New Jersey Bicycle and Pedestrian Advisory Council Meeting

March 13, 2013
Karyn Williams
Co-founder and Executive Director
Co-Founders

Samelys López, Co-Founder & Director of Development

Karyn Williams, Co-Founder & Executive Director

Naomi Doerner, Co-Founder & Director of Programs
Mission

Velo City engages youth from underserved communities through cycling to teach them urban design & planning for social change.
Velo City: Three “E” Philosophy

Explore

Empower

Envision
Social Indicators in New York City

Obesity
- 7.3% - 17.9%
- 18% - 22.5%
- 22.6% - 28.6%
- 28.7% - 39.2%

*Percentages are age adjusted.

Obesity is based on Body Mass Index (BMI), calculated from self-reported weight and height. A BMI of 30 or greater is classified as obese.

Source: NYC Community Health Survey 2007
Bureau of Epidemiology Services, NYC DOHMH
Student Profile

- African American: 28%
- Asian: 26%
- Hispanic: 36%
- South Asian: 5%
- White: 5%
Bikesplorations

7-week summer program started in 2010 LES & Chinatown

2011-2012 Soundview neighborhood in the Bronx in partnership with Bronx River Alliance

Introductory urban planning & design

Different theme each year

Students design and lead bike tour
Bronx Bikesplorations

www.opengreenmap.org

Green Map Bronx
Bikesplorations- Challenges

Inexperienced riders

Space for meeting and for bike storage

Unable to meet the demand for the summer program
Teens Taking the Lane

New Program launched in 2012 in Brooklyn

11-week summer and fall program

Focus on advocacy & leadership skills

Students led a series of bike tours in the fall for the public and their families
Challenges- Teens Taking the Lane

Developing strong community partnerships

Student attendance
After School Programs

Year long program
Brooklyn International H.S. 2011
Franklin K Lane Campus 2012, Brooklyn
Urban Planning curriculum
Earn-a-Bike
After School Programs Challenges

- Attracting and retaining girls in the program
- Culture of not participating in extra curricular activities at some schools
- Reluctance to wear helmets
Please join Velo City and friends in celebrating another year of training the next generation of urban planners and designers!

When: April 4th, 2013 6:00 p.m. to 9:00 p.m.

Where: Center for Architecture
536 LaGuardia Place, NY, NY, 10012

• Inspiring Individual: Laurie Cumbo, founder of Museum of Contemporary African Diasporan Arts and City Council candidate
• Inspiring Nonprofits: Partnerships for Parks
• Inspiring Company: Patagonia
Contact Information

www.velocity-rides.org
info@velocity-rides.org
Facebook: Velo-City
Twitter: @Velo_City_NYC