

CELEBRATING

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HISTORY  
MONTH**



# Riding with Transportation Equity



*Keynote  
Speaker*

**Dr. Beverly Scott**  
Founder,  
Introducing Youth  
to American  
Infrastructure, Inc.



*Panelist*

**Jennifer Fierman, AICP**  
Principal Planning  
Strategist,  
Swiftly, Inc.



*Panelist*

**April Rai**  
President & CEO,  
COMTO



*Panelist*

**Kimberly Slaughter**  
CEO,  
Systra USA



*Panelist*

**Selika Talbott**  
Founder & CEO,  
Autonomous Vehicle  
Consulting, LLC



*Panelist*

**Maceo Julio Wiggins**  
Director,  
Office of Civil Rights,  
BART

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Thank you for joining us &  
thank you to our speakers!

See you at the next MTI  
webinar:

[tinyurl.com/googlebike-lend](https://tinyurl.com/googlebike-lend)



**EFFECTS OF BIKE LENDING ON  
COMMUTING TO WORK:  
THE GOOGLE CASE STUDY**  
in partnership with ITS UC Davis  
1 AICP CM credit

March 9, 2022 | 10-11 a.m. (PT)  
Register at  
<https://tinyurl.com/googlebike-lend>

**Panelists:**

- Dillon Fitch**  
MTI Research Associate  
Co-Director  
Bicycling Plus Research  
Collaborative
- Lucy Noble**  
TDM Program Manager  
Google
- Terry Mac**  
Bike Program Manager  
Halcon at Google

How are high tech employees returning to work? Maybe by bike.

Google employees borrowed high quality electric-assisted and conventional bicycles for free, for up to six months. MTI researchers discuss their recent evaluation of this transportation demand management program in this webinar.

The lending program at Google represents one of the largest employer-sponsored bike and e-bike lending programs in North America with over 1,000 bikes in its inventory. More individuals and agencies have shown interest in e-bike rebates and in the role of public policy in the shift from four wheels to two. This evaluation is a critical first step toward understanding the potential for bike lending as a strategy in North American suburban contexts. Discussion and Q&A will follow.