



# ANNUAL REPORT

APRIL 2019 TO APRIL 2020

Indego

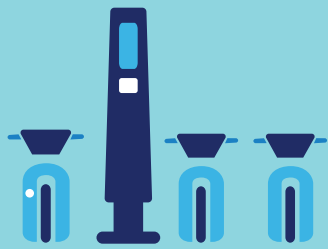




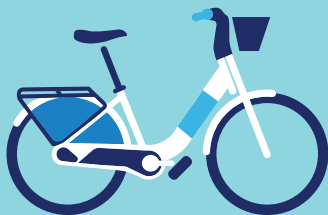
## Let's start here.

Indego, Philadelphia's bike share program, offers 24-hour, 30-day, and yearly pass options to ride one of the hundreds of bright blue bicycles, and white electric-assist bicycles stationed at more than 140 stations around the city. Indego embarked on the 2019-2020 season with the exciting challenge of introducing the electric bike to Philly. An innovation that, in true Philly style, has helped us deepen relationships with our communities, lower barriers to healthy transportation, and reach more riders than ever before!

### System Scope



**138** STATIONS



**250** ELECTRIC BIKES



**1,500** CLASSIC BIKES

# Ridership

## Total Rides (2015-2019)

# 3.2 MILLION

88% of all trips were taken by monthly and annual passholders.



## Electric Bike Spotlight

### REACHING ACCESS USERS

Access passholders made up 14% of active passholders but took 33% of all Indego electric bike rides

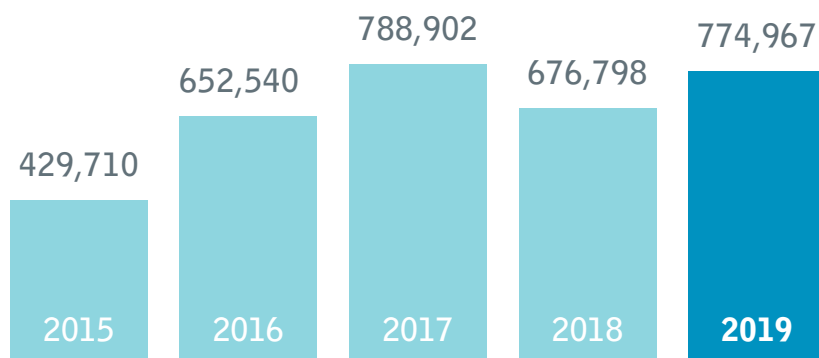
### MORE RIDES

Average number of rides per electric bike per day: 4  
*2x more rides than classic bikes*

### LONGER RIDES

Average electric bike ride time: 23 minutes  
*2x longer than rides than classic bikes*

## Ridership Since Launch



## Stations with the greatest increase in ridership:

29TH & DAUPHIN	+309%
6TH & BERKS	+110%
PARKWEST TOWN CENTER	+93%

## Ridership Impacts Since Launch



### CALORIES BURNED:

195,172,091

### MILES RIDDEN:

6,839,706

### MINUTES PEDALED:

61,723,439

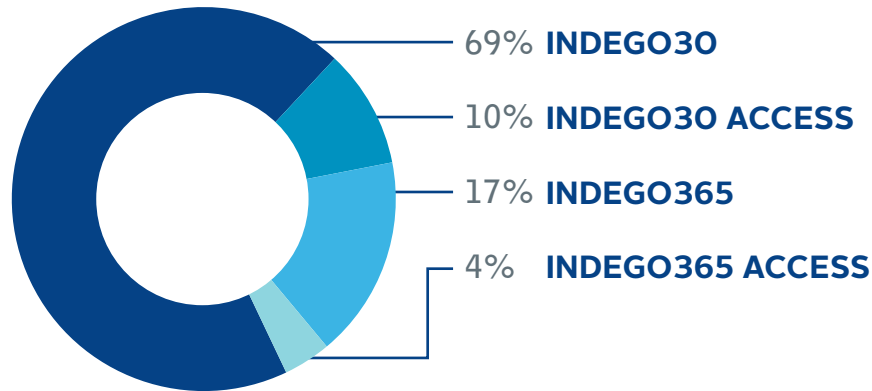
### METRIC TONS OF CO<sub>2</sub> OFFSET:

8,381,567

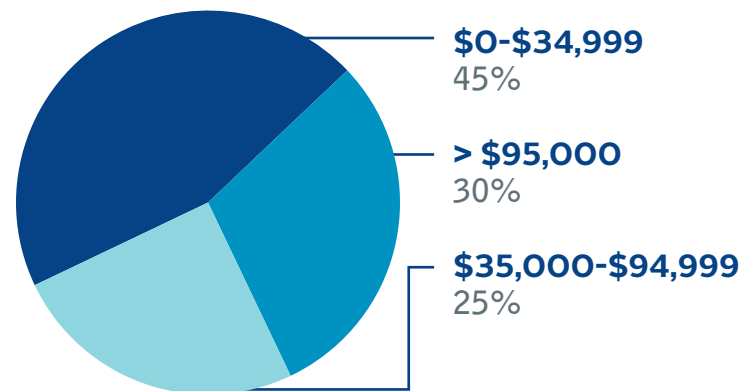
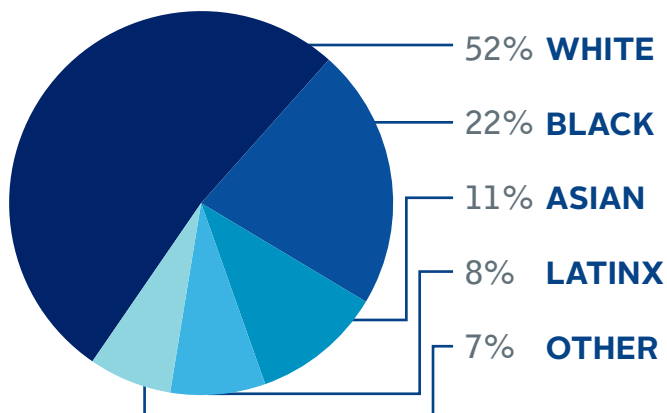


# Who's Riding

## Breakdown by Pass Type:



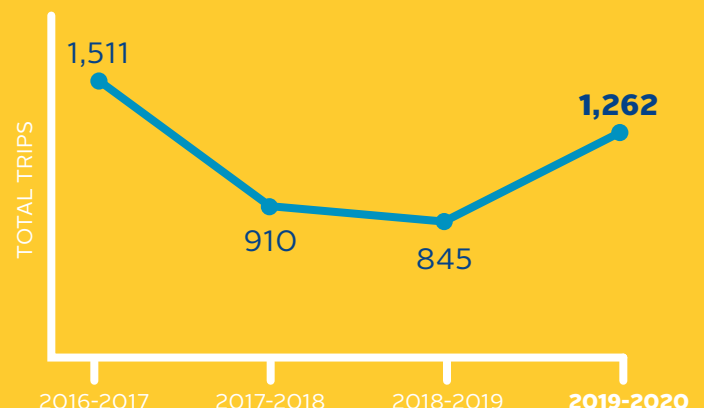
## Passholder Breakdown by Income + Race



## Access Pass Spotlight

Individuals with a Pennsylvania ACCESS card are eligible to sign up for an Indego30 Access pass for just \$5 a month or \$48 for the annual Indego365 Access Pass.

**4,528** PASSHOLDERS SINCE LAUNCH



# Community Outreach

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 and the William Penn Foundation to build equitable bike share systems. Through this work Indego has developed affordable pricing options, educational programming, and community outreach initiatives focusing on underserved communities and communities of color.

These efforts are made possible by:



## Community Ambassador Program

Ambassador organizations share information about Indego in a variety of different ways, help to build partnerships with neighborhood organizations, and serve as the voice of Indego in their communities. This season the community ambassador team was able to organize over ten group rides across the city with residents and partners! These efforts continue to support building trust with the community, provide an understanding of how the service works, and support the Indego team to identify and address the unique needs of riders where they live and commute.



## Indego Ambassador Resource Fair

This season was something truly special with the Ambassadors hosting the first ever Indego Ambassador Resource Fair, located at the Discovery Center in Strawberry Mansion. Indego Ambassadors past and present came together to create a space where attendees could connect and learn about the network of resources our ambassadors and other partners provide.

# Community Ambassador Program

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"I believe Indego is addressing equity in Mantua by collaborating with strong civic leaders and community development corporations that are making positive impacts in the neighborhood. Being a seasoned ambassador, my purpose is to advocate for and represent the issues and concerns of residents, to improve the quality of life for all, and preserve the identity and history of Mantua for the next generation."

– **DeWayne Drummond** - President of the Mantua Civic Association and Chairman of the 24th Ward Democratic Executive Committee

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"Through the Ambassador program, Indego has worked hard to ensure that it is addressing equity in the Philadelphia community. Indego is making sure that it is aware of community needs across the City and within diverse neighborhoods, and that those neighborhoods know about the resources available through Indego."

– **Cooper Richardson**,  
Community Development  
Associate at SEMAAC



Indego is part of Strawberry Mansion, we feel like it belongs to us and we love sharing the ride with our friends and family"

– **Tonnetta Graham**, President of the Strawberry Mansion CDC

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"Connecting with all the ambassadors provided vital information about resources available throughout the City. It was great building relationships that extended beyond my season as an Indego Ambassador."

– **Karen Nickles**, Real-Life CDC

# Brand Ambassador Program

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**Indego has a skilled team of Brand Ambassadors that are dedicated to connecting with people face-to-face to explain how Indego works, what it costs, and all the great reasons to use bike share.**



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**73 events** TOTAL ATTENDED

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**5,050 people** TOTAL INTERACTIONS

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“My experience as an Indego Brand Ambassador for the past 4 years has been the best work experience in any company I ever worked for. It feels like coming home to a family reunion every time we’re together. It’s never work when you enjoy what you do, with the people you’ve come to love.”

– Denise Taylor



# Educational Programming

Indego offers educational classes and community rides lead by the Bicycle Coalition of Greater Philadelphia to help individuals get the skills and knowledge they need to bike safely and confidently in urban environments.

40

**TOTAL CLASSES HELD**  
35% were held in Spanish

47

**TOTAL GROUP RIDES HELD**  
14% were for bilingual audiences

## Champion Program Graduates

This season, the BBSP team launched the *Champions Program*, a 3-part series of courses and group rides aimed at building skills for both beginners, and more experienced riders. We reached over 56 participants this season!

## Digital Skills & Bicycle Thrills

The BBSP team collaborates with the City of Philadelphia's Office of Adult Education to provide a digital skills and bike safety training course for adults. Participants learn digital skills at their own pace while completing assignments related to Indego and bike sharing.

### 2019 COMMUNITY COHORTS

#### South Philadelphia Library:

42% of participants completed the course

#### Hank Gather's Recreation Center:

63% of participants completed the course



"The Indego Bike Share Program will change your life! I love the fact that they offer classes to learn or re-learn how to ride a bicycle and educate people about bicycle laws and lanes. I've been riding consistently since getting my pass and this past summer was the best since childhood. The electric bikes were great for me to explore my entire neighborhood in Strawberry Mansion in a whole new light."

– **Demetrius Coleman**, 2019 Hank Gather's Cohort Graduate





INDEGO IS AN INITIATIVE OF



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OPERATED BY BICYCLE TRANSIT SYSTEMS

