

# CAPITAL BIKESHARE COMMUNITY PARTNER SUCCESS STORY

## Unlocking Access to Education through Capital Bikeshare

City Year is a national organization that focuses on supporting the development, growth, and success of students in systemically under-resourced schools while preparing their AmeriCorps members to be leaders in their communities and careers. Their local chapter, located in Northwest DC, has over 140 highly skilled members working with the school district to provide tutoring support in Math and English, help monitor student attendance and engagement, and provide social-emotional support to students when needed.

### WHAT IS THE COMMUNITY PARTNERS PROGRAM?

Capital Bikeshare Community Partners Program (CPP) is a District Department of Transportation (DDOT) program to promote sustainable transportation options in underserved communities across the District. The program partners with local nonprofits and social services organizations to provide discounted access to Capital Bikeshare for low-income individuals. Through this program, organizations can give their members access to 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.

### IMPACT ON MEMBERS

In April 2019, City Year DC joined the Community Partners Program with one goal in mind: to provide their AmeriCorps members with a more affordable means of getting to and from the schools where they provide mentoring and educational support. Since then, their members have benefited in more ways than one from their access to Capital Bikeshare.

***“My Capital Bikeshare account is the only mode of transportation I’m using right now - I can get almost anywhere in the city in around half an hour and I get to be outside and experience DC! During in-person service, it was a convenient way to get around quickly and a great way to get exercise without spending extra money.” - Isaiah Albert-Stein, Team Leader with City Year***



#### **INDUSTRY**

Education

#### **COMMUNITY PARTNER**

Since 2019

#### **CAPITAL BIKESHARE MEMBERS**

61 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

## RAISING AWARENESS AMONG MEMBERS

City Year found that raising awareness of the \$5 Capital Bikeshare membership among their members was instrumental in increasing sign ups. With the help of the Community Partners Program over the past 20 months, City Year's staff have implemented effective outreach strategies like one-on-one discussions to inform members of their transportation options including Capital Bikeshare. During these discussions they cover the cost savings members can benefit from when using Capital Bikeshare and how the Community Partners Program goals and values align with City Year's.

As a result of the organization and staff's hard work and dedication, they signed up 61 Capital Bikeshare members in less than two years. During that time, those members took over 1,500 trips on Capital Bikeshare.



## 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

### INFORMING MEMBERS

As City Year onboards AmeriCorps members, they provide them with a list of transportation options (including Capital Bikeshare) and speak one-on-one about each.

### HIGHLIGHT COST SAVINGS

The staff makes a point to highlight the cost savings that members will receive by signing up for and utilizing a Capital Bikeshare membership.

### ALIGNMENT OF VALUES

City Year staff also informs their members that Capital Bikeshare's Community Partners Program aligns with City Year's efforts to provide disenfranchised communities with access to more resources (education, transportation, healthcare, etc.)