

# Hamilton Bike Share Inc.'s Black Lives Matter Action Plan

## **Black Lives Matter.**

Hamilton Bike Share Inc. (HBSI) and its Everyone Rides Initiative (ERI) is committed to executing anti-racist actions in order to dismantle anti-Black racism and white supremacy and fulfill our vision for “a resilient, just, and vibrant city”. This Black Lives Matter Action Plan outlines how we will *listen* to and *amplify* racialized voices and experiences, and *strategize, implement* and *evaluate* anti-racist actions in the following sectors of our organization:

## **Governance:**

As a not-for-profit organization, HBSI is governed by a board of directors, by-laws, and is driven by our [mission, vision and values](#). We are taking specific action to integrate anti-racist principles into our institutional policies, governing body, and strategic plans and to evaluate these outcomes.

## **Personnel:**

Our staff and work culture are central to the work we do and how it gets done. Within this sector, we are integrating more explicit anti-racist hiring practices, staff training and support that embodies our values and the goals of our Black Lives Matter Action Plan.

## **Stakeholders:**

Our extensive list of stakeholders includes riders, community organizations, sponsors and other partners within Hamilton and beyond. These collaborators enable bike share to exist and thrive within our community, and we seek to better serve our existing stakeholders while expanding our reach to more diverse groups and individuals.

## **Programming:**

Our programming includes many offerings, particularly through the Everyone Rides Initiative, which is committed to removing barriers that prevent people from being able to access bike share and cycling. We seek to better understand the specific barriers to cycling that face the Black community and racialized residents by expanding our outreach to more organizations servicing BIPOC communities and by adapting our programming, events, and materials as needed.

## **Operations:**

Hamilton Bike Share Inc. was first created to deliver bike share operations, and that continues to be the core focus of our work. The actions in our plan address how the design of our system, implementation of services, and hardware and technology considerations will be centred on Black Lives Matter.



## Matrix of Actions: Hamilton Bike Share’s Black Lives Matter Action Plan

### Governance

As a not-for-profit organization, HBSI is governed by a board of directors, by-laws, and is driven by our mission, vision and values. We are taking specific action to integrate anti-racist principles into our institutional policies, governing body, and strategic plans and to evaluate these outcomes.

Listen	Amplify	Strategize	Implement	Evaluate
<p>Hire and/or collaborate with a consultant or partnering organization to get guidance and feedback on how to better diversify representation on the board of directors.</p> <hr/> <p>Staff to regularly update the board of directors of Black Lives Matter Action Plan progress and developments at each board meeting.</p>	<p>Establish a specific code of conduct that holds directors accountable to the values of our organization, including anti-racism and equity, both for internal and external statements and actions.</p> <hr/> <p>Seek out and share stories that help amplify Black voices, anti-racism work and lived experiences of racialized communities.</p>	<p>Develop a comprehensive Black Lives Matter Action Plan to establish accountability within all levels of the organizations and to share with our community and stakeholders. This process included consulting with Kojo Dampety, Executive Director at the <a href="#">Hamilton Centre for Civic Inclusion</a>, a local Black-led partnering organization.</p> <hr/> <p>Use an equity lens as we create and renew our Strategic Plan and documents. Consider action on anti-Black racism in the context of it being a strategic issue for the organization.</p> <hr/> <p>Develop equity criteria for board recruitment.</p>	<p>Utilize a recruitment strategy that incorporates equity criteria within a matrix of identity and skills for future board seats.</p> <hr/> <p>Ensure staff have the tools and resources to implement our BLM work/strategies/actions within the community.</p>	<p>Ensure that an appropriate evaluation framework is in place for our Black Lives Matter work, and that staff have the tools and resources required to carry out meaningful evaluation activities.</p> <hr/> <p>Perform bi-annual reviews of progress to determine whether goals were put into action and assess their impact and effectiveness.</p>



## Personnel

Our staff and work culture are central to the work we do and how it gets done. Within this sector, we are integrating more explicit anti-racist hiring practices, staff training and support that embodies our values and the goals of our Black Lives Matter Action Plan.

Listen	Amplify	Strategize	Implement	Evaluate
Require staff and directors to participate in Anti-Racism/Anti-Oppression training each year.	Share and uplift the cycling stories of Black, Indigenous, and people of colour staff and volunteers.  Share internal tools & resources that are accessible to staff and volunteers to educate our team, stay up to date on best practices, and keep our team informed.	Develop equity criteria for hiring staff, including the integration of opportunities for Everyone Rides Initiative participants.  Adjust our job recruitment strategies in accordance with the feedback and guidance from our partners (see #1 in <a href="#">Governance &amp; Listen</a> ).	Track the demographics of our staff, board directors, and volunteers.	Report on the demographics of our staff, board, and volunteers.

## Stakeholders

Our extensive list of stakeholders includes riders, community organizations, sponsors and other partners within Hamilton and beyond. These collaborators enable bike share to exist and thrive within our community, and we seek to better serve our existing stakeholders while expanding our reach to more diverse groups and individuals.

Listen	Amplify	Strategize	Implement	Evaluate
Conduct research with Hamilton Bike Share riders and partners (including Everyone Rides participants) to understand their concerns, thoughts and ideas around Black Lives Matter, cycling, and our organization and services.  Conduct research to	Share and repost events, programming and other content from Black, Indigenous and racialized partner organizations, businesses, and community members on both the Everyone Rides Initiative and Hamilton Bike Share social media platforms.	Initiate community dialogue about Black Lives Matter: communicate about our anti-racism work and plans with our stakeholders and ask them about their work.  Complete a stakeholder analysis that includes an assessment of anti-racism	Increase the number of partnerships we have with Black organizations.	Assess what actions our stakeholders are taking on Black Lives Matter and anti-racism and how we will evaluate our relationships/partnerships within our stakeholder analysis.



<p>understand the demographics of ERI riders vs non-ERI riders in order to assess how the demographics are distributed and to better understand how values or needs may differ.</p>	<p>Host social media takeovers with Black stakeholders and riders.</p> <p><a href="#">Publish and populate a public-facing Black Lives Matter resource page on the Everyone Rides Initiative website.</a></p>	<p>and assess how we can mobilize our partners to develop their own anti-racism action plans.</p>		
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### Programming

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Listen	Amplify	Strategize	Implement	Evaluate
<p>Work with local anti-racism leaders to (1) Review programming language currently used in materials to ensure it is inclusive, anti-racist, and equitable. (2) Identify barriers that they face, and/or that they see Black, Indigenous and racialized riders face.</p> <p>Collaborate more with our partner organizations to review the bike share education and Everyone Rides Initiative registration and onboarding processes.</p> <p>Build relationships and</p>	<p>Expand our Everyone Rides Initiative partnership outreach to include more organizations that work with Black communities.</p> <p>Ask these new partner organizations what they see are the barriers to their community riding bikes or choosing cycling as an option.</p>	<p>Gather the outcomes from our internal Theory of Change activity and use it to inform our Action Plan and strategies.</p> <p>Attend more non-cycling partner organization events, classes, webinars when offered in order to build connections and learn from our community.</p> <p>Seek out non-profit worker-targeted workshops and talking circles centered around equity work and racial discrimination.</p> <p>Develop and host an</p>	<p>Find or reallocate funding to pay Black community members for work, including content creation and other contributions to the program.</p> <p>Use survey data and results to identify and remove barriers facing Black, Indigenous, and people of colour riders (within our organization’s capacity).</p> <p>Continue and increase the representation of Black, Indigenous, and people of colour on our social media and in program materials.</p>	<p>Update the Everyone Rides Initiative participant surveys to track demographics and name barriers identified by participants who are Black, Indigenous, and/or people of colour.</p>



<p>rapport with organizations that serve Black and racialized communities to identify their cycling needs and barriers. Meet with them to provide services and gather input. In addition to formal research opportunities (e.g. surveys), this input includes tracking anecdotal and casual feedback about cycling, bike share access, and our programming to determine how we can make our programming most useful, enticing, and culturally relevant.</p>		<p>anti-racist book club.</p>	<p>Always bring translated ERI materials and translation service options to partners and workshops.</p> <hr/> <p>Provide partner organizations with tools and knowledge to execute their specific educational bike share/Everyone Rides Initiative goals.</p>	
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## Operations

Hamilton Bike Share Inc. was first created to deliver bike share operations, and that continues to be the core focus of our work. The actions in our plan address how the design of our system, implementation of services, and hardware and technology considerations will be centred on Black Lives Matter.

Listen	Amplify	Strategize	Implement	Evaluate
<p>Collect demographics of our ridership through surveys and other research means.</p>	<p><a href="#">Add Black Lives Matter messaging on our rebalancing vehicle.</a></p> <hr/> <p>Share local Black, Indigenous, and people of colour cycling stories on social media</p>	<p>Ensure there is diverse representation in advertising and promotional material.</p> <hr/> <p>Explore how we can better reach out to underrepresented communities in our membership.</p>	<p>Host demonstrations and outreach about new hardware in different parts of the service area with new groups and existing Black riders and racialized communities.</p>	<p>Evaluate our demographics and relevant data to better inform our strategic plans (e.g. fill gaps and adjust services).</p>

