



goDCgo Residential Services Success Story

Maximize Your Residents' Experience with an Exceptional Bike Amenity



PROPERTY MANAGEMENT COMPANY

BOZZUTO

PROPERTY SIZE

216-Unit Luxury Property

YEAR OPENED

2015

COMMUNITY GOALS

Accommodate and improve our residents' lifestyles by providing innovative and convenient transportation options

While **Yale West** is conveniently located near public transit, they sought to enhance the property's amenities by incorporating an active transportation option for residents. They turned to an attractive on-site electric bikeshare system to improve mobility and encourage a healthy lifestyle. Yale West boasts an impressive transit score of 98, walk score of 95, and a bike score of 84.

WHY BIKESHARE?

The bikeshare trend is sweeping the nation: cities from coast to coast are implementing bikeshare systems. Many residential complexes are also jumping on board to utilize these advancements to residents' benefit. The General Manager at Yale West had a passion for biking and began to evaluate the individual needs of the property. **He noticed that residents were looking for transportation options that they could extend to their visitors.** Yale West decided that RiiDe Bike was the best option for residents and their guests.

WHAT IS RIIDE BIKE?

RiiDe Bike is the lightest electric bicycle designed with the urban commuter in mind. A RiiDe Bike bicycle is available to purchase outright or lease to own through their RiiDePass option. Not only is Riide Bike light and easy to maneuver, it's also easy to store. Finding an option that could be stored easily, accessed with little effort and afford flexibility were some of the many features that Yale West sought in their bike purchase.

This **Gold Level Ambassador** is offering a unique solution to transportation for residents. RiiDe concept was created for individual purchase but Yale West turned it into a bikeshare option.

Social Media Promotions



Additional Bike-Friendly Amenities

CONNECTING A COMMUNITY

When residents are choosing a place to live two determining factors are commute time and transportation options. Be sure to evaluate your property's offerings and explore additional transportation amenities that can increase desirability and support residents' needs. Be creative when learning about new transportation options and keep an open mind. **The marketability of your property depends on many desirable characteristics, including a rigorous sustainability program.**

There are many ways that Yale West has been proactive in building their transportation amenities. Yale West invited goDCgo out for a lobby event to help raise awareness of transportation options available to residents including the Riide Bike. They actively promoted their offerings, and use social media and internal e-mail blasts to keep their residents well-informed. Whatever is the best option for your property, goDCgo wants to be there to support and help you make it the most appropriate it can be.

"Riide Bike has been beneficial for not only residents but guests who come to visit and is a great option for our community. It allows them to explore all areas of our incredible city without worrying about hills or distance." - Madison Gensurowsky, Assistant Property Manager



Let us help your property find and incorporate transportation amenities to enhance your resident experience.

Contact us at **202.299.2186** or **info@goDCgo.com**.

goDCgo.com/residential   

1

Provide bike parking
Give bike owners peace of mind by installing secure, convenient bicycle parking in your garage or storage area.

2

Distribute free DC bike maps
Allow residents to easily plan their next two-wheeled adventure with the area's premier bicycle map. Order this piece from goDCgo.

3

Offer bike classes
Invite the Washington Area Bicyclist Association (WABA) to your property for an Everyday Biking Seminar or a more in-depth bike class.

4

Participate in local or national events
Organize a resident social mixed with some healthy competition to spur an active biking community. The annual National Bike Challenge or the DC Bike Ride are just a few ways to bring residents together.

5

Provide Capital Bikeshare Memberships
Provide annual membership or a 24-Hour trial to gauge resident interest.