



Bike Share Equity

NACTO Designing Cities 2016

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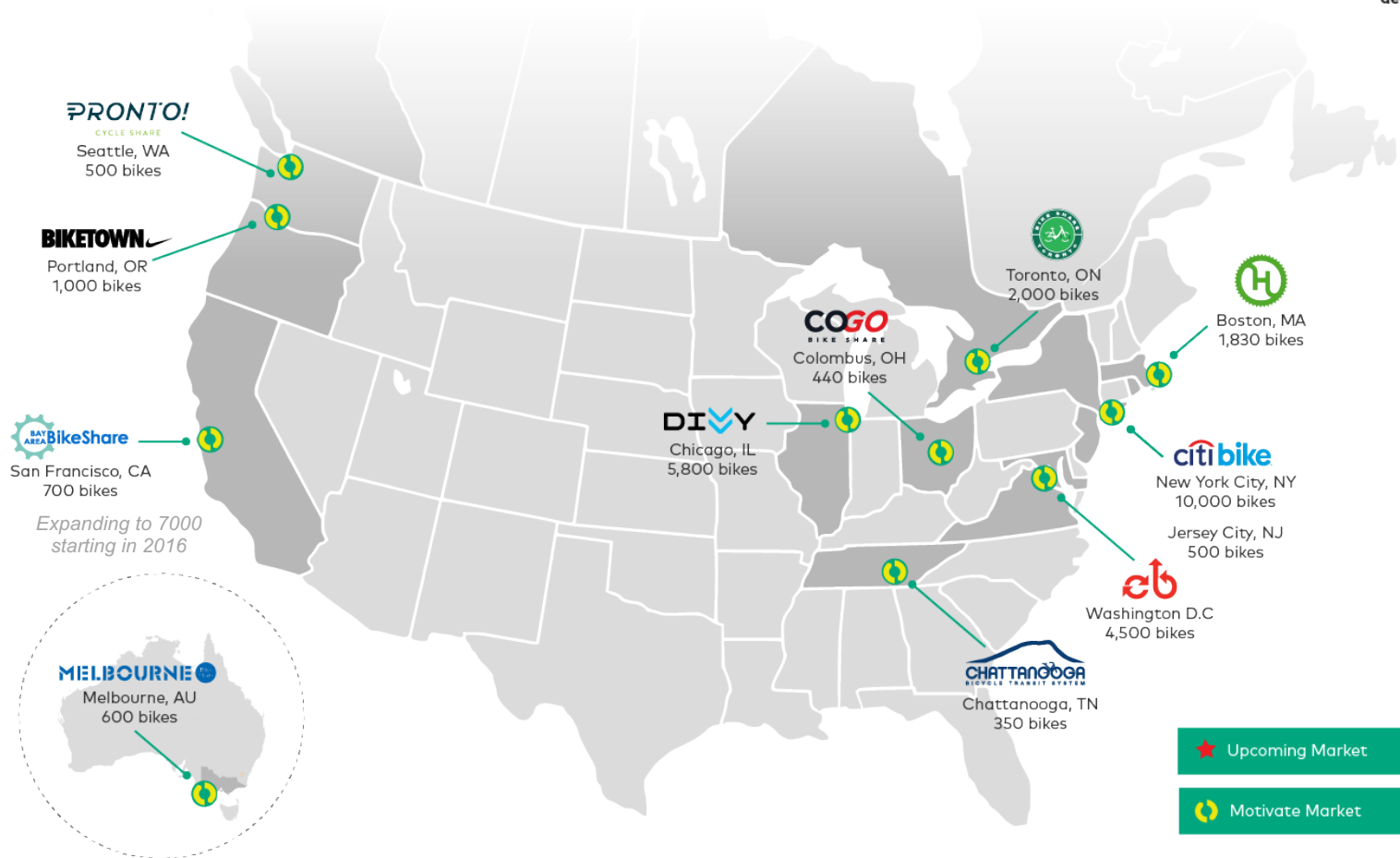


Who is Motivate?

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About Motivate: Largest Bike Share Operator in US

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Motivate's Approach to Equitable Bike Share

1. **Large coverage area** to make bike share accessible
2. **Density** to make bike share useful transportation option
3. **Affordability** programs to ensure bike share makes financial sense for low income residents
4. **Marketing** and partnerships to promote affordability programs
5. **Hiring** programs to create well-paying "green-collar" jobs



Bike share creates good green jobs

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- **935 employees**
- Competitive pay, in most cases **above local living wage**
- All full time jobs include **full health, dental, wellness and bike share benefits**
- Employees in NYC, D.C., Boston and Chicago are unionized



Challenge: Needed to recruit, hire and train employees quickly to prepare for program's launch.

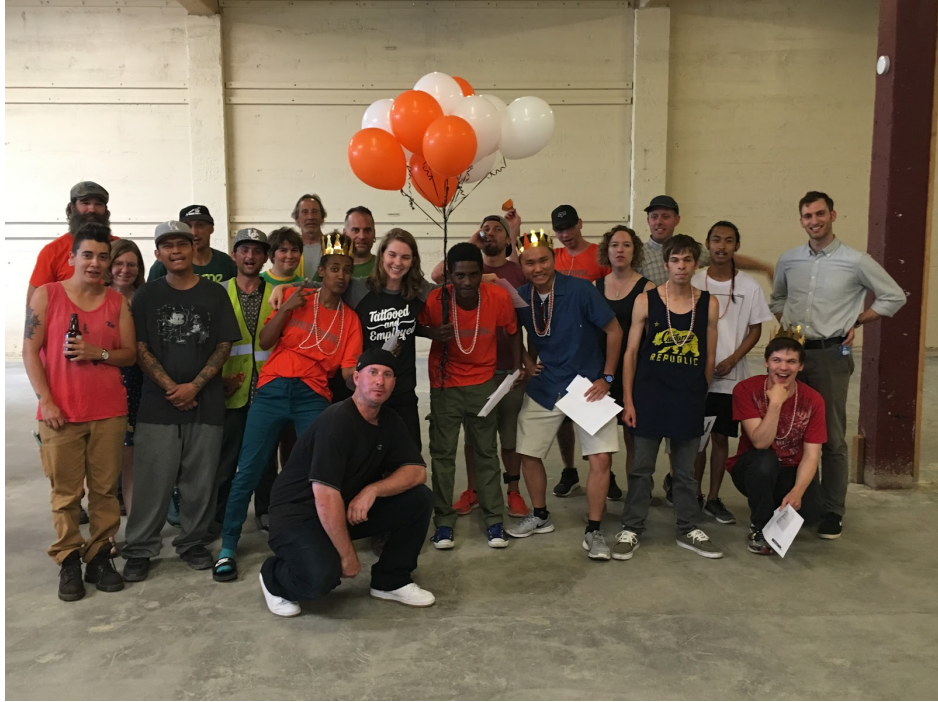
City's Goals (in our contract):

- 50% of workforce hours to be staffed by historically underrepresented & economically disadvantaged individuals
- At least 30% of these to be performed by people of color, low income residents, veterans, disabled individuals, immigrants and refugees, and people with disabilities.

Actions: Formed committee of local job placement & training orgs. Organizations circulated job descriptions & sent us qualified applicants.

BIKETOWN Portland

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Results: Exceeding contractual requirements & creating diverse and productive workforce
92% of BIKETOWN's hours are staffed by **historically underrepresented & economically disadvantaged**.

Over 55% of BIKETOWN's hours are filled by **people of color, low income residents, veterans, disabled individuals, immigrants and refugees, and people with disabilities**.

Citi Bike Jersey City

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Challenge: Needed to recruit, hire and train employees quickly to prepare for program's launch.

Actions: We asked our City client for advice on which organizations we could turn to.

They recommended the Jersey City Employment & Training Program, specializing in reentry for the formerly incarcerated.

They helped us pre-screen applicants and organized a session at their facilities where we interviewed and hired on the spot.

Citi Bike New York



Natalie is the manager of the Hubway bike shop in Boston. She started as a mechanic for Citi Bike. Citi Bike recruited her through a local non-profit, Recycle-a-Bicycle that trains youth to fix bikes for re-use.

Challenge: Seasonal business that swells to over 400 staff in peak season. Large service area and main offices at a distance from the city's core.

Actions:

- Work with Workforce One, the City's job placement agency
- Distribute job postings to City Council members, Community Boards, community organizations and ask for help spreading the word
- Recruit through Bed Stuy Restoration and Recycle-a-Bicycle
- Hiring fairs in late winter where people are screened, interviewed and hired on the spot
- Promote from within when possible, create advancement opportunities and option to return for seasonal staff
- Exploring off-season job placement partnerships

Best Practices

- Pay attention to onboarding and training – your staff become ambassadors for your program
- Offer free bike share memberships for staff and discounts for friends & family
- Work with local organizations, it builds goodwill for bike share, even if they don't particularly care about biking
- Off-season placement programs



Lessons Learned

- Engage partners – you don't need to be a bike nerd to thrive in a bike share job
- Have clear job descriptions – help your partners understand what you need
- Start early – hiring and training always takes longer than you think!
- Set clear expectations
- Celebrate milestones together
- Create opportunities for advancement at all levels
- Your employees are ambassadors every day for bike share

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Thank You!

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