



ANNUAL REPORT

APRIL 2020
— TO —
APRIL 2021



Indego

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Riding through this together

In looking back at 2020 – there was really only one option: **step up and adapt!**

Philadelphians, like all of the country, faced a dual-pandemic: racism and COVID-19. And so, unsure of what else to do, we doubled down on our commitment to running a safe, reliable and equitable bike share program. In looking back – we are more encouraged than exhausted because of you, our riders!

The Indego team sustained service 365 days of the year – and provided a consistent transportation option for frontline workers, healthcare providers, and protestors alike. Our ability to successfully respond and serve Philly is in large part due to our deep commitment to equity that has powered us since our launch.

As we look to 2021 and beyond, there is much work to be done for our communities to recover, heal, and continue dismantling racism. Indego thanks Philly for being there for us just as we have been there for you – and we look forward to the journey ahead together!

– The Indego Team



Low-income Philadelphians turned to Indego when the Pandemic hit

During the City's stay-at-home order in March and April, ridership plummeted across all pass types except the reduced fare pass for PA ACCESS passholders, which increased by 88% in March.



Indego powered a movement

In June, when thousands of protestors took to the streets to march in support of Black Lives Matter, Indego recorded two of the highest ridership days of the year, totaling more than 8,000 trips in one weekend.



Indego doubled down on equity

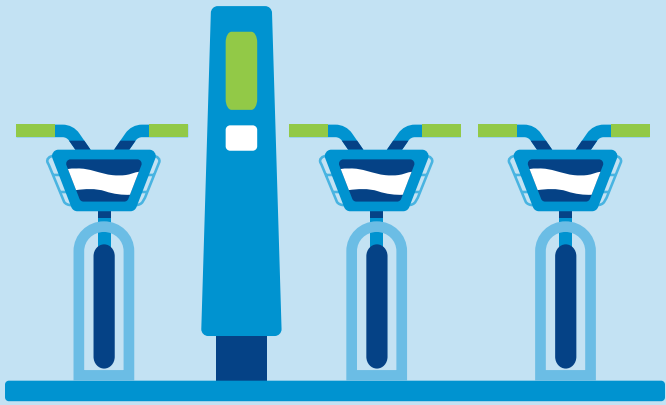
Indego stands in solidarity with Black Lives Matter and the movement to disassemble the foundations of institutional racism.

In November, Indego reaffirmed its commitment to provide bike share to Black communities by announcing a system expansion further into West and South Philadelphia. This effort will be supported by the launch of the Expansion Liaison Program, a spin off of our long-time Community Ambassador Program.

2020 strengthened and bonded us even more.



System Overview



140+
Bike Stations



2,900+
Docking Points



225+
Electric Bikes



1,500+
Bikes



...and still
growing!

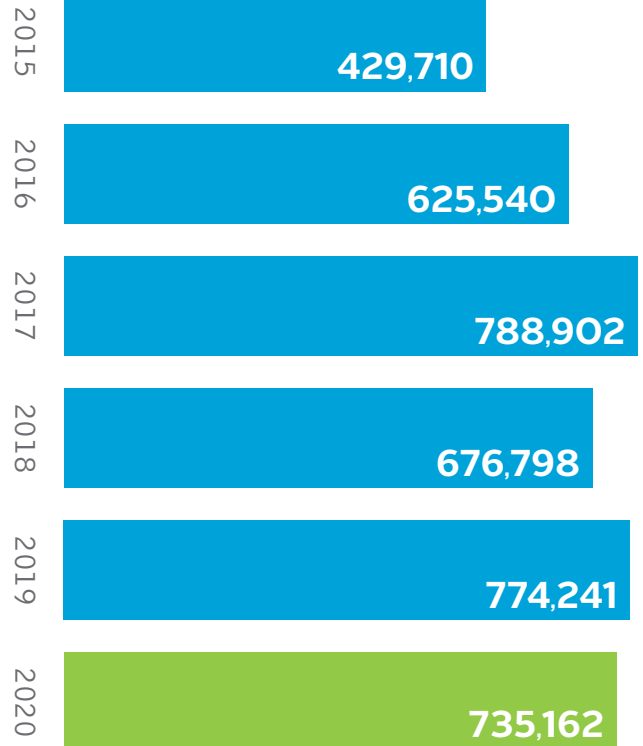
Total Rides (2015-2020)

4,127,268

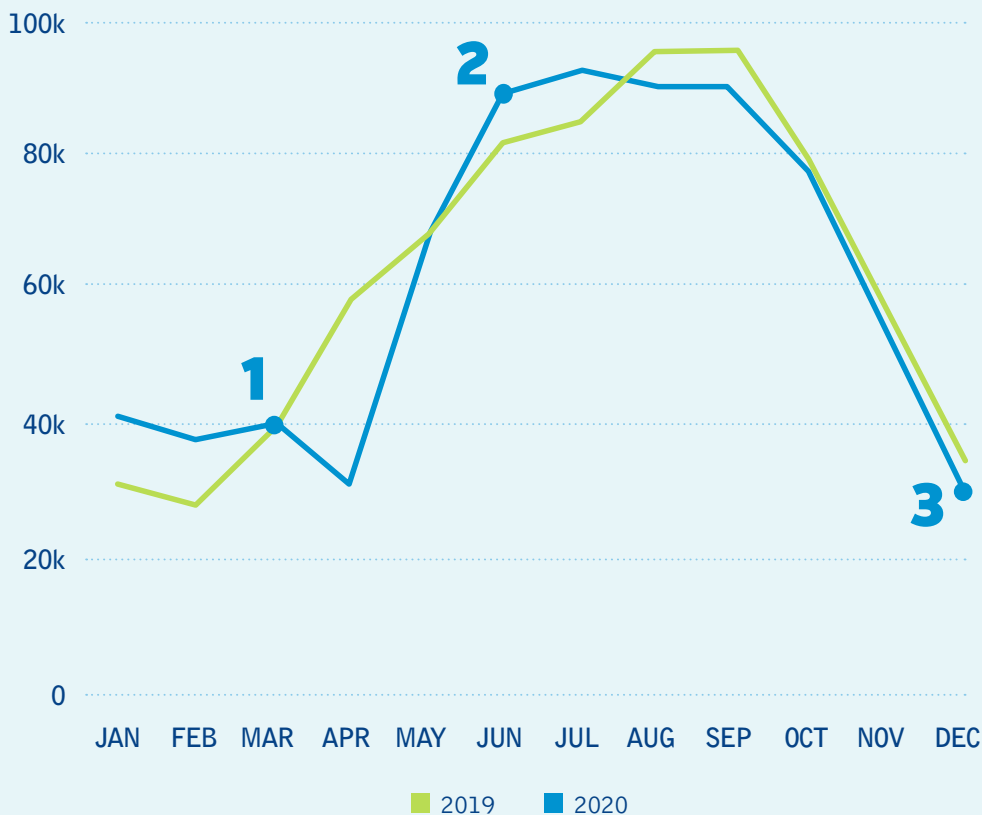


82% of all rides since launch were taken by monthly and annual passholders

Trips Taken (since launch)



2019 vs 2020 Trips (by month)



1

Martin Luther King Drive closure & stay at home lockdown



2

BLM demonstrations



3

4 millionth trip (12/3/2020)

Stations with the greatest increase in ridership (YOY Trip Increase)



Many of our riders during COVID-19 were visiting local green spaces!

2020 Ridership Highlights (estimated)



127,686,882

Calories burned



19,184,363

Carbon offset (metric tons of CO²)

2020 Trip Trends

(by monthly and annual passholders)



87% of total trips were taken by monthly and annual passholders in 2020

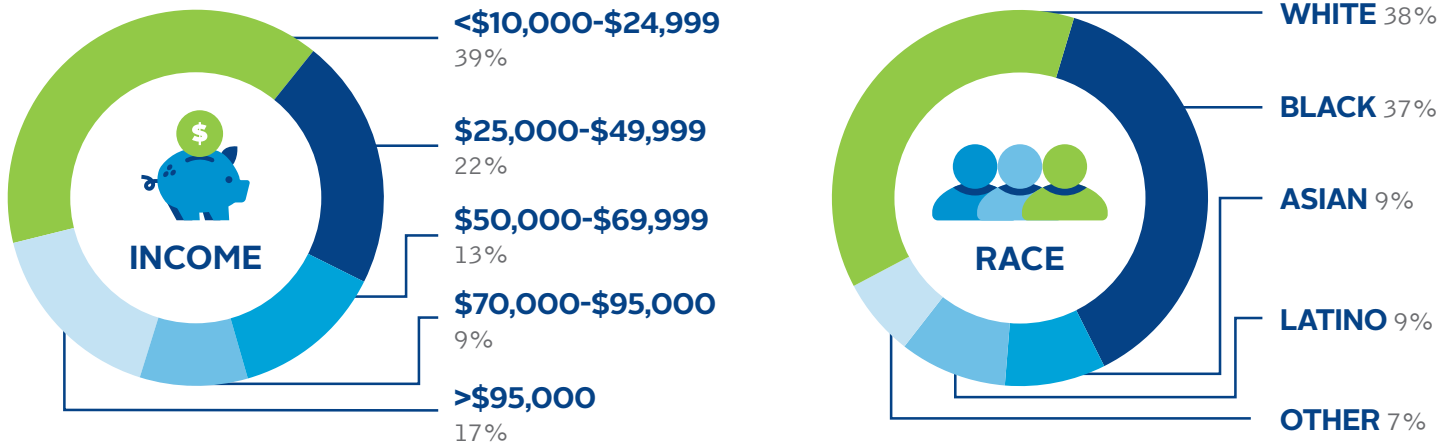
Trips By Pass Type

(YOY by reduced fare, standard fare and casual passholders)



Passholder breakdown

(Jan 2020 - August 2020)



Access Pass Spotlight



Indego Access Passes are available for individuals with a **PENNSYLVANIA ACCESS CARD** and offer Indego30 Access pass for just \$5 a month or \$48 for the annual Indego365 Access Pass.



While 2020 had no shortage of challenges, Indego had some incredible milestones achieved by Access passholders including:



50% of all trips taken were from low-income, residential stations



15% of all total monthly and annual passholders had an Access pass



108% increase in total Access pass signups from the previous year



15% of all total trips taken were by Access passholders

Community engagement highlights

The coronavirus pandemic changed the way we all go about our everyday lives. This season the Indego outreach team faced new challenges like working remotely, learning how to host virtual classes, adapting content and curriculum to digital platforms, and above all: making safety our mission. Here is an overview of how Indego has kept connected with the community to keep riders informed and engaged during the COVID-19 health crisis.



Crib Delivery

Indego was also able to help The Philadelphia Department of Public Health deliver cribs to new parents in need. Once COVID started, this department lost its ability to deliver free cribs to new parents and Indego was able to lend a helping hand. As of today, we've helped deliver over 300 cribs to families all over Philadelphia!

COVID Mini Grants

With the impact of the COVID-19 health crisis in Philadelphia, the Better Bike Share Partnership (BBSP) team recognized there was an opportunity to offer a helping hand. During the month of May, BBSP awarded 13 non-profit organizations in Philadelphia with mini-grants to support operations or programming related to COVID-19 relief efforts.





Care Package Highlights

In August, Indego started distributing community care packages, to provide Indego ride safety resources to residents in need of transportation alternatives. We wanted communities that had transit barriers to know that Indego is still operating and to provide them with the resources to get started and ride safely. We were fortunate to work with our previous Ambassador organizations, who were already at the front lines for resource distribution, to get free masks, hand sanitizers, helmets, bike guides, and more in the hands of anyone who needs them!



31

virtual classes
132+ participants

Educational Programming

The events of the past year required new levels of agility regarding how Indego approached community engagement. In place of in-person outreach, we leaned into virtual education and partnership opportunities. This included hosting educational classes led by the Bicycle Coalition over Zoom and Indego social media channels. Additionally, Indego devoted specific attention to the development of online rider resources. This work has included the development of a Learn to Ride video and adapting content from our printed Neighborhood Ride Guides to a new dedicated section of our website.

Indego Expansion Liaisons

Community input has been and will continue to be the cornerstone of Indego's approach to expansion. In spring, Indego and the City's Office of Transportation, Infrastructure, and Sustainability (oTIS) worked closely with seven different Expansion Liaisons, that represented a diverse group of community leaders and residents from each of the different expansion zones. This first cohort of Liaisons did an amazing job hitting the ground running and navigating different obstacles such as language barriers, community canvassing, and attending community events and virtual meetings. These efforts were essential to ensuring residents were involved and could see how their feedback was reflected in expansion planning. Listening and facilitating meaningful dialogue about Indego helped to strengthen relationships and trust with residents of the community.



“The most challenging undertaking I think overall was learning how to navigate and pivot at a moment's notice during a pandemic. In that same breath though, I'd say a great success was the collaboration and willingness of the community and Indego team to make our conversations and walk-throughs of potential station sites develop and be fruitful. I'm proud of the work that we were able to cultivate as a team for the wellness of not only my community but for every resident in the city.”

— Keyana Johnson, Indego Expansion Liaison. West Philadelphia





Indego is expanding!

This year the City of Philadelphia announced that Bicycle Transit Systems had been awarded a ten-year concessionaire contract to continue operating the Indego bike share system. Bicycle Transit Systems is the Philadelphia based company which has been responsible for building and operating the Indego bike share program over the past five years. This team has worked closely with the City of Philadelphia as a 'living laboratory' for the Better Bike Share Partnership (BBSP), a national initiative focused on creating equity in bike share and shared micro-mobility poised to continue and expand alongside the Indego program.



“Bicycle Transit Systems has proven that they share the City’s values for mobility, sustainability, and equity, and we’re thrilled that they will continue operating and growing Indego for the next ten years. We thank all our partners, including members of City Council, whose approval of the new contract was crucial to moving forward.”

— Mike Carroll, Deputy Managing Director for Transportation

“The City’s bike share system, Indego, continues to provide Philadelphians new, safe, and sustainable mobility options for all. Indego played an especially significant role in 2020 and will continue to do so going forward because of increased demand for biking due to the pandemic. I’m proud of the work of the City, Bicycle Transit Systems staff, Independence Blue Cross, partners, and community leaders to ensure that as the system expands into new neighborhoods it remains accessible and affordable for low-income riders.”

— Jim Kenney, Mayor



This work was made possible because of the long-term financial investment and shared vision of health equity by title sponsor Independence Blue Cross.

“As title sponsor since its inception, Independence is proud to continue our partnership with Indego – one of the most accessible, equitable, and inclusive bike share programs in America. Indego has given tens of thousands of people access to a healthy and fun way to travel through the city. The program’s expansion under Bicycle Transit Systems will allow more people to take advantage of this fantastic resource.”

— Gregory E. Deavens, Independence Blue Cross President and CEO

Over the next five years, Indego is committed to:

- More than doubling the size of the system to 350 stations, reaching more communities within South, West, North, and Northwest Philadelphia
- Introducing and expanding new technology including electric bikes and energy-saving stations.
- Increasing the fleet of bicycles to 3,500 bikes, of which half would be Indego Electric.
- Continuing to invest in equity and community engagement initiatives; Indego's focus on serving low-income and communities of color is a key aspect of the program.
- Expanding the service in a way that balances serving new neighborhoods with densifying the core service area to support increased ridership.

In 2021, Indego is committed to:

Installing 600 new docking points and introducing 200 electric bikes to the fleet. The focus for system growth for next season is expanding Indego's service in West and parts of South Philadelphia while also adding more stations to the existing service area:

- Up to 3 additional stations in Point Breeze and Gray's Ferry
- Up to 5 additional stations in West Philadelphia
- Up to 6 additional stations within the existing service area
- Up to 2 additional stations in Mifflin Square

How to get involved!



Our 2022 expansion plan represents geographic growth, but specific station planning happens with our partners and community stakeholders. We want community members to be part of this process and encourage anyone who is interested to submit a station location on the suggest-a-station page.

Scan here to suggest a station!



Stay connected!

We are extremely excited to begin this expansion and look forward to hearing from you! To stay connected and receive updates on system growth, follow **@RideIndego** on social media and subscribe to our monthly newsletter.





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...and riders like you!