



REMOVING THE BARRIERS THAT PREVENT PEOPLE FROM ACCESSING BIKE SHARE.

November 23, 2021

Dear Hamilton Cycling Committee,

I am reaching out to you on behalf of the Everyone Rides Initiative (ERI), Hamilton Bike Share's equity program. We work to remove the barriers preventing Hamilton residents from accessing bikes and choosing cycling as an option for transportation and recreation.

The ERI structures equity within four main actions: bike access, subsidization, education and outreach. Through these action titles we have been able to support over 1,500 new riders to gain access to bike share in a way that is convenient for them. Our programming and partnership initiatives allow us to reach residents living in vulnerable communities that can benefit from bike share access but may not know that bike share is an option for them. Our educational opportunities from Bike Share Basics, Learn How to Ride workshops and hands-on adaptive bike training sessions foster connections with the individual rider and their unique needs. We also offer several types of adaptive bikes for free shared use.

The majority of our riders are on a fixed income and receive government assistance, are newcomers, or are neurodivergent or physically disabled which prevent them from being able to afford full priced passes. Much of our education and outreach is formulated around being able to provide new riders with subsidized access to bike share. Since the pandemic we have subsidized 100% of the cost of bike share access for all ERI riders, and prior to that we offered subsidies of 80% or more. While this is an additional benefit to our ridership it does put a strain on the number of riders we can reach with our set budgetary constraints.

We are requesting a generous donation of \$1000 that would enable five new riders to participate in the ERI in the upcoming year. The \$200 per participant would include a subsidized bike share pass, extensive free program access (including one-on-one onboarding, translation services, educational workshops, and more), as well as additional support from dedicated staff for each of the participants. The funds cover the costs associated with system access (bike maintenance, bike availability throughout the system, and other operational necessities) as well as the staffing and services that are required to provide staff time and resources to each rider.

Thank you for your support and consideration.

Sincerely,

Thea Jones, Program Manager
Everyone Rides Initiative, Hamilton Bike Share Inc.