



# CITI BIKE 2022 COMMUNITY GRANT GUIDELINES

SPONSORED BY HEALTHFIRST

Please read these guidelines carefully in their entirety before beginning application.

## 1. APPLICATION TIMETABLE

APPLICATIONS OPEN	March 21, 2022
INFORMATIONAL WEBINAR	Two informational video webinars will be held for interested applicants on <b>Tuesday, April 5, 2022 from 5:00-6:00pm EST</b> ( <a href="#">RSVP</a> ) and <b>Friday, April 8 from 11AM-12pm EST</b> . ( <a href="#">RSVP</a> ). Both webinars will provide the same overview of the grant guidelines and answer questions from interested applicants.  RSVP at the links found above. Webinar attendance is not mandatory for grant consideration.
APPLICATION DEADLINE	All applications and application materials should be received by <b>April 30, 2022 at 5pm ET</b> via <a href="mailto:NYCCCommunityPrograms@lyft.com">NYCCCommunityPrograms@lyft.com</a>
COMMITTEE REVIEWS	Committee meets to review all applications and select winning applications from <b>May 2 - 6, 2022</b> .
GRANTEES NOTIFIED	Applicants notified of the status of their application by <b>May 9, 2022</b>
GRANT PERIOD	6 month time period; Earliest start <b>May 17, 2022</b>

## 2. WHAT IS BIKE SHARE? WHAT IS CITI BIKE?

Bike share is a fleet of durable bikes that are locked into a network of docking stations located every 3-4 blocks around the city. This system of shared bikes enables anyone to pick up a bike at any station and return it to any other station. Citi Bike is NYC's bikeshare system and the largest in the nation.

Citi Bike launched in May of 2013 and since fall of 2018, is owned by Lyft and operated by Motivate. Bikes can be checked out via both the Lyft & Citi Bike apps, through kiosks located at each bike docking station, or through membership bike keys. As of early 2022, there are over 1,500 stations, over 24,500 bikes and hundreds of electric bikes on the ground. To see all station locations, visit [citibikenyc.com/map](http://citibikenyc.com/map) or viewable in the Lyft or Citi Bike apps. Check out our [Citi Bike 101 video](#), which gives a 5-minute overview of the system and bike safety.



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## 3. HOW DO PEOPLE ENGAGE WITH CITI BIKE?

There are several different ways for individuals 16 years or older to ride Citi Bike :

- *Annual Membership (\$185/year)*: Includes unlimited 45 minute trips on a classic bike
  - Upgrade to an ebike for an extra \$0.15/minute, capped at \$3 for rides 45 minutes or less that start or end outside Manhattan.
- *Day Pass (\$15)*: Includes unlimited 30 minute trips on a classic bike over a 24-hour period
- *Single Ride (\$3.99)*: Includes one 30 minute ride on a classic bike

A core focus of Citi Bike's equity work is to connect qualifying individuals with our Reduced Fare Bike Share Program, which provides \$5 monthly Citi Bike memberships to low income New Yorkers receiving SNAP benefits, residing in NYCHA housing, or with qualifying bank accounts at select Community Development Credit Unions.

- *Reduced Fare Bike Share (\$5/month)*: Includes unlimited 45 minute rides on a classic bike. Rides longer than 45 minutes will result in additional fees of \$0.15/minute. If you upgrade to an ebike, it will be an extra \$0.05/minute, capped at \$3 for rides 45 minutes or less that start or end outside Manhattan.

## 4. WHY CITI BIKE INVESTS IN COMMUNITY PARTNERSHIPS

Lyft and Citi Bike have prioritized efforts to improve transportation equity in our system. As Citi Bike continues to expand and grow, it is crucial that we build partnerships to improve system access for marginalized & underrepresented communities.<sup>1</sup> [Research has shown that transportation](#) is one of the single strongest factors in accessing upward mobility and is an essential resource to reach jobs, education, health, etc.

We also recognize that people of color, along with low income, female and older groups are under-represented amongst bikeshare users. This creates a persistent myth that the bikes were not intended for everyone as these populations face more [infrastructure challenges](#) and [over-policing](#) in their communities. Our goal is to remove the barriers that these groups face in accessing transportation by developing programs to directly support these populations and partnering with local organizations to build new solutions for the community.

## 5. SOME OF OUR EQUITY GOALS AT CITI BIKE

Removing barriers to access, including real barriers (e.g. cost, payment methods), as well as perceived barriers (e.g., that a product doesn't seem targeted towards them).

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<sup>1</sup> Groups traditionally underrepresented include but are not limited to racial and ethnic minorities, queer and transpeople, refugees, those experiencing housing insecurity (homeless), first generation immigrants, people without a college education, people with disabilities, formerly incarcerated people, undocumented people, women, etc.



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Building a sense of community around Citi Bike, in which members feel included & valued.
Helping people from underrepresented communities build a sustained, lifelong relationship with biking through Citi Bike.
Improving health outcomes in traditionally marginalized communities through Citi Bike.
Creating equitable access to safer streets & green space in urban areas through Citi Bike.

## 6. CITI BIKE'S EXPANSION

In 2019, Lyft announced that it would invest \$100 million to grow and strengthen the Citi Bike system, doubling the size of its service area to a more economically diverse range of communities and tripling the number of bikes over the next 5 years. Citi Bike's 5-year expansion brought Citi Bike to all of Manhattan, as well as into the Bronx, and will expand deeper into Brooklyn and Queens.

The Community Grant program is open to organizations in both our existing service area and our 2022 expanded service area. **We will have two application periods: one for the existing service area, as indicated by the application time table on page 1, and a second, rolling admission for neighborhoods in the expanded service area as bikes and docks get installed this summer.**

The below neighborhoods are included in our “existing service area” and are eligible for the current grant cycle:

<b>Manhattan</b>	Lower East Side, East and Central Harlem, Washington Heights and Inwood, Morningside Heights, Manhattanville, Hamilton Heights
<b>Bronx</b>	The South Bronx (Mott Haven, Melrose, and Port Morris, Hunts Point) & Upper Bronx (Mt. Eden, Highbridge, Morris Heights, West Concourse, East Concourse, and Concourse Village, West Bronx, University Heights, Fordham Heights
<b>Brooklyn</b>	Williamsburg, Greenpoint, Brooklyn Navy Yard, Park Slope, South Slope, Gowanus, Cobble Hill, Carroll Gardens, Boerum Hill, DUMBO, Downtown Brooklyn, Bedford Stuyvesant, Bushwick, Sunset Park, Windsor Terrace
<b>Queens</b>	Long Island City, Astoria

The below neighborhoods will be included in Citi Bike’s 2022 expansion and are not yet eligible for grants, but can express interest by [filling out this form](#). We will follow up with you.

<b>Brooklyn</b>	Crown Heights, Ocean Hill/Brownsville, Prospect-Lefferts Gardens, Prospect Park South, Wingate, Flatbush
<b>Queens</b>	Sunnyside, Woodside, Maspeth, Ridgewood



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## 7. OVERVIEW OF GRANTMAKING AT CITI BIKE

As Citi Bike’s official wellness partner, Healthfirst is the presenter of the [Reduced Fare Bike Share program](#) and supporter of our equity efforts. Healthfirst is New York’s largest non-profit health insurer, offering access to high-quality, affordable care to its nearly 1.4 million members. The company’s mission is to put its members first by working closely with care providers & community leaders to address broader issues that can impact health and well-being.

In 2019, building upon its previous community initiatives, Lyft launched a Community Grants Program through its partnership with Healthfirst. The overarching goal of the program is to extend Lyft’s investment in communities by increasing access to bike share in low-income neighborhoods and underrepresented communities where Citi Bike currently exists and future expansion communities. Community Grants support programs, events, and activities organized by non-profit & community-based organizations that align with Citi Bike’s [equity goals](#).

## 8. WHAT DOES A SUCCESSFUL GRANT LOOK LIKE?

We believe that organizations serving marginalized and underrepresented people know what is best for their communities. Thus, we are looking for grantees to develop creative ways to incorporate Citi Bike programming into the mission that your organization is already trying to accomplish.

In developing your Community Grant Proposal, please **choose one** proposal type from the 3 below:

Proposal Type	Proposal Parameters
<b>Option 1:</b> Incorporating Citi Bike into your organization’s current programming:	<ol style="list-style-type: none"><li>1. Your organization already aligns with our strategic goals.</li><li>2. There is a natural or creative fit to build Citi Bike into your current programming.</li><li>3. Your programming occurs on a regular, sustained basis.</li><li>4. You are able to complete a <a href="#">short Google Form report</a> for each event hosted within programming</li></ol>
<b>Option 2:</b> Developing New Programming with Citi Bikes as an essential resource:	<ol style="list-style-type: none"><li>1. Your organization has the capacity to develop a new program, or a series of initiatives designed to run over the course of the 6-month grant period.</li><li>2. Your organization currently has staffing for this programming, or will use a small portion of the funds to bring on personnel.</li><li>3. Your organization does not focus directly on transportation equity but can use bikes as a resource to help communities access economic, social or health related opportunities.</li><li>4. You are able to complete a <a href="#">short Google Form report</a> for each event hosted within programming.</li></ol>
<b>Option 3:</b> Do you	<ol style="list-style-type: none"><li>1. Your proposal aligns with our equity goals, but does not fit into the</li></ol>



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have a creative proposal for how your organization might be a good fit?	<p>above categories.</p> <p>2. Your organization does not focus on mobility &amp; transportation / health &amp; fitness but works with marginalized communities w/ equity-focused goals.</p>
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Example goals for successful grant applications:
Engage multigenerational, low-income or underrepresented communities to use bike share.
Use bikes to help break down barriers to reliable transportation, food access, economic opportunity, environmental justice, and health in their communities.
Encourage community members to sign up for the <a href="#">Reduced Fare Bike Share Program</a> , which can present significant cost savings when compared to a monthly metrocard.
Conduct outreach and education to promote Citi Bike as a community resource and partner.
Share the stories of riders and the impact bikeshare has had on their lives & their communities.
Help people from underrepresented communities feel comfortable taking their 1st ride on a Citi Bike.

## 9. WHAT RESOURCES ARE PROVIDED TO GRANT RECIPIENTS?

In order to help organizations succeed in programming and to continue our goal of transportation equity, Citi Bike can provide a wide variety of tools and resources, including but not limited to:

Free Bike Rides	Free Technical Assistance	Free Marketing & Collateral
<a href="#">Day Passes</a>	Ride Leader training	Helmets for bike rides
Partner Codes	How-To-Ride Citi Bike 101 training	Citi Bike Social Media Kit & pre-designed templates, as well as RFBS flyers
Bike deliveries for group rides <sup>2</sup>	Event support in the form of Citi Bike Community Ambassadors	Citi Bike-branded swag (t-shirts, hats, totes)

This year, we are also bringing large-scale biking organizations as technical assistance providers to non-biking organizations to expand capacity for programming. These organizations include:

- [The Brown Bike Girl](#)
- [Transportation Alternatives](#)
- [Bike New York](#)

<sup>2</sup> Dependent on the size of the group ride



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## 10. GRANT REQUIREMENTS, OVERVIEW & REPORTING

In 2022, our Grant Program will offer 8 Community Grants, in the amount of \$10,000 each.

<b>Grant Overview</b>	<p>Applicants are encouraged to be creative in the ways Citi Bike can improve the lives of the communities they serve and engage new riders. Examples of programming proposals can include: promoting one-on-one rides, community group rides, volunteer opportunities on Citi Bike, etc.</p> <p>Grant recipients will be asked to propose &amp; implement a social media/marketing campaign to share compelling stories, photos, and insights of community members who ride Citi Bike and/or participate in grant programming.</p>
<b>Reporting Expectations</b>	<p>What data collection &amp; reporting will look like:</p> <ol style="list-style-type: none"> <li>1. Grantees will be responsible for financial and narrative reporting to record &amp; evaluate progress made on grant deliverables.</li> <li>2. Grants must capture the following examples of specific types of data points relating to bikeshare usage and community activities:             <ol style="list-style-type: none"> <li>a. # of community rides hosted using Citi Bike.</li> <li>b. # of riders that participate in community rides.</li> <li>c. The # and types of community activities initiated by grantees.</li> <li>d. The # of new RFBS or regular members registered by the grantee.</li> <li>e. # of local community outreach initiatives to introduce and promote Citi Bike as a community resource for transportation and recreation.</li> </ol> </li> </ol>
<b>Grant Requirements</b>	<ul style="list-style-type: none"> <li>● Proposals must be developed from 1 of the 3 proposal types listed <a href="#">above</a>.</li> <li>● Organizations must be a not-for-profit organization that holds a current tax exempt status from the IRS or have a fiscal sponsor.</li> <li>● Grantees must complete their work within 6 months of receiving grant funds.</li> <li>● Recipients of the grants will be asked to provide reporting</li> <li>● Grant recipients are expected to participate in training &amp; workshops with Lyft/Citi Bike.</li> </ul>

## 11. EXAMPLES OF SUCCESSFUL FORMER GRANT PROGRAMMING

<b>Rescuing Leftover Cuisine (2020)</b>	Used grant funding to provide volunteers with access to free Citi Bikes in order to pick up & drop off food at local soup kitchens & food pantries.
<b>Word of Life International (2021)</b>	Used grant funding to advocate for better bike infrastructure in the South Bronx and to teach seniors how to ride Citi Bikes through group rides & classes.

## 12. ADDITIONAL APPLICATION CRITERIA



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<b>Lyft/Citi Bike does not provide funds for:</b>	Electoral campaigns, registered lobbyist groups, fundraising events, informal orgs, coalitions & FOR profit organizations, individuals, religious activities or agendas, organizations that are in noncompliance with federal state/ local laws & statutes.
<b>A complete application consists of the following:</b>	<ul style="list-style-type: none"><li>● Online Proposal Form</li><li>● Attachments</li><li>● Budget Request Form</li><li>● <u>Other Required Attachments</u><ul style="list-style-type: none"><li>● Organization Budgets for the prior fiscal year</li></ul></li><li>● Organizational Chart</li><li>● 501(c)(3) IRS determination letter</li><li>● MOU with fiscal sponsor and their IRS determination letter, if applicable</li></ul>