

THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE: April 30, 2020

CONTACT: pressoffice@cityhall.nyc.gov, (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES \$1 MILLION COMMITMENT FROM CITI,
MASTERCARD TO EXTEND CITI BIKE CRITICAL WORKFORCE MEMBERSHIP
PROGRAM**

More than 5,500 first-responder, transit, and healthcare workers have obtained free month of Citi Bike membership since recent program launch; program to expand to additional critical workers

NEW YORK—Today, Mayor Bill de Blasio, NYC DOT Commissioner Polly Trottenberg, and Lyft announced that Citi and Mastercard have partnered to commit \$1 million to significantly grow the Citi Bike Critical Workforce Membership Program, making memberships longer and available to more workers.

“The most effective interventions in the fight against COVID-19 are ones that help essential workers get us through this crisis, while laying the foundation for a fairer and better city in the future,” said **Mayor Bill de Blasio**. “I’m grateful to Lyft, Citi, and Mastercard for standing with our city’s heroes – and for helping our city provide expanded access to bikeshare in underserved areas.”

“Throughout this fight, our frontline workers continue to step up and provide the essential services this city and its people need,” said **Deputy Mayor Laura Anglin**. “In partnership with Lyft, Citi, and Mastercard, we can provide these heroes with convenient and safe ways to commute as a small token of our appreciation. Additionally, we are reaching new parts of our city with Citi Bike’s expansion into Upper Manhattan and the Bronx – including docks at both Lincoln and Harlem Hospitals.”

More than 5,500 first-responder, healthcare, and transit workers have joined the program since it began offering a free month of Citi Bike rides in March. Now, the program will include full-year annual memberships and expand its benefits to include workers at critical food-related non-profits, as well as essential City employees. The deadline for joining this new program has also been extended from April 30 to May 31.

To serve even more critical workers, the de Blasio Administration expanded Citi Bike to Columbia University Irving Medical Center in Washington Heights, coordinated donations of dozens of bikes to staff at Elmhurst Hospital, and will add a Citi Bike station outside Harlem Hospital and Lincoln Hospital, as part of the upcoming expansion that will bring more than 100 additional Citi Bike stations in Upper Manhattan and the Bronx starting the week of May 4th. Over the last month or more, Citi Bike stations outside healthcare centers have been some of the busiest in the entire bikeshare system.

Critical Workforce Membership Program Details:

- Healthcare providers, transit employees, first responders (NYPD, FDNY, EMS), critical City workforce, and those working at direct food-support non-profit organizations can obtain a free Citi Bike membership by signing up through their employers.
- These employers should email HeroBikes@Lyft.com to obtain enrollment information to distribute to staff.
- There is no cost for employers to enroll.
- Individuals working in these fields who recently purchased a membership or have upcoming membership renewals can also access a free membership.

“Expanding and extending the Citi Bike Critical Workforce Membership Program will enable thousands of workers on the front lines of COVID-19 to have safe, healthy and convenient commutes,” said **DOT Commissioner Polly Trottenberg**. “We strongly encourage eligible workers to sign up and try the program, especially with Citi Bike expanding to the Bronx and Upper Manhattan in the coming days and bringing docks to Lincoln and Harlem Hospitals. We thank Lyft, Citi, Mastercard and all of our other partners for helping our transportation system serve even more New Yorkers in these difficult times.”

“At Citi, we are extremely grateful to our first responders, healthcare workers and all those serving on the front lines who are keeping New Yorkers safe and our communities running. Funding free annual Citi Bike memberships is one way we are demonstrating our deep appreciation to these heroes for their service and sacrifice,” said **Ed Skyler, Citi’s Head of Public Affairs**.

“Frontline responders, healthcare and essential workers deserve our deepest gratitude and admiration for protecting and giving back to their communities during these difficult times,” said **Sherri Haymond, Executive Vice President, Digital Partnerships, Mastercard**. “In working alongside Lyft, Citi and the City of New York to expand the Citi Bike Critical Workforce Membership Program, we’re honored to be able to provide these critical workers with a convenient and safe way to commute. We will continue to look for ways to support those helping us and celebrate their important contributions.”

“With New Yorkers stepping up in an extraordinary way to serve their communities in the fight against COVID-19, Lyft is grateful to our partners Citi and Mastercard for their generous support of the Citi Bike Critical Workforce Membership Program,” said **Caroline Samponaro, Head of Micromobility and Transit Policy at Lyft**. “This program is a central component of LyftUp, our comprehensive effort to expand transportation access to all and provide free rides to those who need them most right now. Thanks to Citi and Mastercard, who each have a long history of supporting bikeshare in New York, we will be able to serve even more frontline workers during this critical time and as we work with the de Blasio administration to expand Citi Bike into the Bronx and Upper Manhattan.”

“Over the course of two months we have been able to create additional Citi Bike stations, decriminalize the use of e-bikes, and open our streets for pedestrians and cyclists to use during this pandemic. What once seemed impossible has now been achieved through continual partnership between our public and private sectors. As Latino, Black, and Asian communities in the City have endured the worst of the virus, our focus should now be to expand these vital free services for all New Yorkers living on the poverty line,” said **Council Member Ydanis Rodriguez, Chairman of the Transportation Committee**. “I look forward to the work that lies ahead, together with Mayor de Blasio, DOT Commissioner Polly Trottenberg and the leadership

at Citi Bike, we will ensure that all New Yorkers have equitable access to the bike-sharing program.”

“I want to thank Lyft, Citi, and Mastercard for coming together to fund the expansion and extension of this successful program so the heroes on the front lines of the COVID-19 pandemic in New York City can continue using Citi Bike for free. Providing affordable and safe transit options in underserved areas will be essential to our social distancing efforts, and I look forward to seeing more riders in our critical workforce and beyond join Citi Bike and use new bike share stations coming to Upper Manhattan and the Bronx in the months ahead,” said **Council Member Carlina Rivera**.

"Expanding the Citi Bike Critical Workforce Membership Program to include employees of non-profit organizations that work in direct food support is a great decision that's going to make commuting around New York City safer for thousands of New Yorkers. Biking around New York is a great way to get around and thanks to this new commitment it will be even easier. No New Yorker should go hungry during this crisis, which is why Met Council has been working overtime delivering food to those in need. We commend Mayor de Blasio, the Department of Transportation, Mastercard, Citi, and Lyft for their work helping more New Yorkers use Citi Bike during this crisis." said **David G. Greenfield, CEO, Met Council**.

"Citi Bike and Lyft have shown their support for Urban Upbound's mission to break cycles of poverty and serve the public housing communities. The extension of this program can help our staff members and volunteers reduce their transportation costs while helping us deliver hot meals and groceries every day to our residents. I am grateful to see that Urban Upbound is not alone in our fight to help our most vulnerable population during this pandemic,” said **Bishop Mitchell Taylor, Co-Founder & CEO of Urban Upbound**.

"The expansion of Citi Bike's Critical Workforce Membership Program to include food support non-profits is tremendously helpful," said **GrowNYC President and CEO Marcel Van Ooyen**. "Safe transit is critical for essential workers at the 30 GrowNYC food access sites – Farmstands, Greenmarkets, and Fresh Food Box locations – currently open in all five boroughs. We're grateful to Mayor de Blasio, Lyft, Citi, Mastercard, and everyone involved for extending this resource to our staff and other individuals at vital, non-profit organizations helping to feed New York City as we weather this crisis."

###