Inde°go

3RD BIRTHDAY SNAPSHOT
APRIL 2017 - APRIL 2018

PHILADELPHIA'S BIKE SHARE PROGRAM

An initiative of the
City of
Philadelphia

Sponsored by
Independence

Indego
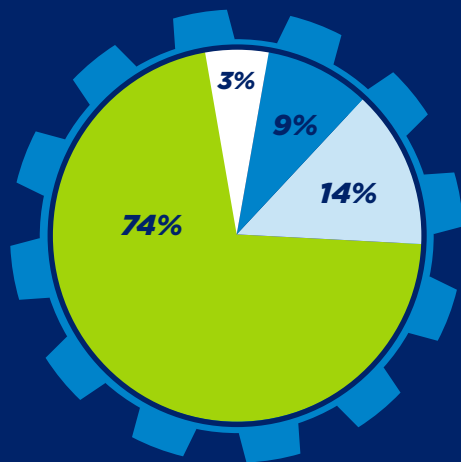## PHILADELPHIA'S BIKE SHARE PROGRAM

3RD BIRTHDAY SNAPSHOT
APRIL 2017 - APRIL 2018

TOTAL RIDES
SINCE LAUNCH • APRIL 2015

2,053,479

"Indego bike share is about connecting people. From the Delaware to 48th street, from Point Breeze to Strawberry Mansion, you will find Philadelphians riding with their friends and family, with their community members, riding for their health, and just for fun."
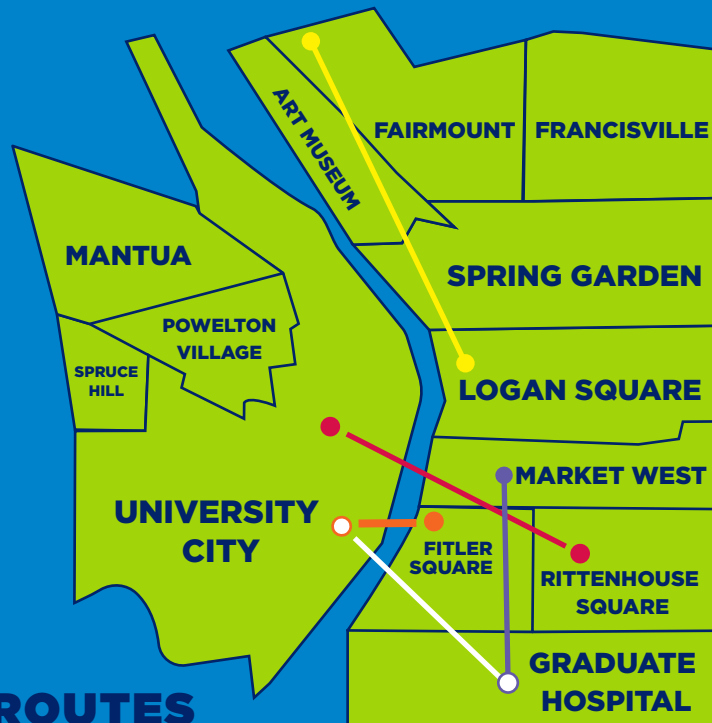
- Mayor Jim Kenney

120+ STATIONS • 1200+ BIKES

3%
9%
14%
74%

RIDES BY PASS TYPE
*Indego introduced the Indego365 & the Day Pass in October 2017

- DAY PASS & WALK UP
- INDEGO30
- INDEGO30 ACCESS
- INDEGO365

TOP FIVE MOST POPULAR ROUTES

ART MUSEUM
FAIRMOUNT | FRANCISVILLE
MANTUA
SPRING GARDEN
POWELTON VILLAGE
SPRUCE HILL
LOGAN SQUARE
UNIVERSITY CITY
MARKET WEST
FITLER SQUARE
RITTENHOUSE SQUARE
GRADUATE HOSPITAL

ROUTES
1. University City - 23rd & South
2. 26th & Poplar - Rodin Museum
3. 21st & Catharine - University City
4. Rittenhouse Square - 36th & Sansom
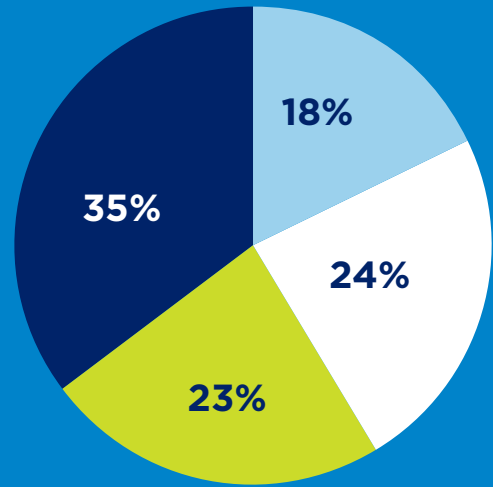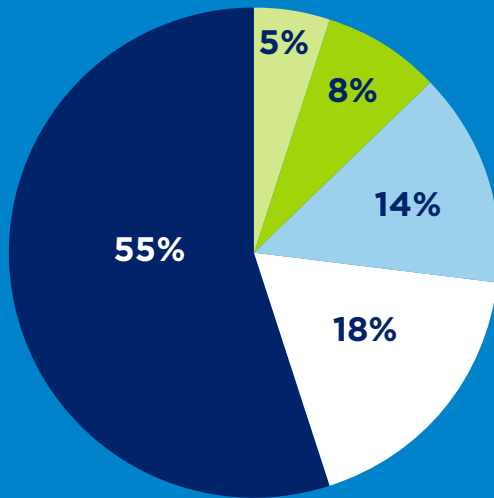5. 21st & Catharine - 18th & JFK

EQUITY HIGHLIGHTS

WHO ARE INDEGO RIDERS?

INDEGO PASSHOLDERS

RACE AND ETHNICITY

- LATINO
- ASIAN
- BLACK
- WHITE
- OTHER

5%
8%
14%
55%
18%

18%
35%
24%
23%

HOUSEHOLD INCOME

- LESS THAN $25,000
- $25,000 - $50,000
- $50,000 - $95,000
- GREATER THAN $95,000

"What *Don't Shoot* enjoyed about Indego bike riding was you could link up with family or friends, see the sites, have fun, and get healthy all at the same time."

- Ella Best, Point Breeze • President of Don't Shoot

BICYCLE COALITION OF GREATER PHILADELPHIA
OUTREACH PROGRAMS AND GROUP RIDES

As part of the Better Bike Share Partnership, Indego partners with the Bicycle Coalition of Greater Philadelphia to provide safety classes and learning opportunities for all different levels of cyclists. This work has produced 43 community rides and events, and 41 classes.

TOP 5 STATIONS USED BY ACCESS PASSHOLDERS

1. Point Breeze & Tasker
2. Broad & Oxford
3. 18th & Fernon
4. Rittenhouse Square
5. 15th & Market

2,069
TOTAL ACCESS PASS SIGN-UPS

ACCOUNTS FOR 9% OF ALL TRIPS SINCE APRIL 2016

PARTNERSHIPS

COMMUNITY AMBASSADORS

The City of Philadelphia launched Indego with a mission to make Indego an affordable, healthy, and convenient transportation option for all Philadelphians. The Better Bike Share Partnership (BBSP) is a City of Philadelphia led collaboration funded by The JPB Foundation to build equitable and replicable bike share systems. Through this work Indego has developed affordable pricing options, marketing, education, and outreach focusing on underserved communities and communities of color.

None of this would be possible without the help of our amazing community partners, especially our 2017 Indego Community Ambassadors:

**Brewerytown Sharswood NAC • Strawberry Mansion CDC • Mantua Civic Association
Latinas in Motion • Dare 2 Hope • Don't Shoot**

"This opportunity has truly been a game changer...This platform has given us leverage to go the extra mile and to keep on advocating for social justice and a fair future for current residents and the generations to come."   **- De'Wayne A. Drummond, President of the Mantua Civic Association**

BARNES FOUNDATION

#BiketoBarnes In 2017 the Barnes Foundation and Indego launched 10 bikes wrapped in paintings from the Barnes collection. With goals of engaging the public in a community-wide initiative, the paintings were selected via crowd-sourcing through an online poll. As part of this partnership, the Barnes has offered Indego Passholders free admission through 2018.

"We are excited to collaborate with Indego—an engaged, equitable, and sustainable bike share program dedicated to ensuring that all Philadelphians have access to affordable and healthy transportation options. Welcoming all communities from across Philadelphia is a key goal at the Barnes, and the Indego bike share program is an extraordinary example of an initiative we can learn a great deal from."

- Shelley Bernstein, Chief Experience Officer at the Barnes Foundation

INDEGO IS PROUDLY SPONSORED BY

Independence

"It is hard to imagine our city without hundreds of people every day riding Indego to work, exercise, run errands, or visit Philadelphia's incredible attractions. For us, Indego is a commitment to the community and an expression of Fearless Fit, our campaign to make healthy lifestyles a goal that we pursue together. So, we are proud to extend Independence's sponsorship of Indego through 2022."

- Daniel J. Hilferty, President and CEO of Independence Blue Cross

IN PARTNERSHIP WITH

WILLIAM PENN FOUNDATION   BICYCLE COALITION OF GREATER Philadelphia   BETTER BIKE SHARE PARTNERSHIP   THE JPB FOUNDATION