



NACTO Designing Cities 2017

# Beyond Lanes on the Ground: Breaking Barriers to Cycling

Tracey Capers  
EVP, Programs/Organizational Development  
Bedford Stuyvesant Restoration Corporation



# Bedford Stuyvesant Restoration Corporation

CDC serving predominantly African American  
community in Central Brooklyn

Programming areas:

- Arts and Culture
- Health Equity
- Economic Mobility and Housing Preservation
- Business Development



# Equity Considerations: PolicyLink

**Who Decides?**

**Who Leads?**

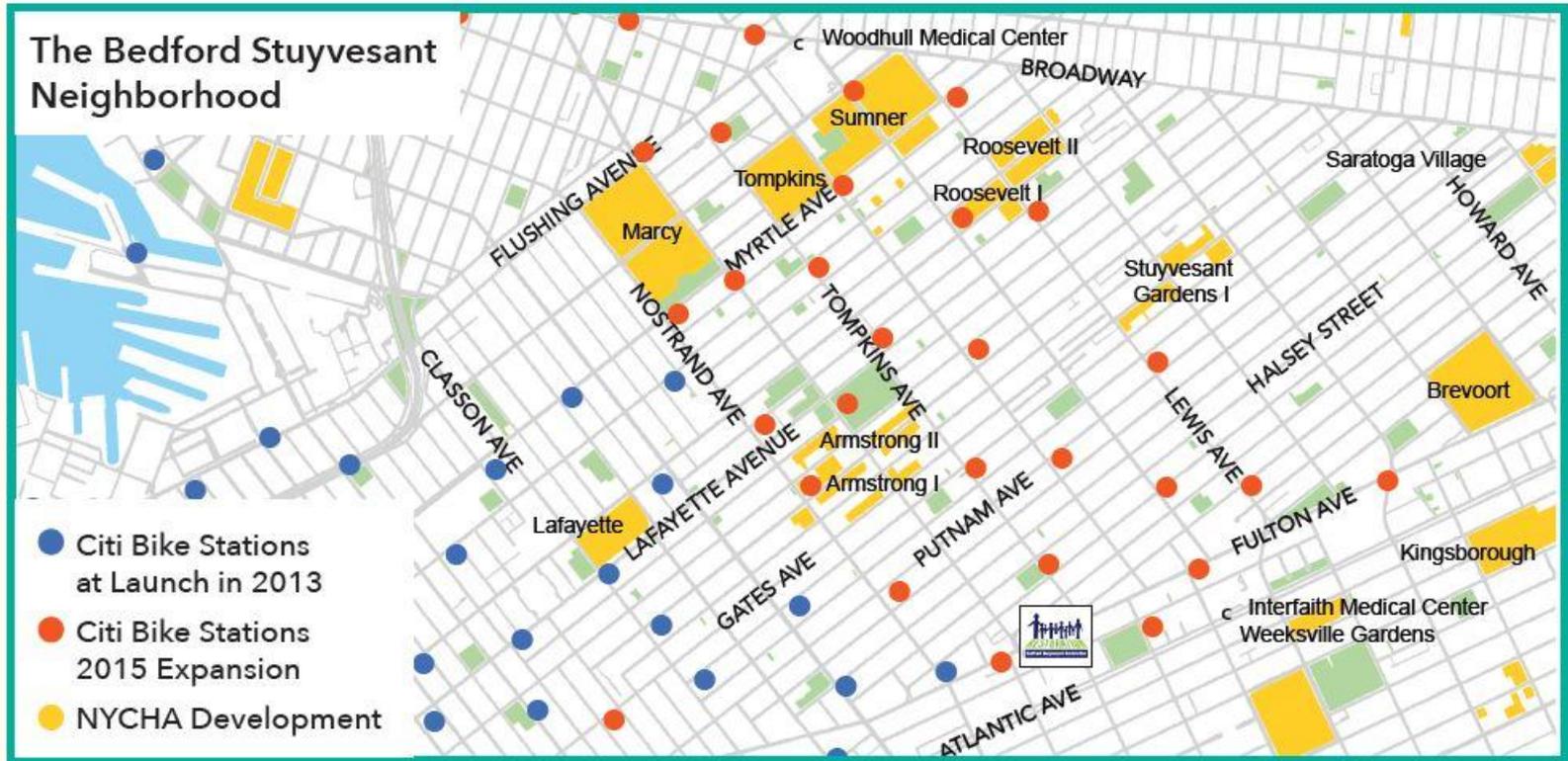
**Who Benefits?**

**Who Pays /  
Who is Harmed?**

# Who Decides?

2013:  
10 Citi Bike  
stations in  
Bed-Stuy

2015:  
36 Citi Bike  
Stations in  
Bed Stuy



# Who Leads?



# Getting Started

## Data collection through:

- Surveys
- Focus groups
- Meetings with community stakeholders and Citi Bikers of color



## What we heard



# Who Leads?

Bedford Stuyvesant Restoration Corporation invites you to:

## BED-STUY BIKES!



#FRESHMOVESBKNY

**SUNDAY, JUNE 19, 2016**  
12 PM - 5 PM  
RESTORATION PLAZA  
1368 FULTON STREET, BROOKLYN, NY



# Who Benefits?



## Financial

- **Savings on transportation costs**

## Health

- **Rx-A-Bike**
- **Community bike rides**

## Transportation

- **Point-to-point**
- **Access to transit**

## Jobs

- **Pathways to careers in transportation**

## Who Pays?

- Affordable Pricing
- Payment options
- Pilots (Prescribe a bike, CitiBike for youth, school)
- Corporate subsidy

## Who is Harmed?

- Safety
- Infrastructure

# Expanding the Tent: Clarity of Purpose

## Vision

Every New Yorker recognizes **bike share as a community asset** that is available and accessible for their use, with the potential to improve their health and support their daily lives by connecting them to community, services, and economic opportunities. As a result, the **people using bike share will mirror the composition of the communities** the system serves across income and race.

## Mission

The New York City (NYC) Better Bike Share Partnership aims to **develop inclusive programs and policies** to promote equity through bike share and increase the diversity of bike share riders to improve health and financial outcomes of NYC neighborhoods. The Partnership is a **community-driven collaboration** of diverse stakeholders who influence transportation, health, and economic opportunities by leveraging the NYC bike share program.

# Expanding the Tent: What we Believe

## Principles

We work to **reduce economic and health disparities**, by addressing social determinants of health and acknowledging **historical and current day inequities rooted in systemic racism**.

We assess the work of the partnership and **ask “Who benefits?” and “Who pays?”** for all aspects of the bike share program including, but not limited to ridership, job opportunities, and docking station placement.

We strategize for equitable active transportation options, **advocating for the community**, and authentically and intentionally **engaging people** throughout the process.

We are solution-driven and committed to assessing and **disrupting organizational culture to promote equity**.

We **lift up resident leadership and power** by acknowledging and leveraging strengths, assets, and capacities of partner organizations and community voices.

We assess the partnership regularly, **critically examining data** to inform bold innovations and approaches.

We recognize everyone brings equal yet different strengths and we **operate with honesty, respect, and transparency**.



**Thank You**

