



## Guidelines for Scheduling Group Rides, Test Rides, and Tabling

In partnership with the Bicycle Coalition of Greater Philadelphia, Indego can offer outreach opportunities for your organization.

### Group Rides

If you'd like to go on a ride with a group ride, here are some things to keep in mind when submitting requests:

- It is helpful to give us at least four week's notice when scheduling a group ride
- Rides require a minimum of two staff people, and scheduling is based on availability
- Weekends fill up fast! Weekdays and weeknights are usually more open.
- We can offer up to 10 bikes for community partners who are interested in hosting a ride
- Participants in the group ride receive helmets and must sign a waiver (10 is the max)
- Riders must be 16 and up
- Ride must start and end at an Indego station
- Ride shouldn't be longer than an hour
- In the event a ride is cancelled, organizers must send a 24 hour cancellation notice to [waffiyah@bicyclecoalition.org](mailto:waffiyah@bicyclecoalition.org) and to [csetubal@bicycletransit.com](mailto:csetubal@bicycletransit.com)

### Test Rides & Tabling

Would you like Indego to have a presence at your event? Our events team can come out and host a table with information about bike share. Some things to keep in mind:

- We can schedule our street team in shifts of up to four hours
- If you'd like to have a bike on site to test ride, please let us know three weeks in advance
- If we are doing test rides, please make sure there is enough space for 1-2 bicycles to navigate. This space should be flat, paved/tiled/hardwood, and at a minimum 15x15 yards (about half of a basketball court).
- It is always most helpful when tables can be provided for our staff
- Weekends fill up fast! Weekdays and weeknights are usually more open.
- Please provide an estimate of how many people will be in attendance at this event
- If the event is cancelled, organizers must send a 24-hour cancellation notice to [efernandez@bicycletransit.com](mailto:efernandez@bicycletransit.com) and [ksmalls@bicycletransit.com](mailto:ksmalls@bicycletransit.com).

Please note that these opportunities are at no cost to your organization and will be dependent on staff availability.



## **Guidelines for promoting Indego's involvement for your events:**

- I. Appropriate logos (attached to this email)
- II. Indego tagline

Indego is an initiative of the City of Philadelphia and sponsored by Independence Blue Cross

- III. BBSP tagline BCGP/BBSP tagline
  - A. The Bicycle Coalition of Greater Philadelphia is a nonprofit advocacy and education organization working as part of the Better Bike Share Partnership to support bike share and biking education.
- IV. Approval process for using Indego logos and language
  - A. Must get approval from marketing / BCGP BEFORE promoting
    1. If you would like to partner with Indego/Bicycle Coalition for your event please:
      - a) Give us at least four week's notice prior to the event
      - b) Wait for our approve before distributing any promotional materials using our logo
- V. Pictures: No pics of riders w/o helmets - photo credit?

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## **Opportunities for Indego to promote your upcoming events:**

- I. Social media (Twitter, Instagram, Facebook)
- II. Flyers in community
- III. Indego newsletter
- IV. Targeted Facebook Ad
- V. Flyering at events!
- VI. BCGP social media channels
- VII. oTIS social media channels
- VIII. City of Philadelphia social media channels
- IX. BCGP to send a heads up to key partners