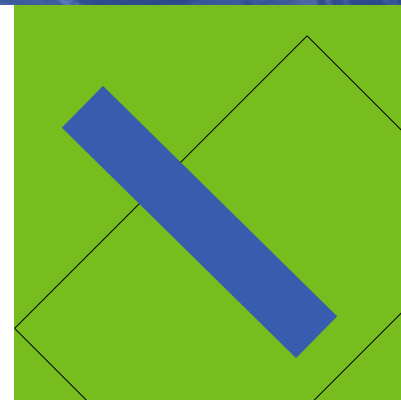




How to Promote Equitable Outreach in Your Community

Renée Moore
Transit Specialist/City of Alexandria

George Mason University- Accelerating Active
Transportation Change in Northern Virginia



EQUITY







DEFINITIONS

We're often trying to have diversity but skip over the first two steps that need to happen.

[Click here to listen to a podcast with Melissa Balmer from PedalLove about the difference between Diversity, Inclusion, and Equity](#)

DIVERSITY: INVITING PEOPLE TO THE DANCE

Having people of different races, ethnicities, religions, abilities, genders, sexual identity in a space

INCLUSIVE: ASKING PEOPLE TO DANCE

Making the diverse people feel welcome and a part of the group

EQUITY: ASKING PEOPLE TO HELP PLAN THE DANCE

Inviting the diverse group of people to positions of leadership and having them help make decisions

The 5 Ings





Connecting


When you host a ride, make sure you connect it to transit and Capital Bikeshare so that people who don't have a bike will have access to a bicycle.

Welcoming

It's not enough to be "nice". Welcome people. Introduce them to others in the group. Have a welcome gift. Let them know they won't be left behind.

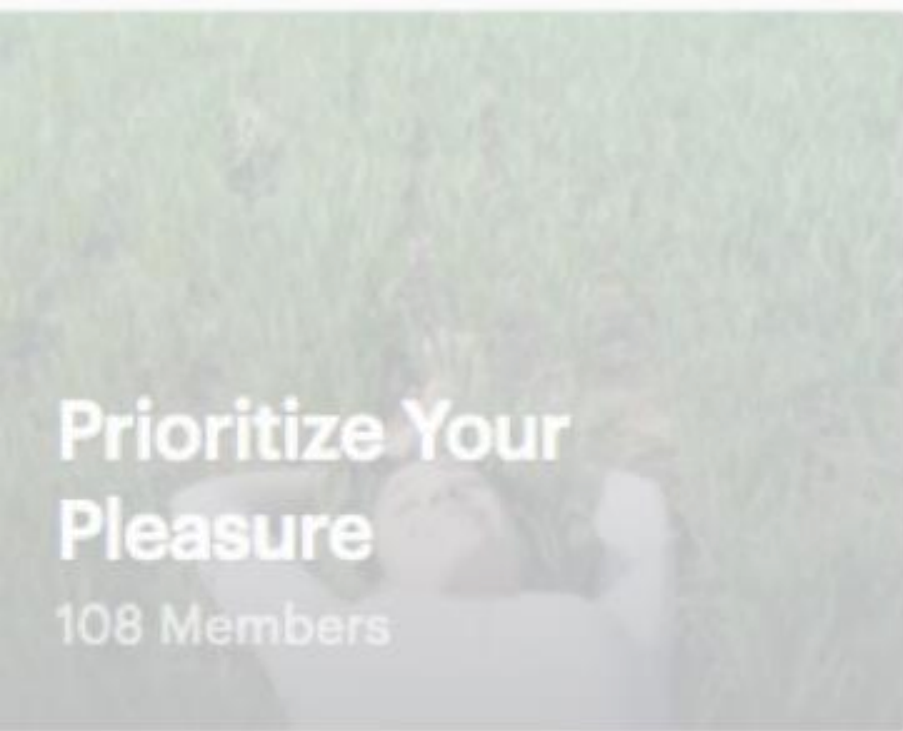


Partnering



If you are trying to get more diverse people to your events, you may need to consider working with partners who are involved with the people you want to connect with

Promoting



Prioritize Your Pleasure
108 Members



Sassy Sisters Cycling
1,453 Sassy Cyclists



Bicycling and the City
387 urban bicyclists



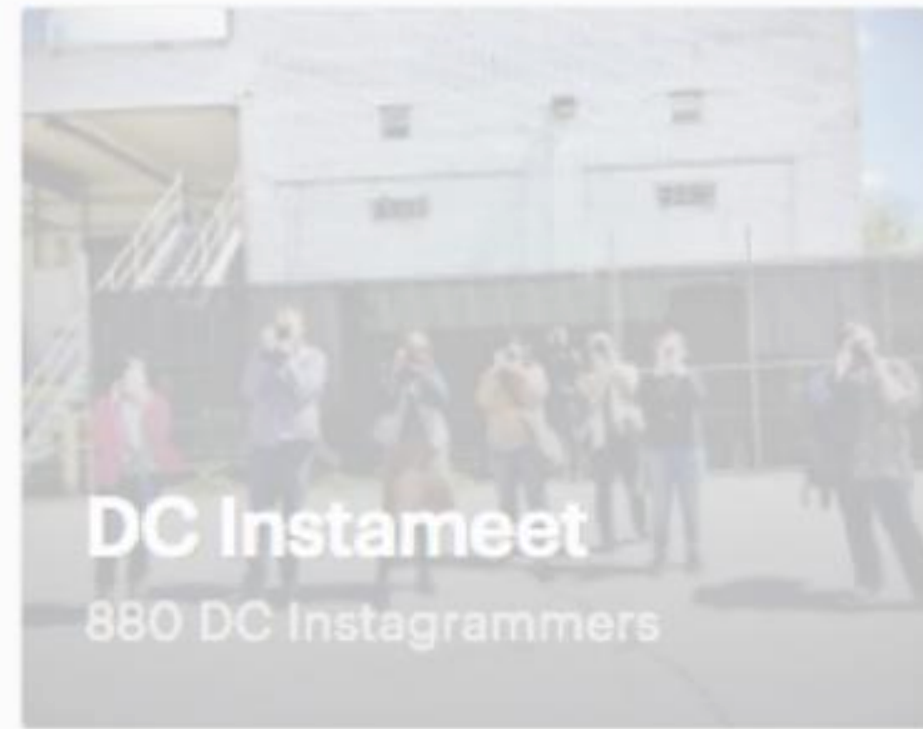
Washington, DC History & Culture
41,316 Washingtonians



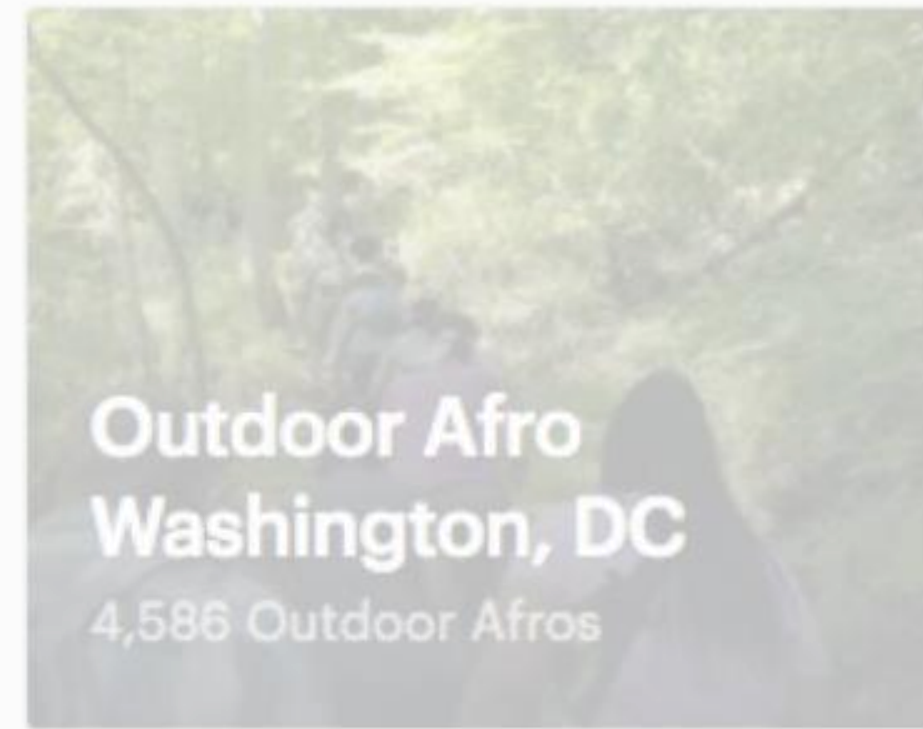
Silent Dinner- Alexandria/Woodbridge
545 Sign Language Club



AFI Cinema Group
2,533 Cineastes

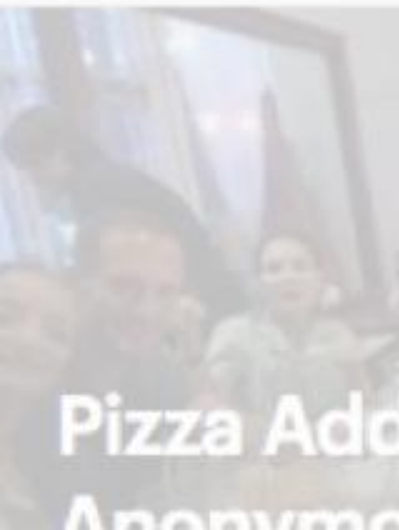


DC Instameet
880 DC Instagrammers

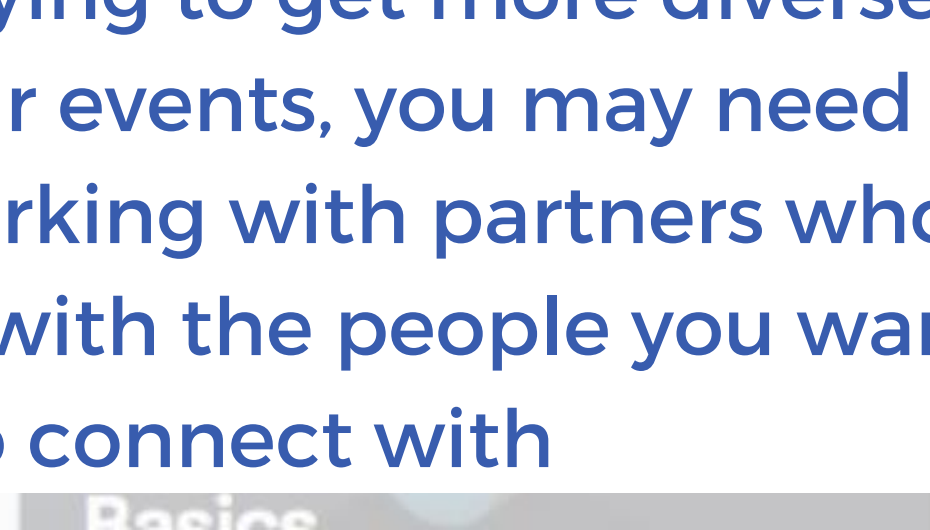


Outdoor Afro Washington, DC
4,586 Outdoor Afros

If you are trying to get more diverse people to your events, you may need to consider working with partners who are involved with the people you want to connect with



Pizza Add
Anonymous - D.C.



Basics



**MARC Multi-modal
Ride to Baltimore**



**Progressive Lunch
Ride**

Host events that people want to come to. I make it about the destination, not about the bike.

Hosting



**Aviation and Bikes
Ride**

Hosting



Zoo Light Ride



Sweet Treats Ride

Host events that people want to come to. I make it about the destination, not about the bike.



Volunteering at SOME Ride



UMD Observatory Ride



Bike and Kayak Ride

Host events that people want to come to. I make it about the destination, not about the bike.

Hosting




Bike and Stand Up Paddleboard Ride

Are you treating **equity** like the ingredients so it is a **necessary** part of the cake?

or are you treating it as an **afterthought** like the icing on the cake?



A woman with long dark hair, wearing a vibrant red dress, stands smiling next to a white Pedego bicycle. The bicycle has a basket of red flowers on the handlebars. The background consists of a white fence and trees with autumn-colored leaves. The ground is covered in fallen leaves.

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