

New Bike Tech: Helping Employees Ride Using the “Social Network for Bikes”

Q&A with Eric Lynn

Can you explain the People for Bikes nonprofit mission and how Ride Report fits in that mission?

Our PFB Mission is to get more people riding more often and Ride Spot is all about lowering barriers and activating a large chunk of riders who don't ride very often.

What is the Ride it Out campaign?

Our PFB Mission is to get more people riding more often and Ride Spot is all about lowering barriers and activating a large chunk of riders who don't ride very often.

[Read More](#)

Could this be used by a broader organization like a downtown BID or visitor's bureau?

Yes, for sure. Please reach out if interested in learning more (I live in Madison, BTW). Small world. ericl@peopleforbikes.org

Curious about the origin of your 25-30 million Americans who are interested in riding.

The PeopleForBikes U.S. Participation study found that 11% of the U.S. population rode 1-5 days in the last 12 months. There are about 311 million people ages 3+ in the U.S. So 11% times 311 million is about 33 million people.

Q&A with Eric Lynn

Do you have data on how many people that never rode before (or rearely) you were able to convert to daily riders?

We do not, but will try to work with our new Corporate Accounts feature to establish prior ride history as we onboard and track riders.

How did you decide to go with Ride Spot vis RideShark or other platforms?

PeopleForBikes developed Ride Spot from the ground up and did so to help new and infrequent riders riding more regularly. We've been building as we see market niches that need help and are excited to continue our mission to get more people riding bikes more often.

Are you doing any e-bike promotions?

Ride Spot doesn't have specific programming around particular types of bikes, although we do help MTB users see "e-bike" legal trails in the web "Discover" screen.

What does an affiliate account cost?

\$720 year, but currently free as a help to Affiliates during C19.

Are any employers using Ride Spot to help track bike commutes?

Not particularly, but we will be offering this service in our new Corporate Rewards module being done now.

Will there be a cost for employers to get access to the corporate tools?

We're still working on pricing, we do not have it established yet.

Thanks!

You're Welcome!