



# Indego

## AMBASSADOR TOOLKIT



# WELCOME ABOARD!



[WWW.RIDEINDEGO.COM](http://WWW.RIDEINDEGO.COM)





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# SECTION 1

## INDEGO OVERVIEW

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## INTRODUCTION

### WELCOME, INDEGO AMBASSADORS!

Indego is Philadelphia's newest transportation system. The Indego bike share program provides exciting new opportunities for mobility, physical activity, recreation, and neighborhood connectedness. Indego and its partners are committed to linking Philadelphia residents with this new resource.

That's where you come in! In this toolkit you will find information about Indego programs, policies, and partners. You'll also see tips for how to talk about bike share, help sell passes, and more. You are a key member of the Indego team and we are excited to work with you!



## A WHO'S WHO OF INDEGO

The following partners are working together to spread the word about Indego:



Indego is Philadelphia's bike share system, owned by the City of Philadelphia, operated by Bicycle Transit Systems, sponsored by Independence Blue Cross.

[www.rideindego.com](http://www.rideindego.com)



The City of Philadelphia is charged with building a shared vision for transportation and coordinating decision-making among City agencies and public and private partners in order to save money and improve conditions throughout the City's transportation system. The City of Philadelphia owns and manages the Indego bike share system, and will oversee future program expansion.

[www.phila.gov/motu](http://www.phila.gov/motu)



The Bicycle Coalition is one of the partners of the Better Bike Share Partnership. Their mission is to make bicycling a safe and fun way to get around for anyone in Philadelphia. The Bicycle's Coalition role in the Better Bike Share partnership is to do outreach and education work through rides and classes.

[www.bicyclecoalition.org](http://www.bicyclecoalition.org)



Independence Blue Cross is the proud sponsor of Indego. Proudly celebrating its 75th anniversary in 2013, Independence Blue Cross is the leading health insurer in southeastern Pennsylvania. With its affiliates, IBX serves more than 7.5 million people nationwide, including 2.2 million in the region.

[www.ibx.com](http://www.ibx.com)

*Read on to learn more about the ins and outs of bike share in Philadelphia.*



Bicycle Transit Systems is the Philadelphia-based company that operates and maintains Indego's stations and bikes, processes passes, manages the website, and runs customer service. Bicycle Transit Systems is also responsible for marketing and events to promote Indego throughout the City.

[www.bicycletransitsystems.com](http://www.bicycletransitsystems.com)



The Better Bike Share Partnership is a grant-funded effort led by the City of Philadelphia that works to ensure that Indego is accessible to all Philadelphians. The Better Bike Share Partnership is funded by the JPB Foundation.

[www.betterbikeshare.org](http://www.betterbikeshare.org)



BCycle is the company that manufactures the equipment that makes up the Indego bike share system: the bikes and the stations. BCycle is based on Madison, Wisconsin and is part of Trek, one of the nation's oldest bike manufacturers.

[www.bcycle.com](http://www.bcycle.com)





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## WHAT IS INDEGO?

Indego is Philly's bike share program, and bike share is public transportation available throughout the city. The bikes are easy to ride and fun to use. Users can get a monthly pass or take a single trip, then take a bike from any station within the system and return it to any station in the system.

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## HOW DOES INDEGO WORK?



There are 73 stations and 600+ bikes throughout Philadelphia. You can check out an Indego bike directly from a station with a credit card, or sign up for a monthly pass via the website. Cash or credit payment options are available.

Passholders receive a key fob in the mail that allows them to access bikes directly at the dock, making the process even faster. Passes also make the cost per trip lower if you take several trips.

## 3 WAYS TO PARTICIPATE

### 1) Walk-up rides

- Cost: \$4
- What you get: A ride of less than 30 minutes. If you keep the bike longer, you will be charged an additional \$4 at the beginning of each new 30 minute period.
- How you pay: This option is available at the kiosk, on a walk-up basis. You must have a credit or debit card linked to a bank account.
- Who it's for: This option is perfect for visitors to Philadelphia, or if you just want to try Indego once.

If you decide you want to keep using bike share, we suggest one of the following pass options.

### 2) Indego30

- Cost: \$15/month + any user fees incurred for rides of more than 60 minutes
- What you get: Unlimited rides of less than 60 minutes, using a key fob that is mailed to your address. If you keep the bike longer than 60 minutes without docking it, you will be charged an additional \$4 at the beginning of each new 60 minute period.
- How you pay: This option is available online at [rideindego.com](http://rideindego.com), and there are two options: credit/debit card and cash. For more info on the cash option, see [How Does the Cash Option Work?](#)
- Who it's for: This option gives you the most flexibility. It's perfect for Philadelphia residents who want to use bike share for transportation or just for fun at least a few times per month. Note: Your monthly pass will renew automatically every month, but you can cancel it at any time.



### 3) IndegoFlex

- Cost: \$10 for the key fob + \$4 per trip of less than 60 minutes
- What you get: Pay for just the rides you actually take, using a key fob that is mailed to your address. If you keep the bike longer than 60 minutes without docking it, you will be charged an additional \$4 at the beginning of each new 60 minute period.
- How you pay: This option is available online at [rideindego.com](http://rideindego.com), and you must pay with a credit or debit card.
- Who it's for: This option is great for Philadelphians and visitors who want to use bike share occasionally.

### HOW DOES THE CASH OPTION WORK?

A cash payment option is available for the Indego30 monthly pass. If you prefer to pay in cash, you need to start at the website and create a profile.

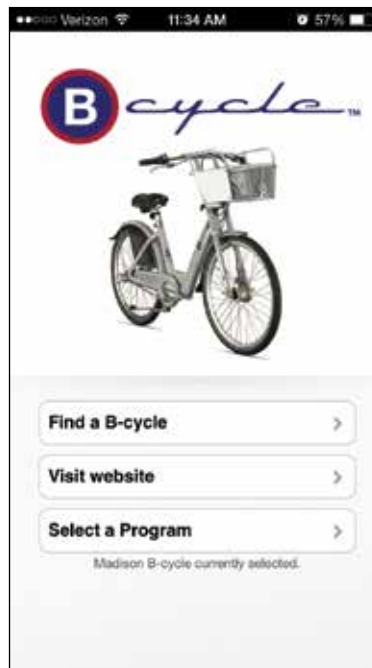
- On the "join" page, select "Indego 30" and fill out your profile. As part of that process, you can select your payment type. Select "Cash" and you'll be prompted to finish your registration with our cash payment partner, PayNearMe.
- PayNearMe will give you a payment code. You can send it to your phone or print it out.
- You can take the payment code to any 7-Eleven, Family Dollar, or ACE Cash Express in Philadelphia, show it to the cashier, and make a cash payment.
- Once a payment is made, you will receive an Indego Key in the mail. You can use the key to check out a bike at any time.
- At the end of 30 days you will need to make another payment to keep your membership active. Indego will send you a reminder and a new payment code in a text message or email, and you can go to 7-Eleven, Family Dollar, or ACE Cash Express to make the payment.
- Remember, an Indego30 pass lets you take unlimited free 60 minute rides. If you ride longer than 60 minutes at a time, you will be charged \$4 for each extra hour. Those charges are due when you renew your pass and make a new payment.
- If you need assistance in signing up online, you can visit one of the Philadelphia KEYSPOt locations. A full list is available at [www.phillykeyspots.org](http://www.phillykeyspots.org).

## HOW DO I FIND A STATION?

MAP ON STATION

B-CYCLE NOW APP

RIDEINDEGO.COM



**Indego App will be available by April 1  
for iOS and Android.**

### INDEGO IS VERY SOCIAL!

Follow [@RideIndego](#) on Facebook, Twitter and Instagram.

Share pictures using [#rideindego](#)



Passholders can wave their Indego Key over the card reader at any dock point to release a bike.

## GO FOR A RIDE

Give the bike a quick once over, adjust the seat to your preferred height, check tires and brakes, and use your legs to pedal. You are riding a bike!

## GIVE IT BACK

After your trip, return the bike to any station by pushing the bike into the dock. The light will turn green and you will hear three beeps to confirm it is securely docked.

**Remember basic safety rules:** Be alert, be predictable, and be visible! Make sure to follow all traffic laws while you are riding. More safety tips are on our website at [rideindegocom](http://rideindegocom)



A. Station

B. Dock

C. Indego bicycle

D. Kiosk

E. Station map

F. Walk-up payment interface

G. Passholder key interface

### Customer Service Info

If you have any issues checking out a bike, you can call customer service at 1-844-4INDEGO (1-844-446-3346) or email [support@rideindegocom](mailto:support@rideindegocom). Customer service is open from 7am-10pm.



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## WHY USE INDEGO?

Here are a few talking points for your outreach.

### GET PLACES FASTER

Using bikes for short trips around town can be faster and more convenient than driving. You will not have to worry about where to park—and think of all the meters you will not have to pay!

Bike share is also a great option when you've missed the bus or trolley but need to get somewhere in a hurry.

### AFFORDABLE

Priced at only \$15 per month for the Indego30 membership, bike share is an affordable addition to your transportation options.

### HEALTHY

Unlike going to the gym, Indego is physical activity that's just part of your day to day life—making it a lot easier to squeeze in!

### BIKE SECURITY

It's nice to have a personal bike. However, one of the major concerns when riding your own bike is locking it once you've reached your destination. With Indego, once you dock the bike in the station, you are done.

### BIKE MAINTENANCE

Maintaining the Indego bicycles is the responsibility of Bicycle Transit Systems. They will have their mechanics doing routine checks on the bikes. If you notice a flat tire or any other trouble, simply bring it to the nearest station, report it, and get another bike.

### PARKING

There will bike share stations throughout the city and at many major destinations around downtown, like at 30th Street station and City Hall. If you currently drive downtown, think if all the meters you will not have to pay!

### ENVIRONMENT

Riding a bike helps make Philly more green!

### HAVE FUN!

Riding a bike is fun and is an active way to get around the city. You can get places faster than if you were walking and still be able to see the sights around you.

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## QUESTIONS & RESOURCES

### WHAT HAPPENS IF . . .

#### **I'm late**

Bike share is meant for shorter trips, and Indego only works if the bikes continue to circulate through the system. Therefore, there are time limits on the rides.

- If you are on a walk-up ride, your trip must be less than 30 minutes. You will be charged at the beginning of each half hour for the next half hour.
- If you have an Indego30 or IndegoFlex monthly pass, your trip must be less than 60 minutes. After this initial period, you will be charged at the beginning of each hour for the next hour.

#### **The station is full**

If you get to a station to return a bike and the station is full, don't worry! The kiosk gives you an option for an additional 15 minutes. Check the app or contact customer service to find nearby availability. You'll have enough time to take the bike to the nearest station. Do NOT leave the bike undocked.

#### **The bike breaks**

Report it ASAP to customer service. Bring it to the nearest station and dock it. We'll handle it from there.

#### **I get mugged**

File an incident report with the Philadelphia Police and report the theft to customer service within 48 hours; you will likely not be required to cover the costs of the bike but you MUST file a report.

### HELMETS

Helmets are strongly encouraged. You can buy one at a bike shop or other retail locations such as a big box store or a sporting goods store. Check the Indego website for a list of partner locations where Indego passholders can get 10% off of helmets.

### CRASHES

If there is someone else (a vehicle, pedestrian, or another bike) involved in the crash, please notify the Philadelphia police and file a report. If you are hurt, please seek medical attention! After that, please notify customer service and we will take care of the bike and membership for you.

### CAN I TAKE MY KIDS

Indego bikes are built for adults. You must be at least 16 to ride a bike, and minors can ride only with the consent of a parent or guardian. However, Indego is a great option for parents to join their children on a bike ride when the kids already have their own bikes!

### I DON'T KNOW HOW TO RIDE OR FEEL UNCOMFORTABLE IN CITY STREETS

Our Better Bike Share Partnership outreach team offers Learn To Ride Classes and bicycle safety classes. Stay updated via the Indego website and monthly newsletter.

### WHY ISN'T BIKE SHARE IN [INSERT NEIGHBORHOOD]?

The City of Philadelphia plans to expand Indego into more neighborhoods. If a community member would like to suggest a location that would fit a bike share station, they and their neighborhood associations should talk to the City of Philadelphia bike share program co-managers Cara Ferrentino (Cara.Ferrentino@phila.gov) and Aaron Ritz (aaron.ritz@phila.gov).

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## COMMUNITY INVOLVEMENT

As an Ambassador, you are a valuable resource for your community, and can help connect your friends, family, neighbors, and fellow Philadelphians with Indego. So what's next in terms of community involvement?

- **Start conversations** about Indego with community members. Indego is brand new, and face-to-face conversations are the best way to educate people about it. Whether you're at church, at home, or just walking down the street, a casual conversation can go a long way.
- **Answer questions.** You now know the answers to most of the questions people will have about Indego. If someone wants to know the 'who, what, where, and why' of bike share, you will be able to help them, which makes all the difference. Don't know the answer? Reach out to our Customer Service team and we can help!
- **Let us know about events in YOUR community.** Even if it's not related to bike share, if there's an important community event happening where you think folks would be interested in learning about Indego, please invite us! We'll do our best to be there.
- **Listen to feedback** and let us know what you hear. What's working? What could be improved? We are happy to share your community's feedback with the City of Philadelphia.
- **Ride those bikes!** As role models and leaders in your communities, it is powerful for you to be seen on Indego bikes. Set an example by using the bikes to get around, and others will follow.





## SECTION 2

# INDEGO AMBASSADOR GUIDE

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## YOUR ROLE AS AN AMBASSADOR

This is the second year of the Better Bike Share Partnership's (BBSP) Indego Community Ambassador program. In Indego's first season, we were honored to have 19 community leaders from North, South, and West Philadelphia as part of our BBSP team, promoting and encouraging members of their communities to try out Indego.

The Ambassador program is at the very heart of the Better Bike Share Partnership's work to make bike share equitable, accessible, and inclusive. We need your ideas, enthusiasm, and leadership to be successful. In this toolkit, you'll learn about:

- **Indego Ambassador Expectations and Responsibilities** (p.15)
- **Indego Public Classes** (p.17)
- **How to Organize an Indego Street Skills Class** (p.18)
- **How to Organize an Indego Community Ride** (p.19)
- **Mini-grant program to fund your ideas for promoting Indego** (p.21)
- **Indego Street Skills** (p.22)

We look forward to an amazing season together. THANK YOU for being a part of the Better Bike Share Team.

Sincerely,

**Katie Monroe**

Better Bike Share Outreach Manager  
katie@bicyclecoalition.org  
215-242-9250 x 310

**Azephra Hamilton**

Better Bike Share Community Liaison  
azephra@bicyclecoalition.org  
215-242-9253 x 316

**Pati Gutiérrez**

Better Bike Share Community Liaison  
pati@bicyclecoalition.org  
215-242-9253 x 314



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**First, let's hear from some of our 2015 Ambassadors who helped us get the word out about Indego in 2015.**



Anton (with the thumbs-up) leads a ride from South Philly to Gray's Ferry Crescent Park, 2015

### Anton Moore

Anton Moore founded the nonprofit Unity in the Community, which organizes many initiatives and events to benefit the South Philly community. As a 2015 Indego Ambassador, Anton connected us to a variety of outreach events throughout Philadelphia, including a Peace Week his organization sponsors every year. He was also a part of our Faces of Indego campaign along with other members of Unity in the Community. Anton says, "As an Indego Ambassador I enjoyed the opportunity of connecting with the residents in my neighborhood through community bike rides. It has been a great experience and I look forward to working with the Indego team in the near future."

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Erasto teaching helmet safety at Columbus Square Rec Center, 2015

### Erasto Perez

Erasto was born in Puebla Mexico but has been a Philadelphia Resident for the past 18 years. He is passionate about helping the Hispanic community and working on integrating them into the Philadelphia community in any way. As a 2015 Indego Ambassador, Erasto shared his passion for health and for bike safety with his South Philadelphia community. Erasto helped connect Indego to festivals and media outlets in the Hispanic community, taught an Urban Riding Basics class in Spanish for youth and adults at Columbus Square, and organized several group bike rides over the course of the season.

**"I believe the main transportation method for the Hispanic community is a bicycle. Indego has opened more ways and doors to us."**



Group photo of a ride with Keola (far right) from the Drexel Park station, 2015

### Keola Harrington

Keola Harrington is a financial counselor who specializes in eliminating financial barriers for low income communities. She provides free one on one financial counseling in all areas of consumer finance including budgeting, asset building, credit repair, debt reduction, student loans, identity theft and bankruptcy. Keola jumped on board as a 2015 Indego Ambassador in West Philly because she wanted to promote the bikes as both a healthy and affordable option. To get her community to try out Indego, she organized a series of three rides for members of her church from the Drexel Park, exploring the Schuylkill River Trail and West River Drive. Keola was also a part of the Faces of Indego campaign.



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## INDEGO AMBASSADOR EXPECTATIONS AND RESPONSIBILITIES

We have high expectations for our 2016 Indego Community Ambassadors, and we know that you will each bring passion and creativity to your roles.

To fulfill your responsibilities as a 2016 Indego Ambassador, we ask that you do the following between now and October 31st, 2016:

- Complete a comprehensive 3-hour training to understand the Indego system, safe biking in Philadelphia, and outreach strategies—scheduled for March 19th

- Organize:

- 2 Indego Street Skills classes with 8-20 participants each (see p.18 for more details)
- 2 Indego Community Rides with 8-10 riders each (see p.19 for more details)

- Attend:

- 1 Indego event every 2 months—3 total. (e.g festival, street fair, etc.).\*
- 4 out of 6 Ambassador Meetups (held monthly—dates TBD based on Ambassador availability)
- 1 Indego Learn to Ride Class (3rd Sunday of the month)

- Agree to be featured in one Indego blog post (BCGP staff will reach out to you directly about this)

In addition to these obligations, Indego Ambassadors are vital links between the Indego program and their communities. Ambassadors will share information with members of their community about the Indego system, as well as free monthly bike rides and classes, and share feedback from the community with the BCGP, Indego, and the City of Philadelphia, to help to continually improve the bike share system.

\*You are also encouraged to explore your own outreach and event ideas. If approved, these can stand in place of one of your general “Indego event” requirements. Feel free to pitch an idea to BBSP staff at the Bicycle Coalition or apply for one of our mini-grants (see p.32) if your idea requires funding.

### Complimentary Indego Pass

Every Indego Ambassador will sign up for an Indego pass and receive a key to use during their tenure as an Ambassador. The pass will allow the Ambassador to use Indego free of charge, with the following restrictions:

- Unless otherwise noted, Ambassadors will keep personal trips to under 1 hour, as if they were using an Indego30 pass.
- An Ambassador may keep possession of the bike beyond the 1-hour time limit for the purposes of displaying it or using it during an Indego-related event. However, they must alert an Indego/BCGP staff person via a phone call of that additional use.

If an Ambassador keeps the bike out for more than one hour, without notifying Indego/BCGP, he or she will be responsible for the associated fees (\$4/hour after the initial hour, per normal Indego30 pass rules).

Any violation of the Indego user agreement may result in a suspension of the Indego pass, including but not limited to excessive time overages, lending the key to another person, or failing to follow traffic laws.

## Promo Codes

In addition to their free key, every Indego Ambassador will receive a unique promo code associated with them. That promo code can be distributed to potential users to give them \$5 off their first monthly pass. This allows us to directly track the number of passes sold by each Ambassador. Indego passes sold will be reported to each Ambassador on a monthly basis.



Darren Burton Photography

## INDEGO PUBLIC CLASSES

The BBSP staff at the Bicycle Coalition will be holding a number of FREE monthly classes that are open to the general public. We will give you materials to distribute to help us promote these events to anyone who is interested. These events are separate from the rides and classes YOU will organize for your community. We offer two classes monthly:

**Indego Street Skills at the Main Branch of the Free Library**  
**1901 Vine St, Lobby**  
**First Thursday of the month, April-October,**  
**6-7:30pm**



**Sign up here: [rideindegoclass.com/classes](https://rideindegoclass.com/classes)**

**Indego Street Skills** is a FREE 90 minute class that will give you the knowledge to start bicycling safely in Philadelphia. We cover everything you need to know to have fun and be safe.

*Includes:*

- How to use Indego
- Rules of the road
- Riding in traffic safely
- Making sure your helmet fits
- Choosing a route

You do not need a bike to participate in this session, since it takes place in a classroom. At the end of the class, you will also have the chance to test ride an Indego bike (Helmet provided).

*Ambassadors are not required to attend any of the classes at the Library, although you are always welcome!*

**Indego Learn to Ride**  
**March-June location: Thomas Paine Plaza**  
**(corner of JFK and Broad)**  
**Third Sunday of the month**  
**2-4pm**



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**Indego Learn to Ride** is a FREE two hour class which teaches adults and teenagers 16 and up how to ride an Indego bicycle. Staff and volunteers will teach participants balance, pedaling, starting, stopping, steering, and shifting gears. This class will use Indego bikes, and participants will receive helmets.

**Each Ambassador must attend at least ONE of these Indego Learn to Ride Classes before October 31st.**



## HOW TO ORGANIZE AN INDEGO STREET SKILLS CLASS

A lot of people you know may be interested in biking, but nervous about biking in the city. As an Indego Community Ambassador, you will be expected to work with the Bicycle Coalition staff to organize two Indego Street Skills classes.

Indego Street Skills portrays riding a bike as a fun, cheap, and easy way to get around the city and is intended for people who know how to ride a bike, but may need a refresher or simply aren't comfortable biking in the city. The information can be presented in both formal (a classroom structure) and informal settings (a gathering with friends and neighbors in your living room). What is important is that participants have space to air out their concerns and feel more confident about how to ride safely in Philadelphia.

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### Your primary responsibilities will be to:

- Help plan a date and time that works for you. Please start planning your classes early so that we can get them on the calendar! Before recruiting participants, please finalize your proposed date for your Indego Street Skills class with a Bicycle Coalition staff person.
- Find a good space for the class. In general, any accessible room that can seat between 8 and 20 people with wall space or dry-erase boards is a suitable room to hold the class. This could be anything from a classroom to a living room.
- Recruit 8–20 people. All ages are welcome, however, this class was designed to be taught to adults. The participants you recruit should come from your own networks and the ways you publicize the event will vary depending on who you want to attend the class. This could look like talking to your friends and family, going door-to-door to invite your neighbors, hosting a class for the sports team you play on, and/or making a Facebook event.

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## What to expect from Indego and the Bicycle Coalition:

- A Bicycle Coalition staff member will teach the class.
- The Bicycle Coalition will be working with you on these classes. They will coordinate with Indego to schedule to have bikes available for test riding after the class is over. The Bicycle Coalition will also bring helmets and waivers for anyone who chooses to test ride a bike.
- Indego/Bike Transit Systems will provide bikes and may accompany us at the class and help people sign up for Indego if they are interested.

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## HOW TO ORGANIZE AN INDEGO COMMUNITY RIDE

One of the most fun ways to engage people and encourage them to ride Indego is to organize a community bike ride. As an Indego Community Ambassador, you will be expected to work with the Bicycle Coalition staff to organize two small Indego Community Rides. Our rides will go at a slow recreational pace and we have a No Rider Left Behind policy.

Your primary responsibilities will be to:

- Recruit 8-10 people (including yourself). Ideally, we would like these to be people from the communities around bike share stations. They can be from a local community group, faith community, friends, neighbors, family . . . etc. All riders must be 16 or older.
- Help plan a date and time that works for your group. Please start planning your rides early so that we can get them on the calendar. We need to request dates at least 2 weeks in advance so the Indego operations team can plan accordingly. The BBSP staff at the Bicycle Coalition will also be doing public rides and rides with other organizations and we want to make sure you get a date that works well for you before the calendar fills up.
- Help plan a starting point and route. The ride should start from an Indego station. BTS (the operator) can have 10 bikes held there for us to check out. We usually do a loop and end at the same bike share station, but we can take the bikes to another event and dock at a different bike share station if you have something in mind. You will work with Bicycle Coalition to determine a route. We will use our resources to plan a safe route that includes bike lanes or quieter streets and avoids heavy traffic. The route can be purely recreational and connect us to a park or beautiful green space, or we can take a ride around the neighborhood and check out places with historical or cultural significance.



Darren Burton Photography

## What to expect from Indego and the BBSP staff at the Bicycle Coalition:

The BBSP staff at the Bicycle Coalition will be working with you on these rides. They will coordinate with Indego to schedule to have bikes available. The Bicycle Coalition will also bring helmets and waivers for the ride participants. They will work with you to determine a safe route. There are many roles to play to make the ride day successful. The Bicycle Coalition staff will be leading the ride. We will also need to designate someone to ride at the very back. This position is called the sweep. They are responsible for making sure nobody gets left behind.

Indego/Bike Transit Systems will provide bikes and may accompany us on the ride and help people sign up for Indego if they are interested.



### Sample Ride 1:

This one was a very simple ride taking advantage of the weekend closure of MLK Drive. We started at the Drexel Park Indego station and rode across the Spring Garden Bridge to the switchback ramps that connect to MLK.



### Sample Ride 2:

For this ride, we met at the Broad and Spring Garden Indego station and took the Spring Garden bike lanes over to bike path alongside Delaware Ave. We went to Penn Treaty Park and then returned to the Indego station.



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## MINI-GRANT PROGRAM TO FUND YOUR IDEAS FOR PROMOTING INDEGO

The purpose of the Indego's Better Bike Share Partnership Ambassador Mini-Grant program is to support Ambassador efforts with funding for special projects or events, which would count toward one of the events that Ambassadors are expected to be responsible for during their term. Examples of special projects or events include: concerts, art or video projects, block parties, neighborhood information sessions, or other initiatives for spreading awareness of the Indego bike-share system. Mini-grant funding may be used for sponsorship of existing events if there will be a strong Indego promotion aspect to the event. Mini-grant funding may also be used for food, youth bike rentals, space reservations, or other materials/equipment that are needed to implement an Indego event. Certainly, we haven't listed all the possible projects or events that the Mini-Grant could fund, so feel free to approach a BBSP Bicycle Coalition staff person with any other ideas. Funding may be provided for one-time or ongoing events up to \$500 during the 2016 Ambassador Program term. Mini-grant funding may not be used to purchase Indego passes or gift cards or the purchase of alcoholic beverages.

Any Indego Community Ambassador from 2015 or 2016 is eligible to apply for mini-grants. All grant proposals are subject to the same review process.

### Deadlines

Mini-Grant proposals will be accepted on a first-come, first-served basis. Proposals must be received four weeks before the proposed project or event date. Ambassadors will be notified of selection within two weeks of proposal submission.

If your proposal is funded, a Bicycle Coalition staff person will make the approved purchases on your behalf.

### Application Procedures

When you get an idea for an event or project, you are always welcome to give us a call or arrange an in-person meeting with us to discuss. We can be reached at 215-242-9253 ext. 316 (Azephra). Once you've finalized your plan, submit an application following the instructions below.

#### **To apply, mail or print and submit the following information:**

1. A description of the project or event, target participants, the number of participants that will be engaged, and how a mini-grant will help make the project or event happen—in 150 words or less.
2. A breakdown of the proposed expenses, including vendor information.

### Evaluation of Proposals

Proposals must be submitted to your assigned staff person at the BCGP (Pati, Azephra, or Katie). If you have questions about the application process, please contact them. Proposals can also be mailed or dropped off to the Bicycle Coalition of Greater Philadelphia at 1500 Walnut Street, Suite 1107, Philadelphia, PA 19102, or faxed to 267-909-8726.

Katie Monroe  
katie@bicyclecoalition.org  
215-242-9250 x 310

Azephra Hamilton  
azephra@bicyclecoalition.org  
215-242-9253 x 316

Pati Gutiérrez  
pati@bicyclecoalition.org  
215-242-9253 x 314



## INTRODUCTION

Indego Street Skills should portray bicycle commuting as a fun, cheap, and easy way to get around the city. This class is an adaptation of the Bicycle Coalition's Indego Street Skills class to be geared toward a new bike share rider, although it would also be useful to a bike owner. Instructors are encouraged to speak from their personal experience with urban riding, as long as personal experience reflects safe and legal biking practices.



## OBJECTIVE

At the end of the class, participants will leave feeling more confident about how to ride safely in Philadelphia. This class should encourage them to ride a bicycle more often, no matter who they are or what previous cycling experience they've had.



## MATERIALS

- Properly fitted helmet
- Functioning bicycle (ideally an Indego bike!)
- Literature: bike maps, How to Ride in Philly tri-fold, any additional bike share literature, etc.



- List of attendees who signed up in advance (if applicable)
- Indego Street Skills poster, Philly Bike Map
- Dry erase marker and regular marker
- Masking tape
- If you are not using an Indego bike, also bring a ULock and cable, as well as front and rear lights

**ARE YOU AN URBAN RIDING EXPERT?** If you've been riding in the city for a while, try to remember what it was like when you first started. Put yourself in the shoes of a new rider to help set your students up for success!



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## BEFORE CLASS BEGINS

- ✓ Plan to arrive at least thirty minutes before class is scheduled to begin.
- ✓ Call contact before arrival to arrange logistics and to confirm class is happening. Don't forget to mention that you'll be bringing a bike inside and make sure that you know the building policies for bringing a bike inside. For example, if you have to load the bike into a service elevator or need to enter through a alternate entrance.
- ✓ Familiarize yourself with resources in room (chalkboard, whiteboard, seating, tables).
- ✓ If possible, organize seats in horseshoe pattern beforehand.
- ✓ Tape the Indego Street Skills poster and Philly Bike Map up on the wall.

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## INTRODUCTIONS AND EXPLANATIONS

Begin by introducing yourself! Explain who you are and what the Bicycle Coalition is.

The Bicycle Coalition of Greater Philadelphia is a nonprofit organization founded in 1972. Our mission is to make bicycling a safe and fun way to get around for anyone in Greater Philadelphia.

Explain what Indego is.

Indego is the City of Philadelphia's bike share system. With bike share, residents, commuters, and tourists can check out bikes from 70+ stations around the city to make one-way trips for transportation and recreation.

In a small class, ask students to introduce themselves with their names and have them answer a brief question such as 'What was your first bicycling memory?' or "Do you ride a bike? If so, what kind of riding do you do?" This will give you a sense of the room and how you might want to tailor the class.

In a large class, don't have students introduce themselves. Instead, ask a few general questions to be answered by show of hands. For example: Have you ever ridden a bike?

**TIP:** With a larger group, clarify the need to hold questions until the end, to economize class time. Smaller classes can ask questions as they come up, but if you're going to address their question later on in the class, let them know instead of getting off-track.

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## 1. WHY COMMUTE AND/OR SHOP BY BIKE?

■ Start by talking about benefits of commuting by bike—have people raise their hands and see how many they can come up with!

- Healthy
- Affordable
- Convenient/Efficient
- Environmentally friendly
- ... and FUN!

■ Acknowledge that there are challenges that get in the way of riding a bike—and the goal today is to try to get past a few of them!

■ Talk about the specific benefits of using Indego (versus bike ownership). These include:

- Cheaper, especially upfront (\$15/month)
- No worrying about storage
- No worrying about theft
- No worrying about maintenance
- Don't need to find a place to park
- One way trips!
- A bike when you want it, that's gone when you don't

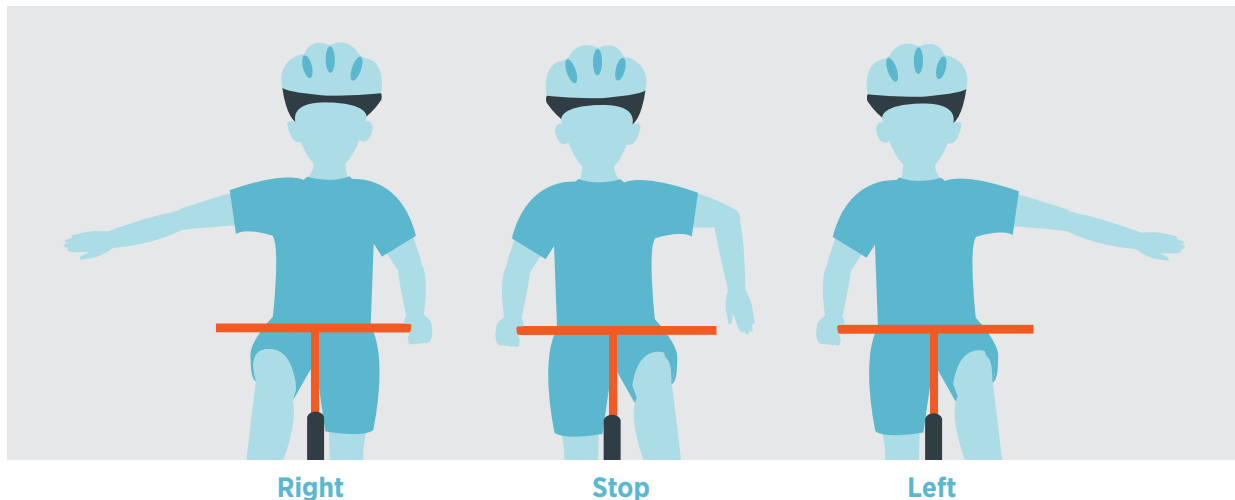




## 2. PHILADELPHIA AND PENNSYLVANIA BICYCLE LAWS

A bicycle is a legal vehicle—Bicycles traveling on roadways have all the general rights and responsibilities of drivers of vehicles. That means ride with traffic, obey all traffic signals and use hand signals to indicate turning, slowing or stopping.

- Teach the group hand signals by modeling left, right, and stop signals. If time permits, have the group stand up and play a quick game of signals Simon says.



### PHILADELPHIA BICYCLE LAWS

- Bicycles must ride in the same direction as traffic and obey all street signs and signals, including traffic lights, stop signs, yield signs, and crosswalks. Like a car, bicyclists must yield to pedestrians in sidewalks.
- Sidewalk riding is illegal in Philadelphia if you are over 12 years of age. You must walk your bike on the sidewalk. It is also unsafe to ride on the sidewalk—for you and for pedestrians. Cyclists double their chance of a crash by riding on the sidewalk (important to emphasize, since most people ride on the sidewalk because they think it is safer!).
- Ride with lights from dusk until dawn. You are required by law to have a front white light and rear red reflector, but we recommend a red light. Explain that most lights aren't intended to SEE the road, but to BE SEEN.
- It is illegal to wear headphones while riding a bicycle in Philadelphia. It is also unsafe because you cannot hear your surroundings—all five senses are important when you're riding!

**TIP: A lot of people are scared of riding in the street. Let them know that the next section will be all about strategies for their boosting confidence!**

### 3. LANE POSITIONING AND RIDING TECHNIQUES

Riding in traffic is a dance that you lead. Drivers don't want to hit you, and your confidence and communication will help them know how to act courteously toward you. A car is probably going to pass you one way or another—you have the power to make them pass you safely instead of unsafely. It's important to know the basics when you start, but all the details of what to watch for will come over time.

- **Be visible and predictable.** That means ride in a straight line, don't weave in and out of parked or moving cars and use clear hand signals. You'll be surprised how much people driving cars will appreciate it!
- **Make eye contact.** This allows you to communicate with other vehicles on the road, especially at stop signs and intersections.
- **Position yourself properly in the lane.** Use the Indego Street Skills poster to talk about different types of roads/bike infrastructure.



- If there is a bike lane, you should (but are not legally required to) ride in it.
  - Traditional bike lanes are 6 ft wide and often positioned between a travel lane and parking lane or the curb.
  - Buffered bike lanes often take up an entire travel lane; the bike lane is 6ft wide and has a 3 ft painted buffer between the bike lane and the vehicle travel lane.
  - Some bike lanes in Philadelphia are painted green to make them stand out (examples: South Street Bridge and Benjamin Franklin Parkway). Green paint is also used to demarcate conflict zones.
- On streets without a bike lane, ride about where the right wheel of a car would be. The law says you should ride as far to the right as practicable—AKA as far to the right as is safe for you. Taking the lane forces cars to pass you with enough space between them and you.
  - There are several streets in Philly that do not have bike lanes, but have sharrows painted in a travel lanes. Sharrows are another way of saying “share the road” and stating that bicycles can take the entire lane
- If the street is too narrow to let a car pass mid-block (for example, many streets in South Philadelphia), wait until you get to the next intersection where you can safely pull over, and let the car pass there. This strategy maximizes your safety and minimizes driver frustration.
- On any street, stay clear of the “dooring zone.” People getting out of parked cars often do not look for cyclists. We recommend riding with 4ft between you and parked cars.

**ARE YOU A DRIVER WHO GETS STRESSED AROUND BICYCLISTS?** We've all been there! Next time you're driving, keep in mind: bicyclists are legally allowed to ride in the center of the lane, and usually do this to keep themselves safe from aggressive drivers and parked car doors. They can generally tell when a car is behind them by listening, so no need to honk!

**TIPS:**

**Turning left**

- You can always allowed to turn like a motor vehicle. Simply merge to the left, signaling and looking over your shoulder, and then proceed with the left hand turn as you would in a car.
- Another option is a Box Turn—go straight through the intersection, stop at the far corner, turn 90 degrees counterclockwise, and continue when the next light turns green (see diagram on URB poster on page 31).

**Trolley tracks**

- Always cross trolley tracks at a perpendicular angle (see diagram on URB poster on page 31).
- Be especially careful if the roads are wet.

**Right hooks**

- When you approach in intersection in a bike lane, and there is traffic to your left, be aware of cars who might cut you off by turning right.

**BEFORE MOVING TO THE NEXT SECTION, THIS IS WHERE WE TAKE QUESTIONS ABOUT SPECIFIC TRAFFIC SITUATIONS.**

## 4. PICKING A ROUTE

- Bike route selection is often very different than car route selection – the most direct route isn't necessarily the best one! Be willing to experiment and try various options.
- Lots of factors to consider, based on your comfort level and preference:
  - Where there is a bike share station
  - If there are bike lanes
  - Width of shoulders
  - Speed of traffic
  - Hills
  - Bus routes
  - Construction, potholes, sewer grates, trolley tracks



- Google Maps has biking directions! Philly Bike Maps show which streets have bike lanes, too. You can always ask a more experienced bicyclist about their routes.
- If you are a new rider, we recommend practicing riding during a low-traffic time before you get out on the streets during rush hour.
- Ask for a volunteer who wants to map their personal route – from home to work, to the grocery store, to the Schuylkill River Trailhead, etc. Use a marker on the Philly bike map to talk them through route options, including which Indego station they would start and end at. Don't forget to show them how to get back!
- Have a "stock" routing example in mind to show in case no one volunteers – e.g. West Philly to Center City.

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## 5. LOCKING YOUR BIKE

If you're riding an Indego bike, there's good news: you do not need to lock it up. In fact, you should never leave your Indego bike unattended! Leave the bike at the bike share station nearest to your destination. If you have your own bike, it's important to know how to lock it up. No bike is impossible to steal, but proper locking can greatly increase the security of your bike.



Example of good locking technique



Example of bad locking technique

- We recommend using a U-lock and Leash to lock your bike, so that your frame and both wheels are secured. Demonstrate how to do this for the class. Remember: you invested in the bike, don't skimp on the security for it!
- It's a good idea to know your bike's serial number and have a picture of you with your bike in case it is stolen.

### ■ Good places to lock:

- Official bike racks (inverted U, converted parking meters, etc.)
- Street signs that are securely attached to the sidewalk and have signs on top.
- Places that are visible and well-lit

### ■ Bad places to lock:

- Trees (it damages them!)
- Fences
- Sign posts without signs on top
- Bike racks that are loosely secured to the cement
- Private property
- Outside overnight—avoid if you can!

**MOST BIKES ARE STOLEN OVERNIGHT.** There are creative ways to store your bike inside overnight—and if you don't have space, consider using Indego instead!



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## 6. HELMET SAFETY

- Emphasize the importance of wearing a helmet. It should be as automatic as wearing a seatbelt. Never ride without one—most crashes are actually a result of “user error,” so don’t just wear it when you’re riding around cars!
- All helmets are equally safe, regardless of price. Choose your price range and pick the one you like best within that price range. The most important qualification for a helmet is that you like it enough to actually wear it.
- Replace helmets every five years or if you have a crash. Helmets are single-use!

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## 7. KEEP YOURSELF HEALTHY ON AND OFF THE BIKE!

- Biking in the city is a low-impact form of mild exercise. No need to be Lance Armstrong—people of all shapes, sizes, and athletic abilities can and do ride bicycles! That being said, your body is powering your vehicle and it’s your job to make sure you take care of that engine!
- New riders should make sure to stay hydrated, especially in the summer months. A water bottle can be stored in the front basket of the Indego bike for easy access.
- If the bike is uncomfortable to ride, make sure the seat is at the right height. Too low, and your knees might hurt. Too high, and you might not have enough control over it.
- Is the seat hurting your . . . nether regions? While Indego seats are designed to be as comfortable as possible, new riders who haven’t ridden in a long time sometimes experience some discomfort at first. Don’t give up! Usually, this discomfort will just go away with time. Start with shorter rides and work your way up to longer ones. If you’re really hurting, give yourself a breather. No need to hurry.
- What do I wear? Most people find they can just wear their everyday clothes. The only thing that’s difficult is pencil skirts!
- What about the summer heat? You can bike slowly to minimize sweating, you can wear just your first layer and add a button down when you get there, or you can change completely if that works best!

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## 8. QUESTION AND ANSWER

For the remainder of the time, let people ask questions and do your best to answer them. If you don’t know the answer, get their contact info and tell them you’ll get back to them!



# **ONLINE, BLOG, AND SOCIAL MEDIA POLICY**



## Indego Online, Blog & Social Media Policy

These guidelines apply to Bicycle Transit Systems staff and contractors, and the Better Bike Share Partnership Team (including Ambassadors) at the Bicycle Coalition of Greater Philadelphia who create or contribute to blogs, social networks or any kind of social media during work hours or non-work hours. This list includes but is not limited to: Facebook, Twitter, Tumblr, SnapChat, Instagram, Pinterest, Youtube, Vine or comments on online media stories.

### Social Media Overview:

- The internet is not private. Anything you post can be seen by anyone. Anything you write can be traced back to you and potentially the program.
- There is no clear boundary between your work life and your personal life on social media.
- Must not potentially embarrass the Company, damage the Company's reputation or tarnish its image.
- Never represent yourself or the Company in a misleading or false way.

### Use of social media, personal or program, is subject to the following rules

#### Bike Transit & Bicycle Coalition Staff Personal Accounts

Staff are encouraged to post photos from events and group rides onto their personal accounts as long as the following is taken into consideration:

Updates or follow up from high-level events (or feel good stories) regarding Indego should be **posted** onto Indego's social media accounts first and then shared via personal accounts. Images should be emailed to [marketing@rideindego.com](mailto:marketing@rideindego.com) with location, partner organization's name and 1-3 lines about what's happening in the photo. Staff can also direct message this information to Indego's social media accounts.

High-level events will be defined by the Indego Marketing team in advance and will be communicated to staff. In addition, social media requirements for specific events will be discussed with the Bicycle Coalition of Greater Philadelphia at bi-weekly meetings and high-level events will be specified as such on the shared event calendar.

Images emailed to [marketing@rideindego.com](mailto:marketing@rideindego.com) or sent via direct message should be unfiltered in order to fit the style guide of Indego's social media feeds with proper photo credit.

If posts include photographs of identifiable individuals, permission must be received from that individual (verbal or photo release). If individuals are minors, permission must be received from their parent or guardian.

Content pertaining to sensitive program information should never be shared. Sharing information such as the program's internal operations and legal matters are prohibited.

Be responsible. You are accountable for everything you post to the public.

### **Bike Transit Street Team Contractors & Bicycle Coalition Ambassadors Personal Accounts**

Contractors and Ambassadors are encouraged to post photos from events and group rides onto their personal accounts with the following restrictions:

If posts include photographs of identifiable individuals, permission must be received from that individual (verbal or photo release). If individuals are minors, permission must be received from their parent or guardian.

Indego's logo should never be used without permission from Bike Transit (See Indego Brand Requirements Policy)

Content pertaining to sensitive program information should never be shared. Sharing information like the program's internal operations and legal matters are prohibited.

Be responsible. You are accountable for everything you post to the public.

### **The following content is in direct violation of our social media guidelines:**

X- rated and sexually explicit materials

Promoting violence and discord

Promoting discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age

Promoting activities that are illegal or that could potentially embarrass the Brand, damage the Brand's reputation or tarnish its image

Violating intellectual property rights

Falsifying any information pertaining to Indego and its partners and sponsors

Speaking inappropriately and negatively regarding Indego's sponsors and partners

**Please note that employees and contractors' engagement on Social Media while at work will be monitored.**



## Online Overview:

- In no event shall staff, contractors, ambassadors and staff speak to the media on behalf of Indego (without permission). If you find yourself being interviewed by a reporter please direct them to [marketing@rideindego.com](mailto:marketing@rideindego.com)
- In no event shall staff involve themselves in online negative conversation regarding Indego
- In no event shall staff repeat any internal information to the media or on their personal accounts that was not cleared by MOTU

Any media mentions regarding Indego (specifically negative mentions) should be brought to the attention of the Marketing Manager, who will then share it with the appropriate channels.

## Blog Overview:

As part of the Better Bike Share Partnership, the Bicycle Coalition of Greater Philadelphia will occasionally submit blog posts that tell stories about outreach work. This may include summaries of events, ambassador profiles, promotion of upcoming events, and others.

Blog posting schedule and topics will be determined one month in advance in coordination with the Indego Marketing Team. When submitting blog posts, the Bicycle Coalition must adhere to the following guidelines:

- Upcoming blog posts for the month must be submitted one week before its posting date
  - Exception will be made for recap blogs
    - Recaps should be submitted and posted within 2-3 business days after the event was held
- The tone of each blog should mirror the tone of Indego
- Posts must be doubled checked and/or edited for spelling and grammar

The Indego Marketing team may edit and condense BCGP blog posts for length, clarity, and content as they see fit.

Posts submitted by the Bicycle Coalition of Greater Philadelphia's Better Bike Share Partnership Team should always include the following line:

*The Bicycle Coalition of Greater Philadelphia does outreach and education on behalf of Indego, and their work is made possible by the [Better Bike Share Partnership](#), an initiative funded by the JPB Foundation, which seeks to create a socially equitable and replicable bike share model for Philadelphia and beyond.*

*(An additional line for the William Penn Foundation related event recaps will be added when appropriate).*



**BRAND  
REPRESENTATIVE  
STANDARDS**



## Indego Brand Representative Standards

These guidelines apply to Bicycle Transit Systems staff and contractors, and the Better Bike Share Partnership Team (including Ambassadors) at the Bicycle Coalition of Greater Philadelphia. Guidelines should be followed while promoting Indego services and events and/or hosting or attending Indego events and activities.

All representatives of Indego should:

- Have a clear understanding of Indego Bike Share, station locations, pricing structures, etc.
- Be prompt and fully prepared for every event
- Have a well-groomed appearance, be organized, and feel comfortable in a position with significant responsibility.
- Approach all visitors and customers warmly and respectfully, whether in your selling area or outside your selling area.
- Maintain a consistent high level of customer service to ensure achievement of all Indego education and sales goals.
- Prepare and report records of all sales, survey information, and various reports and deliver to the assigned BTS supervisor as scheduled.
- Obey all bicycle safety rules and rules of the road like any other vehicle.
- Follow *Indego Standard Operating Procedure for Providing Community Rides* and the *Indego Blog & Social Media Policy*.
- Act as a liaison between the Indego marketing department and event attendees by implementing selling strategies, special activities, games, and contests.
- Maintain readiness standards by ensuring a clean, tidy and welcoming selling environment.
- Maintain effective communication and relationships at events with all event personnel and Indego partners.
- Participate in all scheduled meetings and events.
- Comply with the terms of the User Agreement when using the Indego Pass
- Adhere to all company guidelines including Dress Code, Sales Presentation, and Operational guidelines as defined in the Street team/ Ambassador trainings.



- Not engage in negative or derogatory language about the Brand, Sponsors, Partners, or the Company
- Not engage in any form of harassment and follow the Indego Harassment Code defined below.
  - Harassment will not be tolerated in any form, including but not limited to harassment based on gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age, religion or any other status protected by laws in which the conference or program is being held. Harassment includes the use of abusive or degrading language, intimidation, stalking, harassing photography or recording, inappropriate physical contact, sexual imagery and unwelcome sexual attention.