
From: Ho, Melanie
Sent: Thursday, June 30, 2016 6:06 PM
To: Ho, Melanie
Cc: Mesa, Nilda; Mandel, Benjamin; Fiore, Anthony
Subject: Invitation: Transportation Webinar (Rescheduled) - Presentation & Thank You
Attachments: Transportation Focus Group Webinar_2016.06.28.pdf

Good evening,

Thank you for participating in our Transportation Focus Group meetings. Please find the presentation from Wednesday's webinar attached. As the material is still in draft form, we ask that you do not to circulate it. If you were unable to participate, please take a few minutes to complete this brief survey by next Friday (7/8):
<http://goo.gl/forms/hMkAkVtVVVY9T3i22>

We greatly appreciate the time you gave over the month of May to help inform our 80x50 planning process. I hope the session(s) were as fruitful for you as they were for us.

If you have any thoughts, comments, or questions, please don't hesitate to reach out.

Best,
Melanie

MELANIE HO

NYC Mayor's Office of Sustainability
253 Broadway - 14th floor | New York, NY 10007
212-676-3275 | mho@cityhall.nyc.gov | nyc.gov/OneNYC

NYC 80X50 ACTION PLAN TRANSPORTATION FOCUS GROUP PLENARY: SUMMARY OF MAY 2016 MEETINGS



June 28, 2016

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AGENDA

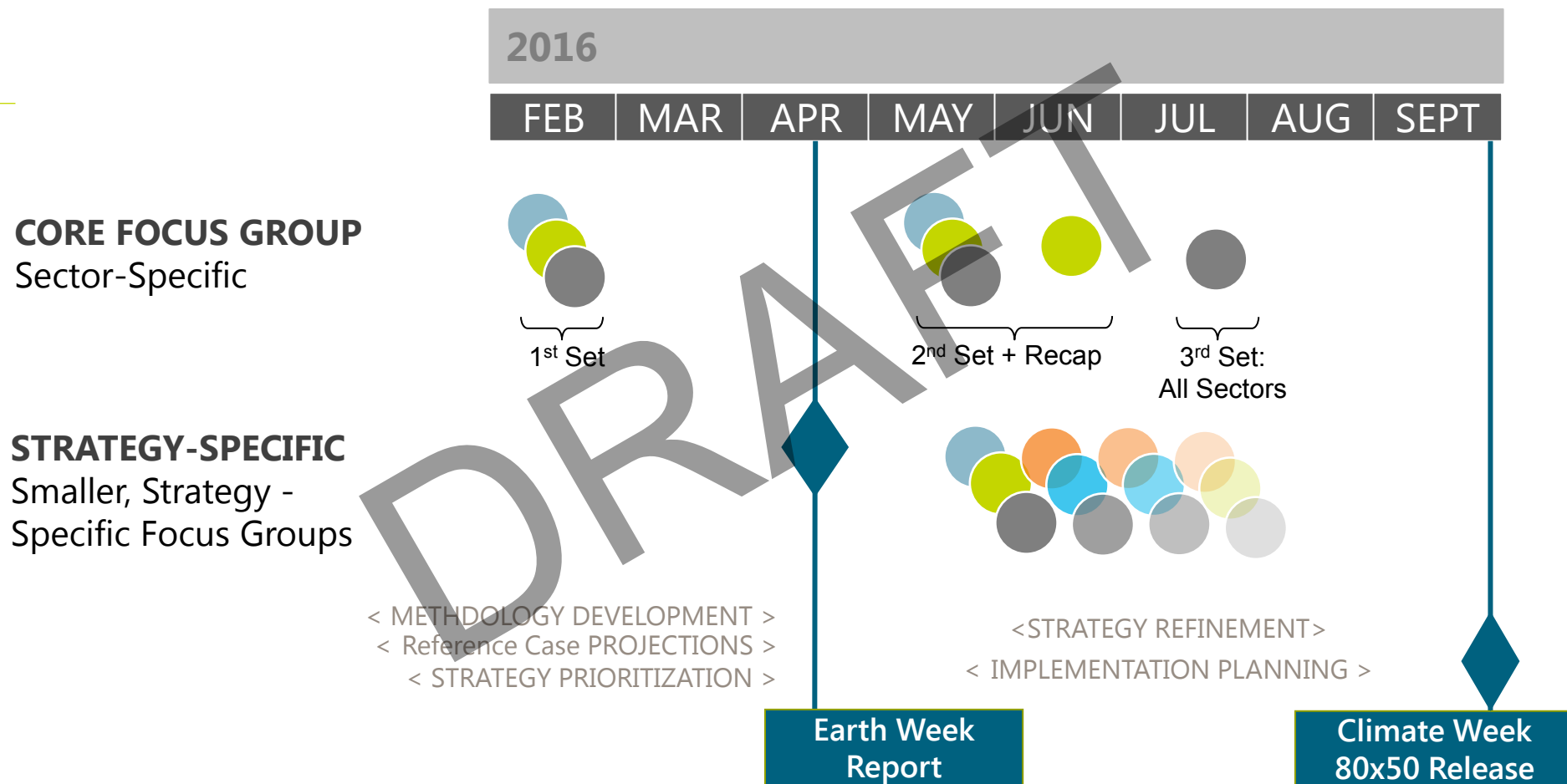
- 1. Introduction and project update**
- 2. Recap of May meetings: key themes from each of 7 groups**
- 3. Next steps and Q&A**

DRAFT

1. INTRODUCTION AND PROJECT UPDATE

DRAFT

FOCUS GROUP PROCESS



ONENYC PROGRESS REPORT – APRIL 2016

- **Outlined four general objectives** for potential actions in September's integrated plan:
 1. Encourage travel by low-carbon modes
 2. Minimize congestion and total miles driven through technology, market signals, and new mobility service models
 3. When vehicle trips are necessary, transition towards more efficient vehicles that run on cleaner and renewable energy sources
 4. Re-envision freight policies to reduce congestion, emissions, and costs while improving the health, and quality of life of our communities support social, economic, and environmental goals

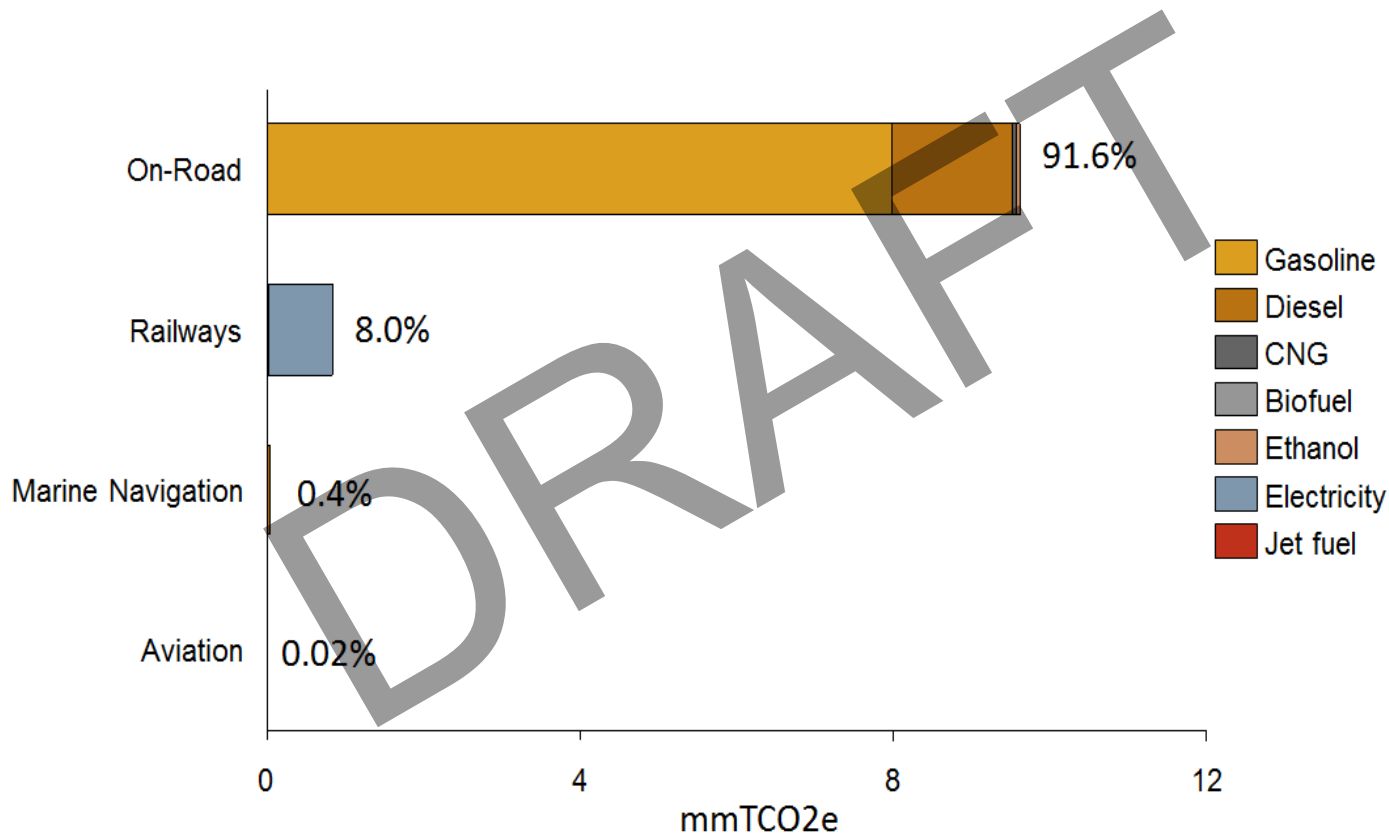


80X50 ACTIONS REQUIRE AGENCY REVIEW

- Near-term actions require agency partnership
- Action list under review with City agencies
- Agency and stakeholder feedback will help us pare and prioritize actions list

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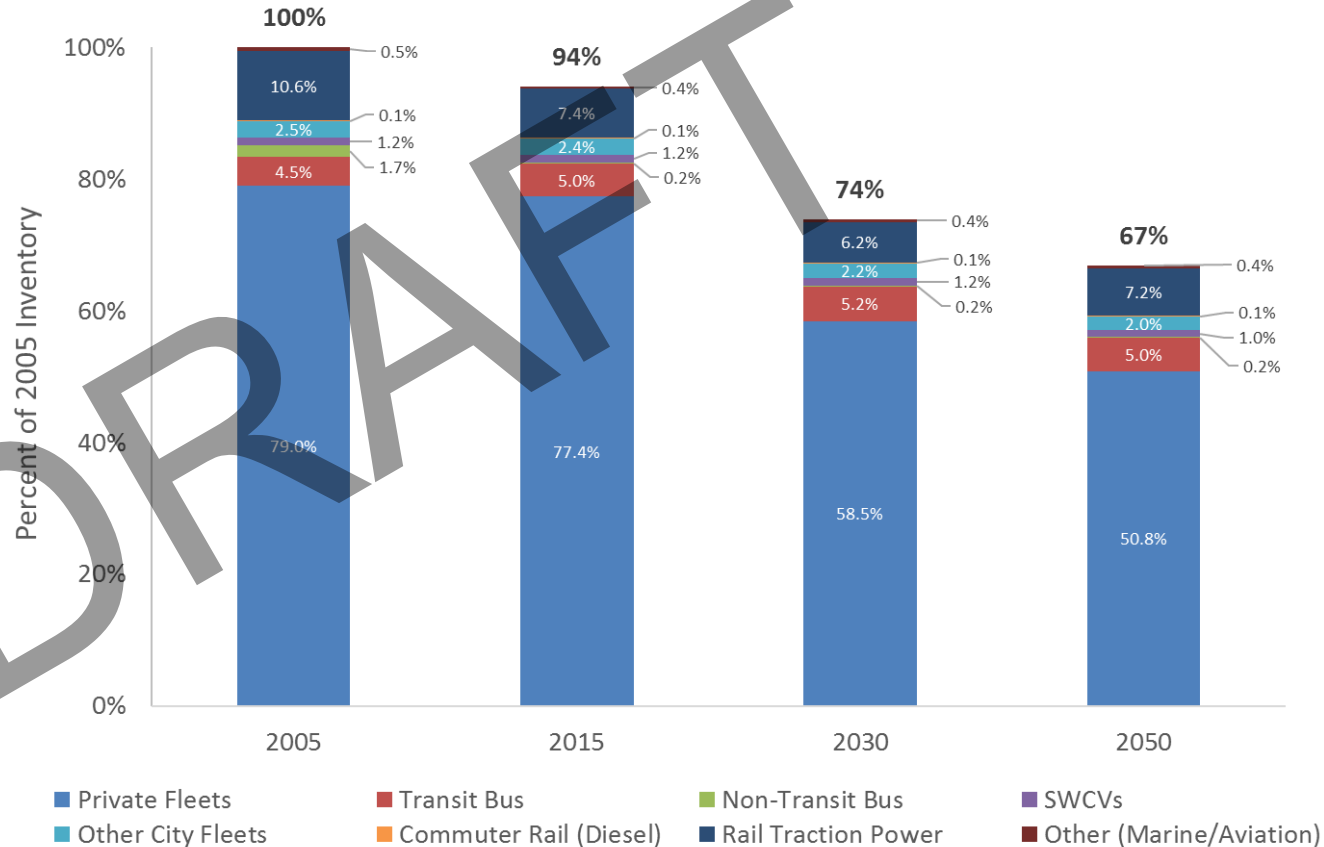
2014 CITYWIDE TRANSPORTATION EMISSIONS BY SOURCE



BAU PROJECTIONS

- Current BAU reductions:
 - 26% by 2030
 - 33% by 2050
- Private Fleets dominate inventory
- Most reductions associated with increasing vehicle efficiency standards
 - Light Duty – CAFE
 - Heavy Duty – EPA/NHTSA Phase 2

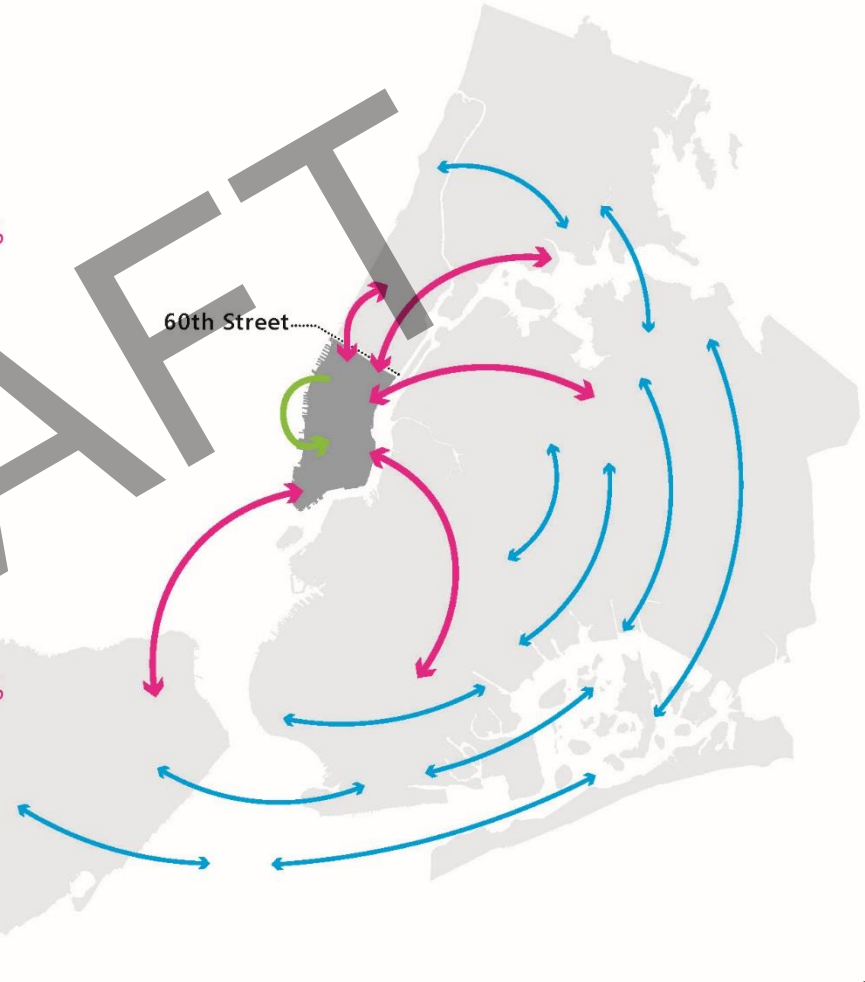
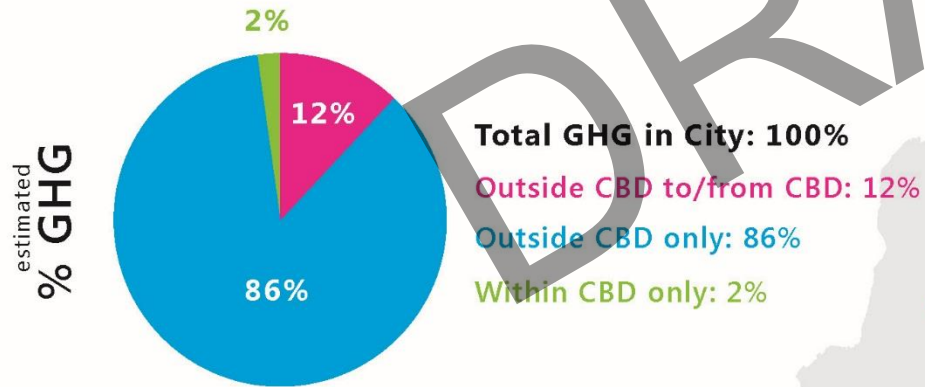
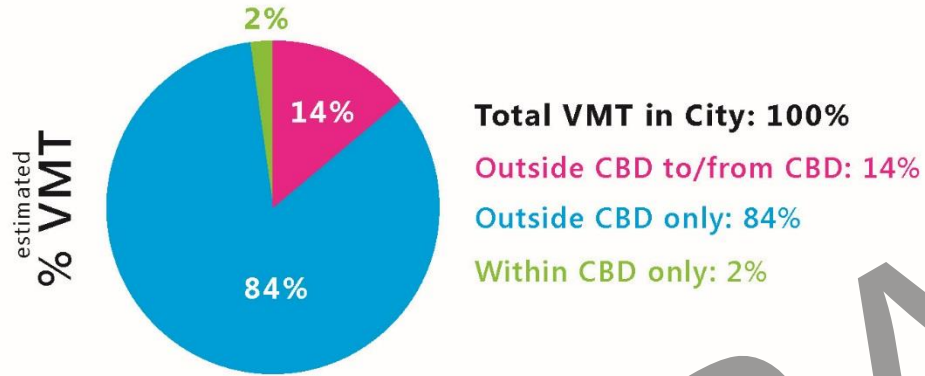
Transportation GHG Emissions
Business as Usual Projection



DRIVERS OF TRANSPORTATION EMISSIONS

- What types of trips can we “capture” for GHG reduction?
- Used NYMTC Best Practice Model (BPM) data to further break down categories from EPA MOVES data
 - (e.g. what types of trips comprise private fleet VMT and associated emissions?)
- % of overall VMT by trip type is a starting point for potential sector-level GHG reduction
- By its nature the BPM is an **approximation** so GHG reduction potential is also an **approximation**

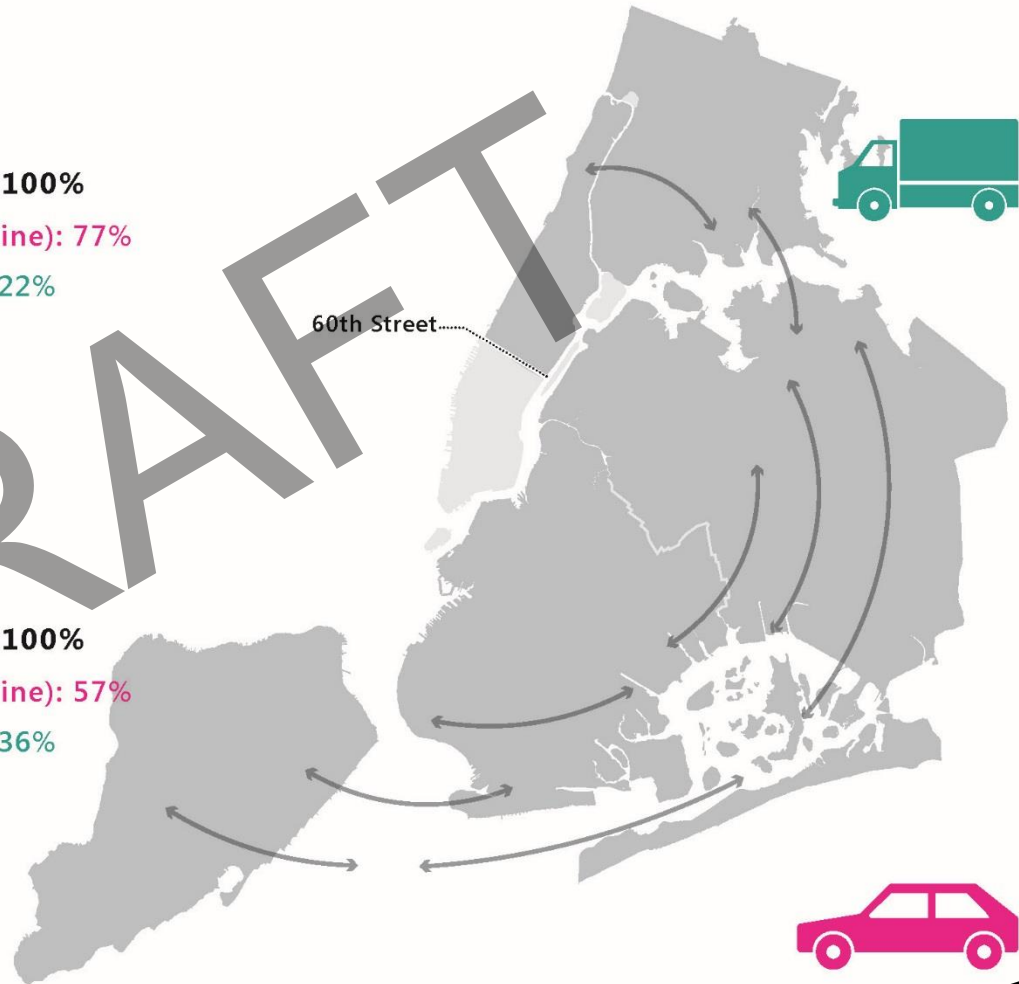
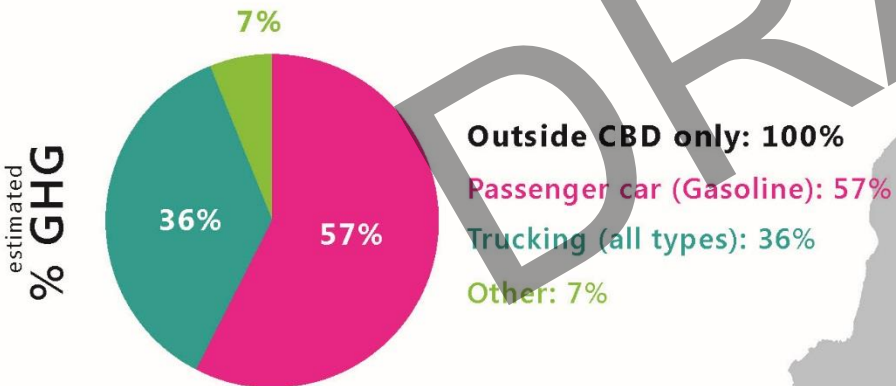
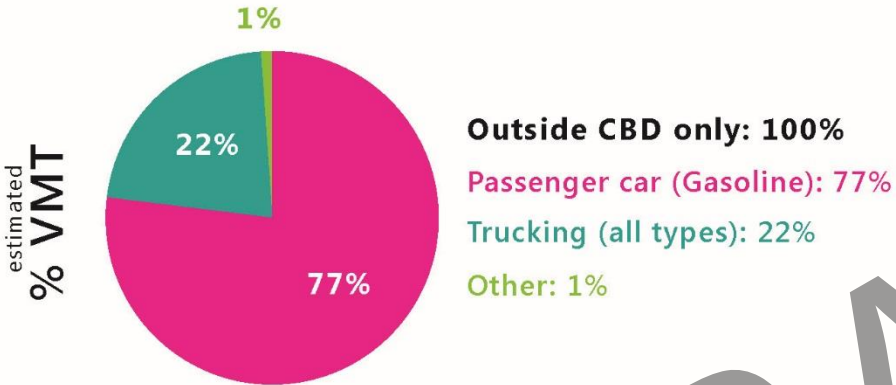
GENERAL FINDINGS



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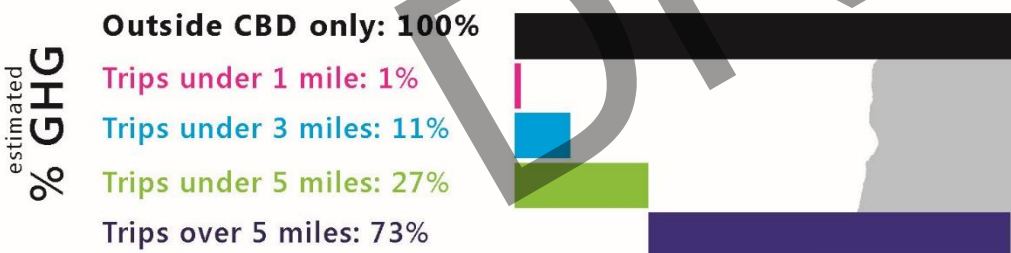
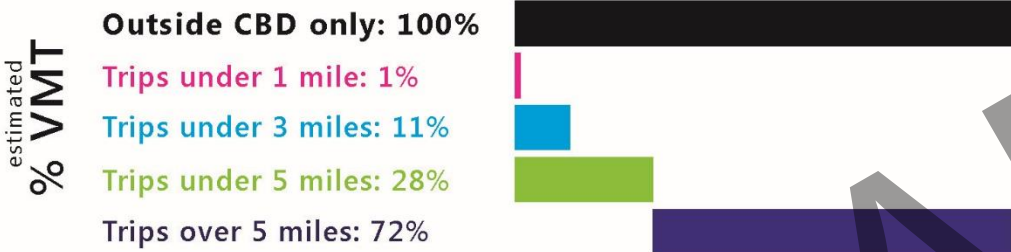
Note: CBD = Manhattan below 60th St. Figures are estimates extracted from NYMTC 2010 BPM and for illustrative purposes only.

OUTSIDE CBD - BY VEHICLE TYPE



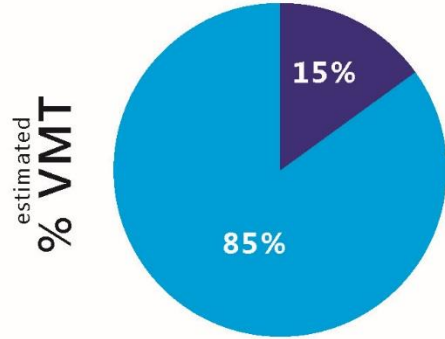
CONFIDENTIAL - DO NOT CIRCULATE
Note: CBD = Manhattan below 60th St. Figures are estimates extracted from NYMTC 2010 BPM and for illustrative purposes only.

OUTSIDE CBD - TRIP LENGTH



Note: CBD = Manhattan below 60th St. Figures are estimates extracted from NYMTC 2010 BPM and for illustrative purposes only.

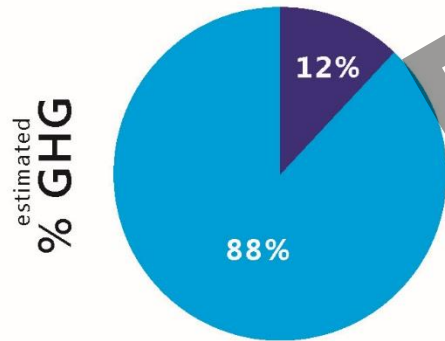
OUTSIDE CBD - PROXIMITY TO HEAVY RAIL TRANSIT



Outside CBD only: 100%

Trips begin and end within approx. 1/4 mile of a heavy rail station: 15%

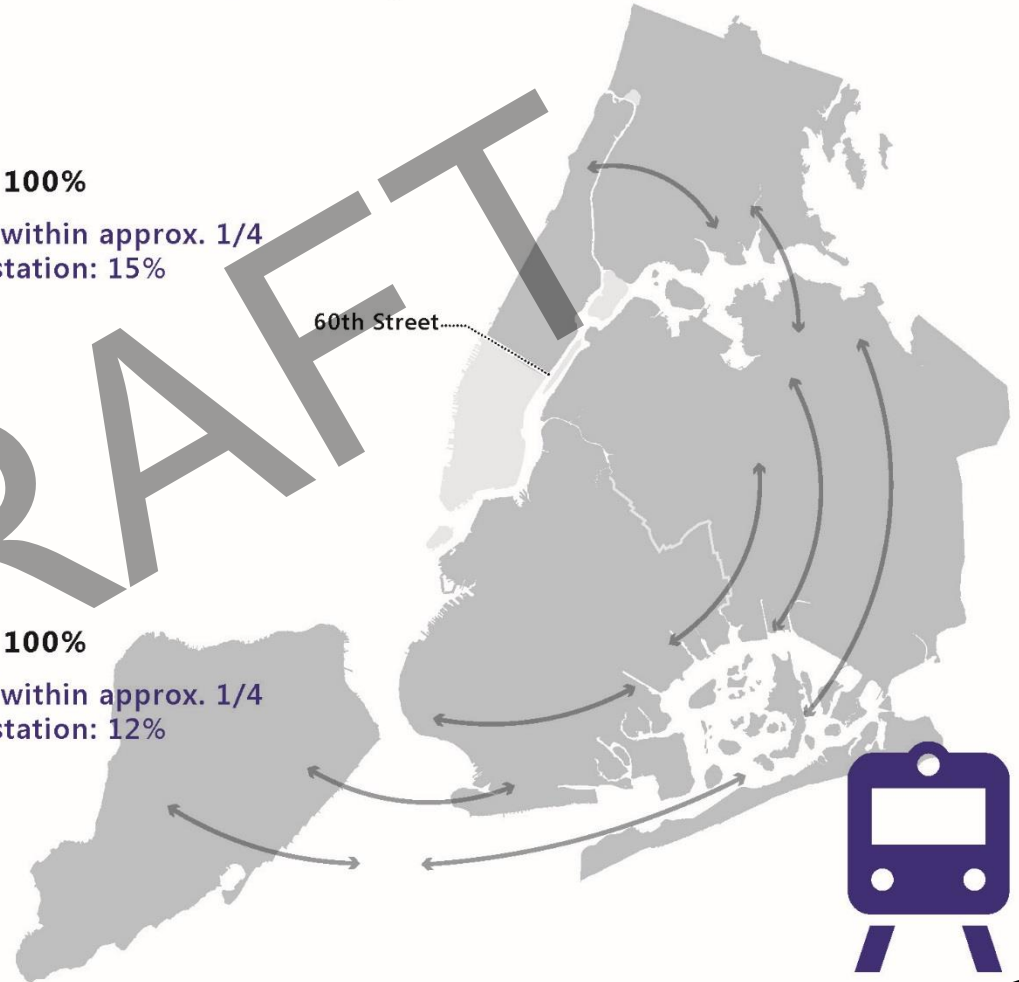
All other trips: 85%



Outside CBD only: 100%

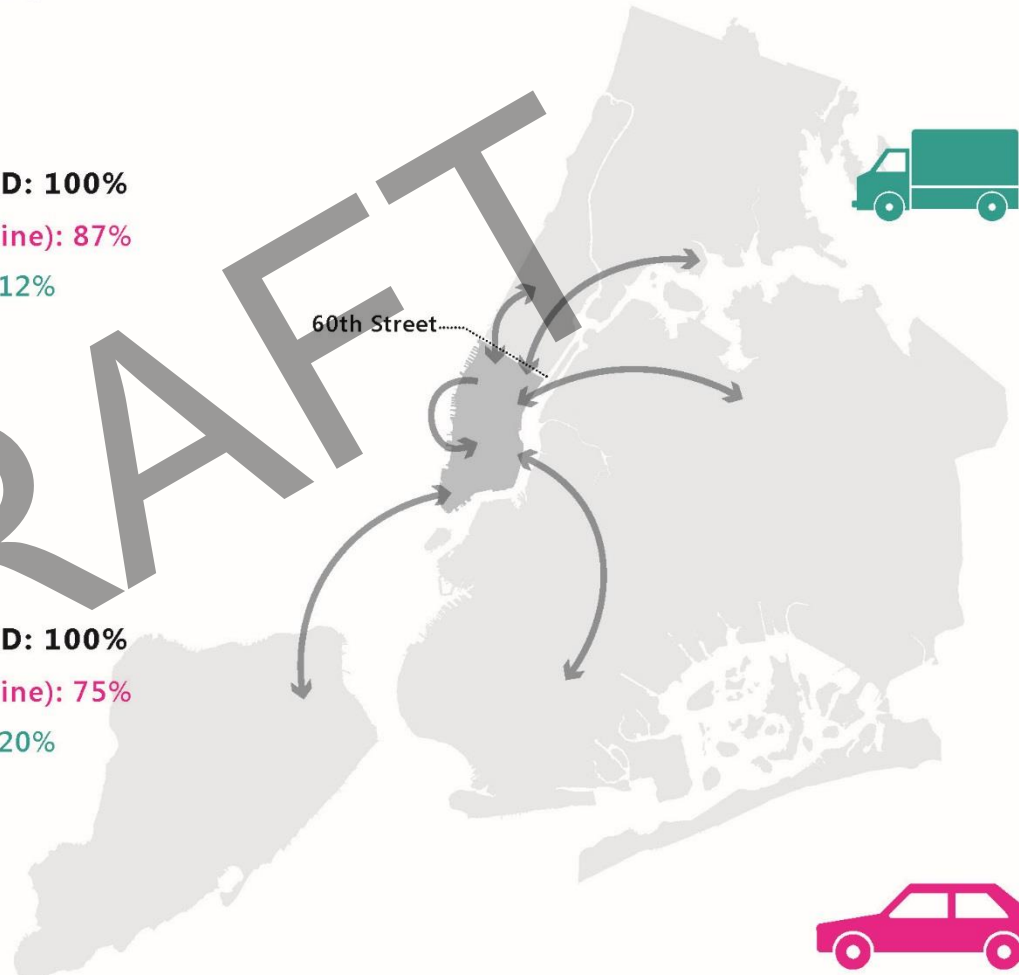
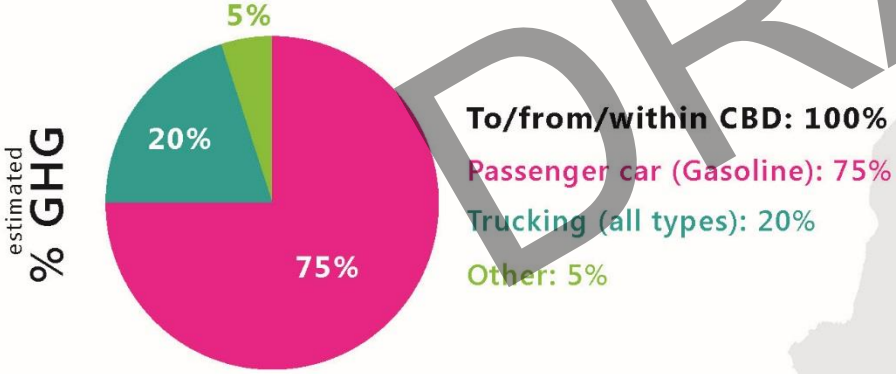
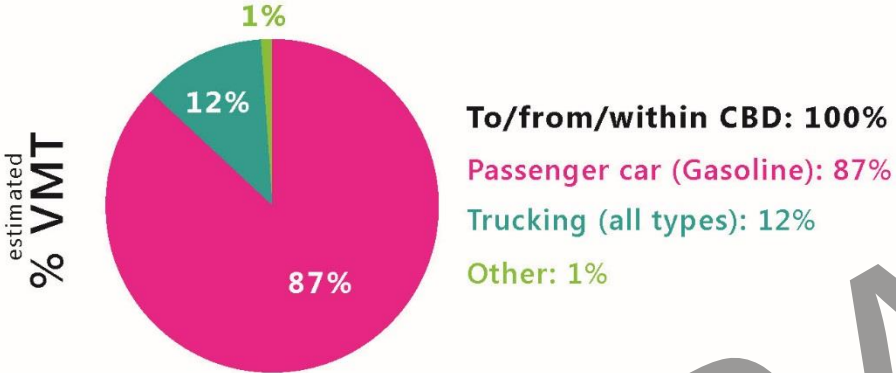
Trips begin and end within approx. 1/4 mile of a heavy rail station: 12%

All other trips: 88%



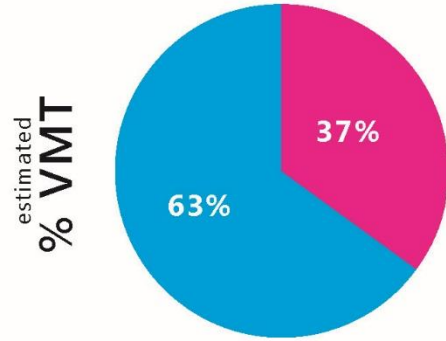
CONFIDENTIAL - DO NOT CIRCULATE
Note: CBD = Manhattan below 60th St. Figures are estimates extracted from NYMTC 2010 BPM and for illustrative purposes only.

TO/FROM/WITHIN CBD - BY VEHICLE TYPE



CONFIDENTIAL - DO NOT CIRCULATE
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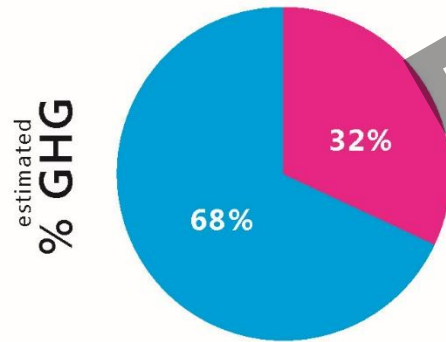
TO/FROM/WITHIN CBD - BY OCCUPANCY



To/from/within CBD: 100%

Drive Alone (SOV): 37%

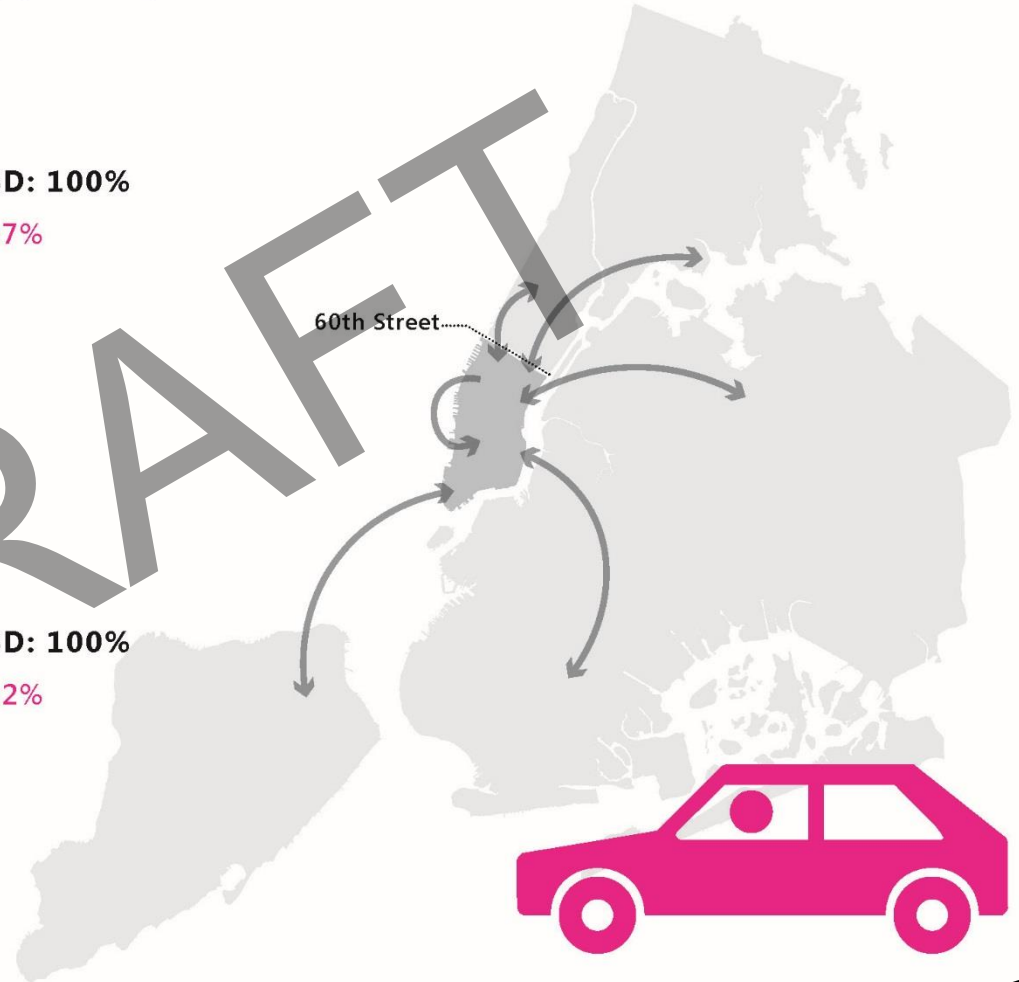
All other trips: 63%



To/from/within CBD: 100%

Drive Alone (SOV): 32%

All other trips: 68%

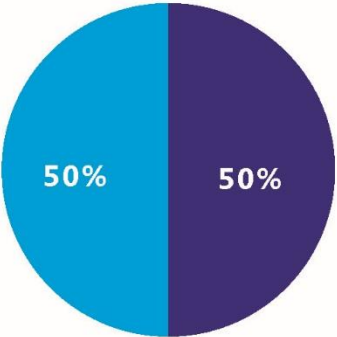


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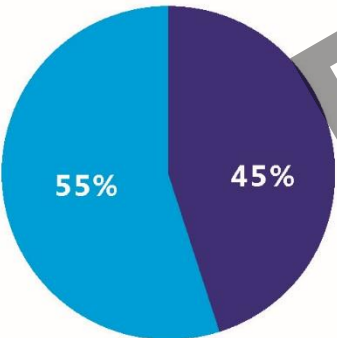
TO/FROM/WITHIN CBD - PROXIMITY TO HEAVY RAIL TRANSIT

estimated
% VMT

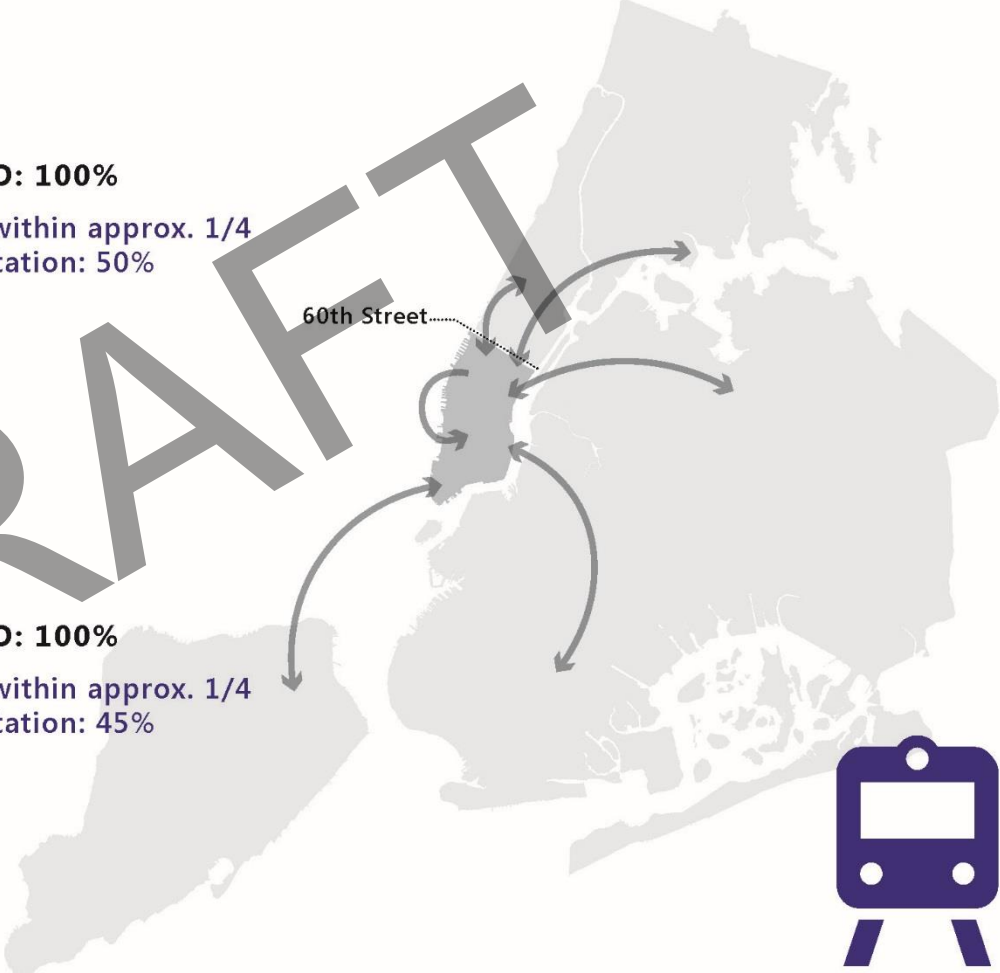


To/from/within CBD: 100%
Trips begin and end within approx. 1/4 mile of a heavy rail station: 50%
All other trips: 50%

estimated
% GHG



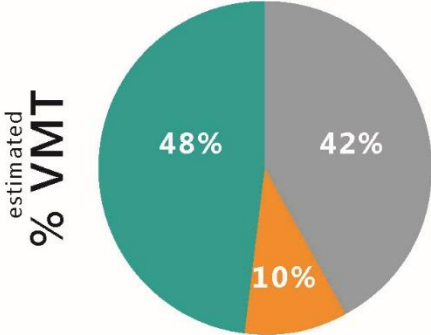
To/from/within CBD: 100%
Trips begin and end within approx. 1/4 mile of a heavy rail station: 45%
All other trips: 55%



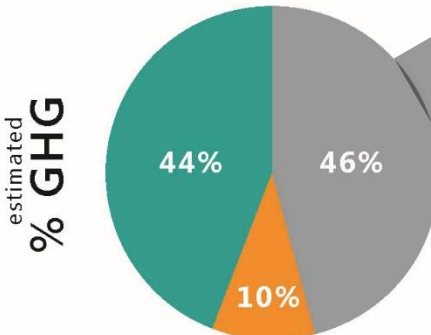
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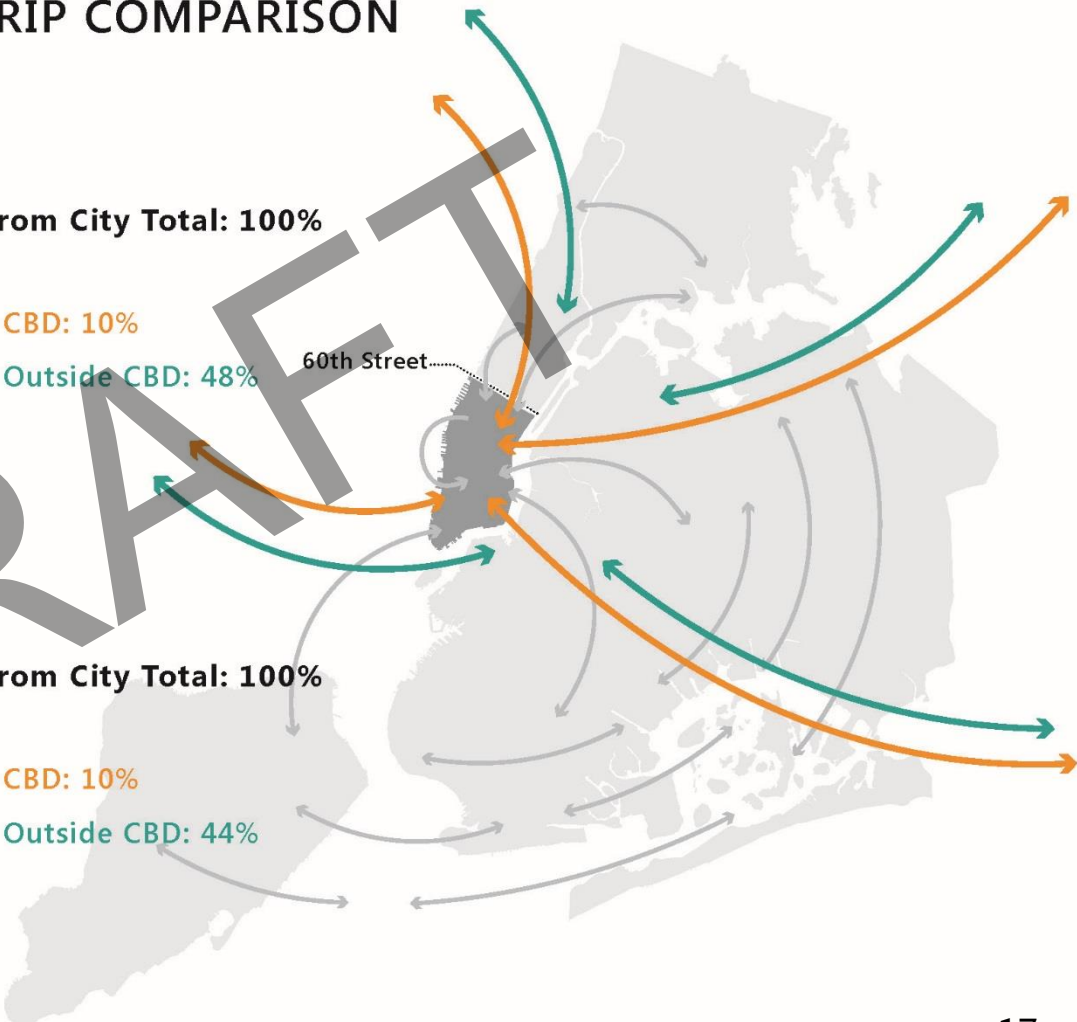
INTRA-CITY VS. TO/FROM CITY TRIP COMPARISON



Intra-City and To/From City Total: 100%
Intra-City Trips: 42%
Outside City to/from CBD: 10%
Outside City to/from Outside CBD: 48%



Intra-City and To/From City Total: 100%
Intra-City Trips: 46%
Outside City to/from CBD: 10%
Outside City to/from Outside CBD: 44%



Note: CBD = Manhattan below 60th St. Figures are estimates extracted from NYMTC 2010 BPM and for illustrative purposes only.

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2. MEETINGS RECAP: KEY THEMES FROM SEVEN SUBGROUPS

DRAFT

MAY 2016 FOCUS GROUP MEETINGS

- **Reviewed 7 major themes** for in-depth discussion on key elements, potential quick wins, levers for implementation, and associated challenges:
 1. Walking and Bicycling
 2. Transit
 3. Pricing
 4. New Mobility
 5. Zero/Near-Zero Emission Vehicles and Infrastructure
 6. Low Carbon Fuels and Infrastructure
 7. Freight

SUBGROUP TOPIC: WALKING AND BIKING

1. Prioritize street space for low-carbon modes
2. Enhance public space and infrastructure to encourage more walking
3. Make biking safer and more convenient

SUBGROUP KEY THEMES: WALKING AND BIKING

- Align GHG reduction messaging with Vision Zero messaging
 - Use Vision Zero as a model for an 80x50 mode shift program
- Master plans for walking and biking, e.g. at the citywide or neighborhood level
- Pedestrianize/semi-pedestrianize areas of the city (Lower Manhattan pilot)
- Expand and connect the existing bike network and bike sharing (e.g., CitiBike)
- Create incentives with new development for bicycle use and walking trips to transit

SUBGROUP TOPIC: TRANSIT

1. Strategically expand the core transit network by completing key regional projects and planning for the next generation of system expansion
2. Invest in rapid, at-grade transit routes (bus/light rail) in congested CBDs, in transit deserts, and serving non-CBD-bound trips, to improve and expand existing service
3. Increase reliability, service frequency, and user experience of subways and buses through technology and equipment investments
4. Invest in the commuter rail network to maximize both in-city and regional ridership
5. Improve access to and from public transport (subways, buses, commuter rail, ferries), including first and last mile connections

SUBGROUP KEY THEMES: TRANSIT

- Master plan or citywide vision for surface transit, including a “frequent transit network” of SBS/BRT routes
- Master plan or citywide vision for transit expansion (work with MTA)
- Transit will need more reliable investment (for both expansion and operations)
 - Requires creative solutions
- Prioritize street space for surface transit
- Underbuilt areas next to subway stations on lines that are under capacity can be used to connect to denser housing development
- Shared mobility can support, but not replace, transit (first / last mile)

SUBGROUP TOPIC: PRICING

1. Provide toll/pricing discounts and other options for efficient travel choices based on geography, vehicle type, occupancy and/or time of day
2. Shift a larger portion of driving costs to a trip-by-trip basis to encourage alternate travel choices
3. Use price signals to encourage travel by low-carbon modes
4. Review on-street parking policies
5. Develop comprehensive system for congestion/demand management

SUBGROUP KEY THEMES: PRICING

- Many items in the pricing bucket may not be possible in the short-term due to political dynamics; this may change in the intermediate to long-term
- On-street parking pricing should be studied and phased in (City controls the curb, but little else in the pricing arena)
- Tolling / pricing can be used to reinvest in transit
- Pricing programs can provide options for low-income or transit captive New Yorkers
- Business community can be a partner on the incentive side

SUBGROUP TOPIC: NEW MOBILITY

1. Support evolving shared mobility options to decrease private car ownership, support traditional transit service, alleviate traffic congestion, and reduce GHG emissions
2. Proactively prepare for a future of autonomous vehicles with consideration for obstacles to implementation, necessary regulatory frameworks, the potential to reach Vision Zero, and limiting GHG emissions
3. Leverage technology to support a shift to "Mobility as a Service" and optimize roadway network

SUBGROUP KEY THEMES: NEW MOBILITY

- Regulatory changes may be required to allow shared forms of mobility to reduce car ownership and VMT
 - Rental/FHV regulations should be updated to account for new shared ride service providers
- Focus shared mobility planning and service in outer boroughs for first- and last-mile trips
- Curb control can be used to allocate preferentially for shared mobility
- City should outline its vision of what the “AV future” should look like (a vision that does not dramatically increase VMT)
 - City has little control over levers necessary to adopt AVs (mostly federal or state)

SUBGROUP TOPIC: ZERO/NEAR-ZERO EMISSION VEHICLES AND INFRASTRUCTURE

ZEV/NZEV:

1. Implement NYC Clean Fleet Program for public sector vehicles
2. Adopt financial or other incentives to accelerate shift to ZEVs and NZEVs in the private light-duty vehicle market, with a focus on taxis, for-hire vehicles, and other high-mileage and/or high fuel-consuming fleets
3. Incentivize replacement of medium-duty and heavy-duty vehicles with ZEVs and NZEVs in private fleets
4. Sponsor public outreach campaigns to raise awareness of ZEVs and NZEVs

SUBGROUP TOPIC: ZERO/NEAR-ZERO EMISSION VEHICLES AND INFRASTRUCTURE

ZEV/NZEV Infrastructure:

1. Conduct technology and feasibility assessments on charging technologies, strategies, operational considerations, and other ZEV/NZEV technologies (e.g., fuel cell vehicles)
2. Adopt mechanisms to facilitate development of ZEV/NZEV infrastructure (e.g., incentives for parking operators)
3. Adopt measures that require EV charging infrastructure for new developments (i.e., current rules require only "EV-ready")
4. Collaborate with local utilities and other stakeholders to develop incentives and materials that support ZEV/NZEV infrastructure development (e.g., rate structures, demonstration programs)

SUBGROUP KEY THEMES: ZERO/NEAR-ZERO EMISSION VEHICLES AND INFRASTRUCTURE

- “Demand” charging makes it difficult for a utility to bill a customer directly for DC Fast Charging; need a legal mechanism
- Increasing the storage capacity of DC Fast Chargers and extending the range of electric and hybrid vehicles could be “game changers”
- FDNY is a key partner and must become more familiar with critical technologies and issues (lithium ion batteries, fuel cells, etc.)
- City should explore adapting proposed California legislation on charging at multi-family residences
- Utilities and other energy providers can partner with apartment buildings to deploy DC Fast Chargers for tenants’ EVs
- Develop a public awareness campaign on available incentives, such as those offered at tolls operated by ~~CONFIDENTIAL - DO NOT CIRCULATE~~ MTA and the Thruway Authority

SUBGROUP TOPIC: LOW-CARBON FUELS AND INFRASTRUCTURE

1. Conduct feasibility studies to determine where electric vehicle technology does not meet operational requirements
2. Facilitate shift to natural gas, renewable natural gas, fuel cells, biodiesel, and renewable diesel for vehicles identified in the feasibility studies
3. Pursue adoption of a NYS or northeast low-carbon fuel standard (LCFS) to reduce the costs and increase availability of renewable fuels
4. Adopt mechanisms that enable the greater availability and use of renewable fuels (e.g., citywide biodiesel requirement)

SUBGROUP KEY THEMES: LOW-CARBON FUELS AND INFRASTRUCTURE

- An LCFS can increase renewable fuel volumes to critical levels
- Accelerated fleet turnover will be critical, as this eliminates the older, less efficient vehicles and replaces them with cleaner, more efficient models
- Targeted pilots or voluntary programs for fleet conversion will be important (e.g., ambulance electrification, City vehicles, local delivery trucks, and school buses)
- Infrastructure is a major challenge – “drop in” renewable fuels are most desired; limited site availability for renewable fuel production capacity, etc.
- As with ZEV/NZEV strategies, coordination with FDNY is critical to moving forward in the short-term

SUBGROUP TOPIC: FREIGHT

1. Encourage increased efficiency of local and "last-mile" freight delivery (e.g., improved curb management, parking pricing, Low Emission Zones, off-peak deliveries)
2. Complete 5-Boro Study and Truck Management Plan
3. Use existing and new investments in rail, marine, and other infrastructure to increase the efficiency of in-city freight movement
4. Facilitate conversion of marine and other non-road equipment to renewable and low-carbon energy sources

SUBGROUP KEY THEMES: FREIGHT

- City should take steps to improve investment in a sustainable freight future, especially with respect to “last mile” strategies
- City needs to create a “culture of compliance” among the freight sector through better enforcement of traffic, safety, parking, and other regulations
- City should study the economic, social, and environmental benefits/impacts of establishing one or more Low Emission Zones in NYC
- City should continue with the reactivation of the South Brooklyn Marine Terminal and other rail / marine assets
- City can integrate barge freight traffic into a region-wide barge and vessel network to provide short-sea shipping between NJ and ME
- City could study whether a system of aggregated residential delivery systems is feasible and whether it would reduce GHG emissions

3. NEXT STEPS AND Q&A

DRAFT

NEXT STEPS

- Action list under review with City agencies
- Modeling potential GHG reductions of various strategy bundles about to begin
- In process of refining the action inventory with agency and stakeholder input
- Drafting action plan, with consideration for cross-sector relationships (e.g. the transport of waste)
- Final integrated 80x50 action plan to be released in September 2016

QUESTIONS AND ANSWERS

- Please type your questions in the question box

DRAFT

FOLLOWING UP

- Please feel free to follow up directly with MOS staff with any additional questions, ideas, or additional thoughts:

Ben Mandel	Policy Advisor, Transportation and Energy Supply Teams	bmandel@cityhall.nyc.gov	(212) 676-3274
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From: [Velani, Sonam](#)
To: ["Julie Wood"](#)
Subject: RE: Idea!
Date: Friday, January 11, 2019 2:11:18 PM

Super! Thank you so much, exciting multi-mobility options ahead 😊

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Friday, January 11, 2019 2:09 PM
To: Velani, Sonam
Subject: Re: Idea!

!!! This is such a fun idea, I love it. Yes to a call for sure -- Jules is in Australia til Monday but I'm sure he would love to do sometime next week! I think he would be the best person. Will get availability from him on Monday and revert.

Happy new year!!!

On Fri, Jan 11, 2019 at 2:02 PM Velani, Sonam <SVelani@cityhall.nyc.gov> wrote:

Hi there,

Happy 2019!

We have an idea that we wanted to run past you and team Motivate (or team Lyft!). The Parks Department and our team are thinking of doing a “kayak share” similar to bike-share – people would be able to rent kayaks from lockers at Pier XX and drop them off lockers at Pier YY.

Given all of your experience with rebalancing, we wanted to pick your brain about how this could work and also get a sense of the manpower / budget required to execute this operation. Do you think Jules or someone else on the team could hop on the phone with us for a short conversation? The other question is if Lyft/Motivate would be interested in taking this on as a new business line (much longer conversation!).

Let me know. Thank you and hope all else is well!

Cheers,
Sonam

Sonam Velani
Senior Advisor
Deputy Mayor for Housing & Economic Development
City of New York
SVelani@cityhall.nyc.gov
O: 212-341-5081
C: 773-710-1713

--

Julie Wood
917.282.5840



From: [Velani, Sonam](#)
To: ["Julie Wood"](#)
Subject: RE: Idea!
Date: Friday, January 18, 2019 2:39:17 PM

And bumping this up while I'm at it. Thank you!

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Friday, January 11, 2019 2:09 PM
To: Velani, Sonam
Subject: Re: Idea!

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Sonam

Sonam Velani
Senior Advisor
Deputy Mayor for Housing & Economic Development
City of New York
SVelani@cityhall.nyc.gov
O: 212-341-5081
C: 773-710-1713

--

Julie Wood
917.282.5840



From: [Cory Epstein](#)
To: [Stein, Seth](#)
Subject: Re: citi bike + twitter
Date: Thursday, May 30, 2019 12:58:20 PM
Attachments: [image001.png](#)

thank YOU!

Cory Epstein
Communications Specialist, Bikes & Scooters
973-902-1121



On Thu, May 30, 2019 at 12:56 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

I will flag for them, thanks!

From: Cory Epstein [mailto:cepstein@lyft.com]
Sent: Thursday, May 30, 2019 12:55 PM
To: Stein, Seth <SStein@cityhall.nyc.gov>
Subject: citi bike + twitter

Hi Seth

Not sure who best to reach out to but hoping you can pass along. The @nycgov handle has tagged the incorrect acct for citi bike. would be great going forward if they were able to correct and tag @CitiBikeNYC. Happy to reach out directly to social team if you can give me a contact there. We really appreciate the boost -- just want to be sure we are getting out most accurate info. Thank you!

<https://twitter.com/nycgov/status/1133868140977360898>



City of New York @nycgov · 18h

.@NYCHA has partnered with @citibike and @HealthfirstNY to expand access to bike share through a no-commitment, \$5/month membership for NYC public housing residents! Learn more: on.nyc.gov/2PSbBAH



1 4 10

Cory Epstein

Communications Specialist, Bikes & Scooters

973-902-1121



From: [Novick, Jonathan](#)
To: [Ryan Greenlaw](#)
Cc: [King, Kleo](#)
Subject: Re: Disability Pride Parade Festival Booth?
Date: Wednesday, June 26, 2019 2:03:23 PM
Attachments: [2019 Sponsorship Levels.docx](#)
[Outlook-000c-mvao.png](#)

Hello Ryan,

Unfortunately we won't be able to jump on a call today, however I have some information regarding your request

Booth space at the Union Square Festival area is a part of our sponsorship package. If you are comfortable proceeding we would be happy to have you set up in the park

Please see the attached word document for our sponsorship levels

Thank you,

Jonathan Novick | Outreach Manager
Mayor's Office for People with Disabilities
100 Gold Street 2nd Floor | New York NY 10038
O 212.788.2856 | F 212.312.0960



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From: Ryan Greenlaw <rgreenlaw@lyft.com>
Sent: Tuesday, June 25, 2019 5:45 PM
To: Novick, Jonathan
Cc: King, Kleo
Subject: Re: Disability Pride Parade Festival Booth?

Hi Jonathan - Thanks for reaching back!

I'm available to connect tomorrow. Are you free from 2:30pm - 3:00pm? If so, I can create and send over a calendar invite!

Please let me know

Best,
Ryan

--

Ryan Greenlaw
Program Manager, Equity and Community Engagement
Lyft Bikes and Scooters
773.931.7783

Did you know that thanks to a partnership with Healthfirst SNAP recipients can now ride Citi Bike for just \$5 a month?! Learn more at citicbikenyc.com/reducedfare.

On Jun 25, 2019, at 3:57 PM, Novick, Jonathan <JNovick@cityhall.nyc.gov> wrote:

Hello Ryan,

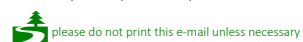
We'd like to set up a call to discuss logistics

Would you have some time either tomorrow from 11:30am - 3:00pm or on Thursday from 1:00pm - 2:30pm?

Thanks,

Jonathan Novick | Outreach Manager
Mayor's Office for People with Disabilities
100 Gold Street 2nd Floor | New York NY 10038
O 212.788.2856 | F 212.312.0960
<Outlook-2idkcgwd.png>

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From: Ryan Greenlaw <rgreenlaw@lyft.com>
Sent: Monday, June 24, 2019 3:23 PM
To: NYC Disability Parade

Subject: Disability Pride Parade Festival Booth?

Hello - Hope all is well

Citi Bike and the NYC Department of Transportation are bringing handcycles to events throughout NYC for test rides! Our goal is to get folks on bikes and talk to them about their needs and wants for an adaptive bike pilot in NYC

We were wondering if we could be a part of the Disability Pride Parade Festival in Union Square Park on July 14th? We would also like to share more information regarding our [Reduced Fare Bike Share](#) program that gives NYCHA residents and SNAP recipients access to Cit Bike for \$5, which includes 30-day unlimited, 45-minute access

Please let us know!

Best,
Ryan

--

Ryan Greenlaw
Program Manager, Equity and Community Engagement
Lyft Bikes and Scooters
773.931.7783

Did you know that thanks to a partnership with Healthfirst SNAP recipients can now ride Citi Bike for just \$5 a month?! Learn more at citi bikenyc.com/reducedfare.

29 ADA NYC Celebrations

\$50,000 – Title Sponsor

- Designated as Title Sponsor of the Disability Pride Parade on July 14, 2019 with company name and logo on the main stage banner and any parade route signs
- Sponsor of the Sapolin Accessibility Awards presented to businesses and advocates on July 25, 2019
- Sponsor of MOPD's Disability Employment Awareness events to be held in October 2019
- Guaranteed exhibit booth at the Disability Pride Parade festival at the end of the parade
- Company name and logo on Disability Pride Parade sponsor banner
- Company name and logo on marketing materials related to all 29 ADA NYC Celebration events
- Company name, logo, and hyperlink to company website prominently located on MOPD website

\$25,000 - Platinum Sponsor

- Sponsor of the Disability Pride Parade on July 14, 2019 with company logo on the sponsor banner and on MOPD's website
- Sponsor of the Sapolin Accessibility Awards presented to businesses and advocates on July 25, 2019
- Sponsor of MOPD's Disability Employment Awareness events to be held in October 2019
- Guaranteed exhibit booth at the Disability Pride Parade festival at end of parade
- Company name and logo on marketing materials related to all 29 ADA NYC Celebration events
- Company name, logo, and hyperlink to company website prominently located on MOPD website

\$15,000 - Gold Sponsor

- Sponsor of the Sapolin Accessibility Awards presented to businesses and advocates on July 25, 2019
- Sponsor of MOPD's Disability Employment Awareness events to be held in October 2019
- Guaranteed exhibit booth at the Disability Pride Parade
- Company name and logo on Disability Pride Parade sponsor banner
- Company name and logo on marketing materials related to all 29 ADA NYC Celebration events
- Company name, logo, and hyperlink to company website prominently located on MOPD website

\$10,000 – Silver Sponsor

- Sponsor of MOPD's Disability Employment Awareness events to be held in October 2019
- Guaranteed exhibit booth at the Disability Pride Parade
- Company name and logo on Disability Pride Parade sponsor banner
- Company name and logo on marketing materials related to all 29 ADA NYC Celebration events
- Company name, logo, and hyperlink to company website prominently located on MOPD website

\$5,000 - Bronze Sponsor

- Guaranteed exhibit booth at the Disability Pride Parade
- Company name and logo on Disability Pride Parade sponsor banner
- Company name, logo, and hyperlink to company website located on MOPD website



**Mayor's Office for
People with Disabilities**

From: [Stein, Seth](#)
To: [Julie Wood](#)
Subject: Re: Citi Bike report coming out tomorrow
Date: Wednesday, July 10, 2019 6:16:58 PM

I think we're leaning Bronx but need to do a bit more pushing on our end.

On Wed, Jul 10, 2019 at 6:06 PM -0400, "Julie Wood" <juliewood@lyft.com> wrote:

Yeah I feel strongly the Bronx would be the right move (given the coverage today), but Ydanis' district could work well if the Bronx doesn't work for you guys for some reason

On Wed, Jul 10, 2019 at 4:39 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

Ok I looked into this. We're looking at Tuesday or Wednesday next week – I should have updates tomorrow, but likely trying to avoid Bed-Stuy.

Would be an event with DOT, not the Mayor.

From: Stein, Seth
Sent: Tuesday, July 9, 2019 10:55 AM
To: Julie Wood <juliewood@lyft.com>
Subject: Re: Citi Bike report coming out tomorrow

Yeah next week is probably a good idea, let me check with folks here at CH, thanks for the flag! I'll get back to you.

On Tue, Jul 9, 2019 at 10:48 AM -0400, "Julie Wood" <juliewood@lyft.com> wrote:

Hey Seth, see below I'm not sure if DOT has kept you in the loop on this, but David Meyer at the Post was planning to write a story saying it had been 200 days since we announced the Citi Bike expansion, yet nothing has happened I asked him to hold off and told him that an announcement was imminent That was on June 13th Given all that's happening in the bike community, wouldn't it make sense to do this announcement next week (when Polly returns from vacation)? Thanks for your thoughts!

----- Forwarded message -----

From: **Zumhagen, Brian** <bzumhagen@dot.nyc.gov>
Date: Tue, Jul 9, 2019 at 10:41 AM
Subject: RE: Citi Bike report coming out tomorrow
To: Julie Wood <juliewood@lyft.com>, Gastel, Scott <SGastel@dot.nyc.gov>, Browne, Chris <cbrowne@dot.nyc.gov>
Cc: Caroline Samponaro <csamponaro@lyft.com>, Cory Epstein <cepstein@lyft.com>

I am still waiting for a response from City Hall about next week.

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Tuesday, July 09, 2019 10:39 AM
To: Gastel, Scott; Browne, Chris; Zumhagen, Brian
Cc: Caroline Samponaro; Cory Epstein
Subject: Fwd: Citi Bike report coming out tomorrow

Hi there -- We'll work on a response to this As you know, every day that goes by that we don't announce the expansion, we are vulnerable to this

Brian, last time we talked, you guys were going to look at dates for the week of the 15th Is that still the case?

Thanks

Julie

----- Forwarded message -----

From: **Guse, Clayton** <cguse@nydailynews.com>
Date: Tue, Jul 9, 2019 at 10:35 AM
Subject: Citi Bike report coming out tomorrow
To: Julie Wood <juliewood@lyft.com>

Hey Jules,

Running a piece for tomorrow's paper on a report being released by New York Communities for Change on the Citi Bike network.

Going to need a comment, happy to send through more details or chat it through.

The scope of the report includes:

-Citi Bike's service area is concentrated in mostly white areas of Manhattan and Brooklyn.

-People with access to Citi Bike near their homes have a median household income of \$90,400. Those who do not have a median income of \$54,700.

-Just 16% of NYC's people of color live in Citi Bike's service area, while 37.5% of white New Yorkers do.

-Report also details how CB serves those who already have subway access, and how the network fails to effectively serve transit deserts.

Let me know.

-Clayton

212-210-1948

--

Julie Wood

Communications

917.282.5840



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Thank you.

NYC – Department of Transportation

--

Julie Wood

Communications

917.282.5840



Julie Wood

Head of Communications, Lyft Bikes & Scooters
917.282.5840



From: [Cory Epstein](#)
To: [Stein, Seth](#)
Subject: Re: Timing for release?
Date: Tuesday, July 16, 2019 4:17:08 PM

thanks!

Cory Epstein

Communications Specialist, Bikes & Scooters



On Tue, Jul 16, 2019 at 4:11 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

It's all updated, thanks!

From: Cory Epstein [mailto:cepstein@lyft.com]
Sent: Tuesday, July 16, 2019 2:09 PM
To: Stein, Seth <SStein@cityhall.nyc.gov>
Subject: Re: Timing for release?

Appreciate it!

here is another quote you can add as well if not too late. unfortunately just got it from NYCHA

“NYCHA is excited the expansion of Citi Bike will provide more transportation opportunities to our residents in Manhattan, Brooklyn, Queens and the Bronx,” said **NYCHA Executive Vice President for Community Engagement and Partnerships Sideya Sherman**. “Thanks to the de Blasio Administration and Lyft, we expect more NYCHA families to take advantage of this integral transportation initiative in their community through the Reduced Fare Bike Share program.”

Cory Epstein

Communications Specialist, Bikes & Scooters



On Tue, Jul 16, 2019 at 1:53 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

Yes I'll talk to the web team

From: Cory Epstein [mailto:cepstein@lyft.com]

Sent: Tuesday, July 16, 2019 1:53 PM

To: Stein, Seth <SStein@cityhall.nyc.gov>

Cc: Julie Wood <juliewood@lyft.com>; Browne, Chris (DOT) <cbrowne@dot.nyc.gov>; Gastel, Scott (DOT) <SGastel@dot.nyc.gov>; Zumhagen, Brian (DOT) <bzumhagen@dot.nyc.gov>; Morales, Alana (DOT) <AMorales4@dot.nyc.gov>; Avila, Lolita (DOT) <lavila@dot.nyc.gov>

Subject: Re: Timing for release?

Thanks. Can the great expansion map be added to the webpage with the release? Don't see it included <https://www1.nyc.gov/office-of-the-mayor/news/351-19/de-blasio-administration-details-major-citi-bike-expansion>

Thanks!

Cory Epstein

Communications Specialist, Bikes & Scooters



On Tue, Jul 16, 2019 at 12:25 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

At 12:14, I bcc'ed you, but will forward

From: Julie Wood [mailto:juliewood@lyft.com]

Sent: Tuesday, July 16, 2019 12:25 PM

To: Stein, Seth <SStein@cityhall.nyc.gov>

Cc: Browne, Chris (DOT) <cbrowne@dot.nyc.gov>; Gastel, Scott (DOT) <SGastel@dot.nyc.gov>; Zumhagen, Brian (DOT) <bzumhagen@dot.nyc.gov>; Morales, Alana

(DOT) <AMorales4@dot.nyc.gov>; Avila, Lolita (DOT) <lavila@dot.nyc.gov>;
cepstein@lyft.com

Subject: Re: Timing for release?

Haven't gotten this, has it gone out?

On Jul 16, 2019, at 10:20 AM, Stein, Seth <SStein@cityhall.nyc.gov> wrote:

IMPORTANT UPDATE: I can't blast the below until after our statement about the other big news goes out at 10:30. This likely won't go out until 11:15/11:30.

<image001.png>

THE CITY OF NEW YORK

OFFICE OF THE MAYOR

NEW YORK, NY 10007

FOR IMMEDIATE RELEASE: July 16, 2019

CONTACT: pressoffice@cityhall.nyc.gov, (212) 788-2958

**MAYOR ANNOUNCES DETAILS OF MAJOR CITI BIKE
EXPANSION**

City releases boundaries of Citi Bike's next expansion, which will double the current service area by 35 square miles and triple the number of bikes to 40,000; System will expand to a diverse range of communities, including the South Bronx and northern Manhattan in the next year

<image002.jpg>

NEW YORK—The de Blasio Administration joined Lyft to today announce the boundaries of the planned expansion of Citi Bike over the next five years, which will bring the nation's largest bike share system to a

larger and more economically diverse range of communities. Last November, the City and Lyft announced an agreement in which Lyft would invest \$100 million to grow and strengthen the system, doubling the size of its service area and tripling the number of bikes over the next five years. The third phase of Citi Bike's expansion will bring Citi Bike to all of Manhattan, as well as into the Bronx, and deeper into Brooklyn and Queens. Administration officials were joined by Borough President Ruben Diaz, Jr. for the announcement on the steps of the Bronx County Courthouse in the South Bronx, where Citi Bike also announced a \$300,000 expansion grant program, sponsored by Healthfirst, as well as a new handcycle pilot for the disability community.

"This expansion will help us build a more fair and equitable city for all New Yorkers," said **Mayor de Blasio**. "Even more communities will have access to this low-cost, sustainable mode of transportation. With double the territory and triple the number of bikes over the next few years, Citi Bike will become an even better option for travel around New York City."

"We are thrilled to work with NYC DOT on expanding one of the world's best bike share networks — Citi Bike — in an equitable and accessible way," said **Caroline Samponaro, Head of Micromobility Policy at Lyft, the operator of Citi Bike**. "Increasing access to affordable transportation options is a proven method for improving economic outcomes for lower-income residents, and through our City Works program, Lyft is committing \$50 million annually to this cause in North America. Here in New York, Citi Bike's expansion to new neighborhoods will provide convenient, affordable, and sustainable transit access to many additional New Yorkers, shortening commutes, boosting public health, and building connections between communities across our great city."

"Six years after Citi helped launch this fantastic public-private partnership, it's exciting to see Citi Bike weave its way deeper into the fabric of New York City," said **Ed Skyler, Citi's Head of Public Affairs**. "We welcome this expansion as a way to make Citi Bike even more accessible to the riders who have made it a sustainable, vital form of public transportation that we're extremely proud to be a part of."

Citi Bike has begun the expansion with 25 new stations along the L-train corridor in East Williamsburg and Bushwick. In the months ahead, it will add more stations in these neighborhoods and within Ridgewood, Queens.

Next, Citi Bike will expand into the South Bronx and Upper Manhattan, beginning community board consultation this fall -- with stations installed in 2020. The planned expansion through 2023 will include the following neighborhoods:

- **The Bronx:** Mott Haven, Melrose, Port Morris, Highbridge, Claremont, Morrisania, Longwood, Concourse, and Mt. Eden
- **Brooklyn:** Bed-Stuy, Brownsville, Crown Heights, Prospect Lefferts Gardens, East Flatbush, Sunset Park, South Slope, Windsor Terrace, Prospect Park South and Kensington
- **Manhattan:** Harlem, Hamilton Heights, Sugar Hill, Washington Heights and Inwood (when completed, all of Manhattan will have Citi Bike)
- **Queens:** Sunnyside, Maspeth, Elmhurst, Jackson Heights, and Corona

As Citi Bike grows, NYC DOT and Citi Bike will continue their robust community engagement and work alongside local organizations to ensure bike share is planned in an equitable, accessible manner that works for neighborhoods and the City's overall transportation goals. All of Phase 3 expansion will be contingent upon Lyft meeting—and continuing to meet—strong milestones for providing a high-quality service for New Yorkers.

Lyft has begun to meet these milestones by increasing the Citi Bike fleet to over 13,000 bicycles—its largest ever—and greatly expanding the number of valet stations in the system to more than 40 different locations in total throughout Brooklyn and Manhattan, running on both weekdays and weekends. Additionally, Citi Bike can now be rented through the Lyft app, providing a convenient new way to ride for residents and visitors alike. These improvements have made both more bikes available to riders at the system's busiest hours as well as increased ridership, leading Citi Bike to smash its single-day ridership record five times in May and June, with the all-time record set on June 12, 2019 with 86,614 trips completed throughout the entire Citi Bike system.

Citi Bike Equity Initiatives: As part of its agreement with New York City, Lyft has also continued to expand Citi Bike's transportation equity efforts, including the Reduced Fare Bike Share program, presented by Healthfirst. There are now more than 3,300 New Yorkers who live in NYCHA developments or receive SNAP benefits who take advantage of a discounted Citi Bike membership for only \$5 a month -- a 55% increase in

enrollment in only one year. These members are actively using the system, riding at about twice the rate of full-fare members. Growth in sign-ups and high-frequency ridership demonstrates that Citi Bike is playing a key role in meeting the transportation needs of thousands of low-income New Yorkers.

Community Grant Program: Citi Bike and Healthfirst also announced today a \$300,000 Community Grant Program for local non-profits to grow bike share ridership further in lower-income neighborhoods. These funds are a portion of the sponsorship funds committed to Citi Bike by Healthfirst over the past year. Initial grantees of the community grants are the Bedford-Stuyvesant Restoration Corporation, GrowNYC, Urban Upbound, Union Settlement, GOLES, Red Hook Initiative, and El Puente Bushwick. Citi Bike and Healthfirst will be partnering with and supporting additional non-profit organizations to grow a culture of bike share in the new expansion areas as well.

Handcycle Pilot: Citi Bike is further increasing access this summer by teaming up with NYC DOT on a handcycle [pilot](#). Handcycles are three-wheeled, hand-controlled, adaptive bikes for both people with disabilities and individuals who do not know how to ride traditional two-wheeled pedal bicycles. The handcycle fleet will be at [Weekend Walks](#), [Summer Streets](#), and other community-based events throughout the city all summer and participation is open to all adults and is completely free-of-charge. Citi Bike and NYC DOT are working with The NYU Ability Project to assess the impact of this initiative and consider future adaptive vehicle programming.

“This is an exciting moment for New York City, as we share the details of this expansion, which will transform the nation’s largest bike share program into one of the largest bike share systems in the world, as we bring bike share to so many more neighborhoods around the City, including here in the South Bronx.” said **DOT Commissioner Polly Trottenberg**. “We thank Lyft once again for its investment, as we know Citi Bike’s expansion will give even more communities convenient access to this safe, sustainable, affordable and fun way to get around. As we this summer tackle new efforts to keep cyclists safe, the expansion of Citi Bike will be a critical part of our efforts.”

“With the proper adaptive equipment a person with a disability can participate fully in any activity,” said **Victor Calise, Commissioner of the Mayor's Office for People with Disabilities**. “The Mayor's Office for People with Disabilities is excited to see that this handcycling pilot

program is moving forward. We hope to see this pilot expand beyond handcycles to include other types of bikes that will assist the full range of people with disabilities. We look forward to collaborating with DOT and the disability community to ensure that accessible bikes are on our streets the same way as traditional Citi Bikes. By increasing access to this healthy and environmentally conscious form of transportation, New York City is one ride closer to becoming the most accessible city in the world.”

“I am so excited that The Bronx will finally be included in the Citi Bike program, which has already become an important part of New York City’s transportation grid,” said **Bronx Borough President Ruben Diaz Jr.** “Connecting our borough to the Citi Bike network will empower so many Bronxites to travel outside their neighborhood for job opportunities, cultural events and to visit friends and family. Thank you to the DOT and for Citi Bike for investing in The Bronx, and I look forward to working with elected officials, community boards and others to rollout this expansion.”

“The expansion of Citi Bike into more low-income communities, and communities of color, is a long overdue step in delivering transit equity for all New Yorkers,” said **Brooklyn Borough President Eric L. Adams.** “It must also be accompanied by safe cycling infrastructure, so we ensure that everyone can share our streets without fear of being injured or killed. I commend DOT and Citi Bike on this major announcement, which brings bike share to communities in heart of Central Brooklyn as well as south of Prospect Park and along our working waterfront.”

“All New Yorkers deserve equal access to reliable, safe, and green alternative transportation options. Citi Bike’s expansion into communities underserved by bike sharing will shorten commutes and provide countless recreational opportunities for both residents and visitors. In the Bronx, which has some of the highest asthma rates in the country, access to bike sharing will help improve our health and well-being and enhance quality of life. A truly successful bike share program must link together the entire city, and this expansion will be an important step toward ensuring transportation equity across all neighborhoods,” said **State Senator José M. Serrano.**

“As The Bronx continues to grow and prosper, so must our transportation options,” said **Assembly Member Marcos A. Crespo.** “It is long overdue for access to bike rentals to reach so many Bronx neighborhoods. It is my hope that we can quickly accelerate this growth to ensure that every neighborhood have access to innovative and affordable alternatives. I

applaud Citi Bike, NYCDOT and Borough President Ruben Diaz Jr., for their efforts.”

“The Citi Bike initiative has provided a great deal of flexibility to thousands of New Yorkers,” said **Assembly Member Michael DenDekker**. “I am pleased that the New York City Department of Transportation and Lyft are planning on extending Citi Bike services to more parts of Queens, including Jackson Heights and Corona, so that more people can enjoy the benefits of Citi Bikes. I am hopeful that this will lead to further expansion in the future.”

“The expansion of Citi Bike equals more opportunities for all New Yorkers to commute without the use of an automobile,” said **Council Member Ydanis Rodriguez, Chair of the Committee on Transportation**. “It’s a great moment for the City of New York to have partnerships that generate less traffic, more sustainable alternatives for transportation, and affordable options for traveling around the City.”

“I am pleased to welcome Citibike to my district,” said **Council Member Daniel Dromm**. “Citibike provides New Yorkers with a safe, clean and affordable means of transportation year round. The program also helps reduce the number of motorists on the road and helps alleviate crowding on subways and buses. It is no wonder that Jackson Heights and Elmhurst have been clamoring for Citibike for years. Soon they will be able to access it in their very own neighborhoods. I applaud the administration for working towards a more sustainable NYC by expanding this highly acclaimed program.”

“I’m thrilled that Citi Bike will be increasing its footprint in diverse communities across the city, and in particular expanding to serve my constituents in Kensington and Windsor Terrace,” said **Council Member Brad Lander**. “This expansion will allow hundreds of thousands of New Yorkers to gain access to a sustainable mode of transportation that improves transit options, promotes exercise, reduces pollution, and creates good, union jobs (none of which we can take for-granted in the evolving world of on-demand transportation). I look forward to working closely with the DOT and Lyft to fulfill their commitments to robust community engagement and equitable bike share access, to make sure that the broadest possible array of New Yorkers can benefit from this service.”

“New Yorkers have come to rely on Citi bike as an invaluable part of our

transit network,” said **Council Member Antonio Reynoso**. “Citi bike helps fill in the gaps in our city’s subway and bus systems and offers riders a convenient, environmentally friendly way to commute or simply get from place to place. All New Yorkers should have access to Citi bike and its myriad benefits regardless of socio-economic status or where they live. The Citi bike expansion announced today is a step in the right direction, and I will push NYC DOT and Lyft to continue to expand service with an eye towards prioritizing transit deserts.”

“I’m pleased to see Citi Bike expanding and particularly gratified to see Sunnyside/Woodside included in this next round. All New Yorkers deserve greener, safer, and more affordable transportation alternatives,” said **Council Member Jimmy Van Bramer**. “I will push to have all of Woodside included in this expansion and continue to advocate for every neighborhood in our city to have access to bike share. Investing in Citi Bike and improving cycling infrastructure, including creating interconnected protected bike lanes across all five boroughs, is essential to the long term sustainability of our streets.”

“Healthfirst is proud of its association with Citi Bike, which shares our commitment to low-income New Yorkers who are benefiting from the Reduced Fare Bike Share program,” said **Jeffrey Ross, Healthfirst’s Vice President for Medicaid**. “Today’s announcement doubling Citi Bike’s current service area is an important step in reaching out to new and diverse communities and neighborhoods. As a company that has been uniquely focused on the people of New York for more than 25 years, our goal is to make it easier for the people to get healthy and stay healthy.”

“Since 2015, we’ve worked side by side with Citi Bike, DOT, DOHMH and other stakeholders to build a culture of bikeshare in Central Brooklyn and beyond, and we are extremely proud of our partnership and the growth we have achieved,” said **Tracey Capers, Chief Program Officer at the Bedford-Stuyvesant Restoration Corporation and a leader of the NYC Better Bike Share Partnership**. “We can bring our work to the next level with this new community grant, and Bed-Stuy Restoration can continue to serve as a leader and model for community engagement and empowerment with Citi Bike.”

“Citi Bike’s expansion is great news for residents of the Bronx and Upper Manhattan who will benefit from access to the most convenient, healthy, fun and sustainable way to get around the city,” said **Ken Podziba, President and CEO of Bike New York**. “More shared bikes and protected bike lanes will improve mobility, public health, and quality of life for so

many, including New Yorkers with disabilities. I encourage New Yorkers in the expansion area and throughout the city to take our free bike education classes to learn to ride safely and confidently.”

“Citi Bike has become an integral part of New York City's public transportation system, and has empowered tens of thousands of New Yorkers to get around in a way that is convenient, affordable, healthy, and environmentally sustainable,” said **Thomas DeVito, Senior Director of Advocacy for Transportation Alternatives**. “We applaud Lyft and the Department of Transportation for expanding Citi Bike's service area, tripling the number of bikes on the streets, piloting a new program for handcycles, and for strengthening their commitment to making bicycling accessible for an ever larger share of the city. As this next phase is rolled out, we expect to see a continued investment in smart street designs that can safely accommodate all these new bicyclists.”

“We are thrilled that the first addition of this new Citi Bike expansion occurred in Bushwick, and as the system grows further in our neighborhood, we are committed to ensuring that our community has awareness of and access to this important transit system,” said **Asenhat Gomez, Director of Programs at El Puente Bushwick**. “The community grant funding will make this come to life and ensure that more Bushwick residents can utilize bikeshare.”

“Since 1977, Good Old Lower East Side (GOLES) has been dedicated to tenants’ rights, homelessness prevention, economic development, and community revitalization on the Lower East Side of Manhattan, a neighborhood with one of the highest concentrations of public housing residents in New York City,” said **Julian Morales of GOLES**. “The Reduced Fare Bike Share program, presented by Healthfirst, is an important and needed step in the direction of better serving our community, as well as other low-income communities and communities of color throughout the city. We look forward to helping make sure that the bikeshare program benefits low-income residents on the Lower East Side, and to working with Citi Bike to expand its reach to other neighborhoods to ensure the program serves all New Yorkers equitably.”

“Empowering all New Yorkers to secure a clean and healthy environment for future generations is what GrowNYC is all about, and promoting sustainable transportation goes hand-in-hand with this mission,” said **Marcel Van Ooyen, President and CEO, GrowNYC**. “The Reduced Fare Bike Share program enables SNAP recipients to join Citi Bike, one of the healthiest and greenest ways to get around our city, and the Community

Grant will help GrowNYC spread the word to get more people pedaling.”

“Union Settlement is committed to providing East Harlem residents with the vital education, wellness and community-building programs they need to thrive, and our work with Citi Bike fits seamlessly into this focus,” said **David Nocenti, Executive Director, Union Settlement**. “We look forward to positively impacting more East Harlem residents through the new Community Grants program, by informing them about the benefits of the Citi Bike program and the available low-cost membership opportunities.”

“Urban Upbound works with NYCHA neighborhoods to break cycles of poverty by providing residents with the tools and resources needed to achieve economic mobility and self-sufficiency, and access to affordable transportation is central to our work,” said **Bishop Taylor, Co-Founder and CEO of Urban Upbound**. “For years we have worked with Citi Bike, serving as a jobs pipeline, providing memberships for our clients, and we are looking forward to bolstering this work as part of the Community Grants Program.”

"BronxWorks is proud to partner with Citi Bike as they expand to the Bronx," said **Eileen Torres, the Executive Director of BronxWorks**. "This expansion will provide more transportation options in neighborhoods that have been historically underserved and offer an additional opportunity for residents to integrate health and wellness into their daily live. BronxWorks looks forward to participating in NYC DOT and Citi Bike's robust community outreach plan to help with siting locations throughout the South Bronx as well as increasing resident engagement with bikeshare."

About Citi Bike

Citi Bike is New York City's bike share system, and the largest and most popular in the nation with more than 81 million rides taken to date across more than 13,000 bikes at nearly 800 stations. Over the coming years, Citi Bike will greatly expand into new neighborhoods as Citi Bike doubles its service area by 35 square miles and triples the number of bikes in the fleet to 40,000. Annual memberships are \$169 for 365 days of unlimited 45-minute rides, and New Yorkers who live in NYCHA developments or receive SNAP benefits can access Citi Bike for only \$5 a month through [Reduced Fare Bike Share](#), presented by Healthfirst. Citi Bike is now available in the Lyft app, where customers can find real-time station

information and unlock bikes. Learn more at
<https://www.citibikenyc.com/>.

From: Stein, Seth
Sent: Tuesday, July 16, 2019 9:42 AM
To: Browne, Chris (DOT) <cbrowne@dot.nyc.gov>
Cc: Julie Wood <juliewood@lyft.com>; Gastel, Scott (DOT) <SGastel@dot.nyc.gov>; Zumhagen, Brian (DOT) <bzumhagen@dot.nyc.gov>; Morales, Alana (DOT) <AMorales4@dot.nyc.gov>; Avila, Lolita (DOT) <lavila@dot.nyc.gov>
Subject: Re: Timing for release?

Of course

On Tue, Jul 16, 2019 at 9:40 AM -0400, "Browne, Chris" <cbrowne@dot.nyc.gov> wrote:

Thanks. Can we eyeball one time before you blast?

On Jul 16, 2019, at 9:21 AM, Stein, Seth <SStein@cityhall.nyc.gov> wrote:

It will go out ~10:30, will make sure you are on it!

On Tue, Jul 16, 2019 at 9:02 AM -0400, "Zumhagen, Brian" <bzumhagen@dot.nyc.gov> wrote:

++

-----Original Message-----

From: Julie Wood [<mailto:juliewood@lyft.com>]

Sent: Tuesday, July 16, 2019 8:59 AM

To: sstein@cityhall.nyc.gov; Zumhagen, Brian; Gastel, Scott

Subject: Timing for release?

Hi, what time do you anticipate blasting it out?
Gothamist and Business Insider have reached out
bc they are eager to match the Post, naturally.
Thanks.

From: [Stein, Seth](#)
To: ["Julie Wood"](#)
Subject: FW: DE BLASIO ADMINISTRATION ANNOUNCES DETAILS OF MAJOR CITI BIKE EXPANSION
Date: Tuesday, July 16, 2019 12:27:10 PM
Attachments: [image001.png](#)

From: Mayor's Press Office
Sent: Tuesday, July 16, 2019 12:14 PM
To: Mayor's Press Office <pressoffice@cityhall.nyc.gov>
Subject: DE BLASIO ADMINISTRATION ANNOUNCES DETAILS OF MAJOR CITI BIKE EXPANSION



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE: July 16, 2019
CONTACT: pressoffice@cityhall.nyc.gov, (212) 788-2958

**DE BLASIO ADMINISTRATION ANNOUNCES DETAILS OF MAJOR CITI BIKE
EXPANSION**

City releases boundaries of Citi Bike's next expansion, which will double the current service area by 35 square miles and triple the number of bikes to 40,000; System will expand to a diverse range of communities, including the South Bronx and northern Manhattan in the next year



NEW YORK—The de Blasio Administration joined Lyft to today announce the boundaries of the planned expansion of Citi Bike over the next five years, which will bring the nation’s largest bike share system to a larger and more economically diverse range of communities. Last November, the City and Lyft announced an agreement in which Lyft would invest \$100 million to grow and strengthen the system, doubling the size of its service area and tripling the number of bikes over the next five years. The third phase of Citi Bike’s expansion will bring Citi Bike to all of Manhattan, as well as into the Bronx, and deeper into Brooklyn and Queens. Administration officials were joined by Borough President Ruben Diaz, Jr. for the announcement on the steps of the Bronx County Courthouse in the South Bronx, where Citi Bike also announced a \$300,000 expansion grant program, sponsored by Healthfirst, as well as a new handcycle pilot for the disability community.

“This expansion will help us build a more fair and equitable city for all New Yorkers,” said **Mayor de Blasio**. “Even more communities will have access to this low-cost, sustainable mode of transportation. With double the territory and triple the number of bikes over the next few years, Citi Bike will become an even better option for travel around New York City.”

“We are thrilled to work with NYC DOT on expanding one of the world’s best bike share networks — Citi Bike — in an equitable and accessible way,” said **Caroline Samponaro, Head of Micromobility Policy at Lyft, the operator of Citi Bike**. “Increasing access to affordable transportation options is a proven method for improving economic outcomes for lower-income residents, and through our City Works program, Lyft is committing \$50 million annually to this cause in North America. Here in New York, Citi Bike’s expansion to new neighborhoods will provide convenient, affordable, and sustainable transit access to many additional New Yorkers, shortening commutes, boosting public health, and building connections between communities across our great city.”

“Six years after Citi helped launch this fantastic public-private partnership, it’s exciting to see Citi Bike weave its way deeper into the fabric of New York City,” said **Ed Skyler, Citi’s Head of Public Affairs**. “We welcome this expansion as a way to make Citi Bike even more

accessible to the riders who have made it a sustainable, vital form of public transportation that we're extremely proud to be a part of."

Citi Bike has begun the expansion with 25 new stations along the L-train corridor in East Williamsburg and Bushwick. In the months ahead, it will add more stations in these neighborhoods and within Ridgewood, Queens.

Next, Citi Bike will expand into the South Bronx and Upper Manhattan, beginning community board consultation this fall -- with stations installed in 2020. The planned expansion through 2023 will include the following neighborhoods:

- **The Bronx:** Mott Haven, Melrose, Port Morris, Highbridge, Claremont, Morrisania, Longwood, Concourse, and Mt. Eden
- **Brooklyn:** Bed-Stuy, Brownsville, Crown Heights, Prospect Lefferts Gardens, East Flatbush, Sunset Park, South Slope, Windsor Terrace, Prospect Park South and Kensington
- **Manhattan:** Harlem, Hamilton Heights, Sugar Hill, Washington Heights and Inwood (when completed, all of Manhattan will have Citi Bike)
- **Queens:** Sunnyside, Maspeth, Elmhurst, Jackson Heights, and Corona

As Citi Bike grows, NYC DOT and Citi Bike will continue their robust community engagement and work alongside local organizations to ensure bike share is planned in an equitable, accessible manner that works for neighborhoods and the City's overall transportation goals. All of Phase 3 expansion will be contingent upon Lyft meeting—and continuing to meet—strong milestones for providing a high-quality service for New Yorkers.

Lyft has begun to meet these milestones by increasing the Citi Bike fleet to over 13,000 bicycles—its largest ever—and greatly expanding the number of valet stations in the system to more than 40 different locations in total throughout Brooklyn and Manhattan, running on both weekdays and weekends. Additionally, Citi Bike can now be rented through the Lyft app, providing a convenient new way to ride for residents and visitors alike. These improvements have made both more bikes available to riders at the system's busiest hours as well as increased ridership, leading Citi Bike to smash its single-day ridership record five times in May and June, with the all-time record set on June 12, 2019 with 86,614 trips completed throughout the entire Citi Bike system.

Citi Bike Equity Initiatives: As part of its agreement with New York City, Lyft has also continued to expand Citi Bike's transportation equity efforts, including the Reduced Fare Bike Share program, presented by Healthfirst. There are now more than 3,300 New Yorkers who live in NYCHA developments or receive SNAP benefits who take advantage of a discounted Citi Bike membership for only \$5 a month -- a 55% increase in enrollment in only one year. These members are actively using the system, riding at about twice the rate of full-fare members. Growth in sign-ups and high-frequency ridership demonstrates that Citi Bike is playing a key role in meeting the transportation needs of thousands of low-income New Yorkers.

Community Grant Program: Citi Bike and Healthfirst also announced today a \$300,000 Community Grant Program for local non-profits to grow bike share ridership further in lower-income neighborhoods. These funds are a portion of the sponsorship funds committed to Citi Bike by Healthfirst over the past year. Initial grantees of the community grants are the

Bedford-Stuyvesant Restoration Corporation, GrowNYC, Urban Upbound, Union Settlement, GOLES, Red Hook Initiative, and El Puente Bushwick. Citi Bike and Healthfirst will be partnering with and supporting additional non-profit organizations to grow a culture of bike share in the new expansion areas as well.

Handcycle Pilot: Citi Bike is further increasing access this summer by teaming up with NYC DOT on a handcycle [pilot](#). Handcycles are three-wheeled, hand-controlled, adaptive bikes for both people with disabilities and individuals who do not know how to ride traditional two-wheeled pedal bicycles. The handcycle fleet will be at [Weekend Walks](#), [Summer Streets](#), and other community-based events throughout the city all summer and participation is open to all adults and is completely free-of-charge. Citi Bike and NYC DOT are working with The NYU Ability Project to assess the impact of this initiative and consider future adaptive vehicle programming.

“This is an exciting moment for New York City, as we share the details of this expansion, which will transform the nation’s largest bike share program into one of the largest bike share systems in the world, as we bring bike share to so many more neighborhoods around the City, including here in the South Bronx.” said **DOT Commissioner Polly Trottenberg**. “We thank Lyft once again for its investment, as we know Citi Bike’s expansion will give even more communities convenient access to this safe, sustainable, affordable and fun way to get around. As we this summer tackle new efforts to keep cyclists safe, the expansion of Citi Bike will be a critical part of our efforts.”

“With the proper adaptive equipment a person with a disability can participate fully in any activity,” said **Victor Calise, Commissioner of the Mayor's Office for People with Disabilities**. “The Mayor's Office for People with Disabilities is excited to see that this handcycling pilot program is moving forward. We hope to see this pilot expand beyond handcycles to include other types of bikes that will assist the full range of people with disabilities. We look forward to collaborating with DOT and the disability community to ensure that accessible bikes are on our streets the same way as traditional Citi Bikes. By increasing access to this healthy and environmentally conscious form of transportation, New York City is one ride closer to becoming the most accessible city in the world.”

Citi Bike is an effective, healthy and sustainable mode of transportation for many New Yorkers, and I’m thrilled this next phase will give even more New Yorkers the opportunity to bike around the five boroughs. But as biking becomes more popular we must make sure we make it safe to ride in New York City. I look forward to working with the Department of Transportation on establishing an connected network of protected bike lanes, and I also look forward to Citi Bike thriving for years to come,” said **Speaker Corey Johnson**.

“I am so excited that The Bronx will finally be included in the Citi Bike program, which has already become an important part of New York City’s transportation grid,” said **Bronx Borough President Ruben Diaz Jr.** “Connecting our borough to the Citi Bike network will empower so many Bronxites to travel outside their neighborhood for job opportunities, cultural events and to visit friends and family. Thank you to the DOT and for Citi Bike for investing in The Bronx, and I look forward to working with elected officials, community boards and others to rollout this expansion.”

“The expansion of Citi Bike into more low-income communities, and communities of color, is a long overdue step in delivering transit equity for all New Yorkers,” said **Brooklyn Borough**

President Eric L. Adams. “It must also be accompanied by safe cycling infrastructure, so we ensure that everyone can share our streets without fear of being injured or killed. I commend DOT and Citi Bike on this major announcement, which brings bike share to communities in heart of Central Brooklyn as well as south of Prospect Park and along our working waterfront.”

“All New Yorkers deserve equal access to reliable, safe, and green alternative transportation options. Citi Bike’s expansion into communities underserved by bike sharing will shorten commutes and provide countless recreational opportunities for both residents and visitors. In the Bronx, which has some of the highest asthma rates in the country, access to bike sharing will help improve our health and well-being and enhance quality of life. A truly successful bike share program must link together the entire city, and this expansion will be an important step toward ensuring transportation equity across all neighborhoods,” said **State Senator José M. Serrano.**

“As The Bronx continues to grow and prosper, so must our transportation options,” said **Assembly Member Marcos A. Crespo.** “It is long overdue for access to bike rentals to reach so many Bronx neighborhoods. It is my hope that we can quickly accelerate this growth to ensure that every neighborhood have access to innovative and affordable alternatives. I applaud Citi Bike, NYCDOT and Borough President Ruben Diaz Jr., for their efforts.”

“The Citi Bike initiative has provided a great deal of flexibility to thousands of New Yorkers,” said **Assembly Member Michael DenDekker.** “I am pleased that the New York City Department of Transportation and Lyft are planning on extending Citi Bike services to more parts of Queens, including Jackson Heights and Corona, so that more people can enjoy the benefits of Citi Bikes. I am hopeful that this will lead to further expansion in the future.”

“The expansion of Citi Bike equals more opportunities for all New Yorkers to commute without the use of an automobile,” said **Council Member Ydanis Rodriguez, Chair of the Committee on Transportation.** “It’s a great moment for the City of New York to have partnerships that generate less traffic, more sustainable alternatives for transportation, and affordable options for traveling around the City.”

“I am pleased to welcome Citibike to my district,” said **Council Member Daniel Dromm.** “Citibike provides New Yorkers with a safe, clean and affordable means of transportation year round. The program also helps reduce the number of motorists on the road and helps alleviate crowding on subways and buses. It is no wonder that Jackson Heights and Elmhurst have been clamoring for Citibike for years. Soon they will be able to access it in their very own neighborhoods. I applaud the administration for working towards a more sustainable NYC by expanding this highly acclaimed program.”

“I’m thrilled that Citi Bike will be increasing its footprint in diverse communities across the city, and in particular expanding to serve my constituents in Kensington and Windsor Terrace,” said **Council Member Brad Lander.** “This expansion will allow hundreds of thousands of New Yorkers to gain access to a sustainable mode of transportation that improves transit options, promotes exercise, reduces pollution, and creates good, union jobs (none of which we can take for-granted in the evolving world of on-demand transportation). I look forward to working closely with the DOT and Lyft to fulfill their commitments to robust community engagement and equitable bike share access, to make sure that the broadest possible array of New Yorkers can benefit from this service.”

“New Yorkers have come to rely on Citi bike as an invaluable part of our transit network,” said **Council Member Antonio Reynoso**. “Citi bike helps fill in the gaps in our city’s subway and bus systems and offers riders a convenient, environmentally friendly way to commute or simply get from place to place. All New Yorkers should have access to Citi bike and its myriad benefits regardless of socio-economic status or where they live. The Citi bike expansion announced today is a step in the right direction, and I will push NYC DOT and Lyft to continue to expand service with an eye towards prioritizing transit deserts.”

“I’m pleased to see Citi Bike expanding and particularly gratified to see Sunnyside/Woodside included in this next round. All New Yorkers deserve greener, safer, and more affordable transportation alternatives,” said **Council Member Jimmy Van Bramer**. “I will push to have all of Woodside included in this expansion and continue to advocate for every neighborhood in our city to have access to bike share. Investing in Citi Bike and improving cycling infrastructure, including creating interconnected protected bike lanes across all five boroughs, is essential to the long term sustainability of our streets.”

“Healthfirst is proud of its association with Citi Bike, which shares our commitment to low-income New Yorkers who are benefiting from the Reduced Fare Bike Share program,” said **Jeffrey Ross, Healthfirst’s Vice President for Medicaid**. “Today’s announcement doubling Citi Bike’s current service area is an important step in reaching out to new and diverse communities and neighborhoods. As a company that has been uniquely focused on the people of New York for more than 25 years, our goal is to make it easier for the people to get healthy and stay healthy.”

“Since 2015, we’ve worked side by side with Citi Bike, DOT, DOHMH and other stakeholders to build a culture of bikeshare in Central Brooklyn and beyond, and we are extremely proud of our partnership and the growth we have achieved,” said **Tracey Capers, Chief Program Officer at the Bedford-Stuyvesant Restoration Corporation and a leader of the NYC Better Bike Share Partnership**. “We can bring our work to the next level with this new community grant, and Bed-Stuy Restoration can continue to serve as a leader and model for community engagement and empowerment with Citi Bike.”

“Citi Bike’s expansion is great news for residents of the Bronx and Upper Manhattan who will benefit from access to the most convenient, healthy, fun and sustainable way to get around the city,” said **Ken Podziba, President and CEO of Bike New York**. “More shared bikes and protected bike lanes will improve mobility, public health, and quality of life for so many, including New Yorkers with disabilities. I encourage New Yorkers in the expansion area and throughout the city to take our free bike education classes to learn to ride safely and confidently.”

“Citi Bike has become an integral part of New York City’s public transportation system, and has empowered tens of thousands of New Yorkers to get around in a way that is convenient, affordable, healthy, and environmentally sustainable,” said **Thomas DeVito, Senior Director of Advocacy for Transportation Alternatives**. “We applaud Lyft and the Department of Transportation for expanding Citi Bike’s service area, tripling the number of bikes on the streets, piloting a new program for handcycles, and for strengthening their commitment to making bicycling accessible for an ever larger share of the city. As this next phase is rolled out, we expect to see a continued investment in smart street designs that can safely accommodate all these new bicyclists.”

“We are thrilled that the first addition of this new Citi Bike expansion occurred in Bushwick, and as the system grows further in our neighborhood, we are committed to ensuring that our community has awareness of and access to this important transit system,” said **Asenhat Gomez, Director of Programs at El Puente Bushwick**. “The community grant funding will make this come to life and ensure that more Bushwick residents can utilize bikeshare.”

“Since 1977, Good Old Lower East Side (GOLES) has been dedicated to tenants’ rights, homelessness prevention, economic development, and community revitalization on the Lower East Side of Manhattan, a neighborhood with one of the highest concentrations of public housing residents in New York City,” said **Julian Morales of GOLES**. “The Reduced Fare Bike Share program, presented by Healthfirst, is an important and needed step in the direction of better serving our community, as well as other low-income communities and communities of color throughout the city. We look forward to helping make sure that the bikeshare program benefits low-income residents on the Lower East Side, and to working with Citi Bike to expand its reach to other neighborhoods to ensure the program serves all New Yorkers equitably.”

“Empowering all New Yorkers to secure a clean and healthy environment for future generations is what GrowNYC is all about, and promoting sustainable transportation goes hand-in-hand with this mission,” said **Marcel Van Ooyen, President and CEO, GrowNYC**. “The Reduced Fare Bike Share program enables SNAP recipients to join Citi Bike, one of the healthiest and greenest ways to get around our city, and the Community Grant will help GrowNYC spread the word to get more people pedaling.”

“Union Settlement is committed to providing East Harlem residents with the vital education, wellness and community-building programs they need to thrive, and our work with Citi Bike fits seamlessly into this focus,” said **David Nocenti, Executive Director, Union Settlement**. “We look forward to positively impacting more East Harlem residents through the new Community Grants program, by informing them about the benefits of the Citi Bike program and the available low-cost membership opportunities.”

“Urban Upbound works with NYCHA neighborhoods to break cycles of poverty by providing residents with the tools and resources needed to achieve economic mobility and self-sufficiency, and access to affordable transportation is central to our work,” said **Bishop Taylor, Co-Founder and CEO of Urban Upbound**. “For years we have worked with Citi Bike, serving as a jobs pipeline, providing memberships for our clients, and we are looking forward to bolstering this work as part of the Community Grants Program.”

"BronxWorks is proud to partner with Citi Bike as they expand to the Bronx," said **Eileen Torres, the Executive Director of BronxWorks**. "This expansion will provide more transportation options in neighborhoods that have been historically underserved and offer an additional opportunity for residents to integrate health and wellness into their daily live. BronxWorks looks forward to participating in NYC DOT and Citi Bike's robust community outreach plan to help with siting locations throughout the South Bronx as well as increasing resident engagement with bikeshare."

About Citi Bike

Citi Bike is New York City's bike share system, and the largest and most popular in the nation

with more than 81 million rides taken to date across more than 13,000 bikes at nearly 800 stations. Over the coming years, Citi Bike will greatly expand into new neighborhoods as Citi Bike doubles its service area by 35 square miles and triples the number of bikes in the fleet to 40,000. Annual memberships are \$169 for 365 days of unlimited 45-minute rides, and New Yorkers who live in NYCHA developments or receive SNAP benefits can access Citi Bike for only \$5 a month through [Reduced Fare Bike Share](#), presented by Healthfirst. Citi Bike is now available in the Lyft app, where customers can find real-time station information and unlock bikes. Learn more at <https://www.citibikenyc.com/>.

###

From: [Stein, Seth](#)
Cc: [Gastel, Scott \(DOT\)](#); [Browne, Chris \(DOT\)](#); [Zumhagen, Brian \(DOT\)](#); [Cory Epstein](#)
Subject: RE: Bike announcement coming?
Date: Wednesday, July 24, 2019 2:49:15 PM

-Julie I closed the loop here

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Wednesday, July 24, 2019 2:41 PM
To: Stein, Seth <SStein@cityhall.nyc.gov>
Cc: Gastel, Scott (DOT) <SGastel@dot.nyc.gov>; Browne, Chris (DOT) <cbrowne@dot.nyc.gov>; Zumhagen, Brian (DOT) <bzumhagen@dot.nyc.gov>; Cory Epstein <cepstein@lyft.com>
Subject: Re: Bike announcement coming?

We got a request from CAU to attend the event. We'd love to support in any way possible -- providing bikes, providing a quote for a release, etc. Please let us know how we can be most helpful. Seth, I'm at 917-282-5840 if you want to give me a ring.

On Wed, Jul 24, 2019 at 9:51 AM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

Hey Julie – Think we're good here but thanks!

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Tuesday, July 23, 2019 6:28 PM
To: Gastel, Scott (DOT) <SGastel@dot.nyc.gov>; Browne, Chris (DOT) <cbrowne@dot.nyc.gov>; Stein, Seth <SStein@cityhall.nyc.gov>; Zumhagen, Brian (DOT) <bzumhagen@dot.nyc.gov>
Cc: Cory Epstein <cepstein@lyft.com>
Subject: Bike announcement coming?

Hi! We hear that there may be a bike lane announcement or event in the works -- please let us know if Citi Bike can do anything to help or be involved!

--

Julie Wood
Communications
917.282.5840



--

Julie Wood
Communications
917.282.5840





From: [Cory Epstein](#)
To: [Stein, Seth](#)
Cc: [Holmes, Jeff](#); [Julie Wood](#); [Norvell, Wiley](#)
Subject: Re: Quote
Date: Wednesday, July 24, 2019 8:14:52 PM

Thanks! Standing by.

On Wed, Jul 24, 2019 at 8:09 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:
Yes it's at 2pm now, adding folks who can confirm location.

On Wed, Jul 24, 2019 at 8:04 PM -0400, "Cory Epstein" <cepstein@lyft.com> wrote:

Seth can you pls confirm that the event is now moved to 2PM? Same location? We are working to turn people out.

On Wed, Jul 24, 2019 at 7:49 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

Cool, thanks for the heads up.

From: Julie Wood [mailto:juliewood@lyft.com]
Sent: Wednesday, July 24, 2019 7:47 PM
To: Cory Epstein <cepstein@lyft.com>
Cc: Stein, Seth <SStein@cityhall.nyc.gov>
Subject: Re: Quote

FYI Seth that Wiley called and asked us to turn people out, which we're working to do.

On Jul 24, 2019, at 6:36 PM, Cory Epstein <cepstein@lyft.com> wrote:

Here you go:

“Citi Bike riders will be the first to tell you how a protected bike lane improves a cycling commute, and as we prepare to expand to the Bronx and beyond, it’s imperative that we equip more New Yorkers with safe routes to get around by bike,” said Caroline Samponaro, Head of Micromobility Policy at Lyft, the operator of Citi Bike. “We applaud the de Blasio administration’s focus on installing protected bike lanes and commitment to address the rise in cyclist fatalities this year. Citi Bike and Lyft pledge to partner with NYC DOT and City Hall on this important new plan to make our streets a safer place for all.”

On Wed, Jul 24, 2019 at 6:31 PM Julie Wood <juliewood@lyft.com> wrote:

Adding Cory who will send our quote shortly!

On Wed, Jul 24, 2019 at 2:49 PM Stein, Seth <SStein@cityhall.nyc.gov> wrote:

Hey Julie – would love a Lyft/Citi Bike quote here, thanks!

<image001.png>

THE CITY OF NEW YORK

OFFICE OF THE MAYOR

NEW YORK, NY 10007

FOR IMMEDIATE RELEASE: July 25, 2019

CONTACT: pressoffice@cityhall.nyc.gov, (212) 788-2958

**VISION ZERO: MAYOR DE BLASIO ANNOUNCES “GREEN WAVE”
BICYCLE PLAN TO ADDRESS CYCLING FATALITIES -- WITH
INCREASED ENFORCEMENT AND EXPANDED PROTECTED BIKE
LANE NETWORK**

*Robust safety plan includes accelerated build-out of a citywide network of
protected bike lanes, NYPD enforcement of crash-prone intersections, legislation
& other innovations*

Vision of 2030 Protected Bike Lane Network



NEW YORK—Mayor Bill de Blasio today released “Green Wave: A Plan for Cycling in New York City” to confront the rise in cycling fatalities in 2019. As cycling continues to grow dramatically, the \$58.4 million plan combines design, enforcement, legislation, policy and education to make the City’s streets safer for cyclists -- and all street users. With fatalities heavily concentrated this year in Brooklyn, the Mayor unveiled the plan [\[LINK\]](#) in Bay Ridge, a neighborhood that this year will receive its first on-street protected lanes along 7th Avenue. The Mayor separately announced that as part of the accelerated expansion of the protected bike lane network, DOT would this year install a two-way protected bicycle lane along Dyckman Street in Washington Heights.

The seventeen bicyclist fatalities this year represent the highest number in the first six months of any year since the launch of Vision Zero in 2014, after a record-low 10 fatalities in all of 2018. This year, 12 (or 71%) of this year’s cyclist fatalities have been in Brooklyn, and eight fatalities involved cyclist interactions with trucks.

The Green Wave Plan is a multi-prong, multi-agency approach to curtail bike injuries and fatalities in a time when cycling popularity is on the rise, the City continues to expand its bike network and Citi Bike gets set to expand into new neighborhoods and boroughs. According to DOT’s *Cycling in the City* report 24% of adult New Yorkers ride a bike, with a half-million cycling trips made on a typical day. Citi Bike, the nation’s largest bike share system continues to grow and recently announced plans to double its footprint and triple its fleet by 2023. In the past three years the City has added an average of 62 bike lane miles per year, including over 20 protected bike lane miles.

The new plan includes the following major elements:

Create Citywide Protected Bike Lane Vision

- To implement the Green Wave plan, the City has committed \$58.4 million in new funding over the next five years, with 80 additional new staff.
- Build 30 miles of protected bicycle lane annually, guided by a PBL vision document. By the end of 2021, DOT will install over 80 miles of protected lanes. These projects are currently in various stages of planning and design.
- DOT has identified 10 Brooklyn and Queens community boards as Bike Priority Districts, which together represent 16% of community boards and 14% of the bike lane network – yet have 23% percent of all NYC’s bicycle fatalities. DOT has committed to build 75 miles of bicycle infrastructure in these districts by 2022.
- Encourage increase in cycling mode share for safety and emissions reduction, targeting that 1 out of every 10 trips in NYC be taken by bicycle by 2050.

Improve and Update Design

- DOT will build upon innovative intersection designs with a focus on areas where the majority of fatalities occur.
- Fifty (50) intersections will receive turn calming treatments and where possible, protected intersection designs will be added for new projects after streets are resurfaced.
- Among innovations, DOT will in 2019 pilot so-called “Green Wave,” progressive signal-timing that discourages speeding and encourages steady cycling speeds -- and it will identify other corridors for implementation in 2020.

Expand NYPD Enforcement

- Under the plan, the NYPD will ramp up enforcement at the 100 most crash-prone intersections and target enforcement on highest risk activities: speeding, failing to yield, blocking bike lanes, oversized trucks/trucks off route.
- Maintain continuous citywide implementation of “Operation Bicycle Safe Passage” initiative – extending elevated enforcement of blocked bike lanes and hazardous driving violations
- Specialized units and precincts will increase enforcement against oversized and off-route trucks
- The NYPD also announced that supervisors would respond to collision sites to determine if the right-of-way laws should be applied -- and that it would also permanently discontinue its practice of ticketing cyclists at the site of fatal cyclist crashes.

- Explore new and emerging technology for automated enforcement.

Promote Legislation and Implement Policy

- DOT will both make new rules and work with legislators at the local and state levels in support of legislation increasing safety for cyclists and all road users. The agency will partner with various local and state agencies to advance cyclist safety.
- Among the specifics, DOT will support local legislation that passed the Council this week that allows cyclists to proceed on the pedestrians signal, require a three-foot passing rule, require increased requirements for trucks sideguards and explore a cargo bike rule.
- DOT will also explore and evaluate the capabilities of existing and emerging technology for automated enforcement technologies to keep bike lanes clear, as well as enforce overweight truck restrictions, and determine the feasibility of obtaining State legislative approval for use of these technologies.
- DOT will institute new internal requirements to protect cyclists around work zones and increase maintenance and markings inspection capacity.
- DOT will install 2,000 bike parking spaces annually through bike corrals and issue an RFEI to evaluate the possibility of a new high-capacity bicycle parking system.

Target Trucks in Major Safety Initiative

- DOT will work with its partners in the trucking industry to address fatalities involving trucks, which have constituted over 40% of recent cyclist fatalities.
- DOT will convene a Vision Zero Truck Safety Task Force.
- DOT will develop instructional videos and materials for large fleets, private sanitation companies and freight industry partners. DOT will also expand the “Trucks Eye View” educational program.
- DOT will implement loading zones in residential areas and evaluate curb management in commercial areas, with the expansion of the Off-Hour Deliveries program.
- DOT will also pursue an expedited timeline for installation of side guards for all Business Integrity Commission-licensed and registered private garbage-collection vehicles.

Continued Expansion of Outreach/Helmet Safety

- DOT will continue its use of successful media campaign to promote safety, including a focus on the “Get There” bike encouragement and safety campaign messaging through weekly events and education programming.

- DOT will continue and expands its popular helmet giveaway program with 10 large events each year, adding 10,000 helmets to the 25,000 now distributed annually.
- DOT will expand a companion education portion to the defensive driving and training programs at local driving schools as well as expand the citywide 7th Grade Bike Safety Program in collaboration with DOE and Bike New York.
- DOT will also work with Citi Bike to provide free or reduced-cost helmets to NYCHA members.
- DOT will explore legislation to raise the cycling helmet requirement age to 18, from current age of 14.

Record 2019 Protected Bike Lane Production, including along 7th Avenue in Bay Ridge and along Dyckman Street in Washington Heights: The Mayor also announced that after an average of 21 protected bike lane miles the last three years, a record amount of protected bike lanes – over 25 lane miles -- would be completed in 2019, with a commitment to even more protected lane miles in 2021 and 2022. Among this year's projects, the **Mayor today watched** crews preparing new 2 miles of new bike lanes in Bay Ridge along 7th Avenue, the first-ever protected lanes in this neighborhood.

Also among those projects will be over one-half mile of protected bike lanes along Dyckman Street in Washington Heights. After several years of community consultation and the construction of two one-way lanes, the street will be redesigned this summer with a two-way lane on the north side of Dyckman Street, a critical connector that will help complete the Manhattan Greenway.

--

Julie Wood

Communications

917.282.5840



--

Cory Epstein

Communications Specialist, Bikes & Scooters



--
Cory Epstein

Communications Specialist, Bikes & Scooters



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Cory Epstein

Communications Specialist, Bikes & Scooters



From: [Cory Epstein](#)
To: [Norvell Wiley](#)
Cc: [Holmes, Jeff](#); [Julie Wood](#); [Stein, Seth](#)
Subject: Re: Quote
Date: Wednesday, July 24, 2019 8:19:58 PM

Roger that. Updating our crew

On Wed, Jul 24, 2019 at 8:13 PM Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

Here:

Date: Thursday, July 25, 2019

Time: 2:00 PM

Location: PS 170, 619 72nd Street, [Brooklyn](#)

Sent from my iPhone

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Cc: Stein, Seth <SStein@cityhall.nyc.gov>

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“Citi Bike riders will be the first to tell you how a protected bike lane improves a cycling commute, and as we prepare to expand to the Bronx and beyond, it’s imperative that we equip more New Yorkers with safe routes to get around by bike,” said Caroline Samponaro, Head of Micromobility Policy at Lyft, the

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<image001.png>

THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE: July 25, 2019

CONTACT: pressoffice@cityhall.nyc.gov, (212) 788-2958

VISION ZERO: MAYOR DE BLASIO ANNOUNCES “GREEN WAVE” BICYCLE PLAN TO ADDRESS CYCLING FATALITIES -- WITH INCREASED ENFORCEMENT AND EXPANDED PROTECTED BIKE LANE NETWORK

Robust safety plan includes accelerated build-out of a citywide network of protected bike lanes, NYPD enforcement of crash-prone intersections, legislation & other innovations



<image001.jpg>

NEW YORK—Mayor Bill de Blasio today released “Green Wave: A Plan for Cycling in New York City” to confront the rise in cycling fatalities in 2019. As cycling continues to grow dramatically, the \$58.4 million plan combines design, enforcement, legislation, policy and education to make the City’s streets safer for cyclists -- and all street users. With fatalities heavily concentrated this year in Brooklyn, the **Mayor unveiled the plan [LINK] in Bay Ridge**, a neighborhood that this year will receive its first on-street protected lanes along 7th Avenue. The Mayor separately announced that as

part of the accelerated expansion of the protected bike lane network, DOT would this year install a two-way protected bicycle lane along Dyckman Street in Washington Heights.

The seventeen bicyclist fatalities this year represent the highest number in the first six months of any year since the launch of Vision Zero in 2014, after a record-low 10 fatalities in all of 2018. This year, 12 (or 71%) of this year's cyclist fatalities have been in Brooklyn, and eight fatalities involved cyclist interactions with trucks.

The Green Wave Plan is a multi-prong, multi-agency approach to curtail bike injuries and fatalities in a time when cycling popularity is on the rise, the City continues to expand its bike network and Citi Bike gets set to expand into new neighborhoods and boroughs. According to DOT's *Cycling in the City* report 24% of adult New Yorkers ride a bike, with a half-million cycling trips made on a typical day. Citi Bike, the nation's largest bike share system continues to grow and recently announced plans to double its footprint and triple its fleet by 2023. In the past three years the City has added an average of 62 bike lane miles per year, including over 20 protected bike lane miles.

The new plan includes the following major elements:

Create Citywide Protected Bike Lane Vision

- To implement the Green Wave plan, the City has committed \$58.4 million in new funding over the next five years, with 80 additional new staff.
- Build 30 miles of protected bicycle lane annually, guided by a PBL vision document. By the end of 2021, DOT will install over 80 miles of protected lanes. These projects are currently in various stages of planning and design.
- DOT has identified 10 Brooklyn and Queens community boards as Bike Priority Districts, which together represent 16% of community boards and 14% of the bike lane network – yet have 23% percent of all NYC's bicycle fatalities. DOT has committed to build 75 miles of bicycle infrastructure in these districts by 2022.
- Encourage increase in cycling mode share for safety and emissions reduction, targeting that 1 out of every 10 trips in NYC be taken by bicycle by 2050.

Improve and Update Design

- DOT will build upon innovative intersection designs with a focus on areas where the majority of fatalities occur.
- Fifty (50) intersections will receive turn calming treatments and where possible, protected intersection designs will be added for new projects after streets are resurfaced.

- Among innovations, DOT will in 2019 pilot so-called “Green Wave,” progressive signal-timing that discourages speeding and encourages steady cycling speeds -- and it will identify other corridors for implementation in 2020.

Expand NYPD Enforcement

- Under the plan, the NYPD will ramp up enforcement at the 100 most crash-prone intersections and target enforcement on highest risk activities: speeding, failing to yield, blocking bike lanes, oversized trucks/trucks off route.
- Maintain continuous citywide implementation of “Operation Bicycle Safe Passage” initiative – extending elevated enforcement of blocked bike lanes and hazardous driving violations
- Specialized units and precincts will increase enforcement against oversized and off-route trucks
- The NYPD also announced that supervisors would respond to collision sites to determine if the right-of-way laws should be applied -- and that it would also permanently discontinue its practice of ticketing cyclists at the site of fatal cyclist crashes.
- Explore new and emerging technology for automated enforcement.

Promote Legislation and Implement Policy

- DOT will both make new rules and work with legislators at the local and state levels in support of legislation increasing safety for cyclists and all road users. The agency will partner with various local and state agencies to advance cyclist safety.
- Among the specifics, DOT will support local legislation that passed the Council this week that allows cyclists to proceed on the pedestrians signal, require a three-foot passing rule, require increased requirements for trucks sideguards and explore a cargo bike rule.
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- DOT will work with its partners in the trucking industry to address

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- DOT will also pursue an expedited timeline for installation of side guards for all Business Integrity Commission-licensed and registered private garbage-collection vehicles.

Continued Expansion of Outreach/Helmet Safety

- DOT will continue its use of successful media campaign to promote safety, including a focus on the “Get There” bike encouragement and safety campaign messaging through weekly events and education programming.
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Record 2019 Protected Bike Lane Production, including along 7th Avenue in Bay Ridge and along Dyckman Street in Washington Heights: The Mayor also announced that after an average of 21 protected bike lane miles the last three years, a record amount of protected bike lanes – over 25 lane miles -- would be completed in 2019, with a commitment to even more protected lane miles in 2021 and 2022. Among this year’s projects, the **Mayor today watched** crews preparing new 2 miles of new bike lanes in Bay Ridge along 7th Avenue, the first-ever protected lanes in this neighborhood.

Also among those projects will be over one-half mile of protected bike lanes along Dyckman Street in Washington Heights. After several years of community consultation and the construction of two one-way lanes, the street will be redesigned this summer with a two-way lane on the north side of Dyckman Street, a critical connector that will help complete the Manhattan Greenway.

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917.282.5840

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[<~WRD209.jpg>](#)

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From: [Julie Wood](#)
To: [Cory Epstein](#)
Cc: [Norvell Wiley](#); [Holmes Jeff](#); [Stein Seth](#); [Gastel Scott \(DOT\)](#)
Subject: New Citi Bike daily ridership record!
Date: Thursday, July 25, 2019 9:42:16 AM

Citi Bike broke its own record for most rides in a single day with 89,242 rides yesterday! In case it's helpful for the mayor or commissioner's remarks today. We'll be sharing on social media.

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From: [Cory Epstein](#)
To: [Stein, Seth](#)
Subject: social boost for new citi bike partnership
Date: Tuesday, August 20, 2019 12:39:51 PM
Attachments: [FINAL RELEASE FOR DISTRIBUTION - Citi Bike RFBS Library Partnership.docx](#)

Hey Seth,

Hope you're doing well!

Quick q -- wondering if you could flag for the social team the new Citi Bike partnership we launched with the three public library systems yesterday? We're making a free month of Reduced Fare Bike Share available to New Yorkers who live in NYCHA developments or receive SNAP benefits, just by picking up a gift certificate at any of the 55+ public library branches within the Citi Bike service area.

We got a great quote from Polly in the release, and a bunch of folks have been sharing the news, like [Gale Brewer](#), [Mark Levine](#), and [Vicki Been](#). Would really help us get the word out if your channels shared too.

Citi Bike's original tweet is
here: <https://twitter.com/CitiBikeNYC/status/1163461961599901698>

I think this Curbed article is very good to
share: <https://ny.curbed.com/2019/8/19/20811953/citi-bike-free-month-membership-nycha-snap>

LMK if you have any questions! Thanks a lot in advance.

-Cory

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Communications - Bikes and Scooters



FOR IMMEDIATE RELEASE: August 19, 2019

CONTACT: media@citibikenyc.com

PHOTOS, GIFT CERTIFICATE SAMPLE: [HERE](#)

Citi Bike Partners With New York's Three Public Library Systems to Offer One Month of Free Citi Bike Rides for Low-Income New Yorkers

For the One Year Celebration of Reduced Fare Bike Share, Presented By Healthfirst, New Yorkers Who Live in NYCHA Developments or Receive SNAP Benefits Can Visit Nearly 60 Libraries In Citi Bike Service Area To Receive Free Month Of Citi Bike

More than 7,500 New Yorkers have joined Reduced Fare Bike Share in its first year, riding twice as frequently as annual members

NEW YORK CITY - Low-income New Yorkers can access more than just a book at the city's three public library systems — as of today, they can get a free month of Citi Bike too, thanks to a new partnership between Citi Bike, the New York, Brooklyn, and Queens Public Library, and made available through the Reduced Fair Bike Share program presented by Healthfirst.

New Yorkers who live in NYCHA developments or receive SNAP benefits need only visit the circulation desk at any of the nearly sixty library branches within the Citi Bike service area in Manhattan, Brooklyn and Queens to pick up a gift certificate that will give them access to their first month of Citi Bike free. This offer will only be available to new Citi Bike members while supplies last at the local branches. Riders can use the gift certificates to sign up on citibikenyc.com/reducedfare.

"As key resources for New Yorkers, Citi Bike and our public libraries are natural partners," said **Caroline Samponaro, Head of Micromobility Policy at Lyft, the operator of Citi Bike**. "As Citi Bike expands in the coming years, so too will our efforts to ensure that the system is accessible and equitable for everyone. We're thrilled to begin this innovative partnership to bring affordable bikeshare to more low-income residents across New York this summer."

"New Yorkers have long relied on the city's public libraries to provide access to knowledge, information, and opportunity, and this partnership with Citi Bike is certainly an extension of that," said **New York Public Library Interim Chief Library Officer Caryl Matute**. "We are happy to provide our patrons with information about and access to a beneficial program that we believe

they need and want. And while they visit our branches to learn more about discounted Citi Bike, we hope they sign up for a library card and explore all of the books, classes, programs and more that we offer every day."

"The Library has always served the public with free access to education, information and resources. Now by adding access to free and low-cost transportation, the possibilities are truly endless. Riders can easily find their way to a job interview, a medical appointment or a lecture at the local library," said **Nick Higgins, Brooklyn Public Library Chief Librarian**. "We are truly delighted to partner with Citi Bike to bring this opportunity to many more people in Brooklyn."

"Citi Bike's reduced fare gift certificates will offer many people who visit our libraries in western Queens and our tech lab at the Queensbridge Houses equitable access to a healthy transportation option that respects the environment," said **Queens Public Library President and CEO Dennis M. Walcott**. "We are delighted to work with Citi Bike, Lyft, Healthfirst, the New York City Department of Transportation and the Brooklyn and New York public library systems to help set in motion another opportunity for discovery, learning and growth for New Yorkers."

"We have been really pleased with the participation during the first year of the Reduced Fare Bike Share program and we are excited that the partnership between Citi Bike and the New York Public Library System will help bring additional awareness to those that could benefit from it the most," said **Errol Pierre, SVP, State Programs at Healthfirst**. "Growth in sign-ups and high-frequency ridership demonstrates that Citi Bike is playing a key role in meeting the transportation needs of thousands of low-income New Yorkers and reaffirms Healthfirst's commitment to helping people get healthy and stay healthy."

"New York's libraries serve an indispensable role in providing opportunity to diverse communities, making the partnership between Citi Bike and the City's library systems so exciting," said **DOT Commissioner Polly Trottenberg**. "Because it also provides such tremendous benefits, cycling in New York City has been growing faster than any other mode of travel. Getting library users access to Citi Bike will be another excellent way to further grow the nation's largest bike share program. I thank Lyft and Healthfirst, as their efforts will help even more NYCHA residents and SNAP recipients access what has become a key part of our transportation system."

As part of the partnership between Citi Bike and the library systems, New Yorkers who qualify for the Reduced Fair Bike Share program presented by Healthfirst will be provided with unlimited 45-minute rides during an initial 30-day period. Once the first month is completed, riders can choose to continue their membership, paying only \$5 a month -- less than the cost of two swipes of a MetroCard. For added flexibility, there is no annual commitment or auto-renew. Members can re-enroll at any time by simply taking a Citi Bike trip once their initial month is over, and their membership will be activated for another 30-day period.

This partnership is part of a broader celebration of the first anniversary of the Reduced Fare Bike Share program, presented by Healthfirst. More than 7,500 people have taken part in the program for at least one month over the course of the past year. More than 3,500 New Yorkers are currently enrolled in the Reduced Fare Bike Share program. These members ride, on average, about twice as frequently as those with annual memberships.

In addition to learning about Reduced Fare Bike Share in their local libraries, New Yorkers now can get connected to the program in myriad ways in their own communities. As part of its sponsorship, Healthfirst recently funded a \$300,000 Community Grant Program to help Citi Bike in raising awareness about Reduced Fare Bike Share and helping to build a culture of bikeshare in underserved neighborhoods. Inaugural recipients of these community grants are the Bedford-Stuyvesant Restoration Corporation, GrowNYC, Urban Upbound, Union Settlement, GOLES, Red Hook Initiative, and El Puente Bushwick. Citi Bike also rolled out an ad campaign this June in Chinese, English, and Spanish and includes information about the program on twenty bus shelters, six print and online publications, as well as online banner ads.

About Citi Bike

Citi Bike is New York City's bike share system, and the largest and most popular in the nation with more than 81 million rides taken to date across more than 13,000 bikes at nearly 800 stations. Over the coming years, Citi Bike will greatly expand into new neighborhoods as Citi Bike doubles its service area by 35 square miles and triples the number of bikes in the fleet to 40,000. Annual memberships are \$169 for 365 days of unlimited 45-minute rides, and New Yorkers who live in NYCHA developments or receive SNAP benefits can access Citi Bike for only \$5 a month through [Reduced Fare Bike Share](#), presented by Healthfirst. Citi Bike is now available in the Lyft app, where customers can find real-time station information and unlock bikes. Learn more at <https://www.citibikenyc.com/>.

About NY Public Library

The New York Public Library is a free provider of education and information for the people of New York and beyond. With 92 locations—including research and branch libraries—throughout the Bronx, Manhattan, and Staten Island, the Library offers free materials, computer access, classes, exhibitions, programming and more to everyone from toddlers to scholars, and has seen record numbers of attendance and circulation in recent years. The New York Public Library serves nearly 17 million patrons who come through its doors annually and millions more around the globe who use its resources at www.nypl.org. To offer this wide array of free programming, The New York Public Library relies on both public and private funding. Learn more about how to support the Library at nypl.org/support.

About Brooklyn Public Library

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the sixth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of

life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website.

About Queens Public Library

Queens Public Library is one of the largest and busiest public library systems in the United States, dedicated to serving the most ethnically and culturally diverse area in the country.

An independent, non-profit organization founded in 1896, Queens Public Library offers free access to a collection of more than 5 million books and other materials in multiple languages, technology and digital resources, and more than 80,000 educational, cultural, and civic programs a year. It consists of 65 locations, including branch libraries, a Central Library, seven adult learning centers, a technology center, two universal pre-kindergartens, and two teen centers.

About Healthfirst

Healthfirst is New York's largest not-for-profit health insurer, earning the trust of nearly 1.4 million members by offering access to affordable healthcare. Sponsored by New York City's leading hospitals, Healthfirst's unique advantage is rooted in its mission to put members first by working closely with its broad network of providers on shared goals. Healthfirst takes pride in being pioneers of the value-based care model, now recognized as a national best practice. For more than 25 years, Healthfirst has built its reputation in the community for top-quality products and services New Yorkers can depend on. It has grown significantly to serve the needs of members, offering market-leading products to fit every life stage including Medicaid plans, Medicare Advantage plans, long-term care plans, qualified health plans and individual and small group plans. For more information on Healthfirst, please visit healthfirst.org.

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Sent: Tuesday, August 20, 2019 12:38 PM
To: Stein, Seth <SStein@cityhall.nyc.gov>
Subject: social boost for new citi bike partnership

Hey Seth,

Hope you're doing well!

Quick q -- wondering if you could flag for the social team the new Citi Bike partnership we launched with the three public library systems yesterday? We're making a free month of Reduced Fare Bike Share available to New Yorkers who live in NYCHA developments or receive SNAP benefits, just by picking up a gift certificate at any of the 55+ public library branches within the Citi Bike service area.

We got a great quote from Polly in the release, and a bunch of folks have been sharing the news, like [Gale Brewer](#), [Mark Levine](#), and [Vicki Been](#). Would really help us get the word out if your channels shared too.

Citi Bike's original tweet is
here: <https://twitter.com/CitiBikeNYC/status/1163461961599901698>

I think this Curbed article is very good to share: <https://ny.curbed.com/2019/8/19/20811953/citi-bike-free-month-membership-nycha-snap>

LMK if you have any questions! Thanks a lot in advance.

-Cory

Cory Epstein

Communications - Bikes and Scooters



From: [Welsh, Kevin](#)
To: [Stein, Seth](#); [Cory Epstein](#); [@Social](#)
Subject: Re: 100K!
Date: Monday, September 23, 2019 4:30:21 PM

Heck yeah! Great news, I will share from Mayor's Office

From: "Stein, Seth" <SStein@cityhall.nyc.gov>
Date: Monday, September 23, 2019 at 3:55 PM
To: Cory Epstein <cepstein@lyft.com>, "@Social" <SocialTeam@cityhall.nyc.gov>
Subject: Re: 100K!

Hey Cory - thanks for flagging, adding our social team.

On Mon, Sep 23, 2019 at 3:49 PM -0400, "Cory Epstein" <cepstein@lyft.com> wrote:

Hey Seth,

Not sure if you saw this but wanted to flag our new 100K record for Citi Bike, achieved on Saturday.

Below's the tweet with the news:

<https://twitter.com/CitiBikeNYC/status/1176167400275922946>

Possible for you to pass it along so your channels can boost it?

Thanks!

Cory Epstein

Communications - Bikes and Scooters



From: [Economos, John-Michael](#)
To: [Livermon, Rogene](#); [Craven, Michelle](#); [Morales, Helena](#); [Frost, John](#); [Carpentieri, Dom](#); [Damashek, Philip](#); [Pondish, Susan](#); [Burdess, Andrew](#); julesflynn@citibikenyc.com; [Francis, Bradford](#); [Jules Flynn](#); [Davis, George III](#); [Browne, N. Patricia \(Legal Affairs\)](#); [Jackie Hockersmith](#); [Ardolli, Florim](#); [Sanderoff, Derek](#); [Rich, Azikiwe](#); [Patel, Ajay](#); [Carolan, Nancy](#); [Harriott, Robert](#); [Saleh, Abdelrahman](#); [Rocvil Jr, Mario](#)
Cc: [Perret, Bryan](#); lfox@lyft.com; mcline@lyft.com
Subject: RE: NYC Comptroller audit of the compliance of the New York City Bike Share, LLC with its agreement with NYCDOT Bike Share Program
Date: Tuesday, October 1, 2019 4:58:39 PM
Attachments: [Initial Request List to Citibike.pdf](#)
[MJ14_076A.pdf](#)

Hello all,

Included in this email are Mayor's Office and Citibike staff.

FYI, attached is the Initial Request list sent by the NYC Comptroller to Citibike as well as the prior audit issued by NYCC. Please contact us if you have any questions.

Regards,

John-Michael Economos, CPA
Deputy Director, Audit Bureau
NYC Department of Transportation
55 Water Street, 4th Floor
New York NY 10041
Tel: 212 839-4434
Fax: 212 839-4926
jeconomos@dot.nyc.gov

-----Original Appointment-----

From: Economos, John-Michael
Sent: Tuesday, September 17, 2019 1:41 PM
To: Economos, John-Michael; Livermon, Rogene; Craven, Michelle; Morales, Helena; Frost, John; Carpentieri, Dom; Damashek, Philip; Pondish, Susan; Burdess, Andrew; julesflynn@citibikenyc.com; Francis, Bradford; Man, Yin Fan (Amy); Jules Flynn; Andersen, William; Davis, George III; Browne, N. Patricia (Legal Affairs); Flores, Daniel; Moran, John; Jackie Hockersmith; Ardolli, Florim; Sanderoff, Derek; Rich, Azikiwe; Patel, Ajay; Carolan, Nancy; Harriott, Robert
Cc: Perret, Bryan; lfox@lyft.com; mcline@lyft.com
Subject: NYC Comptroller audit of the compliance of the New York City Bike Share, LLC with its agreement with NYCDOT Bike Share Program
When: Tuesday, October 01, 2019 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: 55 Water Street room 411 4th floor

Hello all,

The meeting will be held on the 4th floor, room 411, at 55 Water Street. Please allow for additional time to go through building security.

For remote attendees:

Please call this number +866-720-3071

Participant's Passcode is 1594944

Thank you,

John-Michael Economos

NYCDOT- Audit Bureau



MARJORIE LANDA
DEPUTY COMPTROLLER FOR
AUDIT

CITY OF NEW YORK
OFFICE OF THE COMPTROLLER
SCOTT M. STRINGER

BUREAU OF AUDIT

October 1, 2019

Mr. Jules Flynn
Head of Operations
Lyft Bikes and Scooters
360 West 31 Street, 9th Floor
New York, NY 10001

Dear Mr. Flynn:

To facilitate our audit of the compliance of New York City Bike Share, LLC (NYCBS) with its New York City agreement to operate the Bike Share Program (the Program), we are requesting copies of the following items for calendar year 2018 unless otherwise indicated:

- The agreement and subsequent amendments for NYCBS to operate the Program;
- Certified monthly or yearly reports for Ridership Revenue and All Other Revenue for calendar years 2017 and 2018;
- Escrow agreement;
- A list of all agreements related to revenue generated through the Program, including but not limited to, sponsorships, in-kind benefits, and revenue generated through User Data;
- Proof of payments to the escrow account maintained by Department of Transportation for the City of New York for 2017 and 2018;
- Internal and external audit reports including any management letters for calendar year 2018;
- An organizational chart of NYCBS and all related parent companies; and
- Evidence of both the liability insurance and Worker Compensation insurance policies.

Please provide these records to us no later than October 17, 2019 and we reserve the right to request other documents and examine other periods, if necessary, as the audit progresses. In addition, please inform us on any investigations or legal proceedings, if any, that are related to our audit objectives that have been initiated or are in process with respect to the period under our audit. If you have any questions with regard to this request, please contact the Audit Supervisor, Mr. William Andersen at (212) 669-8327, or me, at (212) 669-8264.

Thank you for your cooperation.

Sincerely,

Amy Mah, CPA
Audit Manager

From: [Economos, John-Michael](#)
To: [Livermon, Rogene](#); [Craven, Michelle](#); [Morales, Helena](#); [Frost, John](#); [Carpentieri, Dom](#); [Damashek, Philip](#); [Pondish, Susan](#); [Burdess, Andrew](#); julesflynn@citibikenyc.com; [Francis, Bradford](#); [Jules Flynn](#); [Davis, George III](#); [Browne, N. Patricia \(Legal Affairs\)](#); [Jackie Hockersmith](#); [Ardolli, Florim](#); [Sanderoff, Derek](#); [Rich, Azikiwe](#); [Patel, Ajay](#); [Carolan, Nancy](#); [Harriott, Robert](#); [Saleh, Abdelrahman](#); [Rocvil Jr, Mario](#)
Cc: [Perret, Bryan](#); lfox@lyft.com; mcline@lyft.com
Subject: RE: NYC Comptroller audit of the compliance of the New York City Bike Share, LLC with its agreement with NYCDOT Bike Share Program
Date: Wednesday, October 2, 2019 1:06:46 PM
Attachments: [20191001 Entrance Conf Attendance.pdf](#)

Good afternoon all,

Attached is the attendance sheet from yesterday's meeting.

Thank you,

John

From: Economos, John-Michael
Sent: Tuesday, October 01, 2019 4:58 PM
To: Livermon, Rogene <rlivermon@dot.nyc.gov>; Craven, Michelle <mcraven@dot.nyc.gov>; Morales, Helena <Hmorales@dot.nyc.gov>; Frost, John <jfrost@dot.nyc.gov>; Carpentieri, Dom <dcarpentieri@dot.nyc.gov>; Damashek, Philip <pdamashek@dot.nyc.gov>; Pondish, Susan <spondish@dot.nyc.gov>; Burdess, Andrew <ABurdess@dot.nyc.gov>; julesflynn@citibikenyc.com; Francis, Bradford <bfrancis@dot.nyc.gov>; Jules Flynn <jflynn@lyft.com>; Davis, George III <gdavis@cityhall.nyc.gov> <gdavis@cityhall.nyc.gov>; Browne, N. Patricia (Legal Affairs) <npbrowne@dot.nyc.gov>; 'Jackie Hockersmith' <jhockersmith@lyft.com>; Ardolli, Florim <FArdolli@cityhall.nyc.gov>; Sanderoff, Derek <dsanderoff@dot.nyc.gov>; Rich, Azikiwe <arich@dot.nyc.gov>; Patel, Ajay <apatel3@dot.nyc.gov>; Carolan, Nancy <ncarolan@dot.nyc.gov>; Harriott, Robert <rharriott@dot.nyc.gov>; Saleh, Abdelrahman <asaleh@dot.nyc.gov>; Rocvil Jr, Mario <mrocvil@dot.nyc.gov>
Cc: Perret, Bryan <bperret@dot.nyc.gov>; lfox@lyft.com; mcline@lyft.com
Subject: RE: NYC Comptroller audit of the compliance of the New York City Bike Share, LLC with its agreement with NYCDOT Bike Share Program

Hello all,

Included in this email are Mayor's Office and Citibike staff.

FYI, attached is the Initial Request list sent by the NYC Comptroller to Citibike as well as the prior audit issued by NYCC. Please contact us if you have any questions.

<< File: Initial Request List to Citibike.pdf >> << File: MJ14_076A.pdf >>

Regards,

John-Michael Economos, CPA
Deputy Director, Audit Bureau
NYC Department of Transportation
55 Water Street, 4th Floor
New York NY 10041
Tel: 212 839-4434
Fax: 212 839-4926
jeconomos@dot.nyc.gov

-----Original Appointment-----

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Sent: Tuesday, September 17, 2019 1:41 PM

To: Economos, John-Michael; Livermon, Rogene; Craven, Michelle; Morales, Helena; Frost, John; Carpentieri, Dom; Damashek, Philip; Pondish, Susan; Burdess, Andrew; julesflynn@citibikenyc.com; Francis, Bradford; Man, Yin Fan (Amy); Jules Flynn; Andersen, William; Davis, George III; Browne, N. Patricia (Legal Affairs); Flores, Daniel; Moran, John; Jackie Hockersmith; Ardolli, Florim; Sanderoff, Derek; Rich, Azikiwe; Patel, Ajay; Carolan, Nancy; Harriott, Robert

Cc: Perret, Bryan; lfox@lyft.com; mcline@lyft.com

Subject: NYC Comptroller audit of the compliance of the New York City Bike Share, LLC with its agreement with NYCDOT Bike Share Program

When: Tuesday, October 01, 2019 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: 55 Water Street room 411 4th floor

Hello all,

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For remote attendees:

Please call this number +866-720-3071

Participant's Passcode is 1594944

Thank you,

John-Michael Economos
NYCDOT- Audit Bureau



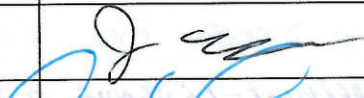

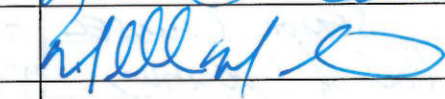
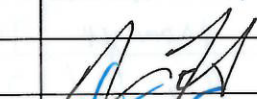
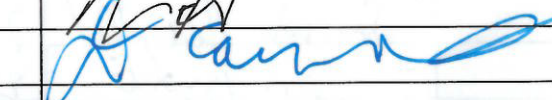
NEW YORK CITY OFFICE OF THE COMPTROLLER
BUREAU OF FINANCIAL AUDIT

Audit Report on the Compliance of New York City Bike Share, LLC (NYCBS / LYFT LYFT) with its Agreement with the
Department of Transportation (DOT) for the Bike Share Program
AUDIT #FN20-081A

Entrance Conference Meeting

Date: 10/01/2019
Time: 02:30 PM – 03:30 PM

Location: 55 Water Street, Room 411 4th floor
New York, NY 10041

Entity	Print Name	Signature	Title	Telephone	Email Address
NYCBS / LYFT	Jules Flynn		Head of Operations	917 – 647 – 5915	jflynn@lyft.com , julesflynn@citibikenyc.com
NYCBS / LYFT	Jackie Hockersmith				jhockersmith@lyft.com
DOT	John-Michael Economos		Deputy Director, Audit Bureau	212 – 839 – 4434	jeconomos@dot.nyc.gov
DOT	Rogene Livermon		Director, Audit Bureau	212 – 839- 4410	rlivermon@dot.nyc.gov
DOT	Michelle Craven		Assistant Commissioner for Cityscape and Franchises	212 – 839 – 4478	mcraven@dot.nyc.gov
DOT	Helena Morales			212 – 839 – 4467	hmorales@dot.nyc.gov
DOT	John Frost		Executive Director	212 – 839 – 9745	jfrost@dot.nyc.gov
DOT	Domenick Carpentieri		Finance Manager	212 – 839 – 4472	dcarpentieri@dot.nyc.gov
DOT	Derek Sanderoff		Chief of Staff	212 – 839 – 6446	dsanderoff@dot.nyc.gov

Entity	Print Name	Signature	Title	Telephone	Email Address
DOT	Philip Damashek		General Counsel	212 - 839 - 6503	pdamashek@dot.nyc.gov
DOT	Susan Pondish		Deputy General Counsel	212 - 839 - 6505	spondish@dot.nyc.gov
DOT	Andrew Burdess		Senior Counsel	212 - 839 - 6513	aburdess@dot.nyc.gov
DOT	Bradford Francis	<i>Bradford Francis</i>	Director of Fiscal Affairs	212 - 839 - 4592	bfrancis@dot.nyc.gov
DOT	AJAY PATEL		EX. DACC	212 - 839 - 9295	apatel3@dot.nyc.gov
NYC Mayor's Office	George Davis III		Deputy Director of Audit Services	212 - 788 - 2643	gdavis@cityhall.nyc.gov
NYC Mayor's Office	Florim Ardolli		Associate Director for Audits	212 - 788 - 5954	fardolli@cityhall.nyc.gov
DOT	Azikiwe Rich	<i>Azikiwe Rich</i>	Performance Mgt	212-989-6443	arich@dot.nyc.gov
DOT	Bryan Poner	<i>Bryan Poner</i>	Operations Mgr.	839-4581	bponer@dot.nyc.gov
Office of the NYC Comptroller	Amy Man	<i>Amy Man</i>	Audit Manager	(212) 669-8264	AMan@comptroller.nyc.gov
Office of the NYC Comptroller	William Andersen	<i>William Andersen</i>	Audit Supervisor	(212) 669-8327	wanders@comptroller.nyc.gov
Office of the NYC Comptroller	Daniel Flores	<i>Daniel Flores</i>	Staff Auditor	(212) 669-4886	dflores@comptroller.nyc.gov
Office of the NYC Comptroller	John Moran	<i>John Moran</i>	Staff Auditor	(212) 669- 4371	jmoran@comptroller.nyc.gov
DOT	MARIO ROCVIC	<i>Mario Rocvic</i>	Dep. Director Fiscal	(212) 839-7299	MKOCVIC@DOT.NYC.GOV
DOT	ROBERT HARRIOTT	<i>Robert Harriott</i>	SUPERVISOR-REVENUE	212-839-9261	RHARRIOTT@DOT.NYC.GOV
NYC Bike Share	MATT CLINE	<i>Matt Cline</i>	SENIOR COUNSEL	702 281 5485	MCLINE@CYFT.COM
NYC Bike Share	JULES FLYNN	<i>Jules Flynn</i>	Head of Operations	917-647-5915	jflynn@lyft.com
NYC Bike Share	Laura Fox	<i>Laura Fox</i>	Market Manager	917-514-4914	lfox@lyft.com
NYC DOT	N. Patricia Browne	<i>N. Patricia Browne</i>	Senior Counsel	212-839-6500	npbrowne@dot.nyc.gov
DOT Audit	AbdelRahman Saleh	<i>AbdelRahman Saleh</i>	Sr. Auditor	212 813 7717	asaleh@dot.nyc.gov