

# Procurement Summary

## Basic Information

Procurement Title: Ride On New York!

Agency: NYC Department of Transportation

Agency Email Contact: [dmaco@dot.nyc.gov](mailto:dmaco@dot.nyc.gov)

Procurement Description:

NYC DOT is committed to improving traffic safety and public health, expanding travel choices for all New Yorkers, and supporting the City's efforts to fight climate change. Mayor Bill de Blasio has framed the central element of the City's transportation policy to be Vision Zero, which seeks to reduce to zero the number of people killed or seriously injured due to road crashes. The Mayor has also articulated a goal of doubling the number of active cyclists by 2020 from 2015 levels. Increasing bike ridership will help reduce greenhouse gas emissions, improve public health, reduce noise and air pollution, boost neighborhood livability and improve access to jobs and important services. Biking and bike share can provide affordable transportation options, especially for lower income people who have poor access to transit.

The New York City Department of Transportation (NYC DOT) is initiating Ride On New York!, a community outreach program seeking innovative proposals to support the City's goal of doubling bicycling by 2020. Through an integrated outreach framework of engagement, bike education, encouragement, and evaluation, the program aims to increase the numbers of New Yorkers who bike with focus on under-represented groups of New Yorkers such as, but not limited to, women, people of color, and low to moderate level income people.

NYC DOT aims to partner with community based organizations in the Harlem, Astoria, Bedford-Stuyvesant, and Red Hook neighborhoods to engage and promote active transportation options such as biking and bike share in the community. Utilizing a range of strategies from focus groups, targeted outreach, events, and promotions, the organizations will work with stakeholders in their communities to raise awareness of bicycling and bike share as transportation tools and increase trips made by these modes.

Concept Report Link: <http://www.nyc.gov/html/dot/html/about/doing-business.shtml>

HHS Accelerator Service Applications:

To receive this RFP in the HHS Accelerator system, you must have an approved Service Application for **at least one** of the following:

- Community Engagement
- Life Skills
- Recreational Services
- Health Education and Supports
- Outreach