



# CAPITAL BIKESHARE COMMUNITY PARTNER SUCCESS STORY

Supporting the Community's Health and Welfare through Capital Bikeshare

Unity Health Care has been providing primary and specialty care to low-income and homeless individuals in the DC community for thirty-five years. Over time, the organization has grown into a network of more than twenty traditional and non-traditional health centers and a walking medical outreach program.

They offer many services and wellness programs to support and provide the tools patients need to hit their personal and behavioral health goals. One of these services is a \$5 annual membership to Capital Bikeshare, the region's public bikeshare system with over 6,000 red bikes and 600 stations.

## WHAT IS THE COMMUNITY PARTNERS PROGRAM?

The Community Partners Program (CPP) is an initiative of Capital Bikeshare that provides non-profit and social service organizations the ability to offer low-cost Capital Bikeshare memberships to the communities they serve. Through this program, organizations can give the clients they work with a simple, low-cost, and reliable way to get to work, personal appointments, and classes; an active way to get around their communities; and a healthier lifestyle at an affordable cost of \$5 per year.

## GETTING STARTED

The Unity Health Care Upper Cardozo Center joined the Capital Bikeshare Community Partners Program (CPP) in 2016. With the help of CPP over the past four years, Unity Health Care's doctors, nurses, and administration have implemented effective outreach strategies and provided bilingual flyers to patients to promote the use of Capital Bikeshare. **They also utilized the Community Partners' complimentary services such as, one-on-one training, education resources, and dedicated support to ensure that all members knew how to check out a bike, received a helmet, and were aware of membership terms.** As a result of Unity Health Care's hard work and collaboration, they are one of the largest and most active Capital Bikeshare Community Partners in Washington, DC. In 2019 alone, Unity Health Care's 97 members each took an average of 123 trips on Capital Bikeshare.



Healthier You. Healthier Communities.

**INDUSTRY**  
Health Care

**COMMUNITY PARTNER**  
Since 2016

**CAPITAL BIKESHARE  
MEMBERS**  
97 members

### **BENEFITS**

- Free bike helmet and DC bike map for each client that registers for a membership
- In-person assistance with new member registration
- Unlimited 60 minute trips on Capital Bikeshare for a full year
- No usage fees charged to members

## IMPACT ON MEMBERS

At the Unity Health Care Upper Cardozo Center many low-income, immigrant, and at-risk individuals and families have benefited from the Capital Bikeshare Community Partners Program. Beyond the health benefits of riding a bike, the program has helped their members gain access to an affordable and reliable means of commuting to and from work.

*"Many patients reported that they have a hard time depending on the bus or train to get around, because it can be expensive and the hours of operation are not always convenient for them (especially at night). With access to Capital Bikeshare memberships, they are now able to get to their jobs and make appointments on time. As a Case Manager, it has been a pleasure to provide this service to Unity's patients, because by helping them become Capital Bikeshare members, we know we are making a difference in their lives. I can see the smiles on their faces!"*

- Viviana Chieme, Case Manager, Social Services

## SHARE THE JOY OF BIKING

Are you a community organization that serves homeless, low-income, and/or underserved communities? Contact the Capital Bikeshare Community Partners Program to share the joy of biking with your members.

We can provide a fun, affordable, and reliable transportation option to those in need. For more information contact our Community Outreach Coordinator, Lester Wallace at (202) 384-5365 or [lester.wallace@godcgo.com](mailto:lester.wallace@godcgo.com).



Let us help you help others by becoming a Capital Bikeshare Community Partner.

[capitalbikeshare.com/community-partners](https://capitalbikeshare.com/community-partners)



## KEYS TO SUCCESS

The key to Unity Health Care's success up to this point has been access to information.

### ANNOUNCEMENTS

The staff informs their clients of the program through the use of printed flyers posted throughout the facility and by making periodic announcements over their intercom system.

### BILINGUAL MATERIALS

Since a large percentage of Unity Health Care's clients are immigrants from Spanish-speaking countries, they frequently use Capital Bikeshare materials that are printed in both Spanish and English.

### IN-PERSON REFERRALS

Unity Health Care doctors and social service workers provide in-person referrals to patients that could benefit from a Capital Bikeshare membership.