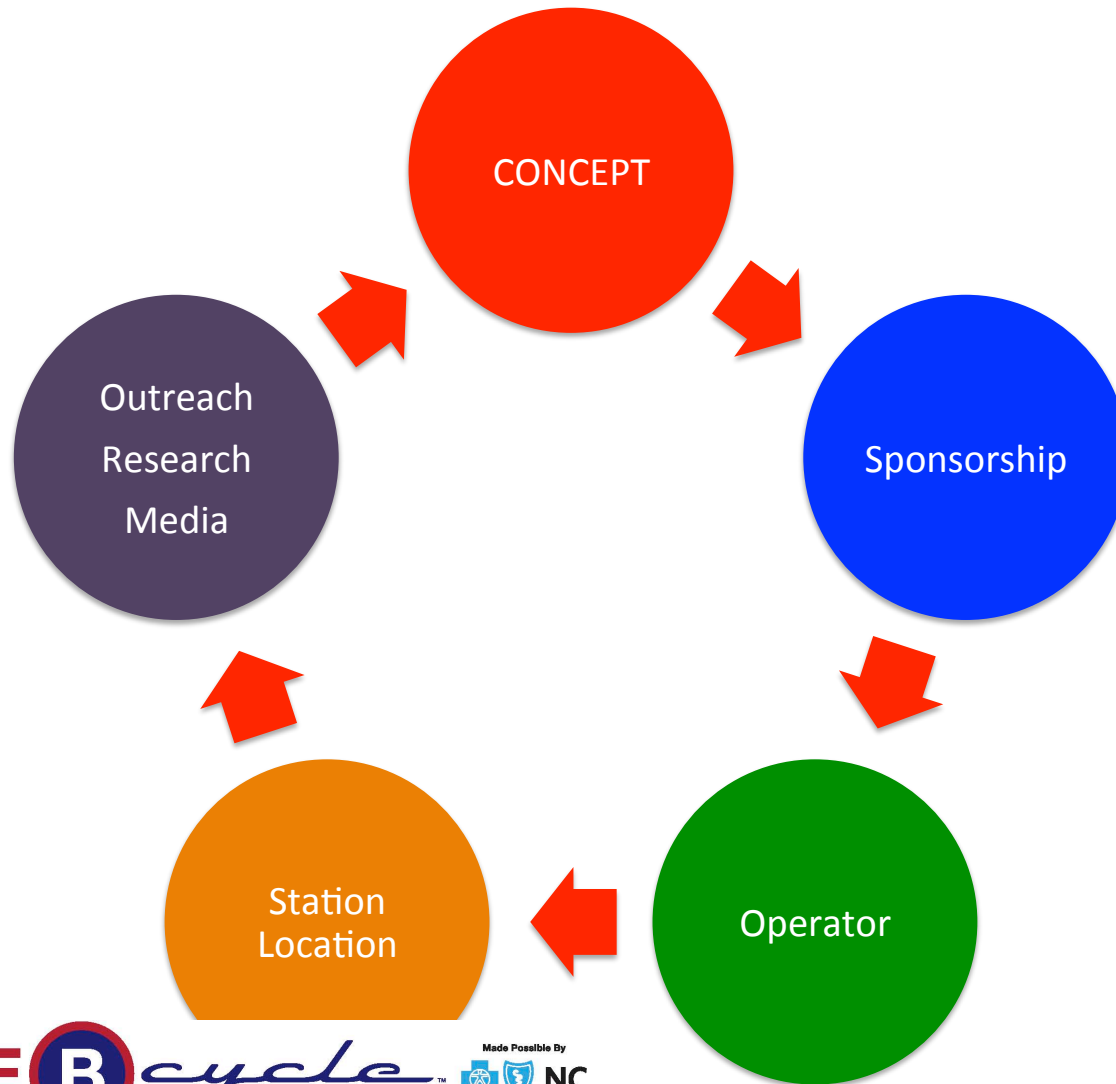


CHARLOTTE *cycle*™

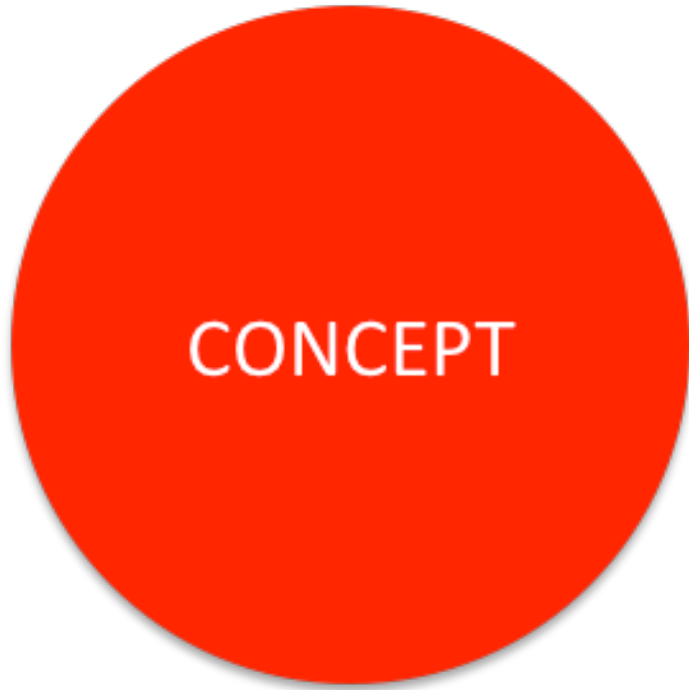
Made Possible By   NC



Equitable Systems Have Equity Throughout



Concept



- Initial dialog
- Stakeholders
- Action plan
- Unbiased analysis of the demographics of the city

Sponsorship

- Most large corporations that sponsor bikeshare and all municipalities have diversity statements that are inclusive
- Bikeshare should have to mirror the practices outlined by the entities from vendor selection to staffing



Operation



Operator

Bikeshare has created a new economy that people of color and low income people are being left out of

- RFP process / Feasibility Studies
- Vendors – Equipment, Services, Supplies
- Operator – Profit Sharing
- Staffing – Creates multiple jobs
- Real Estate – Office


Station Location

- Cities need to define the goal of bikeshare
- Bikeshare is new and the quality of the analysis reflects this newness
- Questionable data is used to justify placement
- Sometimes the information is being provided by the same people who stand to benefit financially
- **We NEED Unbiased Thought Leaders to study station placement**
 - What are the characteristics of a revenue generating or trip generating station? Do they really differ based on race or are we making this mean that when it doesn't?



Station
Location

Outreach – Research – Media...



Outreach
Research
Media

- Outreach – Participate in diverse functions
- Research – Be thorough
- Media – Shun bad research. Stop perpetuating half truths or bad one factor at a time studies. Ask deeper questions

What can you Do?

Programs that are already implemented need to evaluate their programs for “equity” and develop an action plan to do better

- When contracts expire open the bidding process up and encourage a diverse group of people to apply
- Evaluate the hiring plan and identify sources that can provide resumes of diverse
- Review the procurement process for supplies and services

New organizations need to learn from the mistakes of others