



Santa Fe Metropolitan Planning Organization

"Promoting Interconnected Transportation Options"



**INVITATION TO A FREE WEBINAR
ON
SOCIAL EQUITY and BIKESHARING**

Date: Thursday May 3rd, 2012

Time: 11:30AM – 12:30PM (MDT)

Location: Councilors Conference Room, City Hall, 200 Lincoln Ave. Santa Fe

The Santa Fe MPO is hosting a Federal Transit Administration (FTA) and National Center for Transit Research (NCTR) Webinar titled "*Social Equity and Bikesharing*". Full details are below. Attendance is FREE. All that is asked is that you RSVP to Keith Wilson via email if you would like to attend (kpwilson@santafenm.gov). This webinar is open to all, so please forward this invitation onto others who may be interested.

Webinar Details:

Bikesharing systems are rolling out all over the country, attracting new riders to bicycling as transportation, and providing a convenient way to access other transit services. But a significant challenge for system planners and managers is ensuring that this new and exciting means of transportation can be accessed by a wide cross-section of the community. This webinar will provide an overview of exciting and innovative ways that systems are pursuing social equity in bikesharing, and provide summaries and lessons learned from Capital Bikeshare in Arlington, VA, and Hubway in Boston, MA.

Speakers –

- **Daisy De La Rosa** is a Project Director with the Boston Public Health Commission, which provides subsidized Hubway memberships and helmets to qualifying Boston residents.
- **Chris Eatough** is the Program Manager for [BikeArlington](#), an initiative of Arlington County, Virginia to encourage and enable more people to go by bike more often
- **Darren Buck** is a graduate student at the Virginia Tech Alexandria Campus researching bikesharing, and is currently working on issues of first and last mile public transportation trips with the Federal Transit Administration's Office of Research, Development, and Innovation

If you cannot attend the MPO showing of this webinar, details on how to register yourself can be found at the following link: <http://www.nctr.usf.edu/2012/04/social-equity-bikesharing-netconference/>