How to Promote Equitable Outreach in Your Community

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George Mason University- Accelerating Active Transportation Change in Northern Virginia
EQUITY
DEFINTIONS

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

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

Click here to listen to a podcast with Melissa Balmer from PedalLove about the difference between Diversity, Inclusion, and Equity.
The 5 Ings
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.
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.
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.
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Hosting

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

MARC Multi-modal Ride to Baltimore

Progressive Lunch Ride

Aviation and Bikes Ride
Hosting

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Zoo Light Ride

Sweet Treats Ride

Volunteering at SOME Ride
Hosting

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UMD Observatory Ride

Bike and Kayak Ride

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?
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