

### Equity in Bike Share Workshop Activity - Your Community Profile

The following chart contains questions to consider when pursuing equity initiatives for your bike sharing program.

**Instructions:** Read through the questions one at a time. Share information about your own community and brainstorm new ideas as you go along. If new questions arise, use the blank rows on the reverse side to record and work through them. Participants will keep this page as a starting point for future initiatives.

QUESTIONS FOR CONSIDERATION	CURRENT BIKE SHARE ENVIRONMENT	IMPLICATIONS, IDEAS, RESOURCES FOR MOVING FORWARD
What is the current or proposed service area of your community’s bikeshare system? How does it compare to the community as a whole?		
What is the current demographic makeup of your bikeshare system’s members? (e.g., race, income, educational attainment)		
What are the barriers to bikeshare membership and participation (real and perceived) in your community?		
Who is your target audience? Who would benefit from a bikeshare equity program in your community?		
How well would your bikeshare network serve individuals whom you wish to reach with an equity program?		
What type(s) of programming will benefit your target audience (education and outreach, siting practices, subsidized pricing, cash payment options, multi-lingual resources, etc.)?		

<b>QUESTIONS FOR CONSIDERATION</b>	<b>CURRENT ENFORCEMENT ENVIRONMENT</b>	<b>IMPLICATIONS, IDEAS, RESOURCES FOR MOVING FORWARD</b>
What local partners or groups can you engage to advise or assist you in developing an effective program?		
Are there future plans for bikeshare system expansion in your community? How can expansion support your equity efforts?		
How long has your bikesharing system been operational?		
How will you measure success?		