

## Red Bike Press Release



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# Red Bike Reopens with Bike It Forward Initiative and 100 More E-Bikes

## Mayor Cranley announces plans to reopen public non-profit bike share program

Cincinnati – Mayor John Cranley announced that Red Bike would be reopening on Thursday afternoon at a press conference at City Hall. Red Bike submitted to the Cincinnati Health Department for approval a detailed reopening plan that prioritizes the health and safety of Red Bike riders, staff, and the community.

As it reopens, Red Bike will launch the **Bike It Forward** initiative. **Bike It Forward** will give free monthly Red Bike “Thank You” Memberships to health care workers and first responders. The initiative will also provide free advertising space on Red Bikes and station kiosks for local restaurants and bars to help promote the businesses that have been hard hit by the pandemic. Red Bike also received 100 new e-bikes on Monday, and will be building and deploying them over the new few weeks, bringing the total to 200.

“Red Bike has been a great partner to the City and they have gone to great lengths to reopen safely.” said Mayor John Cranley. “Reopening Red Bike will bring back a vital transit option and encourage people to get out and exercise. It’s a beautiful day to ride a bike!”

Red Bike will be using a two-pronged approach to cleaning and disinfecting the bikes and stations. First, a physical coating will be applied to the touch points of the bikes and stations that destroys viruses and bacteria and lasts for several months. Second, every bike and station will be cleaned and disinfected using an EPA approved disinfectant every time it is serviced by the Red Bike team. All team members will wear masks and gloves when in the field or interacting with equipment. Red Bike has also implemented comprehensive cleaning procedures and social distancing at the Red Bike Shop.

“Nothing is more important than the health and safety of the community. In many ways, Red Bike exists as a public health initiative to encourage people to use active transportation and live healthier lives,” said Red Bike Executive Director, Jason Barron. “We’ve all been cooped up. We are excited to reopen Red Bike and help people get outside and get some much-needed exercise and stress relief with a good long bike ride in the sun.”

Red Bike is posting signs at all stations encouraging proactive and safe behavior by riders. Individuals should not ride Red Bike if they are experiencing any symptoms of COVID-19. Riders should wash their hands before and after riding or use hand sanitizer. Riders are encouraged to wear masks and use personal disinfectants. Riders should use social distancing while riding, giving 6 feet of clearance to other cyclists and pedestrians and avoid biking in large groups. And lastly, loitering at Red Bike stations will not be allowed under any circumstances.

“We all have a responsibility to keep ourselves and others protected from this virus. Bike share is no different,” Barron said. “We will be cleaning the bikes as often as we can, but as with the rest of the world, each rider needs to be proactive in being as safe as possible when they use Red Bike.”

Through the **Bike It Forward** initiative, Red Bike will be distributing the free monthly “Thank You” memberships to healthcare workers throughout local hospital systems, including Red Bike presenting sponsor UC Health, and to first responders through the City and local unions. Healthcare workers and first responders interested in taking advantage of the thank you memberships should reach out to Red Bike directly at [support@cincyredbike.org](mailto:support@cincyredbike.org)

Restaurants and bars interested in participating in the free Red Bike advertising as part of **Bike It Forward** should contact Red Bike at [support@cincyredbike.org](mailto:support@cincyredbike.org)

Red Bike members or new riders can renew their memberships or sign up at [www.cincyredbike.org](http://www.cincyredbike.org) or through the “BCycle” app. The Red Bike Go program will also be reactivated for individuals experiencing low income. Qualified individuals can sign up or renew at [www.cincyredbike.org/gopass](http://www.cincyredbike.org/gopass). Individuals who wish to sign up or renew their Red Bike Go pass with cash can do so at the Red Bike Shop, 325 W 6<sup>th</sup> St., on Tuesdays and Fridays from 11 a.m. to 4 p.m., starting tomorrow, 5/29/20. Riders signing up in person will be required to wear a mask and respect health procedures.

#### **About Red Bike**

Red Bike is a 501c3, non-profit, with 59 bike share stations and over 500 publicly shared bicycles throughout Cincinnati, Newport, Covington, and Bellevue. Last year, Red Bike became one of the first bike share systems in the country to add electric-assist bicycles to the fleet. Red Bike Go is one of the most successful equitable bike share membership programs in the country, accounting for 28% of all rides in 2019.

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