

## ACCESS PASS

### Fast Facts

Philadelphia launched Indego Bike Share in 2015 with the intention of testing out the theory that to make bike share reflective of the city's population, it should address as many barriers to access as possible. With support from the Better Bike Share Partnership, Philadelphia's arsenal of tools included:

- Station placement in low-income neighborhoods
- Community ambassadors
- Flexible Payment Options
- A diverse marketing campaign
- Partnerships with nonprofits throughout the city, and more

Even with all these resources, in its first year Indego still saw lower-than-expected engagement from low-income users and communities of color. The feedback from the community was that even with the structures put in place, the monthly cost of \$15 per month was too high for many people in the community. A user survey showed that many of the targeted communities had a high preference for using Indego recreationally, which would indeed mean higher per-ride costs for someone who only rode two or three times per month versus a daily commuter would be paying pennies per ride. To address these barriers, in April 2016 Indego created the Access Pass.

#### INDEGO'S ACCESS PASS IN NUMBERS

- To date, **2,800** users have purchased an Access Pass, and users have taken nearly **140,000** trips.
- On a month-by-month basis, Access Pass users account for over **10%** of all active members, and they take **25%** more trips per month than the average member.
- Access Members also increase the diversity of Indego users. Of the users who purchased an Access Pass, **58%** identified as female, **79%** identified as non-white, and **87%** had household incomes under **\$25,000**.
- Some stations in low-income neighborhoods see upwards of **80%** of their trips taken by Access Pass users.

#### HOW IT WORKS

Eligible users register for membership online with their ACCESS card number, which allows them to sign up for the reduced-cost pass with unlimited one-hour rides at just \$5 per month.

#### INTERESTED? CONSIDER THE FOLLOWING:

- Consult with your state's SNAP program to ensure that you're authorized to use the EBT card as a verification tool.
- It is also important to ensure that users are aware that they cannot use their SNAP dollars to pay for their bike share membership, but must make a payment in cash or credit.

