McNeil Developing resources to advance equity in bike share

In the past five years there has been concerted efforts in many cities to expand the availability and benefits of bike sharing systems to underserved communities through outreach and education programs, low-income discounts, and more. One challenge many cities have as they simultaneously push to expand access is that there is limited evidence about which program approaches are available, which are proven to be effective, and which have been tried and rejected.

The Better Bike Share Partnership (BBSP), a national collaboration aiming to "increase access to and use of shared micromobility systems in low-income and BIPOC communities,"[1] has funded equity programming initiatives in numerous U.S. cities, and has sought to share lessons learned and best practices through cohort-based meetings, conferences, blog-posts, and more. Through grant funding from BBSP and the National Institute for Transportation and Communities, a national University Transportation Center, a Portland State University research team sought to document the array of bike share equity program types, successes and failures. After producing a detailed report, the project team developed ten concise topical briefs (including topics such as Equity Policies, Data and Metrics, Funding Equity Work, etc.). The goal of the briefs is to provide manageable and digestible resources to people working on bike share who will not have time to read a 100+ page report, but would benefit from exposure to the lessons the research team learned over the course of extensive outreach.

After producing the ten 2-page topical briefs, the research team held webinars, Twitter campaigns, and direct emails of bike share professionals. Follow-up questionnaires were distributed to learn what aspects of the briefs were useful. The poster will briefly describe the briefs and what we learned about how to make such information useful to those working on bike share in cities and at bike share systems. Findings from the project can help inform both the specific topic of how to improve equity programming in bike share, but also how to prepare and present research findings to be accessible to practitioners.

1. Better Bike Share Partnership, About US, website. Accessed on 2/18/21 at https://betterbikeshare.org/about/.