



Request for Proposals – Indego Bike Share Potential Rider Focus Groups and Needs Assessment

June 2026

Purpose:

This document is a Request for Proposal to partner with Bicycle Transit Systems (Bike Transit) and the City of Philadelphia's Office of Transportation and Infrastructure Systems (OTIS) to perform an assessment including a set of focus groups and an accompanying survey in Philadelphia to better understand how we can increase utilization of Indego bike share in specific populations by addressing issues of equity and access.

Background:

Bike share provides a convenient, affordable, healthy, and environmentally friendly point-to-point transportation option for residents and visitors. In the Spring of 2015, Philadelphia launched the Indego bike share system and has consistently focused on providing it as an affordable and accessible transportation option for those who need it the most. In 2023, Indego published a [5-year equity plan](#), outlining measurable goals for equitable bike share in Philadelphia. In addition, Indego is in the process of creating a Playbook that suggests opportunities and strategies for equitable growth and expansion for the next 10 years. To support this work, we are seeking to understand the current realities shaping system underutilization within specific populations and neighborhoods and the mobility needs of the residents who have access to but are not utilizing Indego. This understanding will allow Indego to make data-driven improvements to the structure, marketing, and engagement around our bike share system to make it more equitable and accessible.

Research Objectives:

We seek a research firm to conduct a series of focus groups and surveys prioritizing participation from Philadelphia residents who are NOT regular users of Indego bike share who live, work, learn, shop, worship, or play in specific neighborhoods and meet certain demographic criteria. Findings from focus groups and surveys will inform Indego's ongoing outreach, programming, and marketing, as well as planning priorities for the next phase of equitable expansion. We are interested in learning more about:

- How do residents that are a part of Indego's priority populations travel to work/school? What mode(s) of transportation are used most often? (e.g. walk, bike, bus, subway, trolley, commuter rail, taxi or rideshare, drive or other)
- How long/far are their commutes? How much time is spent commuting? Have they experienced delays? Have they had experiences that have made them upset during their commutes?
- What are their unmet mobility needs? What gaps exist in the transportation services that are available via SEPTA, private vehicle usage, rideshare, etc.?
- How do residents actively evaluate mobility options?
- What are the barriers to selecting bike share as a transportation mode?
- How might residents who have never used Indego imagine using bike share? For what types of trips/destinations?
- How do the following topics factor into the decision to ride Indego?
 - Bicycle safety / infrastructure in Philadelphia
 - Bicycle technology / innovation
 - Station locations
 - Fare options and pricing levels
 - Mobile app usage
- How do residents see their own identity reflected in Indego's marketing and communications materials? How does this impact their decision making when considering using Indego?
- How do residents learn about Indego? What recommendations do people have for how Indego can reach those who aren't currently tapped into the Indego/bike network?
- How familiar are residents with Indego's pricing and reduced fare programs?
- How might reduced fare options impact their decision making when considering using Indego?
- How might extended payment options (that do not require a bank account or credit card) impact your decision to use Indego?
- How do residents feel about riding e-bikes vs. classic bikes? How does this impact decision making when considering using Indego?
- How do residents feel about Indego's e-bike pricing structure? How does this impact decision making when considering using Indego?
- What are the most significant considerations that make a difference in residents choosing to use Indego or not?

Proposed Scope of Services:

- Host and moderate up to (5) two-hour focus groups in Fall of 2026.
 - Each focus group should include (8-10) respondents, recruited by the proposer.
 - Respondents must reflect the racial, ethnic, age, gender identity, and economic diversity of the City of Philadelphia- and priority populations identified below.
 - The proposer should collaborate with Indego staff to develop a focus group protocol/script and employ trauma-informed and dignity-infused best practice research techniques throughout the engagement.
- Field a survey within the same priority populations with additional questions for which more quantitative data might be useful.
- Submit a report summarizing the findings of the focus groups and surveys no later than three weeks following the last group.

Desired Sample/Priority Population: Our goal is to find respondents who live, work, learn, worship, or play in the following Philadelphia zip codes (19121, 22, 25, 29, 31, 32, 33, 39, 40, 42, 43, 45, 46, 47, 48, 53) and meet at least ONE of the following criteria:

1. Represent the racial and ethnic diversity of Philadelphia and are underrepresented in Indego ridership specifically- Black or African American, Latino/a/e, and Asian Philadelphians
2. Philadelphians who are non-English speakers or English language learners
3. Ages: 14-18, 40+
4. People of all gender identities – preferably oversampling women, openly transgender, and non-binary people.
5. Includes participants with varying income levels- preferably household incomes below \$30K or eligible for public benefits
6. NOT a current Indego rider (especially those who have never used Indego)



Support from Indego:

Indego will support the selected respondent by providing:

- Information about Indego's system, current pricing, marketing, expansion & outreach strategies, and future pricing plans
- A briefing on our working hypotheses about barriers to and drivers of bike share use among our priority populations, based on existing research and the experiences of other cities (to be either confirmed or refuted/complicated by this research)
- An Indego bicycle to be incorporated into focus group discussions, upon request
- An opportunity for participants to try out the bikes, engage in a group ride, or "Learn to Ride" Class, upon request.

Proposal Requirements:

Proposals should be submitted electronically on or before **June 15, 2026 (5pm eastern)** to kmcintyre@bicycletransit.com.

Proposal packages should include:

- a) Cover Letter
- b) Qualifications statement including:
 - a. Description of the firm's experience with focus groups among the named priority populations and neighborhoods
 - b. Description of firm's experience (if any) with transportation or other social or political determinants of health
 - c. Description of firm's experience with best-practice research methods including being trauma-informed and centering the dignity of participants.
 - d. Background and experience of proposed facilitator(s)
 - e. Experience and connection to the Philadelphia metro area
- c) Proposed scope of services including:
 - a. Project understanding
 - b. Research design
 - c. Participant recruitment strategy
 - d. Proposed focus group location(s) (should include at least 1 virtual option)
 - e. Focus group protocol (including moderator and moderator guide)
 - f. Outline of final report

- d) References for three similar projects
- e) Cost proposal for the scope of services (Costs must include incentives/compensation for participants).
- f) Signature page

Selection of final candidates will be made based on experience and expertise as it relates to this specific project and priority neighborhoods and populations, clarity and effectiveness of approach in reaching the goals above, ability to deliver on time, and cost.

Timeline:

- **May 15, 2026:** RFP released
- **June 15, 2026 (12pm eastern):** RFP closes
- **July 15, 2026:** Selection announced
- **August 1, 2026:** Contract begins
- **August 1- September 30:** Participant recruitment and finalize interview and survey protocols and materials
- **September 1 - October 15, 2026:** Conduct focus groups and field survey
- **November 15, 2026:** Final Report Due