test rides (when space and weather permits)

HOW CAN I GET INDEGO TO SUPPORT MY EVENT?

Please fill out the Event Request Form on Indego's website at rideindegocom/events-form. Be sure to include as much detailed information as you can. There are many factors that are taken into consideration when determining what events Indego is able to support; they include:

- **LOCATION** – Indego prioritizes events that are close in proximity to an existing docking station and within the current system footprint.
- **DATE OF SUBMISSION** – Indego generally plans out its event schedule at least four weeks in advance.
- **OPERATIONAL CAPACITY** – Indego considers the pre-existing commitments of both their operational and events teams.
- **WEATHER** – In cases of adverse weather conditions, Indego may be unable to provide event support.

HOW CAN I BECOME AN INDEGO BRAND AMBASSADOR?

Brand Ambassadors are an essential part of Indego's outreach efforts. The job posting is listed towards the beginning of each year at rideindegocom/about/jobs. Please complete the instructions provided there, including a copy of your résumé and a cover letter detailing what interests you about the position. If you have any questions, please email marketing@rideindegocom or call the Indego Customer Service line at **(844) 446-3346**. After submitting your application, you may be invited to participate in phone and in-person interviews.



Community Ambassador Program

Community Ambassadors are vital links between the Indego program and the community.



Ambassador Organizations share information about Indego in a variety of different ways, help to build partnerships with neighborhood organizations, and serve as the voice of Indego in their communities.

As a part of the program, Ambassadors learn valuable skills to help them support their organizations. They also have the opportunity to partner with the Bicycle Coalition to organize group rides, bike safety classes, and learn to ride courses to enhance the quality of ridership in their communities.

In recognition of their hard work and advocacy for the program, Ambassadors receive a stipend that can be used to support their organization in any way they deem fit and have access to the Indego system to ride for free during their season.

HOW CAN MY ORGANIZATION BECOME AN INDEGO COMMUNITY AMBASSADOR?

Philadelphia-based nonprofit organizations with 501(c)3 status are invited to apply to become Indego Ambassadors. The ambassador season runs each year from mid-April to October 31st. The application process begins each January with a “Call for Ambassadors” blog, which can be found at rideindego.com/blog



If you have any questions about the program or selection process, please contact the Indego Community Coordinator, via phone at **(215) 686-9003** or email at otis@phila.gov



**THANK YOU FOR REVIEWING THIS GUIDE.
WE LOOK FORWARD TO WORKING WITH YOU!**

*This document is made possible by the Better
Bike Share Partnership, an initiative funded by
The JPB Foundation.*



The logo for Indego features the word "Indego" in a sans-serif font. The letters "Inde" are blue, and "go" is green. A white location pin icon is positioned above the letter "e".

Share the Ride.