

A banner image showing three people riding Indego bikes on a city street. In the foreground, a woman wearing a black helmet and a black t-shirt is smiling. Behind her, another woman in a pink top is riding, and further back, a man in a white tank top is also riding. The bikes are blue with 'Indego' branding. The background shows city buildings and a clear sky.

# Indego Bike Share

## Equity Plan Executive Summary

FEBRUARY 2023

Indego is the City of Philadelphia's bike share program. Since its launch in 2015, Indego has rapidly grown to 200+ stations serving Center City and adjacent neighborhoods in North, South, and West Philadelphia. It is a public-private partnership between the City of Philadelphia and Bicycle Transit Systems and **since its inception has centered social and economic equity in its approach to planning**, operating, and sustaining the program. Through its work, Indego is recognized as a national leader in the areas of bike share equity and community engagement. **This document provides a look back on the best practices that the partnership has developed, and provides a roadmap for growing Indego with equity over the next 5 years.**

### Vision

Indego will continually strive to be an equitable bike share system that increases access to affordable mobility options for people regardless of their race, ethnicity, income, gender, age, sexual orientation, primary language, immigration status, or other markers of social identity. As an equitable bike share program, Indego will continue **to be planned and operated so that people from marginalized communities have the ability to influence decisions** in a way that addresses their needs and concerns.

### Goals

A successful bike share program **depends on funding, infrastructure that encourages bike riding, and support from community members.** These elements reinforce each other and provide crucial pillars for the foundation of a successful bike share program, as a result they are reflected in the goals of the 2023 Indego Equity Plan and the each of the Indego partners continued commitment to equity

To download the full Indego Bike Share Equity Plan, please visit the Office of Transportation, Infrastructure, and Sustainability's [website](#) ↗



1. Indego will improve transportation access for all people, **with particular attention to people who are BIPOC and people facing economic challenges.**
2. Indego's **pricing structure will make the system financially accessible** to people with economic challenges.
3. Indego will **reduce non-financial barriers to ridership and barriers to entry, especially in historically marginalized communities and among all eligible age groups**, including seniors 62+ and youth 14–21.
4. Indego will continue to **prioritize community partnerships and relationships** so that marginalized communities have the ability to influence decisions related to Indego in a way that addresses their needs and concerns.
5. Indego's workforce, including its managing team at both BTS and OTIS, **will include demographic diversity and diverse perspectives and experiences.**



The 2023 Indego Equity Plan is a five-year plan intended to establish a path for Philadelphia's Indego bike share program to continue to grow and operate in an equitable manner. This plan builds on substantial previous work to envision, launch, and expand the Indego system in an equitable way. **Fostering equity is an ongoing effort that is a process rather than a destination.** As the Indego system continues to grow and the responsibilities of system partners evolve, it is important to cultivate a shared culture of equity. Through implementing this plan, Indego will continue to work towards **increasing representation, building a stronger culture of inclusion, and using an equity lens to examine organizational and programmatic initiatives** to create a bikeshare program that all kinds of people feel is for them and benefits their communities.

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