



OVERVIEW

Running an equitable bike share system starts with equitable practices at the hiring stage and in ongoing training of staff. Many operators have made explicit commitments to hiring a diverse workforce. One element of this commitment is providing training and employment opportunities to individuals from lower-income and disadvantaged communities.

CURRENT APPROACHES

Only about a quarter of systems surveyed viewed hiring and training as a specific equity program. Equitable practices were noted for hiring diverse workforces, providing pathways to skilled employment and training for underserved workforces were shared by system operators. These include hitting specific target percentages of employees from diverse and disadvantaged backgrounds, along with hiring bilingual staff. To reach diverse communities, systems reached out to community partner organizations for assistance in recruiting staff and sharing job openings. Some examples highlighted in our recent report on bike share equity:

Recruitment for the job: Some operators make explicit commitments to hiring a diverse workforce. The High Road Hiring program (BIKETOWN, Portland, OR) targets low-income groups and people from other disadvantaged and/or nontraditional bike industry backgrounds to work for BIKETOWN. The program collaborates with partner organizations to recruit employees from diverse and disadvantaged backgrounds with specific target percentage goals.

Training for the job: Equity hiring practices include encouraging individuals from lower-income and disadvantaged communities to learn bike repair and maintenance skills. Bublr (Milwaukee, WI) partnered with the Boys & Girls Club of Greater Milwaukee and DreamBikes, a non-profit bike shop, to teach local teens how to fix and maintain bikes. After six months of learning from mechanics and bike shop operators, participants can be placed in paid internships, work toward the Bike Tech Certification Exam, and possibly gain seasonal employment with Bublr.



(Photo Credit: Bublr Bikes) Through multiple partnerships, Bublr Bikes hosts a B3 Workforce Development Program which provides young adults a 24-week course in bike repair to expand their skill sets and career opportunities.

CONSIDERATIONS



One of the best ways to serve a diverse community is to have **a workforce that reflects that diversity**. Starting with hiring, systems should work to ensure that their hiring processes are not unnecessarily restrictive or excluding candidates.



Once in the workforce, there should be **opportunities for professional growth and enrichment**, including ensuring that diversity extends to all levels of the organization (e.g including leadership / management).



Partner with other organizations and community partners to better understand how to conduct outreach with targeted groups and train staff to be responsive to various rider needs. For example, MoGo (Detroit, MI) partnered with Programs to Educate All Cyclists to lead trainings on how to best promote the Adaptive MoGo program to people who are not physically able to ride a standard MoGo bike, along with how to best support Adaptive MoGo riders.



Use weekly meetings to **discuss barriers and brainstorm approaches to addressing community needs**.



Policies should be in place to ensure that **contracted services promote diversity** as well, including promoting Minority and Woman Business Enterprises, local and community-based businesses, along with hiring from within the community and meeting diversity goals

Many systems promote job opportunities to youth and individuals who live in the neighborhoods they are trying to reach. One respondent mentioned the importance of hiring a team of Latinx residents to manage and operate the program. This commitment gave that community a feeling of ownership and connection to the system. Others mentioned how ambassador programs provided youth job opportunities that gave them work skills and built pride and esteem.

RESOURCES

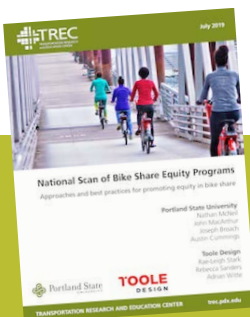
[Workforce Diversity Toolkit](#) - The North American Bikeshare Association (NABSA), partnered with the Better Bike Share Partnership (BBSP), to produce this 2019 toolkit that provides guidance on creating diverse workforces through hiring, supporting diversity in the workplace, and community partnerships.

[Sample Job Descriptions/postings](#) - Compiled by BBSP, these can help systems attract a diverse candidate pool.

MEASURING AND EVALUATING

In addition to creating opportunities for employees to provide input and feedback, systems can use metrics to assess the progress of hiring and training programs:

- # of positions held or hours worked by employees reflecting demographic diversity and a practice to hire from a diverse pool of candidates; representativeness of staff to the community being served.
- % of employees trained on implicit bias, anti-racism, cultural competency, etc.



Adapted from the “National Scan of Bike Share Equity Programs” report, this is part of the “Breaking Barriers to Bike Share” resource series. Comprised of ten topics, this series looks at bike share through an equity lens and provides successful approaches and recommendations for stakeholders to implement.