

Better Bike Share Partnership Announces Second Cohort of Living Lab Partners Focused on Equity

The Better Bike Share Partnership (BBSP), funded by The JPB Foundation to build equitable and replicable shared micromobility systems, is pleased to announce the selection of its second cohort of Living Labs. A collaborative between PeopleForBikes, the City of Philadelphia, and the National Association of City Transportation Officials (NACTO), BBSP will provide four organizations with funding, support, and additional resources to develop best practices for creating access to shared micromobility and increase use of shared micromobility in historically marginalized communities.

Each Living Lab identified barriers to bike and scooter share for BIPOC and those living on limited incomes in their cities. The organizations will spend the next two years working with local partners and community members to address these barriers.

“As a Living Lab, each grantee will have the time and flexibility to test strategies and implement new ideas so that BIPOC and lower-income communities can more easily access and use their bike share systems,” said Tangier Barnes Wright, deputy director of shared micromobility at PeopleForBikes. “They will be part of a cohort of organizations advancing equity in shared micromobility and we look forward to learning from their work.”

Building on the work of Philadelphia — the first BBSP Living Lab city — the 2024 cohort will grow partnerships, lead with community engagement, expand already successful work, and test and refine strategies to bring bike share and historically marginalized populations together.

Here are the 2024-2026 Living Lab projects:

Tugo Para Nuestros Barrios

Tucson, AZ

Through a community-led planning effort, Tugo Bike Share will collaborate with community-based organizations to determine how to reinvest resources to serve the south and west sides of Tucson more equitably. Through more equitable station siting and in-person engagement, Tugo will assess utilization rates in previously underserved areas and engage with community organizations and residents to better understand barriers to access and bike share adoption. The group will also work with partners and underserved communities to create a process that incorporates feedback, represents community needs, and builds capacity to better support and advocate for future bike share system expansion or electrification.

Equitable Outreach and Engagement in Pittsburgh

Pittsburgh, PA

Pittsburgh’s bike share system, POGO, will work with community partners to develop a local engagement plan to address low ridership and awareness in the Homewood neighborhood. POGO will address barriers to biking and mobility by building connections with Homewood students and families through a youth ambassador program, community rides, learn to ride courses, and programming with Safe Routes to School. By hiring neighborhood outreach associates to engage residents in bike share expansion, POGO will create lasting opportunities for Homewood residents of all ages and skill levels to

engage in biking and bike share. POGOH's Living Lab work will take place alongside planned system expansion over the next two years.

Community-Led Coalition for Equitable In-Fill and Expansion of Metro Bike Share

Los Angeles, CA

This coalition of community partners will promote local involvement and trust in bike share for communities that, for the first time, will be directly served by Metro Bike Share. Through partnerships with community-based organizations, Metro Bike Share will implement educational programming and expand outreach efforts to create a process for sustained engagement, fostering community ownership in bike share initiatives. The project scope includes pre-station siting community engagement in central and westside Los Angeles as well as service area gaps. The Living Lab work will help ensure Metro's planned bike share expansion is achieved while centering community members and equity.

City of Philadelphia, Indego Bike Share

Philadelphia, PA

The City of Philadelphia, in collaboration with Bicycle Transit Systems and the Bicycle Coalition of Greater Philadelphia, remains steadfast in its commitment to the equitable growth of the Indego bike share program. As Indego expands, it will use community input to continue refining its engagement initiatives which currently include the Indego Community Advisory Council, local mini-grants, Wheels to Work, Indego Community Ambassadors, and bike safety education and encouragement programs. Indego's goal is to ensure communities within their service area can access the benefits of bike share and that community members' voices are heard.