

## HOW TO ENGAGE DIVERSE COMMUNITIES WITH BIKESHARE: CULTIVATE RELATIONSHIPS

Relationship building is the key to attracting bike share riders who represent the diversity of the cities they are from. Here are four ways U.S. bike share systems are forging relationships around their service:

### **Fund street teams and ambassadors.**

Street teams and ambassadors generally consist of local residents hired by a bike share operator or a related community-based organization to engage with members of their neighborhood. The best ones are effective because they already know members of the community and are less likely to be ignored as “outsiders.”

### **Partner with existing organizations.**

Your community probably has existing organizations that you can work with to raise the visibility of your bike share system. Partnership strategies include joint bike rides, providing membership discounts, incorporating bike share into existing services or programs, and cross-promoting of activities between organizations. Look for nonprofits that focus on active transportation, health, or supporting families. They probably have the relationships you need to reach local leaders and influencers, and they can help you connect cycling to other important community issues.

### **Ride to community assets.**

To make your bike share system relevant to diverse communities, show that it can be used to get to places of local interest. Great examples are a public park, community festival, or another community resource such as a library. Organizing rides to signify major holidays is another great way to demonstrate how bike share can become a part of regular life.

### **Circulate in the neighborhood.**

Don't forget about more direct forms of outreach as well, such as tabling, flyers, social media, and door-knocking to hand out free membership passes. Just remember that at the end of the day you should still be aiming to engage through relationship-building. Generally, the more active the form of engagement, the more likely you are to move a resident from a curious onlooker to a bike share member.

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